



Sonoma County Healthy and Sustainable Food Action Plan

A guide to local action on food
production, land and natural
resource stewardship, job
development, public health
and equity in our food system

County of Sonoma Department of Health Services

Sonoma County Food System Alliance

OCTOBER 2012



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DEPARTMENT OF HEALTH SERVICES



Sonoma County
Healthy and Sustainable
Food Action Plan



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Executive Summary

The time has come to join together in supporting a local, healthy, equitable and prosperous food system for Sonoma County. There is a role for every organization, business, government and person to play in building a food system that creates health and prosperity for both our people and our environment.

Building on the work of the February 2011 Sonoma County Food Forum and the July 2011 publication of the Sonoma County Community Food Assessment, the Sonoma County Food System Alliance (SCFSA) and the County of Sonoma Department of Health Services developed the Sonoma County Healthy and Sustainable Food Action Plan (Action Plan). The Action Plan provides a road map with a shared community vision and goals for the local food system. In addition, the Action Plan invites local governments, businesses, organizations, and community members to commit to action and play a role in building a viable food system for Sonoma County.

The Action Plan groups food system opportunities and concerns into four action areas: Agriculture and Natural Resources, Economic Vitality, Healthy Eating, and Social Equity. Within each action area key goals are articulated, details of policies and actions enumerated into sub-goals, and sample policies and programs described. The Actions at a Glance section outlines the four action areas, their goals and their sub-goals, providing an overview of the Action Plan document.

A Declaration of Support, sample resolution and suggestions for individual actions, and supplementary examples of actions are also included in the Action Plan. These provide the necessary tools and resources for local organizations to advance the identified food system goals. Indicators are shown for each of the eleven goals in an effort to follow trends and changes in the Sonoma County food system.

Local organizations, businesses and individuals are encouraged to sign the Declaration of Support and commit to the identified actions to help advance the Action Plan. Government agencies are encouraged to declare a resolution demonstrating their support for the vision and goals of the Action Plan and a commitment to work on identified goals.

This executive summary outlines only part of the food system framework outlined in the Sonoma County Healthy and Sustainable Action Plan. For additional information please review the chapters and appendices that follow. With a collective vision for the Sonoma County food system and the necessary tools to fulfill that vision, we can help create a strong, healthy and sustainable food system for future generations.

The Sonoma County Healthy and Sustainable Food Action Plan was made possible by the dedication and strong collaboration of members of the Sonoma County Food System Alliance Policy Committee, who are listed in alphabetical order below:

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Actions at a Glance

Goal	Agriculture & Natural Resources	
1	Protect and enhance agricultural land base, farms and ranches	1.1 Protect permanent farm and ranch land 1.2 Promote the use of public land for food production 1.3 Promote educational opportunities on farms and ranches 1.4 Support public and private incentives for food producing land 1.5 Ensure regulatory support for food production and processing
2	Encourage sound resource management	2.1 Support agricultural practices that preserve and increase top soil and soil fertility, and that enhance riparian corridors 2.2 Work towards Sonoma County sustainable water use and encourage water conservation practices to save water and conserve energy 2.3 Create resources out of food scraps and agricultural by-products 2.4 Educate and promote environmentally friendly third-party certification for local food producers 2.5 Prioritize the regeneration of local fish and fisheries 2.6 Support and encourage heirloom livestock, crop and species diversity 2.7 Enhance agricultural potential to mitigate and adapt to climate change 2.8 Promote wildlife-friendly agricultural practices
Economic Vitality		
3	Support local food system jobs and commerce	3.1 Develop, support, implement and fund “local foods” marketing efforts in order to increase demand for healthy local food 3.2 Identify and support funding and resources for existing and new farmers and ranchers 3.3 Expand the capacity of the local food supply chain to create more jobs in Sonoma County 3.4 Support the cultivation of culturally appropriate crops
4	Encourage institutional purchasing that supports the local food system	4.1 Build in preference for purchasing Sonoma County products 4.2 Support and encourage a regional food hub to serve as an aggregation and distribution center to increase the market for products and stimulate more supply 4.3 Support and encourage a regional alliance of institutional food purchases to buy from local producers in order to stimulate more supply

	Healthy Eating	
5	Increase equitable access to healthy, affordable, safe and culturally appropriate food and beverage choices	5.1 Include increasing access to healthy food and beverage choices and decreasing availability of unhealthy food and beverage choices in local general plans 5.2 Incorporate Health Impact Assessments in the review process for all projects and policies 5.3 Support the implementation of wellness policies 5.4 Support the implementation of policies for publicly purchased food, food available on public premises and food obtained via public contracts to make healthy food and beverage choices standard in these settings 5.5 Support innovative strategies to increase the retail availability and affordability of healthy local food and beverages and decrease the prominence of unhealthy food and beverages
6	Connect the food insecure with food and nutrition assistance programs	6.1 Promote awareness and enrollment in food assistance programs 6.2 Increase point-of-sale acceptance of CalFresh and WIC 6.3 Connect surplus food with need
7	Increase education about local agriculture, nutrition and the impact of food and beverage choices	7.1 Promote growing food in home, neighborhood and school settings 7.2 Establish and expand affordable and accessible education programs for basic cooking, food preservation, nutrition skills and green practices 7.3 Promote farm trips and know-your-farmer programs
	Social Equity	
8	Address root causes of hunger and food insecurity	8.1 Identify and support opportunities for affordable living conditions 8.2 Support the definition and implementation of social equity criteria to be used at all levels of public policy creation
9	Create opportunity and justice for farmers, farm workers and food system workers	9.1 Support policies to address inequities in farm and food system worker employment practices 9.2 Promote and support businesses and products that provide opportunities for farmers and food system workers 9.3 Support new farmers and ranchers from underrepresented groups 9.4 Develop systems to gather ongoing, accurate data on farm and food system workers in Sonoma County
10	Ensure the inclusion of underserved and underrepresented communities	10.1 Support the development and inclusion of community leaders from underrepresented communities in conversations and policy-making about Sonoma County's food system 10.2 Increase the participation of community members
11	Increase community resilience	11.1 Improve our ability to feed ourselves from food grown and raised locally 11.2 Support an emergency food system that meets the immediate needs of all food insecure people in Sonoma County 11.3 Strengthen and diversify the local food system to better cope with disasters and long-term changes



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A close-up photograph of a person's hand holding a ripe, yellow and red apple. The hand is positioned at the bottom and left, with fingers visible. The apple is the central focus, showing its natural texture and color. Overlaid on the apple is a circular diagram consisting of a ring of text. The text in the ring, starting from the top and moving clockwise, reads: "Food Production > Processing > Distribution > Consumption > Waste Management > Regulatory Institutions and Activities." In the center of the apple, there is a block of text defining a food system and explaining the need for a local one.

Food Production > Processing > Distribution > Consumption > Waste Management > Regulatory Institutions and Activities.

A **Food System** is a series of interlinked activities.

Working to build a vibrant and resilient local food system requires considering all the components of the system and their relationships.

I Introduction

Why a Healthy and Sustainable Food Action Plan?

The time has come to join together in supporting a local, healthy, equitable and prosperous food system for Sonoma County. There is a role for every individual, organization, business and government to play in building a food system that creates health and prosperity for both our people and our environment.

The Sonoma County Healthy and Sustainable Food Action Plan (Action Plan) provides a county-wide policy and programmatic framework to stimulate and coordinate improvements within our food system. By encouraging specific organizational, regulatory and legislative policy changes, the Action Plan supports the creation of a more vibrant food system for Sonoma County. In addition, the Action Plan invites local governments, businesses, organizations and community members to commit to action and play a role in building a viable food system for Sonoma County.

What Is a Food System?

A “food system” is a series of interlinked activities including food production, processing, distribution, consumption and waste management, as well as all the associated regulatory institutions and activities. Working to build a vibrant and resilient local food system requires considering all the components of the system and their relationships.

How Was the Plan Developed?

The Sonoma County Food Forum in February of 2011 turned a corner in convening over 300 people representing diverse segments of our local food system. Upon receipt of the Food Forum report in August of 2011, the County of Sonoma’s Board of Supervisors directed the County of Sonoma Department of Health Services to work with the Sonoma County Food System Alliance, County Departments, city leaders and community partners to develop the Action Plan.

Building upon existing work, the Action Plan provides a road map with a common vision. Goals and strategies of the Action Plan incorporate findings from the Sonoma County Community Food Assessment¹ and recommended areas for action from the Food Forum Report to the community². When possible, the goals and strategies in the Action Plan are aligned to recommendations from the California Health in All Policies Strategic Task Force, address key findings from the American Public Health Association Toward a Healthy, Sustainable Food System policy brief³, and correspond with the appropriate sections of the National Prevention Strategy⁴. In addition, the Action Plan reflects the following set of principles adopted by the Sonoma County Food System Alliance (SCFSA).



Food System Principles

1. We believe that all people in our community should have access to enough affordable, healthy, fresh and culturally appropriate food.
2. We believe that community members benefit by understanding how their food choices impact their own health, the health of the community and the world at large.
3. We believe that healthy food and agriculture sectors are central to the long-term vitality of the local economy and community.
4. We believe that farming and food system work should be economically viable and respected occupations.
5. We believe that local agriculture, food production, distribution, consumption and food waste management should work in a way that regenerates nature.
6. We believe that residents should not be inundated with unhealthy food choices like sugary drinks and junk food.

¹ Sonoma County Food System Alliance, Sonoma County Community Food Assessment, July 2011.

² Sonoma County Food System Alliance, Sonoma County Food Forum: Report to the Community, May 2011.

³ American Public Health Association, Toward a Healthy, Sustainable Food System, November, 2007.

⁴ National Prevention Council, National Prevention Strategy: America's Plan for Better Health and Wellness, June 2011.

How will the Healthy and Sustainable Food Action Plan Benefit the Community?

While we envision a food system that reflects these principles, some current regulations, policies, market structures, and investments limit our ability to improve our food system. By using the Action Plan to focus collaborative efforts, we can overcome these barriers, forge new partnerships, identify shared goals and commit to action.

The Sonoma County Healthy and Sustainable Food Action Plan serves as a framework to guide our collaboration and integrate the efforts of diverse stakeholders to improve our local food system. As a guide, the Action Plan also serves to catalyze policy change, encourage investment, raise awareness of and support from our community and among policymakers, which can potentially help secure funding to implement proposed strategies.

While the Action Plan intends to be a comprehensive guide, it also serves as a living document and aims to respect the voices of all industries across the spectrum of the food system. As a living document, the Action Plan will consider the inclusion of any recommendations, new research or issues proposed during future local or regional forums focused on the food system.



How is the Action Plan organized?

The food system is large and many components are interrelated and affect one another. After much consideration, the SCFSA organized the Action Plan into:

Four Main Action Areas

1. Agriculture & Natural Resources
2. Economic Vitality
3. Healthy Eating
4. Social Equity

Each action area has a number of goals with specific sub-goals and potential strategies. While the order of the action areas, goals and sub-goals does not reflect any level of priority, it was designed to move across the levels of the food system, with each goal building from previous goals. It is also worth noting that a number of the goals and sub-goals could be appropriately placed in one or more of the four action areas.

Under each sub-goal, at least one sample strategy is highlighted. This provides the reader with a concrete example of work already being done in Sonoma County or another region to achieve this sub-goal. While only one or two examples are highlighted in the body of the document, Appendix C provides a table listing the goals, sub-goals and additional sample policies, programs and resources with their website links, providing the reader with additional sources of model programs to consider implementing, adopting or expanding locally.



Shifting any large-scale system takes dedication and time, and will require collaboration, innovation and the ability to work outside conventional wisdom. As the linkages between agricultural production, natural resources, healthy eating, economic vitality and social equity become more visible, Sonoma County can be in the forefront of a growing movement to support and enhance a healthy and viable food system for all people and for future generations.

2 Get Involved

Local organizations, businesses and individuals are encouraged to sign the Declaration of Support and commit to identified actions to help advance the Action Plan. Government agencies are encouraged to declare a resolution demonstrating their support for the vision and goals of the Action Plan and a commitment to work on identified goals.

The Sonoma County Food System Alliance is committed to the long-term process necessary to achieve system-wide change and will continue to leverage partnerships and strategic opportunities to reach the goals outlined in the Action Plan. The Food System Alliance plans to work with local governments, businesses, organizations and individuals to provide support and technical assistance to advance the Action Plan and reach our vision. The Call to Action highlights seven specific ways to help advance the Action Plan. Accomplishing our goal will require that government agencies, businesses, community-based organizations and individuals all work together, each of us addressing the areas and priorities that we can.



Call to Action: 7 Ways to Advance the Action Plan

1. Support the Vision

Sign the Declaration of Support to show your commitment to food system changes in Sonoma County. Government agencies are encouraged to declare a resolution demonstrating your alignment and support for the vision and goals of the Action Plan.

2. Advance These Goals

This Action Plan represents our community's food system priorities; use the Action Plan's shared goals and actions as a guide when making decisions about policies, changing business practices, making investments and improving our food system. Identify a specific commitment you or your organization can make to forward these goals.

3. Work with Others

Supporting and enhancing a viable food system for future generations requires that all of us work together. As you identify your own areas for action, look for other individuals and organizations that could be natural partners. Joining efforts and using a collective voice will increase our ability to create policy changes and attract funding.

4. Align Funding

Demonstrate to granting organizations that your organization's efforts align with the Sonoma County Healthy and Sustainable Food Action Plan. This allows funding agencies to understand that your specific efforts are part of a larger coordinated plan to shift the food system locally, demonstrating that their resources may be leveraged as a result.

5. Incorporate these Goals into Other Community Planning Efforts

Incorporate the Sonoma County Healthy and Sustainable Food Action Plan's goals and actions into future community 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.

6. Make the Food System a Priority

Use the Action Plan to frame discussions about our local food system with elected officials, policy makers, political candidates and community leaders to help elevate our food system as a community and policy priority.

7. Make Individual Choices

As an individual consumer we have the power to shape the market which supplies our food. Use the Individual Actions in this Action Plan to help transform our food system through the choices you make each day.



The Agriculture and
Natural Resources
action area is focused on:

- 1** Growing food and creating
a local food system that supports
the viability of diverse scaled farms
and ranches
- 2** The permanent protection of
land for agricultural production
- 3** Managing agricultural land in a
way that also enhances the natural
resources of the land, surrounding
area and water systems

Photo by Karen Preuss
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3 Agriculture & Natural Resources

In order to have local food, we need local land on which to produce it, and that land needs to be thoughtfully managed to ensure we maintain those lands for future generations.

Sonoma County has the potential to produce large amounts of diverse types of food. However, over the past one hundred years, the variety of crops produced locally has decreased to mostly those products that can be distributed and marketed outside the county. Creating more agricultural diversity and crops for local use is central for a thriving local food system. It is important to ensure that agricultural lands are permanently protected so there will always be land available for food production.

