

HEALTHY FOOD FOR ALL COLLABORATIVE JULY MEETING NOTES

JULY 18, 2017 | FRUITRIDGE COMMUNITY COLLABORATIVE

OVERVIEW

The Healthy Food for All Collaborative met on Tuesday, July 18, 2017 at the Fruitridge Community Collaborative. A full list of participants can be found at the end of this document. The goals and objectives for the meeting included:

- **Receive** a presentation on the draft marketing materials by Imprenta and **provide** feedback
- **Learn** about a local food equity research project and **determine** alignment for collaboration
- **Utilize** meeting space to discuss, plan, and collaborate around these projects
- **Review** revised versions of the mission statement and **identify** the one that most accurately reflects the group's intent
- **Ensure** a sense of possibilities, productivity, and positivity as a result of attending the meeting

PART I: GENERAL MEETING

Collaborative members provided the following announcements, resources, and opportunities for collaboration:

Announcements

- **Harvest Leader Training** (*Dominic Allamano*): There will be a Harvest Group Leader Training on Saturday, September 30th from 1:00 – 5:00 PM at Fruitridge Community Collaborative (BHC Classroom). For more information, please contact Dominic Allamano at dallamano@soilborn.org.
- **Meeting Rooms Resources** (*Meeting space for Coalition partners has been offered at the following locations*):
 - Fruitridge Collaborative Meeting and Conference Rooms– To reserve space please contact Shakeya Bell at bhc@sacbhc.org.
 - Colonial Heights Library Conference Room (*Available free for non-commercial, non-profit, open to the public events, capacity of room is 90 people, but may increase or decrease after renovation*) – To reserve space please contact Alicia Doktor at adoktor@saclibrary.org.

Collab Café: Project Identification, Discussion, and Collaboration

During the Collab Café, partners were asked to identify projects they are working on that they would like to discuss, plan, and collaborate with in conjunction with fellow Collaborative members. Those who did not list a project were asked to self-select into one of the groups and think through the project with the project lead. The option to change groups at anytime was also available. A list of guiding questions was also made available to each group to help start the conversation, but only if needed. The roster included the following projects:

Project	Person	Focus Area	Location/Neighborhood
Pilot Project: CSA Box – How to get community involved/outreach	Kelsey Maher	General	S. South (maybe North)
Farm Stands: What has been done in the past?	Jackie Cole	General	S. Sac/BHC

Group Report Backs

Each group was given 30 minutes to discuss their projects in small groups and at the end of the time, each group was asked to provide a brief project overview/summary. The groups came up with the following notes and shared the following summaries as part of their report backs:

1.) Pilot Project: CSA Box – How to get community involved/outreach? (Kelsey)

- **Group Notes:**
 - How to sign-up?
 - Produce for All BHC
 - Local supermarkets (Food Source, Go Healthy, Super One)
 - CalFresh App follow up
 - FBK Market (zip code → heavy EBT, focus on discount)
 - Farmer’s Market (competition)
 - Supplement
 - CalFresh date (Oak Park)
 - Flyers in the community (library, National Night Out, Little League, churches, complexes near park)
- **Report Back Summary:**
 - Different ways to conduct outreach, a lot of in-person options as well as social media
 - **Next Steps:** Test the current flyer with potential clientele and get their response to ingredients; request for HFAC partners who are working with any CalFresh recipients to connect them Kelsey

2.) Farm Stands (Jackie)

- **Group Notes:**

- Policies – Regulations, Enforcement
- Sourcing the info for all of Sac region
 - Food safety/handling
 - Dept. of Health
 - CFA – Food Safety Guidelines
- Farm stand demo – Yisrael Farm
 - Also @ Farmer’s Market
 - Neighborhood Association/food banks/give-aways
 - Starter garden demos
 - Crop swap
 - Surplus crops – schools/farms
- Workshops to supplement the pop/ups or network creation
- Outreach: Next Door, churches, Community Centers, Alicia @ library, CropMobster, Produce for All, Food Bank
- *National Night Out on August 1st – check for registered communities (1st Tuesday of August)



- **Report Back Summary:**

- Interested in expanding knowledge about farm stands into BHC communities – up until now it’s been through workshops, wanted to come up with creative solutions
- Started with what we wanted to include and then moved to thinking about how to do a farm stand ‘demo’ – taking it to the communities through Neighborhood Associations, Food bank, churches, community centers, and Produce for All and other partners
- **Next Steps:** Jackie will probably do a workshop! ☺ Going to work with Tisha to reach out to farmers markets to get some initial introductions

PART II: FOUNDATION BUILDING

Feedback on Draft HFAC Infographic (by Imprenta)

The Presentation Subcommittee members began the discussion by setting context for the draft infographic. They shared they wanted to come up with a visual way to ensure that “who we are, what we do, and that we are a collaborative” all came across in the infographic. They also wanted the infographic to uplift the cross-sectional nature of the work as well as how the group serves as an incubator of ideas as both qualities are seen as unique and powerful aspects of the group’s collective work. The floor was then given to Tere Veloz (Imprenta) who presented the draft infographic (pictured to the right) and then invited participants to share comments, edits, and questions for the draft infographic. [Note: Due to the infographic still being in a draft form, participants were asked not to share it beyond the Collaborative until it is finalized.]

