



Agenda



Santa Fe City and County
Advisory Council on Food Policy
Thursday, February 28, 2013
9:00 to 10:30
Angel Depot Conference Room
1222 Siler Road, Santa Fe, NM

CITY CLERK'S OFFICE

DATE 2/21/13 TIME 9:42

SERVED BY Katherine Mortimer

RECEIVED BY [Signature]

- A. CALL TO ORDER
- B. ROLL CALL
- C. APPROVAL OF AGENDA
- D. APPROVAL OF MINUTES – January 24, 2013
- E. COMMUNICATIONS FROM THE FLOOR
- F. PRESENTATIONS/TRAININGS
- G. STAFF COMMUNICATIONS
- H. INITIATIVES AND ACTIONS
 - 1. Executive Committee
 - a. Coordinator Replacement Recommendation
 - b. Replacement Suggestions for Emergency Food Service
 - c. Replacement Suggestions for Community Member
 - 2. Policy Committee
 - a. Assessment Committee – Food Plan Status
 - b. Food Production and Land Use Committee - County Sustainable Land Development Code
 - c. The Healthy Kids -- Healthy Economy legislative follow-up
 - d. Upstream grant:
 - i. Core Capacity Assessment Test progress
 - ii. Funding expenditure planning
 - iii. Quarterly meetings strategy
 - e. Procurement
 - f. Education and Outreach – review pamphlet inserts
 - g. Farm Bill
- I. ITEMS FROM THE CHAIR
- J. ITEMS FROM THE COUNCIL
- K. ADJOURNMENT

Next Meeting: March 28, 2013

NOTE: All meetings of the council are open to the public. Persons with disabilities in need of accommodations, contact the City Clerk's office at 955-6520, five (5) working days prior to meeting day.

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SANTA FE CITY AND COUNTY
ADVISORY COUNCIL ON FOOD POLICY**

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**SANTA FE CITY AND COUNTY
ADVISORY COUNCIL ON FOOD POLICY
1222 SILER ROAD, SANTA FE, NM 87501**

THURSDAY, FEBRUARY 28, 2013

A. CALL TO ORDER

A regular meeting of the Santa Fe City and County Advisory Council on Food Policy was called to order by Katherine Mortimer, Chair on this date at approximately 9:00 a.m. at the Angel Depot, Conference Room, 1222 Siler Road, Santa Fe, New Mexico.

B. ROLL CALL

Roll call indicated a quorum as follows:

Members Present

Katherine Mortimer, Chair
Emigdio Ballon (arrived later)
Tony McCarty
Susan Perry
Pamela Roy
Elisabeth Salinas
Lynn Walters
Steve Warshawer

Members Absent

Maria Bustamante-Bernal (excused)
Mark Winne (excused)

Two positions vacant

Staff Present

Alena Paisano, AmeriCorps
Erin Lloyd Ortigoza

Others Present

Pokei Poitton
Charmaine Clair, Stenographer

C. APPROVAL OF AGENDA

The approval of January minutes was moved to the end of the agenda time permitting and postponed if not. The 2013 budget versus actual was added as Item D under Executive Committee.

Ms. Roy moved to approve the agenda as amended. Ms. Salinas seconded the motion and it passed by unanimous voice vote.

Mr. Ballon entered the meeting at this time.

E. COMMUNICATIONS FROM THE FLOOR

Mr. Pokei Poitton, with the Guy Garden Project said he wanted the Food Council to know about hurdles he is encountering with the City. He said the project had a farm stand last year on residential zoning and he knew that is not legal. He wrote the mayor and asked for a variance and was referred to Matt O'Riley.

He said the FPC should be aware they need a City Council person who is sympathetic to change the code so farms could happen within City limits. He said he was also told he could not advertise events publically, like workshops and a lot of cities, like Bainbridge Island outside of Seattle, have had to change their codes.

Ms. Roy said she has given Ms. Paisano information on the City of Tucson. She said Tucson has progressive ordinances around food stands with the idea that neighbors could share in a cul-de-sac/subdivision etc. She suggested the FPC take the issue on as an immediate initiative.