GOAL 1	Protect and Enhance Agricultural Land Base, Farms and Ranches	
I.1	Protect permanent farm and ranch land Minimize expansion of the Urban Growth Boundaries in all nine cities through regulation, zoning, incentives, and limit conversion of agricultural land to other uses. Utilize permanent land conservation tools, such as the purchase of, or acceptance of donated, affirmative or conservation easements to permanently protect the county’s agricultural lands. Sample Program <u>Metro</u> is an elected regional government serving more than 1.5 million residents in Clackamas, Multnomah and Washington counties and the 25 cities in the Portland, Oregon region. The urban and rural reserves program identified land for future urban development to protect farms, forests and natural areas for the next half century.	
I.2	Promote the use of public land for food production Establish methods, procedures, guidelines and documentation to assess and support the lease of public land for food production. Sample Program The <u>Sonoma County Land for Food Production Program</u> is a collaborative effort across County Departments to identify County-owned land suitable for community gardens, or leasing for small farm operations and grazing.	
I.3	Promote educational opportunities on farms and ranches Support on-farm educational initiatives to promote agricultural heritage to help local farms become more economically viable. Sample Programs The <u>Center for Land-Based Learning</u> is dedicated to creating the next generation of farmers and teaching California’s youth about the importance of agriculture and watershed conservation. Combining innovative hands-on experience with classroom learning, participants in CLBL’s many programs develop leadership skills, learn how sustainable agriculture practices contribute to a healthier ecosystem, and create connections to agricultural, environmental and food system careers. The aim of <u>Green String Institute</u> is to educate a new generation of farmers who respect the earth and respond to the needs of their surroundings. They strive to improve the biology of the lands that they steward while at the same time growing healthy, vibrant food that is pleasurable to eat and that brings health to their local populations.	

I.4	Support public and private incentives for food producing land Support public and private incentives for preservation and use of land for agricultural production, including community gardens, the sale or donation of affirmative or conservation easements to a land trust or public agency and the renting of private land for agricultural production. Sample Policies The <u>Sonoma County Agricultural Preservation and Open Space District</u> is one of the top five farmland and open space preservation programs in the nation (Farmland Preservation Report) and the first special district established for the purpose of protecting agricultural lands. It is one of the few jurisdictions in the nation to use a sales tax for the purchase of conservation easements to protect agricultural lands and preserve open space. The <u>California Williamson Act Program</u> is a vital program that enables local governments to enter into contracts with private landowners for the purpose of restricting specific parcels of land to agricultural or related open space use so that farmers and ranchers can stay on their land. In return, landowners receive property tax assessments which are much lower than normal because they are based upon farming and open space uses as opposed to full market value.
I.5	Ensure regulatory support for food production and processing Ensure that county and city level regulation, zoning and land use laws support healthy and sustainable food production including farms, distribution and processors, farm stands, farmers’ markets and community-supported agriculture (CSA). Support the development and continuation of an agriculture ombudsman for Sonoma County to guide producers through regulatory channels. Sample Policies In Marin, a part-time <u>Agricultural Ombudsman</u> is available to help producers work their way through permitting an on-farm or ranch project. In the nine years since the county board of supervisors began supporting this part-time position, 76 producers and many agencies have been assisted. All but one producer was successful in permitting their project. The <u>Napa County Department of Environmental Management (DEM)</u> and the Agriculture Commissioner developed a process for gardens to become a source to legally sell or donate produce to food retail outlets. The process entails the completion of an online self-certification to obtain an approved produce grower certificate.

GOAL
2

Encourage Sound Resource Management



2.1

Support agricultural practices that preserve and increase the top soil and it's fertility, and that enhance riparian corridors

Provide incentives for farmers and ranchers to develop and implement land use practices that enhance riparian corridors, prevent sediment from negatively impacting the riparian resources, preserve and build top soil and increase soil fertility.

Sample Programs

USDA Natural Resources Conservation Service Conservation Innovation Grants is a voluntary program intended to stimulate the development and adoption of innovative conservation approaches and technologies while leveraging Federal investment in environmental enhancement and protection, in conjunction with agricultural production.

The Conservation Stewardship Program (CSP) is a voluntary conservation program that encourages producers to address resource concerns in a comprehensive manner by undertaking additional conservation activities and improving, maintaining and managing existing conservation activities. CSP is available on Tribal and private agricultural lands and non-industrial private forest land in all 50 States and the Caribbean and Pacific Islands Areas.

2.2

Work towards Sonoma County sustainable water use and encourage conservation practices to save water and conserve energy

Support the protection of groundwater recharge and water conservation practices. Provide incentives or support for farmers and ranchers to conserve water and energy.

Sample Programs

Gold Ridge Resource Conservation District assists landowners in addressing their environmental concerns by maintaining a presence in natural resources conservation work in all watersheds within the District.

Environmental Law and Policy Center, Land Use Tools to Protect Groundwater: Preserving Recharge is a document providing policy resourcing and information for groundwater recharge practices.

2.3	Create resources out of food scraps and agricultural by-products Promote the reuse and regeneration of food waste into resources (i.e. compost, bio-gas, animal feed, etc.) and increase diversion of items no longer fit for consumption from landfills to local composting facilities or backyard composting. Promote the conversion of agricultural and silvicultural discards to mulch, compost and potentially biochar and syngas. Support a system where farmers get financial credits for building organic matter in soils. Sample Programs <u>BioStar Systems Farm to Fuel Project</u> in Santa Rosa will develop and demonstrate the viability of converting animal, agricultural and food wastes for the production of BioMethane for use in producing electricity and powering natural gas operated vehicles. <u>Sonoma Compost Company</u>, under contract with the Sonoma County Waste Management Agency, operates the municipal composting program. By appointment only, self-hauled commercial vegetable food scraps are accepted for composting.
2.4	Educate and promote environmentally friendly third-party certification for local food producers Support certification by third parties for environmentally responsible food growers and processors, and support third-party certified businesses and products. Support cost share programs to help offset the costs of certification. Sample Programs The <u>California Dairy Quality Assurance Program</u> (CDQAP) is a voluntary partnership between dairy producers, government agencies and academia to promote the health of consumers, the environment and the welfare of dairy animals. The CDQAP provides third-party certification in Environmental Stewardship through its on-farm evaluation/certification program. <u>California Certified Organic Farmers</u> (CCOF) provides certification services at all stages of the organic food chain from farms to processors, restaurants and retailers. CCOF certifies to the USDA National Organic Program standards and CCOF international standards. CCOF also offers cost share information for organic certification.



2.5	Prioritize the regeneration of local fish and fisheries Support collaborative efforts and incentives to comply with Federal regulations that protect fish habitat, land use practices that keep water flowing in perennial waterways and the compliance with land use regulations that prevent agricultural chemical run-off into waterways. Sample Policies <u>Partnership agreement</u> between the USDA Natural Resources Conservation Service and the US Department of the Interior Fish and Wildlife Service and the Association of Fish and Wildlife Agencies to promote long term working relationship between parties to explore and establish a viable habitat credit, trading market to result in net conservation benefits. <u>Sonoma County General Plan Open Space and Conservation Element</u> provides policy guidelines for the preservation of natural and scenic resources which contribute to the general welfare and quality of life for residents of Sonoma County and to the maintenance of its tourism industry.
2.6	Support and encourage crop species diversity and heirloom livestock Support community and regional seed and stock libraries to provide training opportunities to learn about heirloom agriculture and identify methods to preserve heirloom seeds and livestock. Sample Program The <u>West County Community Seed Exchange</u> is a grassroots community seed bank that supports Sonoma County gardeners with free, locally grown, open-pollinated, pesticide and GMO-free seeds. Slow Food Russian River and 4H Collaboration is working to bring back <u>Heritage Turkey</u> breeds.
2.7	Enhance agricultural potential to mitigate and adapt to climate change Encourage energy-efficient agriculture practices and renewable energy use in agriculture and processing. Support and incentivize on-site alternative energy use and generation (e.g. solar panels on food processing plants, heat exchangers in food processing, biogasification of waste biomass, methane digesters for manure). Encourage UC Cooperative Extension and agricultural support organizations to promote incentive programs to help implement conservation practices and provide resources. Sample Programs <u>Sonoma Clean Power</u> is a proposal for a public-private partnership that would offer electricity from cleaner sources at rates that are competitive with those of PG&E. <u>Marin Carbon Project</u> establishes the basis for soil carbon sequestration on local rangelands. Grazing lands on ranches and wide open spaces emphasizes the value of local soil carbon sequestration to provide ecological and agricultural benefits to rural communities while making full use of educational opportunities in regard to climate change. Sample Resource The Climate Protection Campaign published a report entitled, <u>Opportunities for Greenhouse Gas Emission Reduction in the Agricultural Sector of Sonoma County</u> outlining potential opportunities to reduce greenhouse gas emission in the agricultural sector.

Promote wildlife-friendly agricultural practices

Provide support or incentives for the implementation of wildlife-friendly agricultural practices to promote ecosystem health.

Sample Programs

The Alameda County Resource Conservation District and the Department of Fish and Game have collaboratively developed the Alameda County Voluntary Local Program (VLP). This program will provide a permitting solution for implementing voluntary conservation projects that impact species and/or their habitat that are listed by the Department under the California Endangered Species Act. The VLP is anticipated to be approved in October 2012.

Wild Farm Alliance serves to promote a healthy, viable agriculture that helps protect and restore wild nature by providing resources, case studies and conducting policy and advocacy work.

The Bee Friendly Farming initiative is an important means of raising consumer recognition and support for helping bees by (1) recognizing those who provide bee habitat (2) supporting bees by purchasing farm products and 3) displaying the local honey bearing the “Bee Friendly Farmer” logo.

INDIVIDUAL ACTIONS FOR HOME, WORK, PLAY, WORSHIP OR SCHOOL

- Support local farmers by shopping at farmers’ markets and purchasing local or regional food at grocers
- Convert your grass, parking strips or other underutilized space for food production or native plants
- Sign up to rent a plot at a local community garden
- Lease or donate underutilized and surplus land for farm operations, community gardens, or grazing
- Sign up for a community-supported agriculture (CSA) farm share
- Compost food scraps through city or county composting programs
- Buy products with minimal packaging to reduce waste and bring reusable bags when you go shopping
- Install greywater systems



Photos by Karen Preuss
karenpreuss.com



4 Economic Vitality



Photo by Karen Preuss
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The Economic Vitality action area focuses on the promotion of local food products and producers, increasing the capacity of the local supply chain (including processing, distribution, and storage) and encouraging institutions like schools and hospitals to purchase local food.

Economic vitality refers to all parts of the food system being able to remain healthy and in business over the long-term. This includes the farmers, ranchers, and fishers who produce the raw food products as well as all the various processors, distributors, retailers, and other businesses that have a role in delivering food to the consumer. In this time of national and international economic recession, supporting local farmers and local food businesses is increasingly recognized as a powerful opportunity to jump start the local economy.⁵

Research demonstrates that locally directed spending by consumers more than doubles the number of dollars circulating among businesses in the community, creating a local economic stimulus effect. Economists call this the “multiplier effect,”⁶ because it steers more jobs and sales-tax revenue into the community. For example, in contrast to importing food to Sonoma County, if \$100 million more dollars of locally-produce food was consumed in Sonoma County it would result in an additional \$25 million in local economic activity.⁷ Several recent studies have found multiplier benefits of local businesses to be up to three times those of non-local businesses.⁸

⁵ Alicia Harvie and Hilde Steffey, *Rebuilding America's Economy with Family Farm-Centered Food Systems*, (Farm Aid: June, 2010), p.12,

⁶ Viki Sonntag, *Why Local Linkages Matter: Findings from the Local Food Economy Study* (Sustainable Seattle: April 2008), p.vii, <http://www.sustainableseattle.org/localfoodeconomyreport>.

⁷ Sonoma State University Economic Development and Innovation Accelerator, *The Economics of Going Local: Oliver's Market as a Case Study*, April 2011.

⁸ Robinson, N., *Why Buy Local? An Assessment of the Economic Advantages of Shopping at Locally Owned Businesses*, Michigan State University, Center for Community and Economic Development, September 2010.

GOAL
3

Support Local Food System
Jobs and Commerce



3.1

Develop, support, implement and fund “local foods” marketing efforts in order to increase demand for healthy local food

Promote Sonoma County’s reputation as being at the forefront of the local and sustainable food movement by developing and promoting a regional brand that enhances consumer education about food issues and ecological principles. Utilizing the power of buying local by developing recognition for restaurants, retail grocers and institutions that support the purchase of healthy, local food. Promoting agritourism opportunities and funding research to identify potential local food marketing opportunities that will support local economic development and job creation.

Sample Program

The Sonoma County GoLocal Cooperative is a network of locally-owned businesses, residents, non-profit organizations and government agencies working together to build a resilient, thriving, local economy by supporting local, independently owned businesses and encouraging sustainable practices. GoLocal works with local business owners and economic development staff to spot opportunities to produce locally what is consumed in Sonoma County. This “import replacement strategy” creates economic growth without the growth of consumption.

Sample Resource

The Economics of Going Local: Oliver’s Market is a case study that examines the economic impacts of using a “go local” strategy concerning business.

3.2	Identify and support funding and resources for existing and new farmers and ranchers Promote education, training, and incubator programs for new farmers and ranchers while promoting resources, programs, and funding to help local families pass their agricultural business on to the next generation. Sample Programs <u>California Farmlink</u> builds family farming and conserves farmland in California by linking aspiring and retiring farmers; and promoting techniques and disseminating information that facilitate intergenerational farm transitions. This is conducted through a number of programs: Linking Program; Farmer Advocacy: Workshop and Technical Assistance; FarmLink Loan Program; Intergenerational Farm Transitions; Farmland Conservation; and Individual Development Accounts Program. <u>Sonoma Land Trust</u> conserves scenic, natural, agricultural and open land for the future of Sonoma County by developing long term land protection strategies, promoting private and public funding for land conservation, acquiring land and conservation easements and promoting land stewardship. <u>AGROpreneurship - Beginning Farmers and Rancher Development Program</u>, managed by UC Cooperative Extension Sonoma County, provides training for beginning farmers and ranchers.
3.3	Expand the capacity of the local food supply chain to create more jobs in Sonoma County Support the establishment of locally-owned and operated production, processing, agricultural supply, distribution, storage, waste recycling, and composting facilities to maximize job creation. Sample Program <u>Moving Food Along the Value Chain: Innovations in Regional Food Distribution</u>. This report examines the aggregation, distribution, and marketing of eight diverse food value chains to glean practical lessons about how they operate, the challenges they face and how they take advantage of emerging opportunities for marketing differentiated food products.
3.4	Support the cultivation of culturally appropriate crops Encourage the planting and harvesting of crops that match the changing Sonoma County population in response to food preferences, food security and market opportunities. Sample Resource <u>Ethnic Crop Opportunities for Growers on the East Coast: A Demand Assessment</u>. This report examined the potential for expansion of production of ethnic crops on the U.S. East Coast by commercial farmers from a market-first and economic perspective based on consumer demand.

