

San Francisco Food Alliance Meeting
March 11, 2004
San Francisco Children's Council

Introductions:

Larry Bain (Jardinière, Acme Chophouse, Mijita, Next Course), Rajiv Bhatia (SFDPH Environmental Health Section), May Cheng (People's Grocery), Maribeth Goldstein, Diane Joy Goodman, Karen Heisler, Susana Hennessey-Lavery (SFDPH Tobacco Free Project), Jake Jelonek, Paula Jones (San Francisco Food Systems), Tracy Lerman (Public Citizen), Cheryl Magid (Children's Council), Bu Nygrens (Veritable Vegetable), Fernando Ona (SFDPH Environmental Health Section, San Francisco Food Systems), Robert Osborne (GCETP), Stacey Parker (Haight Ashbury Neighborhood Council), Raquel Rivera Pinderhughes (SF State University), Gail Priestley (St. Anthony Foundation), Leah Rimkus (San Francisco Food Systems), Zoë Rossing (San Francisco Food Bank), Rafaela Ruiz, Dyeshia Sampson (San Francisco Food Systems), Hillary Sohcot (CORO Foundation), Sue Trupin, Mark White (United Council of Human Services), Sharon Williams (United Council of Human Services)

Presentation by Leah Rimkus on survey responses:

- Four survey questions were sent out to the sffoodsystems email list (about 80 recipients) regarding possible working groups for the SF Food Alliance and the planning of a second SF Food Alliance conference (held in late summer/early fall).
- Thirteen people responded to the email questions as of 3/8/04.
- Survey responses are summarized below. You can still turn in your comments to me in person, via phone or via email. Thanks for your contributions!

1. Is there a specific working group(s) of the SF Food Alliance you are interested in?

- (A) Developing the Alliance – 3 people
- (B) Conference planning – 0 people
- (C) Healthy food access in District 10 – 8 people
- (D) Educating the public – 6 people
- (E) Developing and influencing policy – 4 people

2. We are talking about planning and hosting a second SF Food Alliance conference this year. Please let me know what you think the main goals of the conference should be:

- (A) Educating the San Francisco Community about key food systems issues - 3 people
- (B) Educating San Francisco policy makers about food systems issues and possible gaps in services/programs/policies – 7 people
- (C) Highlighting new developments and innovative programs within the San Francisco food system – 3 people
- (D) Recruiting more members and more active participation in the SF Food Alliance – 1 person
- (E) Attracting media attention to the SF Food Alliance and to local food system issues – 1 person
- (F) Other (please specify) – none

3. Are there any groups/individuals that you think would be good presenters at the conference?

Girls 2000

Literacy for Environmental Justice – Good Neighbor Project

San Francisco Food Bank

Kevin Danaher (Global Exchange)

Vandana Shiva

Farm to School / School Lunch

Marsha Guerrero (Edible Schoolyard)

Michael Pollan (Food/agriculture journalist, UC Berkeley)

The following were added during the meeting:

Peter Rosset (Food First)

Sibella Kraus (SAGE)

California GE-free Campaign

4. Are there any groups/individuals you think should be invited or part of the target audience?

The community

San Francisco public housing and tenant associations

Foundations, press, gov's office

Anyone who can have an influence on policy in the coming period

Representatives from low income communities and communities of color

Restaurant and grocery store management/owners

Slow Food

Independent restaurants

Select members of the Board of Supervisors

Representative from the Sheriff's Department

Social Venture Network

Business Alliance for Local Living Economies

Center for Urban Education about Sustainable Agriculture

The following were added during the meeting:

Business for Social Responsibility

California Department of Food and Agriculture

California Certified Organic Farmers

Planning Commission/planners

Thimmakka

Culinary schools

Arlene Ackerman, others who control food resources in the city

Youth organizations, Youth Commission

People who market food

Presentation by Gail Priestly on the California Hunger Action Coalition (CHAC):

- CHAC is a broad-based membership organization of emergency food providers, consumers, and anti-hunger advocates from throughout the state. CHAC operates with no paid staff.
- CHAC hosts an annual Hunger Action Day in Sacramento, happening this year on May 12th.
- CHAC Legislative Priorities for 2004:
 - Increase access to federally funded Food Stamp Program.
 - Every dollar in food stamp benefits spent in the state results in \$1.84 in benefits to the economy.
 - End California's costly and ineffective Finger Imaging Requirement.
 - Detects little fraud while deterring eligible people from receiving food stamps.
 - Provide nutrition support for families in recovery (AB 1796).
 - Californians with prior drug felony convictions are subject to a lifetime ban on receiving food stamps.
 - Require breakfast at all of California's public schools.
 - California's children shouldn't start the school day hungry.
 - Twenty-seven other states have laws requiring all or certain school to participate in the School Breakfast Program.
 - Preserve funding for programs that help low-income families put food on the table.
- You can become a member of CHAC for \$29 (individuals) or \$75 (organizations).