Ms. Paisano offered to consolidate the models of ordinances and bring that to the next meeting. Chair Mortimer suggested that the Food Production/Land Use Committee work with Ms. Paisano. Ms. Salinas offered to join that committee.

Mr. Poitton said Louise Pate had suggested all looking at all of the hurdles that protect property rights, instead of just the farm stand issue.

Mr. Warshawer said if Mr. Poitton is interested, he could talk with him about Beneficial CSA (a cooperative farmer distribution channel.) He said everyone needs a cause and when something is threatened there is a different response. He suggested the best strategy is not to be afraid to put forth the challenges he faces, but also to look at a systematic approach. He thought there is a real problem if the County and City actions are out of sync with each other.

He said the Food Council has a chance to impact how to obtain synchronization between City and County code and the related policy; meanwhile, people need to know what is being lost.

Ms. Roy said there is potential conversation about other land in the City that might fit a similar situation and the issue could be a citywide initiative. She brought up the Baca Farm within City limits and the Lyle Farm in Las Cruces. She said there are others there who are working on the issues with city and county. She said she would supply that information to the Committee.

F. PRESENTATIONS/TRAINING- None

G. STAFF COMMUNICATIONS- None

Chair Mortimer asked to amend the agenda and to make 1.a under Initiatives and Actions the election of a vice chair.

Ms. Walters moved to amend the agenda to change 1a to the Election of a Vice Chair. Ms. Roy seconded the motion and it passed by unanimous voice vote.

H. INITIATIVES and ACTIONS

1. Executive Committee
 - a. Election of a Vice Chair

Ms. Roy nominated Tony McCarty as vice chair. Ms. Walters seconded the motion.

Ms. Roy said that Mr. McCarty is a founder of the Food Council and has the depth and history of the Food Policy Council. She acknowledged his commitment and efforts to the Food Council.

There were no other nominations.

The motion to approve Mr. McCarty as vice chair was passed by unanimous voice vote.

- b. Coordinator Replacement Recommendation (Revised Agenda Order)

Chair Mortimer explained that in the past the Executive Committee ran the search and hiring process for the coordinator position. She, Ms. Roy and Mr. McCarty contacted a total of five people and had two applicants from which they received writing and graphic samples, a letter of interest and a resume. The candidates were interviewed and after discussion decided to recommend Ms. Erin Lloyd Ortigoza for the position.

Chair Mortimer asked Ms. Lloyd Ortigoza to talk about her qualifications.

Ms. Lloyd Ortigoza thanked the Food Policy Council members for the opportunity. A summary of her qualifications follow:

- A Masters degree in landscape architecture from UNM with a minor in Community and Regional Planning.
- Certified in Historical Preservation and Regionalism.
- She is very interested in traditional farming practices from this area and how those can inform and create spaces used. Her thesis was based on a property in the South Valley of 600 acres and her design recommendations were used in a proposal to Congress that resulted in the Via de Oro Refuge. The refuge has the potential to be both agricultural productive space and an opportunity for the Bosque habitat to have a hub and spoke.
- Her work with agriculture activities started in the Peace Corps as an agricultural extentionist in Paraguay and she has a wide range of experience working with ethnicities and is fluent in Spanish.
- She served as AmeriCorps intern to Chair Mortimer last year and worked on graphics, including the brochure, for the Food Policy Council.
- Her experience with Environmental Services under Earth Care opened her knowledge of working in public health outreach; she has worked to promote policy initiatives, get feedback from people in the Southwest areas; worked on a lot of graphics, reports, and research and is experienced with outreach.

Ms. Lloyd Ortigoza said she and her husband are starting a farm, which gives her different perspectives and areas of passion for food policy in general.

Ms. Lloyd Ortigoza left the room at this time for Council discussion.

Chair Mortimer asked if there were questions about the process or recommendation of Ms. Lloyd Ortigoza.

Mr. Warshawer said the National Football League (NFL) implemented the Rooney Rule to ensure more African-Americans were interviewed for coaching positions. He said he worries when the Food Council does outreach without publicity and without purposely and systematically taking efforts to interview people from diverse cultures.