GOAL 4	Encourage Institutional Purchasing that Supports the Local Food System	
4.1	Build preference for purchasing Sonoma County and regional products Institute organizational and government agency policies to prefer local food in their purchasing contracts. Sample Policy <u>Woodbury County Local Food Purchase Policy.</u> A resolution stating the Woodbury County, Iowa Local Food Purchase Policy strives to increase regional per capita income, provide incentives for job creation, attract economic investment and promote the health and safety of its community. It established that Woodbury County shall purchase, by or through its food service contractor, locally produced organic food when a department of the County serves food in the usual course of business.	
4.2	Support and encourage a regional food hub to serve as an aggregation and distribution center to increase the market for products and stimulate more supply Support the development of a food hub to serve as an aggregation and distribution center to promote the purchase of regional food that would drive the market to develop more supply. Sample Resource <u>Establishing as Aggregation and Marketing Center for California's North Coast.</u> This Community Alliance with Family Farmers report presents a market analysis of the food system in California's four North Coast counties (Sonoma, Napa, Mendocino, and Lake), with the core aim of identifying opportunities to expand local markets for food producers.	
4.3	Support and encourage a regional alliance of institutional food purchasers to buy from local producers in order to stimulate more supply Support the development of a regional alliance of institutional purchasers that implements a set of purchasing goals and guidelines, model purchasing language and methods to support and promote the purchase of regional food that would drive the market to develop more supply. Sample Resource <u>Collective Purchase: Moving Local and Organic Foods Beyond the Niche Market,</u> a paper published in 2010 draws attention to the creative possibilities offered by collective purchase as a mechanism to advance beyond the niche market.	

INDIVIDUAL ACTIONS FOR HOME, WORK, PLAY, WORSHIP OR SCHOOL

- Vote with your dollar – support the local economy by eating and shopping at local businesses which keeps money circulating in the local economy and helps create jobs
- Eat at restaurants that feature locally-grown and seasonal food
- Buy local food when shopping at your retail grocer and ask the manager at your retail grocer to offer and label more regionally-produced food
- Shop at farmers' markets and farm stands to support small family farms
- Ask decision-makers at your work, school, or faith organization to buy local food for meal services and events
- Support school boards and districts in changing institutional practices to support local food purchasing

A young girl with dark hair and bangs, wearing a white dress with pink trim and a pink bow, is smiling and holding a very large green zucchini above her head with both hands. She is wearing a purple beaded bracelet on her left wrist. The background shows a light-colored wooden fence and some green foliage.

A statewide study found
that Sonoma County
residents had over

3Xs as many fast
food restaurants and
convenience stores
nearby as grocery stores
and produce vendors

5 Healthy Eating

The Healthy Eating action area addresses health outcomes related to food consumption and access in Sonoma County. Healthy eating is influenced by access to healthy, safe and affordable foods and beverages and by individuals' knowledge, attitudes and culture.

Healthy eating is an important factor of a sustainable food system. Poor diet and physical inactivity contribute to a number of health conditions: obesity, type 2 diabetes, certain cancers, cardiovascular disease, high blood pressure and stroke. In Sonoma County, obesity and weight gain are serious health concerns and are more prevalent in low-income populations.

A 2008 statewide study found that Sonoma County residents had over three times as many fast food restaurants and convenience stores nearby as grocery stores and produce vendors. A more recent in-depth study of four low-income neighborhoods in Sonoma County, with a combined population of nearly 24,000 and over 50% of the Hispanic population living in poverty, found limited access to affordable, healthy food.

Instead, these neighborhoods were dominated by convenience stores and fast food outlets offering few healthy choices. Further, none of the food stores or fast food restaurants met standards for healthy food marketing. Fruit and vegetables were priced more than 10% higher than the county average and very few stores accepted WIC vouchers. Three of four neighborhoods didn't have an accessible farmers' market.⁹

⁹ Sonoma County Department of Health Services, Communities of Excellence Food Assessment (CX3), February, 2010.

GOAL 5	Increase Equitable Access to Healthy, Affordable, Safe and Culturally Appropriate Food and Beverage Choices, while Decreasing Availability of Unhealthy Choices in Neighborhoods, Schools and Work Places	
5.1	Include increasing access to healthy food and beverage choices and decreasing availability of unhealthy food and beverage choices as a goal in local general plans Incorporate as goals in local general plans, including transit infrastructure to ensure access points to healthy food. Sample Policy <u>Marin County General Plan</u> focuses on public health goals, including strategies to increase access to healthy food.	
5.2	Incorporate Health Impact Assessments in the review process for all projects and policies Adopt the use of Health Impact Assessments to evaluate the potential health effects of a project or policy before it is built or implemented. Health impact assessments (HIA) typically involve a combination of procedures, methods and tools by which a policy, program or project may be judged as to its potential effects on the health of a population, and the distribution of those effects within the population. Impact of a project on the healthfulness of the food environment is an important assessment. Sample Resource <u>UCLA Health Impact Assessment Clearinghouse Learning and Information Center</u> collects and disseminate information on health impact assessment (HIA) in the United States.	
5.3	Support the implementation of wellness policies Create and support healthy food environments where people work, play, worship and learn in order to make the healthy choice the easiest choice. Sample Program The <u>Sonoma County iWORKwell Recognition Program</u> is a voluntary certification program that recognizes employers for developing and implementing exceptional employee wellness programs. Employers are awarded Bronze, Silver or Gold classification based on the depth of their employee wellness initiatives.	

5.4	Support the implementation of policies for publicly purchased food, food available on public premises and food obtained via public contracts to make healthy food and beverage choices standard in these settings Sample Programs The Santa Clara County Public Health Department food and beverage policy went into effect July 1, 2012. The standards are required for county meetings, events, vending machines and custodial populations, including: Department of Correction, Department of Probation, Social Services Agency and Santa Clara Valley Medical Center. The standards are recommended for cafeterias, cafes, and county-leased properties. <u>New York City has a Food Procurement Policy</u> that outlines standards for any food purchased or served on government property. The standards are separated into Standards for Purchased Food, Standards for Meals and Snacks Served and Agency and Population-Specific Standards and Exceptions.
5.5	Support innovative strategies to increase the retail availability and affordability of healthy, local food and beverages to decrease the prominence of unhealthy options Develop tax and zoning incentives, real estate tax abatements, mortgage recording tax waivers, and/or sales tax exemptions for retailers dedicated to offering healthy local food products, especially in neighborhoods currently lacking these outlets. Establish affordable farmers' markets in low-income neighborhoods and encourage or incentivize mobile produce carts and fixed produce stands. Work with local retailers to adopt these policies and practices. Sample Policies <u>New York City Food Retail Expansion to Support Health (FRESH)</u> Program. FRESH provides zoning and financial incentives to promote the establishment and retention of neighborhood grocery stores in underserved communities throughout the five boroughs. The <u>City of Richmond "Soda Tax"</u> ballot measure on November 6, 2012 for voters in the City or Richmond. The measure, if approved by the city's voters, will impose a "business license fee" of 1 cent per ounce on sugar-sweetened beverages sold within city limits.

GOAL 6	Connect the Food Insecure with Food and Nutrition Assistance Programs	
6.1	Promote awareness and enrollment in food assistance programs Promote awareness of and enrollment in existing assistance programs which are currently underused with targeted outreach to increase use of CalFresh, WIC, the National School Lunch Program and the Senior Nutrition Program to increase healthy eating. Sample Program <u>Fruit and Vegetable Prescription Program</u>, spearheaded by the Santa Rosa Family Medicine Residency Program, is a research trial that examines the effects of giving low-income women at risk for gestational diabetes mellitus (GDM) physician-prescribed vouchers for fruits and vegetables at the Santa Rosa farmers' market.	
6.2	Increase point-of-sale acceptance of CalFresh and WIC Encourage acceptance of food assistance vouchers at farmers' markets, community-supported agriculture (CSA) farms, farm stands and senior food meal programs. Seek matching funds (private and government) to expand the programs purchasing dollars. Sample Program <u>CSAs in New York State: Profiles exploring how New York's farmers are providing low-income families with healthy, fresh, and nutritious fruits and vegetables</u>	
6.3	Connect surplus food with need Expand food bank donation channels and gleaning programs to interested communities and food pantries. Work with regulatory agencies to secure approved methods to use and distribute surplus food. Sample Programs <u>Farm to Pantry</u> is a community of volunteers dedicated to providing fresh, healthy and affordable food to everyone. Volunteers live and glean in Sonoma County where there is a growing community of farmers, gardeners and residents dedicated to ensuring fresh, healthy food for everyone. <u>Food Runners</u> picks up excess perishable and prepared food from businesses such as restaurants, caterers, bakeries, hospitals, event planners, corporate cafeterias and hotels and delivers it directly to shelters and neighborhood programs that feed the hungry.	

GOAL
7

Increase Education About Local Agriculture, Nutrition and the Impact of Food and Beverage Choices



7.1

Promote food growing in home, neighborhood and school settings

Connect community members with information and resources to grow their own food.

Sample Programs

Sonoma County School Garden Network provides students with opportunities to establish a life-long dedication to the environment and their communities, to develop healthy understanding of nutrition, and to further their academic achievement through hands-on learning.

iGROW Sonoma is an online resource tool to encourage people to grow their own food, connect experience gardeners to beginning growers, strengthen the community by sharing food and life skills, and helping people find local sources of healthy food.

The Sonoma County Master Gardener Food Gardening Specialist program was started in the spring of 2010 with the mission of teaching beginning gardeners how to successfully start and maintain food gardens. The group's initial focus will be on teaching neighborhood workshops.

Sample Policy

City of Seattle Community Garden Policy. Since 1992, the City of Seattle's Comprehensive plan has required one dedicated community garden for each 2,500 households.

7.2

Establish and expand affordable and accessible education programs for basic cooking, food preservation, nutrition skills and green practices

Identify and support educational programs with funding, space, promotion and other resources in order to expand their accessibility, especially in low-income and underserved areas.

Sample Programs

Ceres Community Project offers free and low-cost classes on nutrition and healthy cooking. Their teen service project teaches teens about growing, preparing and eating fresh healthy food by having the teens grow food and prepare meals for families dealing with serious illness.

Devils Gulch Ranch Educational Services provides agriculture and nature educational programs to diverse communities. These programs develop the skills needed to produce food and to live sustainably while building an understanding of our interconnection with nature.

7.3

Promote farm trips and know-your-farmer programs

Encourage community members, students and others to connect with local farmers and food producers through promotion of those producers and with special events throughout the year.

Sample Programs

Sonoma County Farm Bureau Ag Days has grown into a major event to represent the many facets of Sonoma County agriculture. The event moves the farm to the city for two days of animal exhibits, agricultural demonstrations and hands-on experiences and is geared for school children from kindergarten through sixth grade.

Sonoma County Farm Trails works to ensure the preservation of Sonoma County's rich agricultural heritage through organized retail opportunities, marketing and public relations campaigns and educational forums.

INDIVIDUAL ACTIONS FOR HOME, WORK, PLAY, WORSHIP OR SCHOOL

- Participate in, encourage and support your workplace or school's wellness initiatives
- Support efforts to remove unhealthy food and beverages from vending machines within your workplace, school or place of worship
- Plant a vegetable garden at home or in your community to grow some of your own food
- Drink tap water rather than sodas, sugar sweetened coffee drinks or bottled water, and encourage consumption of healthy beverages in your school, work place or place of worship
- Keep a "soda-free" home or office
- Join the "Plant a Row" campaign and grow extra food for community food banks
- Support and shop at neighborhood retail grocers and restaurants serving healthy, affordable, locally grown and culturally appropriate food
- Ask convenience stores in your neighborhood to voluntarily remove or reduce outdoor marketing of unhealthy food like candy and soda, and to stock more healthy food choices
- Attend or teach a healthy cooking or eating class

6 Social Equity



*Photo by Karen Preuss
karenpreuss.com*

The Social Equity action area explores the root causes of hunger and food insecurity. The long-term health of our community will require more than just increasing access to food and nutrition assistance programs. This section of the Food Action Plan looks at opportunities to address system-wide inequalities in our community that ultimately lead to hunger and food insecurity.

Creating system-wide change includes working to ensure that all individuals have the tools and resources they need to make healthy food and lifestyle choices, as well as equal opportunities to shape food system priorities and goals. A socially equitable food system protects the rights of farmers and farm workers, and upholds the dignity and quality of life for all who work in the food system through healthy living and working conditions. According to Occupations Employment Statistics, most food system and farm workers in Sonoma County earn significantly less than the county average. These reported wages are close to the Federal Poverty Level for a family of four.

GOAL 8	Address Root Causes of Hunger and Food Insecurity	
8.1	Identify and support opportunities for affordable living conditions Advance affordable housing, health care, transportation and healthy food retail choices for all community members and promote a living wage. Sample Policies <u>Transportation and Food: The Importance of Access</u> is a Policy Brief of the Center for Food and Justice, Urban and Environmental Policy Institute October 2002 <u>City of Sonoma Living Wage Ordinance</u>, passed in 2004, assures that city employees, employees of city service contractors, subcontractors, and employees and contractors of city financial assistance earn an hourly wage that is sufficient to live with dignity and to achieve economic self-sufficiency	
8.2	Support the definition and implementation of social equity criteria to be used at all levels of public policy creation Develop social equity criteria in relation to food equity and health, and incorporate into local and regional decisions to ensure policies and public investments support social equity. Sample Resource The <u>King County Equity Impact Review</u> (EIR) tool is a process to identify, evaluate and communicate the potential impact - both positive and negative - of a policy or program on equity.	
GOAL 9	Create Opportunity and Justice for Farmers, Farm Workers and Food System Workers	
9.1	Support policies to address inequities in farm and food system worker employment practices Support federal, state and regional public policy efforts that address the roots of inequity for farmers and farm workers, such as extending equal protection under the Fair Labor Standards Act, Fair Trade Act, immigration reform, and farm subsidies title in the Farm Bill. Sample Resource <u>Association of Farm Worker Opportunity Programs</u> provides information, reports, educational resources, job training programs and advocacy for farm workers.	

9.2	Promote and support businesses and products that provide opportunities for farmers and food system workers Sample Programs <u>Swanton Berry Farm</u> is considered a model of fair agricultural labor practices. Workers are guaranteed a decent pay scale as well as benefits such as health insurance, a retirement plan, and paid time off, plus access to affordable housing. The farm helps workers avoid repetitive strain injuries (the most common type of injuries in agriculture) by offering a variety of work. In addition, Swanton makes an effort to involve workers in business decisions and was also the first farm to offer its employees the opportunity to own stock in the company. <u>Food Justice Certification</u> is a domestic fair trade label that represents the gold standard for social justice in agricultural and food jobs with its rigorous third party certification. It is a system based on the experiences and input of the farmers, farm workers and business owners. <u>Food Alliance Certification</u> works to promote sustainable agriculture and to ensure safe and fair working conditions, human treatment of animals and careful stewardship of ecosystems. Through a series of eight guiding principles, the organization provides certification for production of crops, livestock, farmed shellfish, and nursery, greenhouse and food handling operations.
9.3	Support new farmers and ranchers from underrepresented groups Develop and support farm mentorship programs, farmer incubator programs, and organizations that increase access to capital for producers; especially for new and socially-disadvantaged farmers and farm workers. Sample Programs <u>Agriculture and Land-Based Training Association</u> (ALBA) provides educational and business opportunities for farm workers and aspiring farmers to grow and sell crops grown on two organic farms in Monterey County, California. <u>Sonoma County Beginning Farmer and Rancher Development Program</u> is a nine-month program with classes once a month at Santa Rosa Junior College's Shone Farm. It covers a range of farm and ranch operations, tools and resources, basic business planning, accounting and finance, and is taught by agriculture and business instructors with support from Small Business Development Center counselors. There is a 25% participation goal for traditionally underrepresented farmers or ranchers.
9.4	Develop systems to gather ongoing accurate data on farm and food system workers in Sonoma County Develop and implement a process to gather and track local data on farm and food system workers in Sonoma County to ensure informed policy and positive program development. Sample Resource <u>Food Insecurity among Farm Workers in the Salinas Valley, California</u>. This report provides information on farm workers in the Salinas Valley.

