

2017 Update
from the
Mendocino County Food Policy Council

Prepared for the
Mendocino County Board of Supervisors

September 12, 2017



Mendocino County Food Action Plan





Mendocino County Food Policy Council

Mission: The Mendocino County Food Policy Council's (MCFPC) mission is to promote a fair and sustainable local food system through research, collaboration and collective advocacy.

- 15 voting members
- Diverse representation
- County & City recognition as advisory body





What is the Food Action Plan?

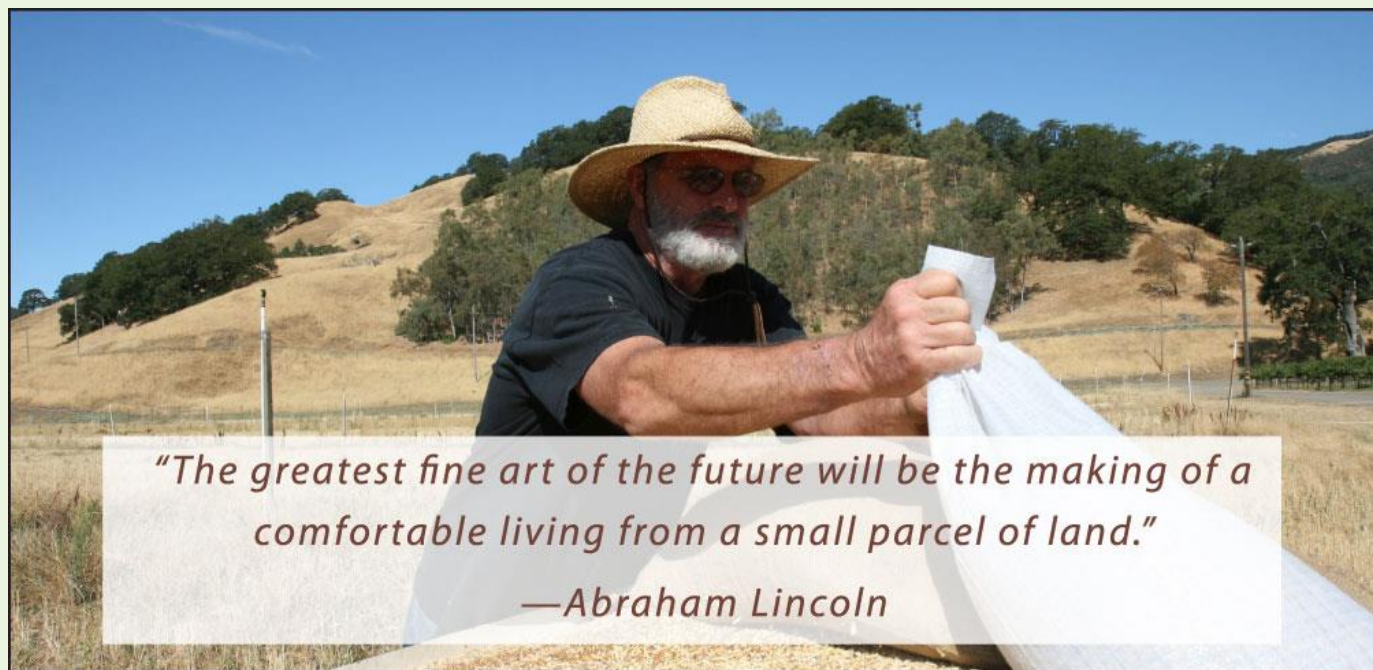
- Community process driven
- A road map
- Interconnected goals and actions
- A community resource

This Plan Includes:

- Our History
- Our Farmers and Food Producers
- Our Economy
- Our Health
- Our Land and Water
- Our Community



OUR FARMERS & FOOD PRODUCERS



"The greatest fine art of the future will be the making of a comfortable living from a small parcel of land."

—Abraham Lincoln



Goals & Actions

Goal 1: Support our farmers and local food producers

1.4 Provide business development and marketing training for local food producers.

- North Coast Opportunities (NCO)'s Food Hub (directed by MCFPC member John Bailey) connects local food producers with customers.
- NCO's Healthy Harvest program offers cooking workshops that demonstrate how to utilize abundant seasonal local produce.