He thought the FPC didn't recognize the consequences of institutionalized racism, as exemplified in their choice of a closely held process for recruitment. He said that is why he cited a very high profile example. He said in a community like Santa Fe, in a region like New Mexico, the Council owes a commitment to that process to the citizens they serve.

Mr. Ballon said he felt the same and it is necessary to have a procedure.

Chair Mortimer said she doesn't know the ethnicity of those the team reached out to, but it was under Farm to Table hiring rules and is consistent. She said it is a relatively small though diverse community and the team tried to make the process known through connections.

She said with Ms. Cohen leaving suddenly she felt a sense of urgency. She and Ms. Roy took on getting the word out and finding a person in addition to the work; and they are both drowning in [their own] work.

Mr. McCarty said Chair Mortimer contacted him because he had recently interviewed 25 people for a Kitchen Angels staff position. He suggested two candidates, but they have been hired elsewhere.

Mr. Warshawer said what was done and how the cultural trend of lack of access was addressed should have been part of the presentation to the Council members.

Ms. Roy said she agrees with Mr. Warshawer that the culture of the Food Policy Council needs to change. She has discussed with Ms. Paisano that for a staff or contract person, even the Food Plan process has an opportunity for the Food Council to reach out. She said Ms. Paisano has included being more diligent about diversity in the City and County as the Food Council develops the Plan.

She suggested the FPC be more strategic in how they reach the diversity in people, as well as geographically.

Ms. Salinas thought Ms. Lloyd Ortigoza was an excellent candidate and appears to have a lot of skill and talent. She said to redefine a commitment to diversity and to expand outreach and partnership is critical, but doesn't have to be exclusive with the selection of Ms. Lloyd Ortigoza.

Mr. Ballon said many people could have many talents and a vision of many things. He thought it would be good to have the candidate information and their resumes for the members to look at and evaluate. He said in this case he couldn't make a decision, because he didn't see everyone who applied.

Chair Mortimer said their process for the two people who were hired before this was for the Executive Committee to do the work and make a recommendation. She said the entire committee has never made the selection.

Mr. Warshawer said the Food Policy Council is going through their own evolution as a council and that reflects what is going on in their organizations. He said even the work done, if presented differently, would have received a different response. He thought the team wasn't blind to the concerns.

He said if the Food Council is going to stand for these values, they have to be articulated in the process and that will strengthen the candidate that is proposed. He said the process by which the opportunity is made accessible is what the Rooney Rule is about.

Ms. Roy said there are two excellent candidates and if the members want to reopen the process, she would do what she could to participate. She said as Chair Mortimer mentioned some of the members take on the weight of not having that staff person.

Ms. Perry suggested if a member felt the process should be extended, that everyone should be part of the work.

Chair Mortimer said unless members have a compelling reason on this particular hire, they should consider what the candidates went through and that they would be asking candidates to go through that again.

Ms. Walters suggested time on the agenda to develop a process for the next time.

Chair Mortimer said the openings on the Committee could be opportunities moving forward to reach goals.

Ms. Roy said it is incumbent on the Food Policy Council to move the Food Plan forward and find a way to have more help with that. She said the Food Plan has the opportunity to focus on the social and health equity of the communities and that isn't up to staff, but up to the Food Council members and they should look at their process.

Mr. Warshawer asked if anyone would be uncomfortable voting for the recommended applicant, given the process.

There was no comment.

Ms. Perry moved to approve Ms. Erin Lloyd Ortigoza as the new coordinator. Ms. Salinas seconded the motion and the motion passed by majority voice vote. Mr. Ballon abstained.

Chair Mortimer said the Food Council first needs to recruit for the Council. She said the work to increase diversity could be part of an ad hoc committee and they could work on the process for additional staff needs.

Ms. Roy asked members to consider building a cadre of interests as the Food Plan is being done; like an advisory committee built from a variety of people they meet and talk to who show interest in working on projects and policies with the food policy councils.

She said that could be a resource pool to learn from and as people transition off of FPC, there would be people that are committed and have a greater understanding of what the Food Council does. She said that would help to build the idea of the diversity of their work, who they are and who they represent.