GOAL 10	Ensure the Inclusion of Underserved and Underrepresented Communities in Conversations and Policy-Making About Sonoma County's Food System	
10.1	Support the development and inclusion of community leaders from underrepresented communities Support the power of existing leaders within underrepresented communities so they can build community involvement in defining and supporting community-wide food-related goals. Offer training sessions to community members on how to organize and become involved in government decision-making around food issues. Sample Programs The <u>North Bay Organizing Project</u> unites people to build leadership and grassroots power for social, economic, racial and environmental justice. <u>St. Joseph Health System of Sonoma County</u> community organizers help disenfranchised community members gain the influence necessary to achieve real and lasting change in their neighborhoods and communities.	
10.2	Increase the participation of community members from underrepresented communities Practice effective community engagement strategies, such as different communication methods and the use of different languages in order to reach a broader audience. Sample Policy <u>Devonport City Council Draft Community Engagement Policy</u> is a draft policy seeking to increase community participation in its decision making processes. Sample Program <u>Portland Office of Neighborhoods Diversity and Civic Leadership Program</u> provides aims to develop culturally appropriate engagement strategies in city governance structures, communication structures, leadership development and representation in city public involvement efforts, and encouragement of collaboration between underrepresented community organizations, neighborhood and business associations where there may be opportunities to work on common community and neighborhood livability issues.	

GOAL 11	Increase Community Resilience	
II.1	Improve our ability to feed ourselves from food grown and raised locally Sample Policies Maine “Food Sovereignty” policy entitled the <u>Local Food and Community Self-Governance Ordinance of 2011</u>. This ordinance gives the town residents the right to produce, process, sell, purchase, and consume local foods to promote self-reliance, the preservation of family farms and local processing. <u>The People’s Food Policy Project</u> has developed Resetting the Table, a concrete food sovereignty policy for local communities in Canada. A policy framework that reflects the common values of health, justice and sustainability.	
II.2	Support an emergency food system that meets the immediate needs of all food insecure people in Sonoma County Promote and support public and private collaboration to provide more comprehensive food assistance through the major types of organizations (emergency kitchens, food pantries, food banks, food rescue organizations, and emergency food organizations). Support the maintenance of a food donation program and system to gather excess crops that would otherwise go unused for hunger-relief organizations. Sample Resources The <u>Redwood Empire Food Bank</u> provides food through three Hunger Relief Initiatives that focus on the unmet needs of low-income children, seniors and working families. They are also a primary source of food for 166 community based charitable organizations that operate 249 human service programs helping the needy, disabled and homeless in Sonoma County. REFB administers The Emergency Food Assistance Program (TEFAP) for Sonoma County.	

II.3

Strengthen and diversify the local food system to better cope with disasters and long-term changes

Promote advanced planning that will enable crop and livestock farmers to prevent or reduce the effects of natural disaster on their farms, prepare for the financial impacts of a natural disaster, and improve the resilience of their farms following a natural disaster or other conditions brought on by ecological and political crises.

Sample Resource

Washington State Department of Agricultural Disaster Assistance Brochure provides assistance for producers to report damage and lost production to the local USDA Farm Service Agency office.

Enhance emergency preparedness related to food access and distribution triggered by social, political, chemical, biological and/or radiological incidents to establish regional capacity for feeding the local population or massive population migrations for 2-3 months in an emergency. This includes relief to food producers, handlers and consumers.

Sample Policy

City of San Francisco Precautionary Principle Resolution. Resolution supporting the precautionary principle and requesting the Department of the Environment to prepare and submit legislation proposing the adoption of the precautionary principle as a general City policy and integrating a precautionary principle approach into the City's existing process for the purchase of commodities for the Board of Supervisor's consideration.

INDIVIDUAL ACTIONS FOR HOME, WORK, PLAY, WORSHIP OR SCHOOL

- Support anti-discrimination practices at work, school, and in your community
- Request that all community planning that affects your neighborhood address health and food system issues
- Organize community and neighborhood action around healthy food access for everyone
- Donate to CalFresh farmers' markets matching funds
- Donate eligible surplus food to community food banks
- Participate in a gleaner program as a donor or volunteer
- Support a living wage and safe working conditions for all workers





22 indicators by Sonoma County Health Action were selected to reach the goal of being the healthiest county in California by 2020.

7 Measuring Progress

From the outset, the Sonoma County Food System Alliance and the Sonoma County Department of Health Services recognized the need for a way to indicate change in the food system so we can measure progress.

Ultimately, **8** criteria were used in identifying indicators to track the food system in Sonoma County.

1. **Opportunities-based:** the indicator measures progress toward the goals (positive) rather than regression away from the goals (negative)
2. **Countywide:** when possible, the indicator data must be available for Sonoma County, rather than for the U.S. or the state of California
3. **Measureable:** the indicator data must be quantifiable
4. **Available:** the data must be available to the public
5. **Cost-effective:** it must be possible to access the data with little monetary input
6. **Stable, reliable, credible:** the data must be from a reliable and credible source, collected in a consistent way and replicable from one time period to the next
7. **Understandable and usable:** the indicator must be easily grasped by readers
8. **Sensitive to change:** the indicator must respond to change over a reasonable period of time (not take hundreds of years to show progress)

The selected indicators outlined next meet the identified criteria and, when possible, align with Health Action indicators to ensure shared measurement across initiatives and foster collaboration across policies and programs. The indicators will be tracked over time, allowing the SCFSA to follow trends, identify opportunities for action, and recognize gaps and successes. If new reliable data becomes readily available, new indicators that meet the criteria may be added to this list over time. While many indicators could be listed under each goal, this section intentionally outlines a manageable number to measure progress toward a healthy and sustainable food system in Sonoma County.

See Appendix D for more information on the rationale for selecting indicators and data sources.

Goal	Indicator(s) for Sonoma County	Baseline	Year	Provided By
Agriculture & Natural Resources				
1. Protect and enhance agricultural land base, farms and ranches	Acres in agricultural production	530,895	2007	USDA Census of Agriculture
	Number of farms	3,429	2007	USDA Census of Agriculture
	Number of acres in Williamson Act	295,383	2001	Sonoma County Permit Resources and management Department
	Acres of Important Farmland	160,218	2008	California Department of Conservation Farmland Mapping & Monitoring Program
2. Encourage resource management	Number of organic growers	199	2011	Sonoma County Crop Report
	Tonnage of food composted at Sonoma County Waste Management Agency	1,042	2011	Sonoma County Waste Management Number
Economic Vitality				
3. Support local food system jobs and commerce	Mean annual wages of food system occupations	\$31,241	2011	Bureau of Labor Statistics
	Annual dollar value for agricultural and food products (exc. wine grapes)	\$206,014,525	2011	Sonoma County Crop Report 2012
	Number of certified farmers markets	16	2012	Ag Commissioner's Office
	Number of CSAs	26	2012	Local Harvest
4. Encourage institutional purchasing that supports the local food system	Number of school districts with farm to school programs*			
	Net farm income	\$23,671	2007	USDA Census of Agriculture
Healthy Eating				
5. Increase equitable access to healthy, affordable, safe and culturally appropriate food and beverage choices, while decreasing availability of unhealthy food and beverage choices in neighborhoods, schools and work places	Percent of Sonoma County residents that live in households above 300% of the federal poverty level	58%	2009	California Health Interview Survey
	Percent of Sonoma County adults who are obese**	19%	2009	California Health Interview Survey
	Percent of Sonoma County children and teens consuming two or more glasses of soda or sugary drinks daily	9%	2009	
	Number of farmers' markets that accept CalFresh and WIC	13 out of 16	2012	
6. Connect the food insecure with food and nutrition assistance programs	Percent of CalFresh eligible participating in benefits	29%	2009	CA Food Policy Advocates, Sonoma County Profile
	Unduplicated WIC participants	11,917	2011	Sonoma County WIC Office
	Percent of eligible students participating in school lunch program	88%	2009	CA Food Policy Advocates, Sonoma County Profile
7. Increase education about local agriculture, nutrition and the impact of food and beverage choices	Number of public high schools with food and agricultural literacy programs	10	2009	SCOE Regional Occupation Program
	Number of community, school, and private gardens	252	2012	iGROW.org

Social Equity

8. Address root causes of hunger and food insecurity	Percent of Sonoma County residents that live in households above 300% of the federal poverty level **	25%	2010	U.S. Census Bureau
	Percent of residents who spend 30% or more of household income on rent**	59%	2010	U.S. Census Bureau, American Community Survey 1-year Estimates
	Percent of adults in food secure households	49.6%		California Health Interview Survey
9. Create opportunity and justice for farmers, farm workers and food system workers	Average wage paid to farm workers in California	\$11.38	2012	USDA National Agricultural Statistics Service. Farm Labor Reports
	Percent of farms with ethnic minority as principal operator (Hispanic, Asian, African American, American Indian)	12%	2007	USDA Census of Agriculture
	Percent of farms with women as principal operator	20%	2007	USDA Census of Agriculture
10. Ensure the inclusion of underserved and underrepresented communities in conversations and policy-making about Sonoma County's food system	***			
11. Increase community resilience	Number of people served by food banks, per month	78,000	2011	Redwood Empire Food Bank Annual Report

*Not a number that is tracked, but something that will be tracked with follow-up surveys to school districts

**Reflects a Health Action indicator

***Not something that is regularly tracked, but the Food System Alliance hopes to identify a method for tracking this goal and secure resources for implementing an evaluation system



Photo by Karen Preuss
karenpreuss.com



8 Appendices

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Declaration of Support

All residents of Sonoma County have a voice in the future of our food system - every eater, backyard gardener, home cook and professional chef, urban and rural farmer, food processor and distributor, emergency food provider, grocer, and market vendor. It is critical that we combine efforts to make effective change in food system policy, practice, and programs.

We, the undersigned, support the vision and principles of the Sonoma County Healthy and Sustainable Food Action Plan.

VISION

We envision a county in which everyone has access to affordable, nutritious food. Local farms and operations play a primary role in producing that food. Each part of the food system, from seed to table and back to soil, is environmentally regenerative, economically viable, and supports a healthy life for all members of our community.

Therefore, we believe:

1. All people in our community should have access to enough affordable, healthful, fresh and culturally appropriate food.
2. Residents should not be inundated with unhealthy food choices like sugary drinks and junk food.
3. Community members should understand how their food choices impact their own health, and the health of the community and the larger world.
4. Healthy food and agriculture sectors are central to the long-term vitality of the local economy.
5. Farming and food system work should be economically viable and respected occupations.
6. Local agriculture, food production, distribution, consumption and food waste management should work in a way that regenerates nature.

First Name:

Last Name:

I am signing on...

☐ *As an individual supporter*

☐ *For my organization/coalition at large*

☐ *Both*

Name of Organization/Coalition (if applicable)

Title/Position

City/County

Phone Number

Email Address

I/We will commit to do the following:

Choose the goals you support within the Action Plan

[insert goals]

Please detail which strategies (within goals) of the Sonoma County Healthy and Sustainable Food Action Plan you support.

(Example: Action 1.2 - ...)

Comments:

Local governments are invited to use this template as they develop a resolution supporting the Sonoma County Healthy and Sustainable Food Action Plan and committing to action. Jurisdictions are encouraged to use their own wording and their own resolution format as appropriate.

Sonoma County Healthy and Sustainable Food Action Plan Resolution

Resolution No:

Resolution of [jurisdiction]

The following sample WHEREAS statements can be used in whole or in part depending on which parts of the Healthy and Sustainable Food Action Plan aligns best with the jurisdiction and what commitments are made.

WHEREAS, the [jurisdiction] declares its commitment to increasing the amount of healthy and sustainable food in order to achieve access to safe, nutritious, and culturally acceptable food, essential to human health; and

WHEREAS, the [jurisdiction] recognizes that supporting a local sustainable food system makes farming more economically viable keeping farmers in business and ensuring the preservation of farmland; and

WHEREAS, the [jurisdiction] recognizes that hunger, food insecurity, and poor nutrition are pressing health issues that require action; and

WHEREAS, the [jurisdiction] recognizes that sustainable food systems ensure nutritious food for all people, protect workers health and welfare, minimize environment impacts, and strengthen connections between urban and rural communities; and

WHEREAS, the following principles guide this Resolution on Healthy and Sustainable Food:

- All people in our community should have access to enough affordable, healthful, fresh, and culturally appropriate food.
- Residents should not be inundated with unhealthy food choices like sugary drinks and junk food.
- Community members should understand how their food choices impact their own health, and the health of the community and the larger world.
- Healthy food and agriculture sectors are central to the long-term vitality of the local economy.
- Farming and food system work should be economically viable and respected occupations.
- Local agriculture, food production, distribution, consumption, and food waste management should work in a way that regenerates nature.

WHEREAS, the [jurisdiction] shall advance the Sonoma County Healthy and Sustainable Food Action Plan by supporting the following goal(s) of the Action Plan:

- [insert goals jurisdiction commits to advance or align with]

NOW, THEREFORE, BE IT RESOLVED that the [jurisdiction] agrees to support and advance the Sonoma County Healthy and Sustainable Food Action Plan.

The following appendix provides additional policies, programs, and toolkits for each sub-goal of the Sonoma County Healthy and Sustainable Food Action Plan. This section is intended to provide a larger library of resources for local governments, organizations, businesses, and individuals to advance the Sonoma County Healthy and Sustainable Action Plan. This is not an exhaustive archive, but rather a diverse array of existing efforts for stakeholders to learn from, explore, and potentially adapt at the local level.