Goal 2: Create opportunities and ensure justice for local agricultural and food industry workers

2.4 Create job-training programs for food production and food processing positions.

- The Grange School of Adaptive Agriculture (directed by MCFPC member Ruthie King) is an educational training center that equips the current and next generation of progressive farmers and advocates with essential skills in the science, art and business of food production.

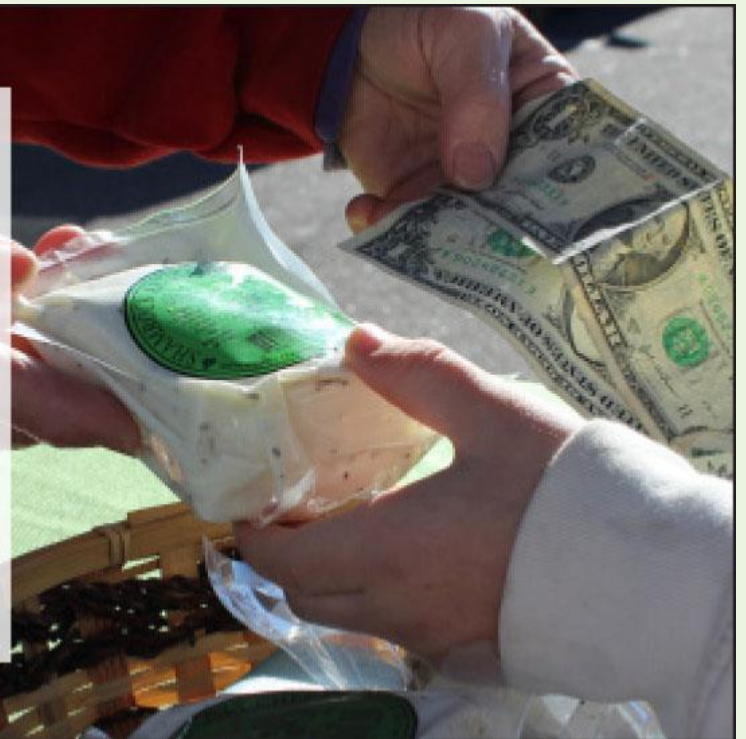
OUR ECONOMY



If Mendocino County consumers purchased only 15% of the food they need for home use directly from county farmers, this would produce \$20 million of new farm income in Mendocino County.

—Ken Meter

*Food Economist,
Crossroads Research Center*



Goals & Actions

Goal 4: Encourage institutions to support our regional food system

4.6 Encourage institutional development of composting and zero waste programs.

- The City of Ukiah has successfully implemented a food waste composting program.

Goal 5: Develop regional food economy and infrastructure

5.8 Establish and maintain policies and ordinances that create access and support for urban food production.

- Recently the Food Policy Council worked with the Mendocino Council of Governments (MCOG) to address food system infrastructure as described in the Mendocino Blueprint 2030. During a grant period ending June 30, 2014, the FPC recommended policy language to City Planners in Ukiah, Willits, Fort Bragg and Pt. Arena addressing: community garden zoning as Use by Right, the ability for residents to have backyard animals as food sources, sales of home grown produce at urban farm stands, and the implementation of the statewide Cottage Food Act.



Goals & Actions

Goal 6: Increase consumption of local and regional food. Improve financial viability of local food producers.

6.1 Support the development and marketing of Mendocino-branded foods and related value added products.

- NCO and the Food Hub helped develop the 'Grown Local' brand. Grown Local stickers are used to advertise Mendocino County produced foods.



OUR HEALTH



*"Our food should be
our medicine and our
medicine should be
our food."*

—Hippocrates

Goals & Actions



Goal 7: Increase equitable access to healthy, affordable, safe and culturally appropriate foods

7.3 Develop ongoing funding stream for incentive programs, including Food Stamps Match, at local food outlets county wide.

- The “Market Match” program (funded by FINI grant) is now available at all certified Mendocino County farmers markets.