Ms. Lloyd Ortigoza returned to the room and was congratulated on her new appointment.

c. Replacement Suggestions for Emergency Food Service/ d. for a Community Member

Chair Mortimer said items B and C are related; the two openings on the Food Council are the emergency food service representative and a community member. She said the emergency food service position is a required position and has a smaller pool of people.

The group discussed candidates. Isabelle was recommended. Chair Mortimer asked that someone contact Isabelle and ask her to attend the next meeting.

Chair Mortimer said the community member is a broader position and members should let everyone know about the position. She said they could see if the County would place an ad that states how a person who represents the diversity of the community would be a benefit.

The Food Policy Council talked about training and opportunities for trainers both nationally and locally.

Chair Mortimer said the Upstream Grant meeting gave a picture of how the fund works. Food Policy Council has \$10,000 available a year and another \$15,000 available to the three groups and more broadly defined. She said additional money is available for training of a broader group interest within the community.

She said diversity training had been discussed and she thought everyone could attend cultural competency that could be paid from funds other than Upstream.

Mr. Warshawer said it is a change of an organization's methodology that makes opportunity and access meaningful. He thought the idea through Upstream was great because that was beyond what FPC resources or time could address.

Chair Mortimer asked Ms. Lloyd Ortigoza to take the information she receives from the various groups and send to the members. She said a smaller group could develop a recommendation from the information and once the Food Council decided what they want, that could be proposed to the Santa Fe Community Foundation.

Mr. McCarty said the Community Foundation could look at a broader methodology and bring all of the trainers in for a series that is open to the community.

Ms. Walters said training provides information and opportunity for seeing one's position in a different way, but doesn't necessarily change communicative practices.

Ms. Paisano said the Upstream work talks about organizational culture. She thought the training could be wrapped into the piece that addresses how it is structured and how the culture functions at the Food Council. She said from the advisory council perspective that is a way to open that up. She thought it would be beneficial for those who apply to the organization also.

Chair Mortimer suggested Mr. McCarty, Mr. Warshawer, Mr. Ballon and Ms. Perry be on the committee with Ms. Paisano. She asked that ideas be funneled to Ms. Lloyd Ortigoza and then brought back to the Food Council for discussion and then presented to the Santa Fe Community Foundation.

2. Policy Committee

- a. Assessment Committee/ Food Plan Status-Not Discussed
- b. Food Production and Land Use Committee - County Sustainable Land Development Code-Not Discussed
- c. The Healthy Kids – Healthy Economy legislative follow-up-Not Discussed
- d. Upstream Grant

Ms. Paisano thanked everyone for input on the process and she passed out information she followed in terms of format for the policy recommendation. She said she also included information about the guiding principles and how organizations could use the documents.

She offered to pull models most relevant in the community and to pull from the documents created by the Food Policy Council (the mission statements, principles etc.) She offered to re-word the information to meet a format similar to the guiding principles or values.

She said that is an issue for the greater Council and not just the Assessment Committee. She sees the values as a way to address continuity within the Food Council; the membership, the organizational culture etc.; their purpose, their perspective and the strategies that are implied, etc.

She reviewed the Executive Summary layout (Exhibit 1) and suggested the March agenda have time for members to pick four goal areas with discussion and language appropriate for the group.

Mr. Warshawer asked to add criteria. He said he preferred language like "how to feed the growing population and dwindling resources." He said the FPC needs to claim their place in the conversation and this should be framed in a positive and inclusive language or a natural antipathy toward their presentation is created. He asked that divisive language and phraseology be avoided.

Ms. Paisano said she pulled policy recommendations from the reports she read and she would reduce that into action items and things people could support and take action on, like urban agriculture initiative. She would pass the information on to Ms. Lloyd Ortigoza.

Ms. Paisano said she is wrapping up the Market Basket Study and is working on the survey for the stakeholder process. She would e-mail an Excel sheet of the stakeholders to everyone and asked for help with missing names and contacts.

Ms. Paisano said she wasn't sure if the Community Food Assessment was formally endorsed and approved.