Agriculture & Natural Resources

Address Root Causes of Hunger and Food Insecurity

GOAL 1	Sub-goal	Policy, Program, Toolkit, or Resource
I.1	Protect permanent farm and ranch land	American Farmland Trust is committed to protecting the nation's farm and ranch land, keeping it healthy and improving the economic viability of agriculture. www.farmland.org Greenbelt Alliance brings people together to protect what people love about the Bay Area and to make it an even better place to live by defending the Bay Area's natural and agricultural landscape from development and helping create great cities and neighborhoods – healthy places where people can walk and bike, communities with parks and shops, transportation options, and homes that are affordable www.greenbelt.org Sonoma County Agricultural Preservation and Open Space District permanently protects the diverse agricultural, natural resource, and scenic open space land of Sonoma County for future generations. www.sonomaopenspace.org

I.2	Promote the use of public land for food production	City of Portland Diggible Cities: An inventory of vacant, publicly-owned land in the Portland area to identify how land could be used to support urban agriculture. www.diggablecity.org City of Oakland, Cultivating the Commons: This 2009 report examines the potential for urban agriculture on Oakland's public land. http://oaklandfood.org/home/cultivating_the_commons Cleveland Urban Agriculture Zoning and Public Land Leasing. The City of Cleveland grew 40 new community gardens and 15 market gardens in 2009 following radical changes to the zoning code and city land use practices. http://planning.city.cleveland.oh.us/zoning/cpc.php Seeding the City: Land Use Policies to Promote Urban Agriculture. This toolkit provides a framework and model language for land use policies that local policymakers can tailor to promote and sustain urban agriculture in their communities. http://changelabsolutions.org/publications/seeding-city Public Harvest: Expanding the Use of Public Land for Urban Agriculture in San Francisco provides recommendations and an overview of urban gardening efforts in San Francisco. www.spur.org/files/event-attachments/SPUR_Public_Harvest.pdf
I.3	Promote educational opportunities on farms and ranches	The Center for Agroecology and Sustainable Food Systems in a research, education, and public service program at the University of California, Santa Cruz, dedicated to increasing ecological sustainability and social justice in the food and agriculture system. http://casfs.ucsc.edu/ Washington Small Farm Internship Pilot Program. The 2010 Legislature authorized L&I to establish a Small Farm Internship Pilot Program. The purpose of this pilot program is for small farms to hire individuals who are interested in learning about farming practices. Participating farms are exempt from the wage requirements under the Minimum Wage Act, chapter 49.46 RCW, and interns are not required to receive pay or other type of compensation. http://wsffn.org/small-farm-internship-pilot-program/small-farm-internship-pilot-program The Michigan Skills Alliance (MiSA) Food System Economic Partnership was awarded \$90,000 for the development of the Agri-Food Regional Skills Alliance in Southeast Michigan. www.michigan.gov/lara/0,1607,7-154-10573_11472-204613--,00.html

I.4	Support public and private incentives for food producing land	The Beginning Farmer Tax Credit Program was enacted by the Iowa legislature as an incentive to keep land in production agriculture, by allowing agricultural asset owners to earn tax credit for leasing their land to beginning farmers. The program includes tax credit for the leasing of agricultural land, depreciable machinery or equipment, breeding livestock, and buildings. www.iada.state.ia.us/BFTC/index.htm Nebraska Beginning Farmer Tax Credit provides young farmers and ranchers more incentive to start in the agricultural field. In addition, the Tax Credit Act rewards those agricultural asset owners for their contributions that allow starting farmers and ranchers a promising future. www.agr.state.ne.us/beg_farmer/taxcp.html Land Trust Alliance: State and Local Tax Incentives resource document details an assessment of the effectiveness of 12 state income tax credits in advancing land conservation, and provides guidance to other states considering such programs. www.landtrustalliance.org/policy/tax-matters/campaigns/state-tax-incentives USDA Conservation Reserve Program – Transition Incentives Program provides annual rental payments for up to two additional years after the date of the expiration of the Conservation Reserve Program contract, provided the transition is not to a family member. http://www.fsa.usda.gov/FSA/newsReleases?area=newsroom&subject=landing&topic=pub-ps&newstype=prfactsheet&type=detail&item=pf_20100514_distr_en_tip10.html Maryland’s House Bill 1062 authorized local governments to provide a five-year property tax credit for property used for urban agriculture purposes www.farmlandinfo.org/index.cfm?function=article_view&articleID=38192
I.5	Ensure regulatory support for food production and processing	In 2010, San Francisco introduced a Draft Proposal for Urban Agriculture Zoning Controls and Standards to facilitate the local production and sale of fresh produce throughout all zoning districts. The draft language defines and recognizes neighborhood agriculture and large scale urban agriculture as permitted uses. http://www.sfuua.org/original-proposal.htm More options for farm stands, and explanation of regulations effective January 2009: a UC Small Farm Program website detailing regulations that took effect Jan. 1, 2009 allow farm stands in California to sell some processed agricultural products, such as jams, preserves, pickles, juices, and cured olives made with ingredients produced on or near the farm. http://sfp.ucdavis.edu/sfcnews/?article=87 Insights from developers, architects and farmers on integrating agriculture and development. This report reviews practices and issues that landowners, developers, design consultants and public officials might find useful as they consider building or encouraging communities with farms. http://prairiecrossing.com/libertyprairiefoundation/LPF-Publication9-10.pdf

Encourage Sound Resource Management

GOAL 2	Sub-goal	Policy, Program, Toolkit, or Resource
2.1	Support agricultural practices that preserve and increase top soil and it's fertility, and that enhance riparian corridors	Beyond T: Guiding Sustainable Soil Management. A Report of and Expert Consultation Facilitated by the SWCS. This report provides guidance from experts on sustainable soil management. www.swcs.org/documents/filelibrary/BeyondTreport.pdf Soil Quality: the Foundation for Natural Resource Quality, Soil Quality Policy in the United States. This website provides an overview and history of national soil quality policies. http://soilquality.org/resources/swcs_presentations/cox_general_session.html The Irrigated Lands Regulatory Program (ILRP) regulates discharges from irrigated agricultural lands. Its purpose is to prevent agricultural discharges from impairing the waters that receive the discharges. To protect these waters, Regional Water Boards have issued conditional waivers of waste discharge requirements to growers that contain conditions requiring water quality monitoring of receiving waters and corrective actions when impairments are found. www.swrcb.ca.gov/water_issues/programs/agriculture/



2.2	Work towards Sonoma County sustainable water use and encourage conservation practices to save water and conserve energy	The Sotoyome Resource Conservation District (RCD) is a local non-regulatory organization whose mission is to promote responsible natural resource management through voluntary community stewardship and technical assistance. www.sotoyomercd.org/index.html The Southern Sonoma Resource Conservation District (RCD) provides technical assistance, education and funding sources to empower landowners to be committed stewards working to improve water quality, prevent soil erosion and improve natural habitat. www.sscrdd.org/ The California Agricultural Water Stewardship Initiative (CAWSI) aims to raise awareness about approaches to agricultural water management that support the viability of agriculture, conserve water, and protect ecological integrity in California. http://agwaterstewards.org/ The STRAW Project coordinates and sustains a network of teachers, students, restoration specialists and other community members to plan and implement watershed studies and restoration projects in Marin, Sonoma, Solano and Napa counties. Its goals are to empower students, support teachers, restore the environment, and reconnect communities. www.prbo.org/cms/192 California Farm Water Success Stories: Innovative On-farm Water Management Practices provides an overview of case studies exploring innovative water stewardship methods in California. http://www.pacinst.org/reports/success_stories/index.htm City of Santa Rosa Water Rebate Programs and Incentives allow city residents and businesses to save money and conserve water by improving the efficiency of existing irrigation system, and/or by replacing the underutilized grass at your home or business. http://www.sonomabea.org/content.aspx?sid=1011&id=1097 Town of Windsor Water Smart Home Program provides all interested residents free and comprehensive water use assessments with potential rebate opportunities. http://www.ci.windsor.ca.us/index.aspx?NID=102 City of Petaluma Mulch Madness Program offers free mulch, compost, cardboard, an irrigation conversion kit and free native plants from a local native plant nursery to those customers who wish to sheet mulch their existing turf. http://cityofpetaluma.net/wrcd/mulch-madness-program.html The Monterey Wastewater Reclamation Study for Agriculture (MWRSA) was a 10-year, US \$7.2 million field-scale project designed to evaluate the safety and feasibility of irrigating food crops (many eaten raw) with reclaimed municipal wastewater. http://www.sanjoseca.gov/sbwr/PDFs/MontereyCountyRW_AG_1987.pdf
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2.3	Create resources out of food scraps and agricultural by-products	Chabot Community College Waste Reduction Program, Hayward, CA now incorporates landscape composting, food scraps composting and other recycling and reduced their garbage bill by \$7,500 annually. http://www.stopwaste.org/docs/chabot_final_101305.pdf Clover Flat Landfill is conducting a food-composting program for local restaurants, catering companies, and institutions in Napa County. The food waste includes meat, bones and shells. www.ediblecommunities.com/marinandwinecountry/spring-2012-issue-13/a-whole-new-compost.htm The City of Sonoma has recently started a commercial vegetative food scrap program through which almost all of its restaurants are currently participating. http://www.youtube.com/watch?v=Doe1mePOKYk&feature=player_embedded Sonoma County is already in the forefront in exploring biochar use and production and future development should be carefully followed. The 2012 US BioChar Conference took place July 29 – August 1 2012 at Sonoma State University. http://2012.biochar.us.com/ San Francisco Food Runners Program picks up excess perishable and prepared food from businesses such as restaurants, caterers, bakeries, hospitals, event planners, corporate cafeterias, and hotels and delivers it directly to shelters and neighborhood programs that feed the hungry. www.foodrunners.org City of San Francisco Mandatory Recycling & Composting Ordinances requires San Francisco residents and businesses to keep recyclables and compostables out of the trash. http://sfenvironment.org/zero-waste/overview/zero-waste-faq Los Angeles Restaurant Food Waste Recycling Program allows participating restaurants to place food and organic waste into food waste bins that the City will pick up on a regular basis. http://san.lacity.org/solid_resources/pdfs/FoodWaste.pdf City Slicker Farms in West Oakland has a bicycle compost pick-up program, where it removes compost from local restaurants by bicycle and brings the waste back to their farms to compost. www.cityslickerfarms.org Food waste management publications on the EPA website provide information, toolkits, and best management practices for diverting food waste. http://www.epa.gov/osw/conserve/materials/organics/food/fd-res.htm#tools
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2.4	Educate about and promote environmentally friendly third-party certification for local food producers	Salmon Safe offers a series of peer-reviewed certification programs linking land management practices with the protection of agricultural and urban watersheds. Certification requires management practices that protect water quality and restore habitat. Salmon-Safe also is introducing innovative new programs focused on site design and development, as well as an accreditation program for pollution prevention in large-scale construction management. www.salmonsafe.org/ Fish Friendly Farming is a certification program for agricultural properties that are managed to restore fish and wildlife habitat to improve water quality. www.fishfriendlyfarming.org/
2.5	Prioritize the regeneration of local fish and fisheries	The County of Sonoma Economic Development Board Regulatory Guide for Water Quality and Water Resources provides information and resources about water rights, appropriation, and use. http://edb.sonoma-county.org/content.aspx?sid=1033&id=1799 Friends of Gualala River is a non-profit, grassroots watershed protection association formed to share common concerns and research regarding the welfare of the Gualala Rivers, its estuary, and habitat with a goal of protecting the watershed and the species that rely on it. http://gualalariver.org/ Russian Riverkeeper advocates, educates, and upholds environmental laws to ensure the protection and restoration of the Russian River for the health and benefit of all who use and enjoy it. http://russianriverkeeper.drupalgardens.com/content/welcome-russian-riverkeeper Trout Unlimited works for conservation, protection, and the restoration of North America's coldwater fisheries and their watersheds. http://www.tu.org/ Fields of Change: A New Crop of American Farmers Finds Alternative to Pesticides provides case studies on farmers who developed localized, economically viable pest and farm management methods that have led to substantial reductions in the applied volume of synthetic pesticide use, ranging from 10 to 100 percent, depending on the crop and type of pesticide. http://www.nrdc.org/health/farming/fields/focinx.asp

2.6	Support and encourage crop and species diversity and heirloom livestock	Fair Food Philly Heritage Breed Education Project raises consumer awareness about heritage breed animals by identifying the meat, dairy, and eggs from heritage breed products animals available at the Fair Food Farmstand. www.fairfoodphilly.org/our-work/heritage-breed/ SVF Foundation preserves germplasm (semen and embryos) from rare and endangered breeds of food and fiber livestock. SVF also offers numerous educational programs and opportunities. http://svffoundation.org/ American Livestock Breeds Conservancy is working to protect over 180 breeds of livestock and poultry from extinction. http://albc-usa.org/ Heritage Foods USA is an independent company based in New York that sells heritage animals to consumers, including pork, beef, poultry, lamb, and cured meats. www.heritagefoodsusa.com Frank Reese and Good Shepherd Poultry Ranch produces historically authentic Heritage Poultry for sale. www.goodshepherdpoultryranch.com New England Heritage Breeds Conservancy works to conserve historic and endangered breeds of livestock and poultry by offering breeding programs, farmer assistance and educational programs and initiatives. www.nehbc.org Seed Savers Exchange is a member supported organization that saves and shares heirloom seeds. www.seedsavers.org Mobile slaughterhouse Case Studies. This website provides case studies of mobile processing units throughout the United States. www.extension.org/pages/33160/mobile-slaughter-unit-case-studies
2.7	Enhance agricultural potential to mitigate and adapt to climate change	California Climate and Agriculture Network is a coalition that advances policy solutions at the nexus of climate change and sustainable agriculture. http://calclimateag.org/ In August 2012 CDFA Secretary Karen Ross announced the establishment of a consortium of growers, educators, and technical experts in California to study and make recommendations on strategies for climate change adaptation. http://www.cdfa.ca.gov/egov/Press_Releases/Press_Release.asp?PRnum=12-029

2.8	Promote wildlife-friendly agricultural practices	Wild Farm Alliance serves to promote a healthy, viable agriculture that helps protect and restore wild nature by providing resources, case studies, and conducting policy and advocacy work. www.wildfarmalliance.org Community Alliance with Family Farmers' Farmscaping Program assists growers and ranchers to plan and install hedgerows, windbreaks, filter strips, and other conservation plantings. http://caff.org/programs/bio-ag/hedgerows/ Future Friendly Farming: Seven Agricultural Practices to Sustain People and the Environment – a report by the National Wildlife Federation that highlights practices to increase wildlife habitat. http://www.nwf.org/News-and-Magazines/Media-Center/Reports/Archive/2011/~media/54D87336A358404084B1F0B0A2D9A03B.ashx The Fish Friendly Farming program offers farmers access to expertise on such problems as erosion and soil loss, stream bank failure, and water quality degradation. www.fishfriendlyfarming.org/reasons.html Hedgerows for California Agriculture: A Resource Guide provides information, resources, information on the benefits of hedgerows and the process for planting a hedgerow. http://caff.org/wp-content/uploads/2010/07/Hedgerow_manual.pdf
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Economic Vitality

Support Local Food System Jobs and Local Food System Commerce

GOAL 3	Sub-goal	Policy, Program, Toolkit, or Resource
3.1	Develop, support, implement and fund “local foods” marketing efforts in order to increase demand for healthy local food	Sonoma County Farm Trails supports agricultural diversity in Sonoma County by promoting member products and services through the annual Map & Guide, on-site sales, and the internet. www.farmtrails.org/ The Sonoma County Innovation Action Council conducted a year-long project to determine the needs of local businesses and a plan to support and grow local business, increasing employment opportunities for county residents. Sonoma Specialty Goods was identified as one of five industry clusters for the study. http://www.sonoma-county.org/edb/pdf/innovation/clusters_of_opportunity_201109.pdf Agritourism overview website by UC Small Farm Program provides resources for agritourism operators and hosts California's statewide directly or agritourism operations. http://sfp.ucdavis.edu/agritourism/ The Buy Fresh Buy Local marketing and educational program works to increase consumer demand for and access to fresh, local produce. http://caff.org/programs/local-food-systems/ The West Michigan Guide to Local Fresh Food provides a model guide for an overarching community guide to food in the area. http://www.foodshed.net/foodguide/0809lfg.pdf