Goal 8: Increase awareness and utilization of food and nutrition assistance programs

8.2 Institutionalize the use of EBT by retailers, Community Supported Agriculture (CSA)s and farmers markets.

- All certified farmers markets accept CalFresh (a.k.a. EBT-Electronic Benefits Transfer, Food Stamps), as do an increasing number of CSAs and local farms.
- In Ukiah in 2016, the EBT match program brought more than 166 new EBT shoppers to the farmers market (in addition to existing EBT shoppers). EBT purchases were 10% of the total market income—a huge boost to our farms.
- Work is underway to increase the number of CalFresh shoppers who use their EBT cards at farmers markets throughout the county.

Goals & Actions

Goal 9: Create environments that support health and quality of life

9.1 Incorporate data and knowledge of healthy food environments in local food system planning.

- Jake Burgess with the City of Ukiah removed sugar sweetened beverages from the Snack Shack at the city pool, as well as removed the soda vending machines. They were replaced with healthier options.

Goal 10: Promote individual and community health by encouraging healthy food choices

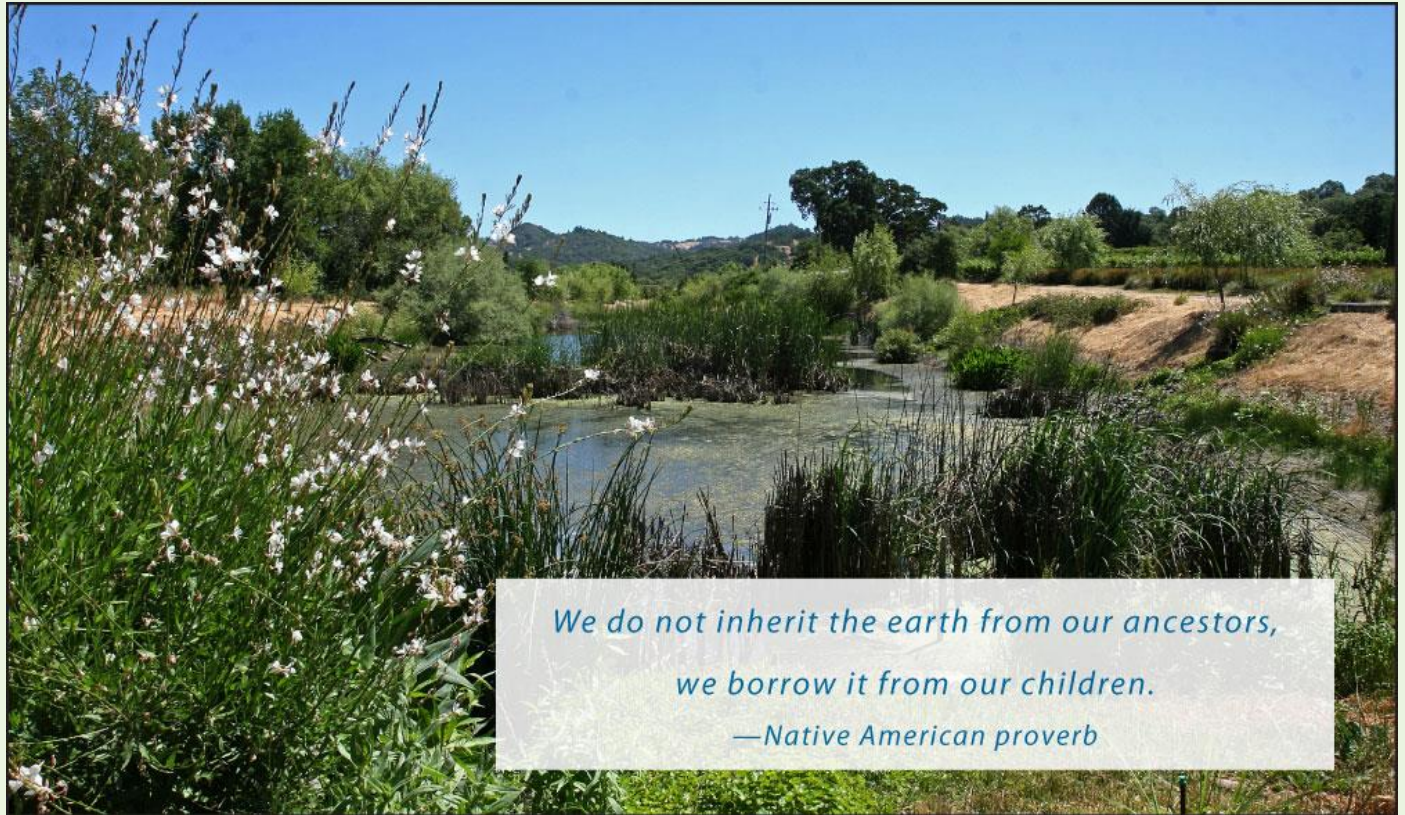
10.2 Develop/increase cooking classes, demos, and recipes to educate public about nutrition, healthy cooking and utilization of local food.