Ms. Roy moved to approve the Community Food Assessment and move it forward to the City and County as presented. Mr. McCarty seconded the motion and the motion passed by unanimous voice vote.

Chair Mortimer said presentations should be scheduled to those bodies and at that time she would introduce Ms. Lloyd Ortigoza. The Council could provide the City/County with the report and review the findings and inform them of the Food Plan and its aim.

Ms. Paisano said next would be the survey interview process and she would also like to start mapping the GIS access points and do a demographic overlay County wide. Ms. Salinas agreed to help.

Chair Mortimer noted that the County has maps and she asked Ms. Paisano to follow up with Ms. Salinas to get access. She said if there is a roadblock they could work with City staff.

i. Core Capacity Assessment Test Progress

Chair Mortimer said most groups have started the assessment. She asked to let Ms. Martin know if a group hasn't started or wouldn't be doing the CCAT test, so the funds could be reassigned. She said she could answer questions and Ms. Lloyd Ortigoza would become the liaison.

ii. Funding expenditure planning/2013 Budget Review

Chair Mortimer said the group has funds of \$10,000 per year from the Upstream Grant to be used once they develop a plan for developing their capacity. Ms. Paisano added that the deadline is September for the report on their core capacity strategy.

Chair Mortimer explained the report identifies the gaps and how to fill the gaps becomes the plan. She said there isn't a lot of time and the Food Council needs to develop a strategy, which is within the strategy of their other funding sources and those timelines.

Ms. Roy said the Food Council has to focus on organizational culture and technical capacity in the next couple of months. She put together budget versus actual for the year to know where they are headed.

She reviewed the budget: the bank balance is \$12,024 (with an invoice that needs to be turned in to the City) and the \$10,000 from Santa Fe Community Foundation was added. She received notification the Council would receive the McCune grant.

Ms. Roy planned to meet with Commissioner Holian on Santa Fe County. She said only half of the expected amount of \$8500 was put in this year's budget because it would take from July 1 on to get a contract with the County. She said the same is true with the City process.

She pointed out that anticipated contracts and committed grants were listed and the Community Foundation doesn't have a contract yet and would be listed as pending until the contract is received.

Chair Mortimer suggested that individual CCATs be done and gaps identified as soon as possible and then the plan could be developed and they could start expending the money. She said they wouldn't want to get to the end of September and be without money.

Mr. McCarty asked if the line item for the Food Plan would switch from Assessment. Ms. Roy replied things could be shifted as they move forward.

iii. Quarterly meetings strategy- Not Discussed

e. Procurement- Not discussed

f. Education and Outreach – review pamphlet inserts- Not discussed

g. Farm Bill- Not discussed

I. ITEMS FROM THE CHAIR

Chair Mortimer noted the last two pages of the packet were blown up inserts that go inside the pamphlet. She asked for feedback on language, contacts etc that needs to be updated or changed.

Ms. Lloyd Ortigoza offered to remove the names and leave just the contact numbers.

Chair Mortimer and Ms. Walters discussed a Spanish version of the brochure.

Mr. Ballon suggested labeling the GMO (genetically modified organisms.) He said the Food Council talks about different factors and one that had been called to his attention is the quality of the food and he considered how the Food Council could be part of that. He talked about a situation in Cordova where there is a heavy interest in GMOs. He said he doesn't think this country is free of heavy pesticides and that type of situation.

He said the Food Policy Council has to take a position against the use of chemicals and is important for them to be involved. He said the issue is very controversial and the Council could be a voice about what is going on.

Chair Mortimer said Councilor Bushee introduced a resolution that promotes the ban of GMOs. She said the resolution directs [City] staff to work with County staff to look into 1) labeling GMOs within Santa Fe City and County and 2) banning the use of GMO materials planted within Santa Fe City/County.

Chair Mortimer invited members to attend the Finance Committee meeting on Monday at 5 pm in City Hall Council Chambers. She planned to talk with Councilor Dominguez, chair of the Finance Committee to get the item on the Consent Agenda and would then suggest he pull the item. She would e-mail everyone when the item goes to City Council.