3.2	Identify and support funding and resources for existing and new farmers and ranchers	The Agriculture and Land-Based Training Association (ALBA) provides educational and business opportunities for farm workers and aspiring farmers to grow and sell crops grown on two organic farms in Monterey County, California. www.albapartners.org Small Farm Handbook from UC Small Farm Program provides resources for both business side and the farming side of operating a small-scale farm. http://sfp.ucdavis.edu/sfcnews/?article=108 Financing Farming in the US: Opportunities to Improve the Financial and Business Environment for Small and Midsized Farms through Strategic Financing. This report provides an overview of six working sessions to discussing innovative methods for small and midsized farmers to gain capital. http://thecarrotproject.org/yahoo_site_admin/assets/docs/FINAL_July_2010_2.20883625.pdf Farm Commons is a start-up nonprofit organization dedicated to providing farmers with the proactive legal counsel they need to become the stable and resilient base of a healthy and local food system. http://farmcommons.org/ ShadeFund provides small loans to promising green entrepreneurs across America. www.shadefund.org/home.htm
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Photo by Karen Preuss
karenpreuss.com

3.3	Expand the capacity of the local food supply chain to create more jobs in Sonoma County	Cultivating Commerce is the key initiative for the North Coast Resource Conservation & Development Council (Council), and focuses on promoting entrepreneurship in sustainable agriculture and natural resources. Its mission is to foster entrepreneurship through sustainable use of agricultural and natural resources within Marin, Sonoma, Mendocino, and Lake Counties of California. www.cultivatingcommerce.org/ The Santa Rosa Small Business Development Center is a valuable resource for the small business communities in Marin and Sonoma counties. Its mission is to provide quality management and technical assistance for existing and potential small businesses, resulting in success for the entrepreneur, sustainable economic growth, and prosperity for our local communities. http://santarosasbdc.org/ Industrial Retention Policy, Oakland. Zoning protections that retain remaining industrial areas of Oakland to prevent land conversions. www.urbanhabitat.org/node/1744 NC Choices is a Center for Environmental Farming Systems' initiative that promotes the advancement of local, niche, and pasture-based meat supply chains by facilitating educational and networking experiences, providing technical and business assistance to commercial meat processors, assisting supply chain participants in navigating the regulatory environment, and developing innovative partnership to explore market opportunities. www.ncchoices.com/ The health and wealth of US counties: how the small business environment impacts alternative measures of development. This paper evaluates the prospects of small business-driven job creation by assessing the link between small business and population health, an alternative measure of economic development. http://cjres.oxfordjournals.org/content/early/2011/12/14/cjres.rsr034.short?rss=1 Building Louisville's Local Food Economy: Strategies for increasing Kentucky farm income through expanded food sales in Louisville a report highlighting potential strategies for enhance local food system opportunities. http://www.marketventuresinc.com/download/Exec-Sum-Louisville-Food-Strategy.pdf Coming soon: market analysis for grass fed beef and grains for the North Coast Regional Food System Network by SSU Del Norte County Meat Processing and Retail Feasibility Assessment provides an overview of the feasibility of developing meat processing in Del Norte County. http://www.jirwinconsulting.com/Del%20Norte%20Meat%20Processing%20and%20Retail%20Facility%20Feasibility%20Assessment-%20report.pdf
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3.3		Meat Industry Capacity and Feasibility Study of the North Coast Region of California discusses the economic and agricultural impacts of a proposed meat processing center in Mendocino County. http://cemendocino.ucdavis.edu/files/44389.pdf Scaling Up Local Food: Investing in Farm & Food Systems Infrastructure for the Pioneer Valley is a report that provides real-life, local examples of the successes, challenges and opportunities in the Pioneer Valley, Massachusetts food system. http://buylocalfood.org/upload/resource/ScalingUp10-17-11lrwithLinks.pdf
3.4	Support the cultivation of culturally appropriate crops	Small Farm Ethnic Crops & Livestock Opportunities is a report highlighting opportunities and case studies for new or expanding markets based on population changes and food preferences. http://sfp.ucdavis.edu/sfcnews/?article=99 The New Culture of Food: Marketing Opportunities from Ethnic, Religious, and Cultural Diversity is a publication on the opportunities that the changing landscapes of ethnic, religious and cultural populations present for businesses and marketers within the food system. http://www.gowerpublishing.com/default.aspx?page=641&calcTitle=1&isbn=9780566088131&lang=cy-GB Consumer-driven Agriculture highlights economic research data outlining projected demographic trends predicted to shape future food markets. http://nationalatlas.gov/articles/agriculture/a_consumerAg.html The Impact of Population Shifts on the Food System in California in2030 explores the expected population shifts and the impacts on food and farming related to parts of the food system. http://www.vividpicture.net/documents/7_Impact_of%20Pop_Shifts.pdf The Sonoma County Herb Exchange is a local clearinghouse dedicated to providing the highest quality locally-grown herbs to our community while connecting herb growers with medicine makers in Sonoma county and beyond. www.sonomaherbs.org/herbalexchange.html

Encourage Institutional Purchasing that Supports the Local Food System

GOAL 4	Sub-goal	Policy, Program, Toolkit, or Resource
4.1	Build in preference for purchasing Sonoma County and regional products	Local Food Procurement Policies: A literature Review examines the environmental, economic and social benefits of local food, showcases existing procurement policies in Italy, Britain, the United States, and Canada, and examines lessons learned in other jurisdictions. http://www.organicagcentre.ca/Docs/LocalFoodProcurementPolicies.pdf National Policy & Legal Analysis Network to Prevent Childhood Obesity (NPLAN), Understanding Healthy Procurement: Using Government's Purchasing Power to Increase Access to Healthy Food a resource document. http://www.nplanonline.org/childhood-obesity/products/procurement Building a successful local food model – tips for institutional buyers provides a toolkit for purchases to buy local food. http://eatbettermovemore.org/sa/enact/workplace/Building_Local_Food_Networks_Toolkit.pdf.pdf A guide to developing a sustainable food purchasing policy provides a step-by-step approach to developing a local food purchasing policy. http://www.aashe.org/documents/resources/pdf/food_policy_guide.pdf Cabarrus County Local Food Purchasing Policy provides a model local food purchasing policy aimed at sourcing at least 10% of all food served at county catered event and meeting from food producers within North Carolina. http://www.cabarruscounty.us/government/departments/sustainability/local%20food/Pages/Local-Food-Purchasing-Policy.aspx Albany County Local Food Purchasing Policy Resolution provides model resolution language for a countywide purchasing policy. http://www.farmlandinfo.org/documents/37953/Buy_Local_Law_Albany_County_(3).pdf Local Food Procurement Policies: A Literature Review provides a literature review of national and global local food procurement policies. http://www.organicagcentre.ca/Docs/LocalFoodProcurementPolicies.pdf New York City's set of guidelines encouraging City agencies to procure more food products grown, produced or harvested in New York State and to work with vendors to track current purchasing of NYS food where information available. http://www.nyc.gov/portal/site/nycgov/menuitem.c0935b9a57bb4ef3daf2f1c701c789a0/index.jsp?pageID=mayor_press_release&catID=1194&doc_name=http%3A%2F%2Fwww.nyc.gov%2Fhtml%2Fom%2Fhtml%2F2012a%2Fpr211-12.html&cc=unused1978&rc=1194&ndi=1

4.1		Regulating Food Retail for Obesity Prevention: How Far Can Cities Go? Provides an explanation about the legal authority of cities and counties to enact retail food related policies. www.aslme.org/media/downloadable/files/links/2/0/20.Diller.pdf Buy Fresh, Buy Local. When can governments give preference to locally grown food? A guide that provides an overview of the factors affecting whether a state or local agency may procure locally produced food and agricultural products. http://changelabsolutions.org/publications/local-food-local-government Law to require purchase of locally grown food and constitutional limits on state and local government: Suggestions for policymakers and advocates. This publication offers guidelines for drafting policies that favor locally grown food without violating constitutional restrictions on state and local laws that discriminate against products derived out-of-state. http://changelabsolutions.org/news/local-food-and-law-help-advocates-and-policymakers Food for the Parks: A Roadmap to Success is a toolkit for parks to identify how to develop healthy food procurement and green operations. http://parkshealthguide.org/images/uploads/files/FoodforParksRoadmapReport_FINAL.pdf
4.2	Support and encourage a regional food hub to serve as an aggregation and distribution center to increase the market for products and stimulate more supply	The Intervale Food Hub is the leader in the national movement to establish successful, farmer-focused food hubs and has seen an 80% annual growth in sales for farmers over a two year period. http://www.intervale.org/what-we-do/intervale-food-hub/food-hub-impacts/ Increasing farm income and local food access: A case study of a collaborative aggregation, marketing, and distribution strategy that links farmers to markets is a recently published article from the Journal of Agriculture, Food Systems, and Community Development that provides a case study on food hub models. http://www.agdevjournal.com/attachments/article/189/JAFSCD_Collaborative_Aggregation_August-2011.pdf The Regional Food Hub Resource Guide provides a collection of information, resources, and background on everything needed to develop or participate in a regional food hub. The guide presents a series of key questions about the current state of food hub development and examples from operating food hubs. http://www.ams.usda.gov/AMSv1.0/getfile?dDocName=STELPRDC5097957 The NGFN Food Hub Collaboration is a partnership between Wallace Center at Winrock International, USDA, National Good Food Network, and others. The Collaboration is working to ensure the success of existing and emerging food hubs in the US by building capacity through connection, outreach, research, technical assistance and partnerships. http://www.wallacecenter.org/our-work/current-initiatives/food-hub-collaboration

4.3	Support and encourage a regional alliance of institutional food purchasers to buy from local producers in order to stimulate more supply	Farm Fresh for ME is a newly established initiative of the Maine Department of Agriculture in collaboration with Western Mountains Alliance and other for-profit and NGO's who are supporting development of food buying clubs throughout Maine. Funding from USDA and the Maine Department of Agriculture helped Farm Fresh for ME pilot an innovative buying club model in Readfield where Maranacook Area School's support enabled student involvement in the project and a distribution site at Maranacook Middle School. http://ffffme.com/ Cooperative Food Buying Club Primer is an article providing background information on food buying clubs. http://www.vegfamly.com/articles/coop-food-buying.htm
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Healthy Eating

Increase equitable access to healthy, affordable, safe and culturally appropriate food and beverage choices, while decreasing availability of unhealthy food and beverage choices in neighborhoods, schools and work places

GOAL 5	Sub-goal	Policy, Program, Toolkit, or Resource
5.1	Include increasing access to healthy food and beverage choices and decreasing availability of unhealthy food and beverage choices as a goal in local general plans	City of Dillingham Comprehensive Plan Update and Waterfront Plan addresses food related goals, strategies, implementation timeline, and responsible entity within the energy section of the plan. http://www.agnewbeck.com/pdf/bristolbay/Dillingham_Comp_Plan/Comp_Plan/DLG_Comp_Plan_Ch_1.pdf The 2030 Harrison County Comprehensive Plan addresses food in a section dedicated to public health including goals, strategies, and actions to increase access to healthy food options. http://www.planharrisoncounty.org/index.htm Cassidy A, & Patterson, B. The Planner's Guide to the Urban Food System is meant to help planners better understand the food system and how food affects and if affected by urban planning. http://postcarboncities.net/files/PlannersGuidetotheFoodSystem.pdf American Planning Association. Policy Guide on Community and Regional Food Planning presents seven general policies, each divided into several specific policies. For each specific policy, a number of roles planners can play are suggested. http://www.planning.org/policy/guides/pdf/foodplanning.pdf City of Hartford Bus Route Creation for Supermarket Accessibility provides an article on the accomplishments of creating a bus route directly connecting north Hartford residents to affordable food stores, cutting their travel time in half. http://www.whyhunger.org/frontend.php/overlay/simpleIndex?id=113 How to Create and Implement Healthy General Plans is a toolkit that details a wide range of strategies for incorporating health in a general plan. Model health language is included to provide specific ideas for how to address health concerns through general plan policies. http://changelabsolutions.org/publications/toolkit-how-create-and-implement-healthy-general-plans

5.1		General Plans and Zoning: A toolkit for building healthy, vibrant communities provides an introductory understanding of how land use decisions are made and how advocates can participate in those decisions. http://changelabsolutions.org/publications/toolkit-general-plans-and-zoning Laying a Foundation for a Local Food System in California: A Survey of Policy and Legal Impacts. This publication provides an overview of legal considerations when developing policies to support a local food system. http://www.vividpicture.net/documents/18_Laying_Foundation.pdf Incorporating policies for a healthy food system into land use planning: The Case of Waterloo Region, Canada. This case study discusses the region of Waterloo, Ontario, Canada, where recent revisions to the Regional Official Plan now include a suite specific land use policies related to food. http://www.agdevjournal.com/volume-2-issue-1/203-incorporating-policies-for-a-healthy-food-system-into-land-use-planning.html?catid=87%3Afood-system-planning-papers
5.2	Incorporate Health Impact Assessments in the review process for all projects and policies	Zoning for a Healthy Baltimore: A Health Impact Assessment of the Transform, Baltimore Comprehensive Zoning Code Rewrite evaluated the potential health effects of Baltimore City’s comprehensive zoning code rewrite (known as TransForm Baltimore). http://www.healthimpactproject.org/resources/document/Baltimore-City-Comprehensive-Zoning-Code-Rewrite.pdf Planning for Healthy Neighborhoods: Include Food Infrastructure in The City’s Environmental Review was a 2009 proposal by Manhattan Borough President Scott M. Stringer to ensure that decision-makers were fully informed about potential unanticipated consequences of planning on local food systems. http://mbpo.org/uploads/Food%20CEQR.pdf
5.3	Support the implementation of wellness policies	New York City Food Standards was developed by Executive Order to establish nutritional standards for meals/snacks purchased and served standards for beverage vending machines, and standards for food vending machines http://www.nyc.gov/html/doh/html/cardio/cardio-vend-nutrition-standard.shtml School Nutrition Association Sample Wellness & Nutrition Policies provides a number of sample policies from school districts across the country http://www.schoolnutrition.org/Content.aspx?id=2166