Update from Sue Trupin on the District 10 Working Group:

- There are at least two major efforts around access to healthy food in the Bayview currently, which may be somewhat overlapping.
- SF Department of the Environment submitted a letter of intent to the Salton Fund to support a collaborative project around healthy food in the Bayview.
 - Bayview Hunter's Point farmers' market
 - Project partners are Literacy for Environmental Justice, United Council of Human Services, and Girls 2000 (three non-profits operating in Bayview).
 - Collaborative is considering other models like a mobile veggie van or produce stands emerging in various locations.
 - Collaborative will flesh out the business plan in more detail if requested.
 - Comparable projects are in Richmond (youth running produce stands) and Farm Fresh Choice in Berkeley.
 - United Council will also serve prepared foods at the market (deli/takeout style).
 - United Council is committed to putting something back into the community and teaching community how to eat well, live well, and cook nutritious meals.
- Redevelopment site for a produce market/deli
 - SF Redevelopment Agency previously offered the chance to use a vacant site at 4800 Third Street for a food project/market but it was for temporary use only.
 - Site is co-owned between HDC (Housing Development Corporation, a private non-profit that leases sites in Bayview) and Redevelopment.
 - Leasers want to make money at all the leased sites, promoting entrepreneurial efforts.
 - The members of this Working Group have decided not to pursue this site.

- “Let’s Eat on Third Street”
 - Study funded by HDC
 - Found that \$40 million leaves the Bayview every year when people dine outside of the neighborhood.

Updates from the Organizational Working Group:

- The Organizational Working Group is comprised of about 6-8 people who have met outside of the larger SF Food Alliance meetings to draft language around the structure of the SF Food Alliance.
- Larry and Zoë presented their Mission and Vision Statements. They wanted to create a “one liner” mission statement that people in the group could easily remember and recite or a catch phrase appropriate for short attention spans and for media impact. They also wanted to avoid using too much jargon, difficult words, etc.

Mission Statement

The SF Food Alliance brings people to the table to change the way we eat.

Vision

We envision a city in which everyone has access to nutritious, affordable, and delicious food produced in a way that is environmentally sound, socially equitable and economically viable. We envision a city where people play an active role in shaping a healthy food system from seed to table and back to soil.

- There were some feelings in the group that the mission statement presented was not specific enough. Mission should include more concretely who’s on the Alliance, what it is the group plans to do, action verbs, etc. Some felt that statement should be more specific about what Alliance wants to change and how. The group generally liked the Vision statement but thought that the Mission was not explicit enough to stand on its own. Also, there was a comment that the mission “changing the way we eat” might sound too focused on individual behavior (disrespectful and paternalistic), instead of focused on changing the surrounding structure. Larry and Zoë agreed to tweak these and bring them back to the group.
- Karen, Stacey and Zoë presented their Food Alliance goals. They wanted to write goals that differentiated between the San Francisco Food Systems project and the Food Alliance as well as the goals of each individual member. They wanted to capture the uniqueness of what the Alliance is doing as a group and framed these into three categories: Education, Advocacy, and Community Representation.

Goals

Through education, advocacy and community representation, the SF Food Alliance strives to build a dynamic and sustainable food movement in the city and county of San Francisco.

Education

- Create a forum for engaged communication and co-learning among a diverse group of individuals and organizations working to achieve an environmentally sound, socially just, economically viable food system.
- Provide information and organize educational campaigns to inspire choices in food consumption that encourage personal, community and environmental well-being.

Advocacy

- Advocate for local, state, and federal policy and legislative initiatives that 1) increase access to healthy and affordable food, 2) eliminate hunger, 3) support sustainable food production, processing, and distribution, and 4) encourage waste reduction, reuse, recycling and composting.
- Advocate for local and regional economic development and planning policy that rewards local and independent producers and distributors who are committed to building a strong and equitable local food economy.