Ms. Roy said Senator Peter Wirth has a Senate bill labeling law for New Mexico that went through one committee without recommendation and was killed on the Senate floor. She said the state process is a good process and is the same process taken by the City and the labeling law came to the State Legislature without that process.

She said the conversation is going on at the federal level. She said Wal-Mart, Monsanto and other corporations are now seeing that the issue isn't going away and 18 states currently have legislative initiatives on labeling.

Ms. Roy asked Mr. Ballon to send the resolution to the Food Council and for Ms. Paisano to follow up.

Ms. Roy asked members to call the State Legislature and ask for the Senate Finance Committee. She said it would be good for the members' organizations to call by the next day to support New Mexico grown produce in schools. Chair Mortimer added that both the City and County has passed legislation in support and the FPC could lobby.

D. APPROVAL OF MINUTES –January 24, 2013 (Revised Agenda Order) - Postponed until March.

J. ITEMS FROM THE COUNCIL- None

K. ADJOURNMENT & NEXT MEETING: March 28, 2013

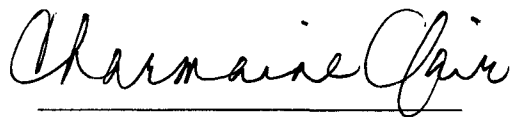
Having no further business to discuss the meeting adjourned at 10:57 a.m.

Approved by:



Katherine Mortimer, Chair

Submitted by:



Charmaine Clair, Stenographer

Executive Summary

A Call to Action

It has become evident that the hidden costs of our broken food system are soaring. Health impacts and costs resulting from the 'western diet' are at a crisis level, the poor have few healthful food options in their communities, and the industrial food model has undermined local food system jobs. The Multnomah Food Action Plan presents an opportunity for our community to collaborate, plan and invest wisely on community-prioritized goals and actions. We invite you to imagine what a local, healthy, equitable and regionally prosperous food system economy could look like in the year 2025 and to use the strategies below for creating that intentional future.

Support the Vision: Sign the Declaration of Support to show your commitment to food system changes in Multnomah County! Sign online at www.multnomahfood.org.

Advance Strategic Priorities: This Plan represents our community's food system priorities; use the Plan's shared goals and actions as a guide when selecting strategic efforts to create policy, change business practices, make investments, and work to improve our food system.

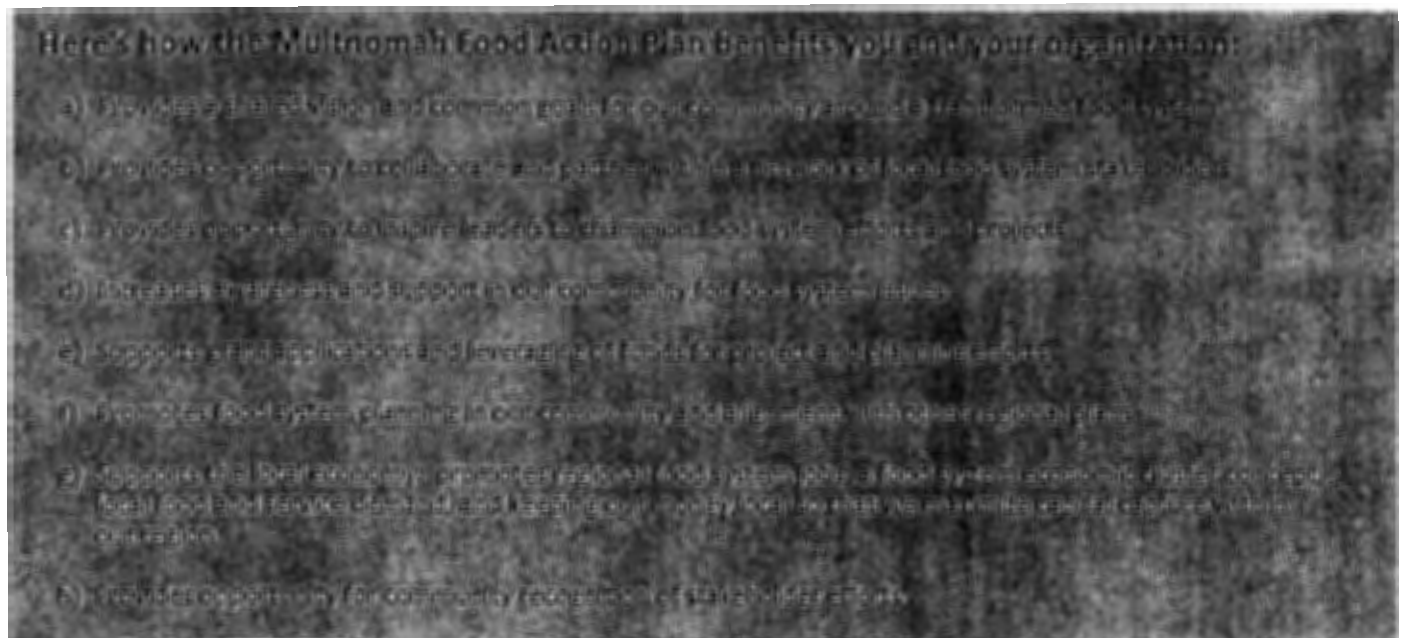
Use a Collective Voice and Build Coalitions: To fix our food system problems, we cannot address each issue separately as we have done in the past. Integrate the four action areas in this Plan into coalition building efforts. Joining efforts and using a collective voice will increase leverage for policy changes and funding opportunities.