5.4	Support the implementation of policies for publicly purchased food, food available on public premises, and food obtained via public contracts to make healthy food and beverage choices standard in these settings	Examples of State and Local Food Procurement Policies is a Center for Science in the Public Interest document outlining state and local procurement policies as a guide to other national models. www.cspinet.org/new/pdf/state_policy_descriptions.pdf The Boston Public Health Commission's Healthy Beverage Toolkit is intended to help municipal agencies, healthcare institutions, colleges and universities, community-based organizations, retail establishments and other organizations implement policies and practices that encourage healthy lifestyles for their employees, clients, students and visitors. http://www.bphc.org/programs/cib/chronicdisease/healthybeverages/Forms%20%20Documents/toolkit/HealthyBeverageToolkitFinal.pdf Public Health Law Center Fact sheet entitled Healthy Vending and the Randolph Sheppard Act. Legally blind vendors can be particularly influential in what is sold in vending facilities located on government property because of the Randolph Sheppard Act. This fact sheet discusses the Randolph Sheppard Act and what the law means for healthy vending efforts. http://www.publichealthlawcenter.org/sites/default/files/resources/PHLC%20Healthy%20Vending%20and%20the%20Randolph%20Sheppard%20Act%208.21.2012.pdf
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5.5	Support innovative strategies to increase the availability and affordability of healthy, local food and beverages to decrease the prominence of unhealthy options	Getting to Grocery: Tools for Attracting Healthy Food Retail to Underserved Neighborhoods is a toolkit to help advocates and public health agencies coordinate and leverage the tools available through local government and other organizations to bring grocery stores into low-income communities. http://changelabsolutions.org/publications/getting-grocery New York Green Carts Program provides the opportunity for mobile food carts that offer fresh produce in certain New York City areas. Local Law 9, signed by Mayor Bloomberg on March 13, 2008, establishes 1,000 permits for Green Carts. http://www.nyc.gov/html/doh/html/cdp/cdp_pan_green_carts.shtml Healthy Food Financing Initiative National Information supports projects that increase access to healthy, affordable food in communities that currently lack these options. HFFI attracts investment in underserved communities by providing critical loan and grant financing. http://www.acf.hhs.gov/programs/ocs/ocs_food.html A Healthy Food Financing Initiative: An Innovative Approach to Improve Health and Spark Economic Development. A report from PolicyLink. This two-page fact sheet outlines HFFI and other promising strategies to improve access to fresh, healthy food. www.policylink.org/site/apps/nlnet/content2.aspx?c=IkIXLbMNJrE&b=5136581&ct=8047759 Rethink Your Drink is a California Department of Public Health Education Campaign to promote drinking water flavored with fresh fruit, vegetables, and herbs. http://www.cdph.ca.gov/programs/wicworks/Pages/WICRethinkYourDrink.aspx California FreshWorks Fund. A public-private partnership loan fund created to increase access to healthy food in underserved communities; spur economic development that supports healthy communities; and inspire innovation in healthy food retailing. http://www.policylink.org/site/c.IkIXLbMNJrE/b.7718759/k.684E/California_FreshWorks_Fund.htm National Policy & Legal Analysis Network to Prevent Childhood Obesity (NPLAN), Establishing Land Use Protections for Farmers' Markets These policies include our "Model Comprehensive Plan Language to Protect and Expand Farmers' Markets" and "Model Zoning Ordinance Establishing Farmers' Markets as Permitted Use," which can be used to remove policy barriers, protect and optimize farmers' markets, and increase access for low-income customers. http://nplanonline.org/products/establishing-land-use-protections-farmers-markets
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PolicyLink Farmers' Market Tool provides resources and case studies for developing successful farmers' markets in low-income neighborhoods.

Policy Link Grocery Store Development Tool provides a toolkit for developing grocery stores in underserved neighborhoods. http://www.policylink.org/site/c.lkIXLbMNJrE/b.7677113/k.84E6/Grocery_Store_Development.htm

PolicyLink Corner Store Tool provides a toolkit and case studies for developing healthy corner stores in underserved neighborhoods. http://www.policylink.org/site/c.lkIXLbMNJrE/b.7676977/k.9E6C/Corner_Stores.htm

Michigan Neighborhood Food Movers Collaborative provides supportive services to local entrepreneurs engaged in making healthy food accessible locally. <http://www.cityconnectdetroit.org/collaboratives/michigan-neighborhood-food-movers-collaborative>

Model Healthy Food Zone Ordinance, Public Health Law & Policy provides model policy language for creating healthy food zones around schools. <http://changelabsolutions.org/node/3207>

Model Produce Cart Ordinance provides a sample ordinance detailing model vendor requirements and rules, as well as a range of possible incentives (for example, priority consideration during the permit application process, discount permit fees, lower interest rate small business loans, and small business counseling and technical assistance) a local government may provide to encourage vendors to sell in neighborhoods that lack other sources of fresh produce. <http://changelabsolutions.org/node/3216>

Green for Greens: Finding Public Financing for Healthy Food Retail. This guide provides a general overview of economic development and ideas for how to approach economic development agencies with healthy food retail proposals. It also provides a comprehensive overview of local, state, and federal economic development programs that have been or could be used for healthy food retail projects. <http://changelabsolutions.org/publications/green-greens-finding-public-financing-healthy-food-retail>

ENACT is an online resource of local policies that provide strategies for healthy eating and activity. <http://eatbettermovemore.org/sa/policies/>

Regulating Food Retail for Obesity Prevention: How Far Can Cities Go? Provides an explanation about the legal authority of cities and counties to enact retail food related policies. www.aslme.org/media/downloadable/files/links/2/0/20.Diller.pdf

Buy Fresh, Buy Local. When can governments give preference to locally grown food? A guide that provides an overview of the factors affecting whether a state or local agency may procure locally produced food and agricultural products.

<http://changelabsolutions.org/publications/local-food-local-government>

Putting Business to Work for Health: Incentive Policies for the Private Sector. This paper provides an overview of possible business incentive-based policies to enhance access to healthy food and public health. <http://changelabsolutions.org/publications/putting-business-work-health>

Evaluating the Impact of a Connecticut Program to Reduce Availability of Unhealthy Competitive Food in Schools provides an evaluation study to inform state and local food policies. <http://www.ncbi.nlm.nih.gov/pubmed/20840657>

District Policy Establishing a Healthy Vending Program provides model language for healthy vending standards. <http://changelabsolutions.org/publications/district-policy-establishing-healthy-vending-program>

County of Monterey, Healthy Vending Machine Policy provides model policy language for Monterey's healthy vending machine policy. <http://www.co.monterey.ca.us/admin/pdfs/HealthyVendingPolicy.pdf>

New York Mayor Michael Bloomberg intends to restrict sales of sugary soft drinks to no more than 16 ounces a cup in city restaurants, movie theaters, stadiums and arenas, administration officials said. <http://www.bloomberg.com/news/2012-05-31/nyc-mayor-bloomberg-seeks-ban-on-super-size-soft-drinks.html>

LA Moratorium on fast-food restaurants is an article discussing the moratorium on fast food within a specified low income in Los Angeles. <http://www.nytimes.com/2008/08/13/dining/13calo.html?pagewanted=all><http://www.nytimes.com/2008/08/13/dining/13calo.html?pagewanted=all>

Fast-Food Consumption and the Ban on Advertising Targeting Children: The Quebec Experience. This paper studies the effect of banning fast food advertising targeting children. http://works.bepress.com/kathy_baylis/33/

Banning Toys from Unhealthy Kids' Meals: San Francisco. <http://content.usatoday.com/communities/ondeadline/post/2010/11/san-francisco-bans-toys-from-unhealthy-kids-meals/1>

5.5		Santa Clara County provides articles discussing the policies to an toys from unhealthy kids meals in both jurisdictions. http://www.sfgate.com/cgi-bin/article.cgi?f=/c/a/2010/04/27/MNLA1D5QFV.DTL Regulating Food Retail for Obesity Prevention: How Far Can Cities Go?, Journal of Law, Medicine & Ethics, Spring 2011. This article seeks to explain the legal authority of cities and counties to enact retail food related policies. http://www.rwjf.org/coverage/product.jsp?id=72019 City of Novato ordinance to ban mobile venders within 1,500 feet of any Novato Unified School District schools. Provides actual policy language for ordinance. http://ci.novato.ca.us/agendas/pdfstaffreports/ord602.pdf The City of Vancouver expanded their street food options through a pilot program to provide more diverse culinary options on Vancouver streets, promote small business growth, increase the availability of healthy and local food choices, and increase activity in the public realm. http://vancouver.ca/commsvcs/socialplanning/initiatives/foodpolicy/projects/streetfood.htm Urban Edible Landscaping, Orchards, and Fruiting Street Trees in the U.S. Summary Including Land Tenure and Liability Arrangements. This report provides a summary of free tree policies and programs in cities and counties across the country. http://www.madisonfruitsandnuts.org/examples_edible.pdf
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Promote Awareness and Enrollment in Food Assistance Programs

GOAL 6	Sub-goal	Policy, Program, Toolkit, or Resource
6.1	Promote awareness and enrollment in food assistance programs	California Food Policy Advocates conducts policy and advocacy efforts at the federal, state, and local levels to strengthen public health nutrition programs. http://cfpa.net/our-history

6.2	Increase point-of-sale acceptance of CalFresh and WIC	A Simple Guide for Electronic Benefits Transfer for SNAP benefits at California Farmers' Markets provides information and steps to set up a farmers' market EBT system. http://www.ecologycenter.org/ebt/pdf/SimpleGuide2010.pdf Real Food, Real Choice: Connecting SNAP Recipients with Farmers' Markets provides research and recommendations to increase farmers' market participation by SNAP recipients and low-income communities. http://www.foodsecurity.org/pub/RealFoodRealChoice_SNAP_FarmersMarkets.pdf Ecology Center's Farmers' Market EBT project provides resources and information on the utilization of EBT at farmers' markets. http://www.ecologycenter.org/ebt/ USDA grant program for EBT at farmers' markets details a potential funding source for farmers' market promotion. http://www.usda.gov/wps/portal/usda/usdahome?contentidonly=true&contentid=2009/09/0451.xml Zenger Farm Begins Pilot CSA for Food Stamp Users discusses a pilot project for a CSA in Portland to accept for stamps that allow lower-income participants to make weekly payments rather than paying upfront. http://www.neighborhoodnotes.com/news/2011/04/zenger_farm_begins_pilot_csa_for_food_stamp_users/ Prospect Park CSA, tiered prices based on combined income. This article details the breakdown of payments based on combined household income. http://prospectparkcsa.org/post/4526071428/sign-ups-are-open CSA Today Resource and Workshops to connect CSAs and low-income communities. This website provides resourced and information for CSAs to develop flexible payment options for low-income members. http://justfood.org/csa/csa-everyone Changes in the WIC Food Packages: A Toolkit for Partnering with Neighborhood Stores provides a range of tools and strategies to identify and work with prospective WIC vendors, and to help these retailers upgrade their offerings in accordance with the new, healthier WIC food packages. http://changelabsolutions.org/news/toolkit-released-changes-wic-food-package
6.3	Connect Surplus Food with Need	Waste not, want not: feeding the hungry and reducing solid waste through food recovery. This guide helps explain how any state or municipality, as well as any private business that deals with food, can reduce its solid waste by facilitating the donation of wholesome surplus food according to the food hierarchy. http://www.epa.gov/wastes/conserve/materials/organics/pubs/wast_not.pdf Other existing Sonoma County gleaning programs include Petaluma Bountly, Slow Harvest, and Waste Not Want Not. www.petalumabounty.org www.slowharvest.org http://igrowsonoma.org/local_org

Increase Education About Local Agriculture, Nutrition, and the Impact of Food and Beverage Choices

GOAL 7	Sub-goal	Policy, Program, Toolkit, or Resource
7.1	Promote food growing in home, neighborhood and school settings	The Sonoma County Community Garden Network (SCCGN) is an effort to create a viable and sustainable regional network of community gardens to increase community engagement in creating a vibrant, resilient, and sustainable food system. The Network will be a coalition of partners working collectively to provide access to resources, gardening assistance, fund development support, leadership training, and facilitate communication among community garden organizers, network members, and the larger community. http://goo.gl/O5tPT Establishing Land Use Protections for Community Gardens. Publication that provides model general plan and zoning language for protecting and establishing community gardens. http://nplanonline.org/products/establishing-land-use-protections-community-gardens Gardening Matters: Community Garden Public Policies is a compellation of public policies supporting community gardens. http://www.gardeningmatters.org/community-garden-public-policies Model Joint Use Agreement Resources provides model language for establishing joint use agreements. http://changelabsolutions.org/publications/model-joint-use-agreement-resources GATHER IT! How to Organize an Urban Fruit Harvest. This step-by-step guide is packed with information to help communities start their own volunteer-based fruit harvest projects. http://www.solidground.org/Programs/Nutrition/FruitTree/Documents/FruitHarvestHandbook8-09-ONLINE.pdf
7.2	Establish and expand affordable and accessible education and training programs for basic cooking, food preservation, nutrition skills and green practices	Bauman College, a non-profit corporation, aims to create a sustainable culture of wellness in individuals, in the community, and in our health care delivery systems by promoting a comprehensive and integrative approach to Holistic Nutrition and the Culinary Arts. http://www.baumancollege.org/ Developing Shared Use Food and Agricultural Facilities. This report discusses and highlights model shared use food and agricultural facilities in North Carolina. http://www.smithsonmills.com/ncshareduse.pdf The Food Project engages young people in personal and social change through sustainable agriculture. http://thefoodproject.org/what-we-do The Stop Community Food Centre provides frontline services to the community, including a drop-in, food bank, perinatal program, community action program, bake ovens and markets, community cooking, community advocacy, sustainable food systems education, and urban agriculture. http://www.thestop.org/home

7.3	Promote farm trips and know-your-farmer programs	USDA Know Your Farmer Know Your Food website provides grants, local, tools, and resources for connecting communities and farming. http://www.usda.gov/wps/portal/usda/usdahome?navid=KNOWYOURFARMER The University of California provides California Agricultural Tourism Directory and resources for operators. http://www.calagtour.org/ The UC Small Farm Program also provides agritourism information and resources. http://sfp.ucdavis.edu/agritourism/ The UC Cooperative Extension Sonoma County and Sonoma County FarmTrails hosted two agritourism workshops. Presentations from both workshops can be found on their website. http://cesonoma.ucdavis.edu/Agritourism/Agritourism_Workshop_1/
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Social Equity

Address Root Causes of Hunger and Food Insecurity

GOAL 8	Sub-goal	Policy, Program, Toolkit, or Resource
8.1	Identify and support opportunities for affordable living conditions	Living Wage Coalition of Sonoma County is a broad-based coalition endorsed by over sixty labor, religious, and community-based organizations in the North Bay to address the problem of growing income inequality and working poverty in our community. http://www.livingwagesonoma.org/ City & County of San Francisco Minimum Wage Ordinance, passed in 2003, requires the city to increase the minimum wage each year, using a formula tied to inflation and the cost of living. http://sfgsa.org/index.aspx?page=411 Sonoma County Paratransit website provides information on paratransit systems within Sonoma County. http://sonoma.networkofcare.org/aging/services/subcategory.aspx?tax=BT-4500.6500 Access to Healthy Food Food Transport and Public Transit provides information, resources, and sample transportation policies to enhance food access. http://www.ncsl.org/issues-research/health/access-to-healthy-food-food-transport-public-t.aspx City of Petaluma Living Wage Ordinance, passed in 2006, assures that City employees, employees of City service contractors, subcontractors, and employees of recipients of City financial assistance earn a sufficient hourly wage. http://www.livingwagesonoma.org/pdf/PetalumaLivingWageOrdinance.pdf