Community Representation

- Provide community input on food system issues and act in an advisory role to the San Francisco Food Systems project.
- Encourage diverse community representation and participation in the SF Food Alliance.

- The group really liked the way the information was summarized in these categories. There was some discussion around diverse community representation and strengthening that point, possibly incorporating the concept of “consensus building” into the goals. Also a point about linking the community to the broader sustainable food movement, not just to the Alliance.
- Leah presented ideas around membership and voting criteria for the Food Alliance. There were comments that a membership organization changes the nature of a community group and that the requirement of attending 2/3 of the meetings may be too stringent. Some suggested that there be a continuum of participation and membership since people can be active participants in different ways, not just by logging hours at meetings. There was also a suggestion of having an orientation process/buddy system to help new potential members build trust and to encourage a desire and commitment to becoming an active Food Alliance member. Someone commented that there should be an easy, open space for community based organizations to come in and check out the Alliance without feeling pressured.
- Regarding decision-making, someone asked how often issues and motions were expected to come up for vote and whether this could be scheduled/known in advance. Someone voiced a desire to ensure that the Alliance is committed to bringing in disagreement and that the Alliance is comfortable with not reaching consensus. Several mentioned that consensus doesn't mean that everyone has to agree.

Announcements:

- (Stacey) There will be an important community gardening meeting on Sunday, March 28th. Bring thoughts and ideas about local community gardening, gardening resources, food or drink to share along with your own plate, cup and utensils. Potluck (12:00) and meeting (1:00) will be held at the Argonne Community Garden in the Richmond (between Fulton and Cabrillo and 15th and 16th Avenues). Call (415) 731-5627 for more details.
- (Karen) Just returned from the first international meeting on community supported agriculture (CSA), held in France. She and about 5 other Californians representing what is happening in the U.S. will write up a synopsis and send it out to the group at a later date.
- (Tracy) The San Francisco Unified School District is still considering a ban of irradiated food in its meal programs. If you haven't already, please write to a member of the Board of Education (especially Jill Wynns) or attend the Parent Advisory Committee meeting on Tuesday 3/16 at 6:00 pm. Call (510) 663-0888 for more details.
- (Leah) The Los Angeles Food and Justice Network, a grassroots food policy group organizing in LA, has developed a policy platform, worked with City Council, and successfully pushed for the creation of a Mayor's Task Force on Fresh Food Access. We may consider planning a meeting between the SF Food Alliance and this group in the future, possibly during the CCFS Summit in LA in June. Contact Leah if you would like a copy of the policy platform.
- (Leah/Paula) The California Community Food Security Summit will be held on Thursday, June 10th and Friday, June 11th at UCLA. The last summit was held in Oakland two years ago. See www.foodsecurity.org/california/ for more details.

Next meeting:

- The next meeting of the SF Food Alliance is to be determined.
* **We are planning for a new meeting time 3:30 pm – 6:00 pm** *

Favorite San Francisco Eateries:

(as contributed by meeting attendees)

Arizmendi (Cooperative bakery/pizza on 9th Ave. at Irving)
Suriya (Thai on Valencia and 26th)
Acme Chophouse (Sustainably raised eats at Pac Bell Park)
El Metate (Taqueria on Bryant and 22nd)
Canto do Brasil (Brazilian on Franklin at Page)
Slanted Door (Vietnamese on Brannan at Embarcadero)
Mifune (Noodle house on Post in Japantown)
Ton Kiang (Chinese on Geary and 22nd)
Henry's Hunan (Chinese on Bryant and 8th Street also 2nd Street and Natoma)
Country Station (Sushi on Mission and 17th)
La Taqueria (Mexican on Mission at 25th)
Jasmine Teahouse (Mission and 29th)
Sharon William's house (*Can we come over?*)
Mom's house
My cooking
St. Anthony Free Dining Room (at Golden Gate and Jones)
Tommy's Mexican Restaurant (Geary and 23rd)
Liberty Cafe (Cortland and Bennington)
Ploy II Thai (Thai in the Upper Haight)
Greens (Vegetarian at Fort Mason)
El Patio (Mexican in Outer Mission)
La Santaneca (Central American on Mission and 30th)