Funding: Demonstrate to granting organizations that your organization's efforts align within the Multnomah Food Action Plan, a community prioritized 15-year strategic action plan.

Alignment with Other Plans: We live in a region that plans for everything. Incorporate the Multnomah Food Action Plan's goals and actions into future planning efforts, as well as into existing plans through updates or amendments, to ensure the development of an intentional food system that reflects our values.

Framing Issues: Use the Plan to frame discussions about our local food system with elected officials, policy-makers, political candidates, and community leaders in efforts to elevate our food system as a community and policy priority.

Choices: As community members we choose which leaders to elect and which issues to support. As individual consumers we have the power to shape the market which supplies our food. Use the Food Citizen actions in this Plan to transform our food system.



Executive Summary

What is the Multnomah Food Action Plan?

The Multnomah Food Action Plan builds upon the existing work of the community by providing a roadmap with a shared community vision and shared goals. This Plan is also a call to action and identifies key collaborative actions for our community that are critical for achieving our goals.

What Will We Accomplish?

Working together we can collaborate on solutions and speak with a collective voice to achieve our goals. The Multnomah Food Action Plan serves as a framework to guide collaboration and stakeholder efforts for improving our local food system. With this Plan we can secure funding and grants, create new economic opportunities, overcome barriers, catalyze policy change and investment, and raise awareness and support with our community and policymakers.

Envision a Sustainable Food System in Multnomah County...

By 2025, we envision a thriving regional food system that engages the community in healthy food production, equitable food access, opportunities for collaboration, low environmental impact, living wages and local economic vitality for Multnomah County and its people.

Food System Principles

1. We believe all people in our community should have equitable and affordable access to buy or grow healthy, culturally appropriate, sustainable, and locally grown food.
2. We believe food and agriculture are central to the region's economy, and a strong commitment should be made to the protection, growth and development of these sectors.
3. We believe in promoting and supporting a food system that provides economically sustainable wages.
4. We believe it is important to educate the community on the value of a healthy food system and healthy food products.
5. We believe that success in developing, linking and strengthening the food system will be achieved through community partnerships and collaboration.
6. We believe food brings us together in celebration of our community and is an important part of our region's culture.

Sustainable Food is...

Local
Produced close to where it is consumed and in an environmentally responsible manner.

Healthy
Consumable and edible, nutritious and safe, and produced in a way that promotes a healthy lifestyle.

Equitable
Accessible and available for all and produced in a fair manner.

Environment
Grown, processed, distributed, sold and served by a thriving regional economic cluster that produces local jobs.