Sonoma County Community Development Commission operates a number of programs providing regulatory incentives and financing to promote and assist in the development and preservation of housing that is affordable, available and accessible to the County's low-income residents. <http://www.sonoma-county.org/cdc/cdaffhou.htm>

The Austin, Texas Capital Metro, working with the Austin/Travis County Food Policy Council started a "grocery bus" line in 1996 with the specific intent of providing improved food access to residents of the primarily low-income, Latino Eastside. This bus line links these low-income neighborhoods with two supermarkets. <http://www.ncsl.org/issues-research/health/access-to-healthy-food-food-transport-public-t.aspx>

Using grant funds awarded by the Washington Small Farm and Direct Marketing Program in 2003, the Pike Place Senior Market Basket Community Supported Agriculture program addressed transportation issues by delivering fresh fruits and vegetables from small farms to low-income seniors in King County. <http://www.ncsl.org/issues-research/health/access-to-healthy-food-food-transport-public-t.aspx>

The L-Tower Avenue route in Hartford, Connecticut was designed as part of the Jobs Access program to link people who lived in the north end with jobs, shopping and medical service. Grocery shopping was cited as the primary reason to take the bus by 33% of riders. <http://www.ncsl.org/issues-research/health/access-to-healthy-food-food-transport-public-t.aspx>

Transportation and Food: The Importance of Access. This policy brief by the Center for Food and Justice at the Urban and Environmental Policy Institute details the need for increased transportation and access to high quality food retailers in low-income urban communities. http://departments.oxy.edu/uepi/cfj/publications/transportation_and_food.pdf

Homeward Bound: Food-Related Transportation Strategies for Low Income and Transit Dependent Communities. Food access, transportation policy, and innovative transportation programs areas highlighted in this report. <http://www.foodsecurity.org/homewardbound.pdf>

Northern California Community Loan Fund provides financing and expertise to strengthen low-income neighborhoods and enable disadvantaged people to build a better future. <http://www.ncclf.org/>

8.2	Support the definition and implementation of social equity criteria to be used at all levels of public policy creation	Marin Countywide Plan Update 2000–2004 Key Trends, Issues, and Strategies Report. 2007 Chapter IV. http://www.co.marin.ca.us/depts/cd/main/fm/cwpdocs/Ch4final.pdf
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Create Opportunity and Justice for Farmers, Farm Workers, and Food System Workers

GOAL 9	Sub-goal	Policy, Program, Toolkit, or Resource
9.1	Support policies to address inequities in farm and food system worker employment practices	The California Rural Legal Assistance is a nonprofit legal services program with a mission to strive for economic justice and human rights on behalf of California’s rural poor. http://www.crla.org/ Farmworker Justice is a non-profit organization that seeks to empower migrant and seasonal farm workers to improve their living and working conditions, immigration status, health, occupational safety, and access to justice. http://www.farmworkerjustice.org/ The Center for Farmworker Families provides awareness about the difficult life circumstances of binational families while proactively inspiring improvement in binational family life both in the United States and in Mexico. www.farmworkerfamily.com/home.html Beyond Basic Compensation: Using Bonuses, Profit Sharing and Employee Ownership to Motivate and Retain Workers on Your Farm a case study research on effective variable pay systems used among farm employers. Use of incentive pay systems, including bonuses, profit sharing and Employee Stock Ownership Plans (ESOPs), are reported by nearly half of all agricultural employers in California. When implemented properly, these practices can help employers manage risk, incentivize desired behaviors, promote employee satisfaction and retention and increase farmworker incomes. http://www.cirsinc.org/Documents/Pub0410.1.pdf

9.2	Promote and support businesses and products that provide opportunity and justice for farmers and food system workers	Bringing Fair Trade Home: An Article by California Institute for Rural Studies. This article discusses the evolution of the Domestic Fair Trade movement. www.cirsinc.org/index.php/rural-california-report/entry/bringing-fair-trade-home.html Domestic Fair Trade Association's website outlines the movement and provides resources, policy, and methods to get involved. http://www.thedfta.org/ Fair for Life is a brand neutral third party certification program for social accountability and fair trade in agricultural, manufacturing, and trading operations. www.fairforlife.net Student Action with Farmworkers works with farmworkers, students, and advocates in the Southeast and nationwide to create a more just agricultural system. http://saf-unite.org/ Student/Farmworker Alliance is a national network of students and youth organizing with farmworkers to eliminate sweatshop conditions and modern-day slavery in the fields. www.sfalliance.org/index.html The Inventory of Farmworker Issues and Protections in the United States compiles and analyzes data from multiple federal, state, and private sources to give the most comprehensive picture yet of the reality faced by America's least-valued but critically important workforce. www.bamco.com/sustainable-food-service/farmworker-inventory The Stewardship Index for Specialty Crops is a multi-stakeholder initiative to develop a system for measuring sustainable performance throughout the specialty crop supply chain. www.stewardshipindex.org/
9.3	Support new farmers and ranchers from underrepresented groups	The National Immigrant Farming Initiative strengthens the capacity of immigrants to farm successfully and to advance sustainable farming and food systems. www.immigrantfarming.org/ The Garden Project provides job training and support to former offenders by employing them to learn horticulture skills and grow organic vegetables that feed seniors and families in San Francisco. www.theGardenProject.org Vivia Farms helps new farmers get starting by providing: land, equipment infrastructure, education, training, technical assistance, marketing and distribution support, and start-up loans. www.vivafarms.org/

9.4	Develop systems to gather ongoing accurate data on farm and food system workers in Sonoma County	California Institute for Rural Studies works to increase social justice in rural California for all residents, building sustainable communities based on a healthy agriculture by focuses programs on farm labor, rural health, and food system. http://www.cirsinc.org/ The National Agricultural Workers Survey (NAWS) is an employment-based, random survey of the demographic, employment, and health characteristics of the U.S. crop labor force. The information is obtained directly from farm workers through face-to-face interviews. Since 1988, when the survey began, over 53,000 workers have been interviewed. http://www.doleta.gov/agworker/naws.cfm Farm Employers Labor Service (FELS) conducts an annual wage and benefit survey of California growers in conjunction with University of California Cooperative Extension and several grower associates, which distribute the survey to their members. www.fels.net The Food Chain Workers Alliance's report, The Hands That Feed Us: Challenges and Opportunities for Workers Along the Food Chain, looks at wages and working conditions of workers across the entire food chain – a sector that employs 20 million people in the U.S., comprising one-sixth of the nation's workforce. http://www.foodfirst.org/en/US+food+workers
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Ensure the Inclusion of Underserved and Underrepresented Communities in Conversations and Policy-Making About Sonoma County's Food System

GOAL 10	Sub-goal	Policy, Program, Toolkit, or Resource
10.1	Support the development and inclusion of community leaders from underrepresented communities	Graton Day Labor Center works to develop a democratic hiring process, support civic engagement and leadership development, provide health access, provide educational opportunities, and ensure occupational health and safety. http://www.gratondaylabor.org/index.php?option=com_content&view=article&id=46&Itemid=61&lang=en Coalition of Immokalee Workers is a community-based organization of mainly Latino, Mayan Indian and Haitian immigrants working in low-wage jobs throughout the state of Florida. http://www.ciw-online.org/
10.2	Increase the participation of community members from underrepresented communities	University of Virginia developed a 100-question Food Policy Audit to help assess a community's existing local food policy infrastructure. http://www.virginia.edu/ien/docs/07FoodClassFINAL%20PAPERS/UVA_FoodPolicyAudit_ExecutiveSummary.pdf

Increase Community Resilience

GOAL 11	Sub-goal	Policy, Program, Toolkit, or Resource
II.1	Improve our ability to feed ourselves from food grown and raised locally	Food Sovereignty: Putting People First is a report profiling organizations, individuals, and farms working towards food sovereignty. https://docs.google.com/a/usfoodsovereigntyalliance.org/viewer?a=v&pid=sites&srcid=dXNm29kc292ZXJlaWdudHlhbGxpYW5jZS5vcmd8d3d3fGd4OjQ3ODkwYmY0N2I0ZGJmMDQ El Dorado County Local Food and Self-Governance Ordinance providing residents to have the right to produce, process, sell, purchase and consume local foods, thus promoting self-reliance, the preservation of family farms and local food traditions http://eldorado.legistar.com/LegislationDetail.aspx?ID=1045042&GUID=F86799EB-6E99-4798-9EE4-5AA35B1197D1&Options=ID%7CText%7C&Search=local+food Article outlining El Dorado differences from Maine ordinance. http://www.foodsafetynews.com/2012/02/local-food-ordinance-takes-hold-on-west-coast/
II.2	Support an emergency food system that meets the immediate needs of all food insecure people in Sonoma County	The Emergency Food Assistance System—Findings From the Provider Survey provides findings from the first comprehensive government study of the Emergency Food Assistance System. http://www.ers.usda.gov/publications/fanrr16-1/fanrr16-1.pdf California Department of Social Services Emergency Food Assistance Program Policy and Procedure Manual provides a guide to programs and outlines policies and procedures for program compliance. http://www.dss.cahwnet.gov/efap/res/pdf/ProcedureManual.pdf Cultivating Resilience: A Food System Blueprint that Advances the Health of Iowans, Farms and Communities. This report was published is to measure the health of Iowa's food system through a report card leading to recommendations for research, programs and policies to ensure a food system that supports healthier Iowans, communities, economies, and the environment. http://www.iowafoodsystemscouncil.org/storage/Cultivating%20Resilience%20Executive%20Summary%20Feb2011.pdf

II.3	Strengthen and diversify the local food system to better cope with disasters and long-term changes	This website provides information and background on methods to create a resilient food system. http://www.theoildrum.com/node/6140 Sonoma County Hazard Mitigation Plan identifies high hazard areas and assesses vulnerabilities from earthquakes, floods, fires, and landslides. The Plan identifies mitigation strategies the County can take as part of 5-year implementation plan to reduce the level of injury, property loss, and community disruption resulting from such hazards. http://www.sonoma-county.org/prmd/docs/hmp_2011/index.htm Food security in complex emergencies: enhancing food system resilience. This paper explores linkages between food security and crisis in different contexts, outlining the policy and institutional conditions needed to manage food security during a crisis and to rebuild the resilience of food systems in periods of relative peace. ftp://ftp.fao.org/docrep/fao/meeting/009/ae409e.pdf
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Goal	Indicator(s) for Sonoma County	Rationale	Provided By
Agriculture & Natural Resources			
1. Protect and enhance agricultural land base, farms and ranches	Acres in agricultural production	Indicator of farmland preservation.	USDA Census of Agriculture
	Number of farms	Indicator of trends toward farm viability and retention.	USDA Census of Agriculture
	Number of acres in Williamson Act	Indicator of farmland preservation.	Sonoma County Permit Resources and management Department
	Acres of Important Farmland	Helps track the location and quantity of agricultural lands and their conversion to non-agricultural uses.	California Department of Conservation Farmland Mapping & Monitoring Program
2. Encourage sound resource management	Number of organic growers	More organic growers translate to fewer chemicals, impacting soil health and water quality.	Sonoma County Crop Report
	Tonnage of food composted at Sonoma County Waste Management Agency	Indicator of food waste resource management.	Sonoma County Waste Management Number
Economic Vitality			
3. Support local food system jobs and local food system commerce	Mean annual wages of food system occupations	Provides an average wage figure for food system workers.	Bureau of Labor Statistics
	Annual dollar value for agricultural and food products (exc. wine grapes)	Indicator of value for food products in Sonoma County.	Sonoma County Crop Report 2012
	Number of certified farmers markets	Reflects community interest in knowing where their food comes from and by whom it was grown. Also details trends in direct market channels.	Ag Commissioner's Office
	Number of CSAs	Reflects community interest in knowing where their food comes from and by whom it was grown. Also details trends in direct market channels.	Local Harvest
4. Encourage institutional purchasing that supports the local food system	Number of school districts with farm to school programs*	The more districts that have farm to school programs, the more broadly the youth population has access to healthy food produced locally.	
	Net farm income	Demonstrates overall profitability of farms.	USDA Census of Agriculture

Healthy Eating			
5. Increase equitable access to healthy, affordable, safe and culturally appropriate food and beverage choices, while decreasing availability of unhealthy food and beverage choices in neighborhoods, schools and work places	Percent of Sonoma County children who eat 5 or more servings of fruit and vegetables daily**	Daily servings of fruits and vegetables is considered a good proxy for healthy eating.	California Health Interview Survey
	Percent of Sonoma County adults who are obese**	Health Action Indicator and consistent with Healthy People 2020.	California Health Interview Survey
	Percent of Sonoma County children and teens consuming two or more glasses of soda or sugary drinks daily	Consumption of sugary sweetened beverages is one of the biggest contributors to poor health outcomes	California Health Interview Survey
	Number of farmers' markets that accept CalFresh and WIC	Demonstrates how low-income segments of the population with limited access to food can gain access and assistance at public markets.	
6. Connect the food insecure with food and nutrition assistance programs	Percent of CalFresh eligible participating in benefits	Reflects participation rates and potential for outreach.	CA Food Policy Advocates, Sonoma County Profile
	Unduplicated WIC participants	Reflects participation and potential for outreach.	Sonoma County WIC Office
	Percent of eligible students participating in school lunch program	Reflects participation rates and potential for outreach.	CA Food Policy Advocates, Sonoma County Profile
7. Increase education about local agriculture, nutrition and the impact of food and beverage choices	Number of public high schools with food and agricultural literacy programs	Demonstrates available food and agricultural education opportunities.	SCOE Regional Occupation Program
	Number of community, school, and private gardens	Indicator of agricultural literacy and education.	iGROW.org
Social Equity			
8. Address root causes of hunger and food insecurity	Percent of Sonoma County residents that live in households above 300% of the federal poverty level **	Poverty is a leading driver of food affordability; Health Action indicator	U.S. Census Bureau
	Percent of residents who spend 30% or more of household income on rent**	If residents spend a large percentage of their income on rent, it leaves less money for food; Health Action indicator	U.S. Census Bureau, American Community Survey 1-year Estimates
	Percent of adults in food secure households	Food security is an excellent indicator of food affordability.	

9. Create opportunity and justice for farmers, farm workers and food system workers	Average wage paid to farm workers in California	Reflects the extent to which worker income is making progress toward fair wages	USDA National Agricultural Statistics Service. Farm Labor Reports
	Percent of farms with ethnic minority as principal operator (Hispanic, Asian, African American, American Indian)	Indicator of new entrants into farming from groups that have traditionally been excluded from owning and operating farms	USDA Census of Agriculture
	Percent of farms with women as principal operator	Indicator of new entrants into farming from groups that have traditionally been excluded from owning and operating farms	USDA Census of Agriculture
10. Ensure the inclusion of underserved and underrepresented communities in conversations and policy-making about Sonoma County's food system	***		
11. Increase community resilience	Number of people served by food banks, per month	Indicator of food security and access to services in Sonoma County.	Redwood Empire Food Bank Annual Report

*Not a number that is tracked, but something that will be tracked with follow-up surveys to school districts

**Reflects a Health Action indicator

***Not something that is regularly tracked, but the Food System Alliance hopes to identify a method for tracking this goal and secure resources for implementing an evaluation system



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Sonoma County Food System Alliance

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