- NCO's Healthy Harvest program offers community cooking classes that promote using locally-grown, healthy ingredients.
- NCO's Power of Produce (POP) Club is educating children about the benefits of eating fresh produce sourced from local farmers markets.





OUR LAND AND WATER



*We do not inherit the earth from our ancestors,
we borrow it from our children.*

—Native American proverb

Goals & Actions

Goal 11: Protect and enhance our agricultural resources

11.5 Facilitate the development of agricultural land trusts, conservation easements and non-profit land purchases.

- The MCFPC has partnered with the Mendocino County Resource Conservation District and the Mendocino County Ag Department to facilitate a county wide process for agricultural lands conservation planning, funded by the California Department of Conservation.



OUR COMMUNITY



*Tell me and I will forget;
Show me and I may remember;
Involve me and I will understand.*

—Confucius

Goals & Actions

Goal 12: Increase community resiliency through organization and self-determination.

12.7 Inventory and create community access to food production and processing equipment (i.e. tool banks, juice and oil presses, commercial kitchens).

- NCO's April Cunningham, through a Specialty Crops Block Grant, has provided Little Lake Grange with community-access commercial kitchen equipment such as dehydrators and commercial-grade immersion blenders.



2017 Priority Goals

Goal 11 – Protect and Enhance Our Agricultural Resources

11.6 Create policies that secure land for small to mid-scale diverse agricultural production.

Goal 9 – Create Environments that Support Health and Quality of Life

9.5 Implement school, non-profit, private, local government and community wellness policies.





How Does the Food Action Plan Benefit Our County?

- Provides a **shared vision** and common goals for our community around a transformed food system
- Creates **opportunity to collaborate** and partner within a network of local food system stakeholders
- **Inspires leaders** to champion food system efforts and projects
- **Promotes food system planning** in our community and alignment with other plans
- **Supports the local economy** by promoting regional food system jobs, increasing local food and service demand, and keeping our money local
- Provides **opportunity for community recognition** of stakeholder efforts

Using the Food Action Plan

The Mendocino County Board of Supervisors is invited to...

- Consider adopting a 10% local food purchasing policy for County-sponsored events and meetings.
- Please use the FAP as a resource for decision making, and for making community food, health, and economic vitality issues a priority.



Thank You!

- The MCFPC would like to thank the Mendocino County Board of Supervisors and HHSA for their continued support and funding.
- We would also like to thank the Department of Environmental Health for their assistance with the Food Hub project.





Mendocino County Food Policy Council Members

Caroline Radice - Food Hub Project Coordinator, North Coast Opportunities

Heather Criss - Program Administrator, Mendocino County Health and Human Services Agency

Jen Dalton - Wellness Program Coordinator, North Coast Opportunities, and Kitchen Table Consulting

Terry d'Selkie - Garden Based Nutrition Education Program Director, Ukiah Unified School District

Miles Gordon - Food Systems Director, North Coast Opportunities

Bridget Harrington - Owner, Patrona Restaurant and Lounge

Devon Jones - Executive Director, Mendocino County Farm Bureau

Ruthie King - Director of Operations, Grange School of Adaptive Agriculture

Lisa Ludwigsen - Marketing Manager, Ukiah Natural Foods Co-Op

Jim Marill - Executive Director, Willits Community Services and Food Bank

Jessica May - Coordinator, Mendocino County Food Policy Council

Sheilah Rogers - Founder, WEST Company

Tarney Sheldon - Nutrition Basics Program Manager, North Coast Opportunities

Jim Stuart - Director of Food Service, Ukiah Unified School District

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