Actions at a Glance

Local Food

Increase viable local options in our food system

Goal 1: Protect and Enhance the Agricultural Land Base

- 1.1 Minimize expansion of the Urban Growth Boundary
- 1.2 Increase acreage of urban food producing land
- 1.3 Establish an agricultural land trust
- 1.4 Develop incentives for food producing land
- 1.5 Promote integrated land use
- 1.6 Promote policy education

Goal 2: Support Small- and Mid-Scale Farms

- 2.1 Increase opportunities for farmers
- 2.2 Strengthen local processing and distribution capacity
- 2.3 Increase local purchasing in the retail sector
- 2.4 Inventory and establish community assets
- 2.5 Develop and use local influence

Goal 3: Increase Urban Food Production

- 3.1 Establish an urban food hub and community food resource centers
- 3.2 Convert underutilized land into food production
- 3.3 Fund opportunities for urban food production
- 3.4 Host an annual Food Summit and Harvest Festival



Goal 4: Encourage Sustainable Resource Stewardship

- 4.1 Create resources out of food waste
- 4.2 Support third-party certification
- 4.3 Develop a regional seed library
- 4.4 Promote community awareness

Healthy Eating

Make it easier to eat healthy and live longer

Goal 5: Create Environments that Support Health and Quality of Life

- 5.1 Make healthy food more affordable and accessible
- 5.2 Develop coordinated food policy
- 5.3 Implement wellness policies
- 5.4 Incorporate healthy food environment planning



Goal 6: Increase Equitable Access to Healthy, Affordable, Safe, and Culturally Appropriate Food in Underserved Neighborhoods

- 6.1 Promote healthy food financing initiatives
- 6.2 Survey and develop community assets
- 6.3 Reduce unhealthy food availability
- 6.4 Build local influence

Goal 7: Promote Individual and Community Health by Encouraging Healthy Food Choices

- 7.1 Promote health and food system skills
- 7.2 Enhance community advocacy and education efforts
- 7.3 Promote community-wide health promotion campaign

Goal 8: Increase awareness of food and nutrition assistance programs

- 8.1 Promote enrollment in food assistance programs
- 8.2 Increase acceptance of SNAP/WIC
- 8.3 Connect surplus food with need

Actions at a Glance

Social Equity

Build systemic justice, health, and food security

Goal 9: Address the Causes of Hunger, Food Insecurity, and Injustice

- 9.1 Create sustainable living conditions
- 9.2 Create social equity criteria
- 9.3 Conduct community food assessments
- 9.4 Provide advocacy education on food access

Goal 10: Increase Community Resilience

- 10.1 Establish community food resources
- 10.2 Create more community gardens
- 10.3 Secure funding for OSU Extension
- 10.4 Reduce dependency on the emergency food system

Goal 11: Facilitate Equitable Community Participation and Decision-Making

- 11.1 Empower change agents
- 11.2 Amplify the voice of underrepresented communities
- 11.3 Adopt inclusive public involvement policies

Goal 12: Create Opportunity and Justice for Farmers and Food System Workers

- 12.1 Support federal policies to address inequities
- 12.2 Support new farmers
- 12.3 Support business practices that promote opportunity
- 12.4 Promote state agriculture reform
- 12.5 Uphold quality of life for food system workers



Economic Vitality

Promote a thriving food economy

Goal 13: Develop the Regional Food Economy and Infrastructure

- 13.1 Establish a linked industry economic development cluster
- 13.2 Assess and develop regional resources
- 13.3 Establish more local food hubs
- 13.4 Promote a complete regional food system infrastructure
- 13.5 Harness the power of the next three Farm Bills

Goal 14: Promote Local and Regional Food Products and Producers

- 14.1 Promote Oregon food
- 14.2 Facilitate a regional connection
- 14.3 Ensure regulatory support for food production



Goal 15: Encourage Farm-to-School and Institutional Purchasing that Support the Regional Food System

- 15.1 Secure increased federal and state reimbursement rates
- 15.2 Reinstitute fully functional school kitchens
- 15.3 Prefer Oregon food in contracts
- 15.4 Establish a regional alliance of institutional purchasers

Goal 16: Create Local Food System Jobs

- 16.1 Conduct economic opportunity analyses
- 16.2 Promote new farmer incubation
- 16.3 Support local food businesses
- 16.4 Create a Regional Food System Development Commission