Comments

- Great job – love the layout and color scheme – pleasing to look at
- Like roots into the ground (even if they weren’t altered) – layout is engaging
- Root structure idea is really cool – first impression is that it was busy but know it’s because you were trying to fit in everything
- Will be important to ensure that partners and their work are accurately reflected – going deeper on the editing and checking with partners and grantees to ensure a clear view so that everyone involved is accurately and authentically presented
- Not as many facts backing the partners work
- Could go 1 of 2 directions: 1) where we try to incorporate everyone/everything or 2) we prioritize – e.g. the BHC logo represents
- With a flyer you need to be clear what the goal is and who the audience is – if its for funding its good to have all the details, if you have different audiences it may make sense to have different versions – e.g. if you are working with the community you may need to use different language vs. what is used with funders

Edits

- Way to potentially incorporate facts into the ground area would be good
- Ideally there were be fewer things in the ground
- Could pick a potato plant and have the green be the ‘about us’ and ‘mission’ and then would have more dirt
- Under advocacy – should be connection with elected official and the influence this group has on legislative matters



- Kids participation in summer meals and how it correlates with the work being done with the food being grown on campus and kids having nutritious food
- Extra circle a bit awkward → Potentially include logo in the third circle
- Bulbs where roots go to be like leaves that mimic the tree
- Make the dirt/brown part bigger
- Can be a bit redundant to have an “about us” and “our partnership” section

Questions

- Should any logos be on the infographic?
- Are the buckets at the bottom representative of the group? → “Food production” over “urban ag” would be more accurately reflective based off of the work to date

Next Steps

- Fact sheet will be created and pull out just the facts from the infographic
- Rangineh will send out draft infographic (by July 21st)
- Final feedback should be submitted by COB July 28th – participants are encouraged to make edits as clear as possible and preferably use bullet points (e.g. if you don’t like something, please explain why so the creative team can better understand your thought process)
- First week of August – Tere will reconvene with Subcommittee and work on creating draft #2

Local Food Related Research Project Presentation

Participants then received a presentation from Victoria Torres (UC Davis Geography Ph.D candidate) entitled *From Food Access to Food Equity: The Role of Food in Patterns of Social Stratification in High-Income Countries*. Victoria began her presentation by acknowledging that there is currently a lot of research on food access issues in Sacramento and that while one of her goals is to get feedback on her research, she is also interested in learning how her research can be of use to the Collaborative members. Her research will focus on studying the relationship between food choices, food consumption, and social stratification patterns. In conclusion of her presentation, she requested the following of HFAC partners:

- Provide feedback on the framework (including the variables) being used in her research in Sacramento
- Get information about the communities with which the partners are working
- Explore opportunities to potentially co-apply for funding

In return for this participation, Victoria shared that would be willing to provide access to her research findings. Partners who are interested in learning more or participating are encouraged to contact Victoria directly at vatorres@ucdavis.edu.

Finalizing HFAC's Draft Mission

The group then moved to reviewing the revised draft mission statement that reflected additional input from the June meeting, which resulted in four slightly different versions. They were asked to discuss the different versions in pairs and to determine which version best captures the intent of the Collaborative. Participants were each given a dot and asked to place it on the version they felt best captures the intent of the Collaborative. All participants placed their dot on version 3 (see below) and went on to add a few final refinements, at which point they felt the wording was close enough to agree upon and adopt as the official HFAC mission statement.

Revised Version 3

Healthy Food For All is a collaboration of community organizations working together to achieve food equity in south Sacramento. Our goal is to support the community's vision for a healthy and just food system. We do this by partnering on events and sharing resources, ideas, and expertise.



Final Mission Statement

Healthy Food For All is a collaboration of community members and organizations working together to improve food access, production, and education in south Sacramento. Our goal is to support the community's vision for a healthy and just food system. We do this by partnering on events and sharing resources, services, and expertise.

CLOSING REMARKS & REMINDERS

The **next Collaborative meeting** will take place on **Tuesday, August 15th from 10 AM – 12 PM at Fruitridge Collaborative (4625 44th Street), Room 11.**

PARTICIPANTS

	Name	Affiliation/Organization
1.	Rangineh Azimzadeh Tosang	Solh Resolutions International
2.	Dominic Allamano	Soil Born Farms
3.	Shakeya Bell	Sac BHC
4.	Nick Anicich	Soil Born Farms
5.	Adrian Rehn	Valley Vision
6.	Karen Strach	Sacramento Food Bank and Family Services
7.	Lamari (no last name given)	Guest
8.	Beatrice Hernandez	BHC
9.	Tere Veloz	Imprenta
10.	Alberto Mercado	Sac BHC
11.	Tiffany Wilson	LPC Consulting
12.	Isaac Gonzalez	Access Sacramento
13.	Jackie Cole	VG Consulting
14.	Victoria Torres	UC Davis
15.	Karen Abrego	Senator Dr. Richard Pan's Office
16.	LaTisha Sohai	Alchemist CDC
17.	Jimmy Vang	BHC
18.	Kelsey Maher	Sacramento Food Bank and Family Services