

San Francisco Food Alliance Meeting
May 17, 2005 (6:00 – 8:30 pm)
Tenderloin Police Station, Community Room

Introductions

Beth Altshuler (MIG), Melanie Cheng (Om Organics), Sam Gedal, Karen Heisler (Pie Ranch), Susana Hennessey-Lavery (SFDPH Tobacco Free Project), Paula Jones (San Francisco Food Systems), Beth Kassler (Get Out and Learn), Cheryl Magid (Children's Council), Stacey McCarthy, Bu Nygrens (Veritable Vegetable), Fernando Ona (SFDPH), Stacey Parker (Garden for the Environment), Leah Rimkus (San Francisco Food Systems), Michelle Ross, Zoë Rossing (San Francisco Food Bank), Dyeshia Sampson (San Francisco Food Systems), Owen Taylor (San Francisco Food Systems), Zetta Wells (San Francisco Food Systems)

San Francisco Food and Agriculture Report Card Presentation (Zetta Wells and Paula Jones)

- The concept of creating a report card for San Francisco's food system was initiated at a SF Food Alliance meeting in June 2004.
- The goal of the report card is to compile data from various sources in one place in order to serve as a resource to help drive food-related policy in the City and County of San Francisco.
- A report card working group developed a list of indicators to track in the report card, drawing primarily from the 1997 Sustainability Plan for San Francisco, finalizing the list of indicators in October 2004. The indicators focus on three major areas: government and charitable food programs, urban agriculture and organic recycling, and food retail.
- Most data in the report card is secondary data collected from federal, state and local agencies as well as from community based organizations. The final version of the report card will have a list of all sources used for collecting data so that this information can be located more easily in the future.
- The report card will be finalized in June/July 2005 and will be produced in full color with the help of a graphic artist.
- Format for the text portions of the report card
 - What the indicator is
 - Why it is important (why it is being measured)
 - How San Francisco is doing (data and analysis)
 - Resources related to the indicator (other contacts and reports)
 - Connections to other indicators (overlap and linkages in the food system)
- Zetta shared sample maps and data included in the report card, demonstrating what information could be conveyed visually and what could be explained in more detail in the text portion of the report. Maps often included multiple layers showing data on a specific indicator against other data, such as population density, poverty data, or school aged population per census tract.
 - Community gardens and open space

- Community Supported Agriculture (CSA) farms that deliver to San Francisco
 - Farmers' markets
 - Senior meal sites and seniors in poverty
 - Summer food service program sites
 - Population eligible for but not enrolled in food stamp program
 - Access to large supermarkets by public transit and car ownership
 - Food scrap recycling
- In the future, the report card will be used to educate city agencies, elected officials, non profits, press, and residents around the current state of our local food system. It can be updated regularly to track and monitor how we progress. Templates and data sources will be set up for future updates.
 - Meeting attendees added that some sites could be added to the maps to give a more complete picture of other food assets in particular neighborhoods (overlay different layers). It was also mentioned that such a geographic snapshot does not necessarily convey qualitative information such as the life experience in a particular neighborhood, for example violence and gang lines that people will not cross in order to access food.
 - Meeting attendees commented that this tool could be useful to build interest and membership in the SF Food Alliance and to educate community and neighborhood groups about food systems issues. Someone suggested that we use a slide presentation with the maps and other information and scheduling visits/presentations with neighborhood, faith-based and other groups. We would also need talking points or a script and the ability to translate and share with diverse communities.
 - There was some discussion around the fact that there is a large focus on poverty issues and charitable food programs in the report card, not as much around where residents who are not low-income get their food. The reason for this is because the report card has relied almost entirely on secondary data provided free from public agencies. Private data and industry data will most likely have to be purchased and may not be as reliable. Other groups may want to collect data for information that is not represented in the report card if they have the resources or can fundraise for such a project.
 - Meeting attendees asked whether there will be some sort of appendix or table that gives specific names and contact information for data points on the maps. The group discussed having a disclaimer acknowledging that some information may not be complete and also developing some formal mechanism for providing feedback and any additional resources to include.
 - There was some discussion around the timing of the print version of the report card. Because the citywide event is intended to both release the report card and also collect input and recommendations from City and County residents and decision makers, the group does not want to have a final report card printed until after the citywide event. We will need to have some version of the report card to hand out and we will have to make it apparent that this is a draft. We might consider having a mockup of the designed report card cover on the wall instead of handing out a finished color report to meeting participants.

San Francisco Food Alliance Citywide Event (Bu Nygrens)

- During the last planning meeting for the citywide event, the group reaffirmed the goals of the event. The group also broke up the major tasks for event planning into several different teams with a “driver” or lead person for each subgroup. We need additional help and expertise in some subgroups, such as media outreach.
 - Logistics (site reservation, support services) - Paula
 - Recruitment – Zoë
 - Media outreach – Sam
 - Event design (day and time, agenda and facilitation) – Beth
 - Follow up/evaluation – Leah
- Zoë designed a matrix which outlines the 60-100 participants that we want to recruit for the citywide event. Our goal in recruitment is to have diverse, balanced representation, including leaders, change agents, and residents who are consumers or recipients of the programs and services discussed (e.g. farmers, farmers’ market manager, farmers’ market shopper).
- By May 25th we aim to have dates for citywide event and the length of time for the meeting established. We also aim to have a wish list from all of the event subgroups, outlining plan and needs.
- The City and County Supervisors are out from August 24 - September 4, so we will aim to have the event sometime in mid-August.
- The next meeting for the citywide event working group will be on **Wednesday, June 1st, 6:00 pm** at the California Wellness Foundation office (One Kearny @ Market).

Community Interviews (Owen Taylor)

- The focus of Owen’s internship project with San Francisco Food Systems and as part of his Urban Studies program at San Francisco State University was to collect qualitative, anecdotal data on food issues and experiences in different neighborhoods of San Francisco, adding to the data collected through the report card.
- In selecting sites for interviews, Owen developed and used a map with community based organizations from the San Francisco Food Systems database. San Francisco was divided into quadrants and neighborhoods were prioritized based on low-income status, lack of services, as well as San Francisco Food Systems’ unfamiliarity with the neighborhood food issues.
- Arranged and coordinated seven information meetings/interviews with administrators of food programs in low-income neighborhoods throughout the City and County.
 - Visitation Valley Community Center
 - OMI Family Resource Center

- Starr King Elementary School
- La Raza Community Resource Center
- West Bay Conference Center and Western Addition Family Resource Center
- Sunset Youth Services
- Richmond District YMCA
- Developed a semi-structured interview with a goal of understanding whether there were any food issues of concern at these organizations or within these neighborhoods/communities that, for example, could be addressed by outreach or policy. Also aimed to let interviewees know how they could plug into food systems outreach, advocacy and community research (e.g. handed out information on the SF Food Alliance).
- Six of seven pantry administrators said there was an increased need for emergency food. While some areas had plenty of access to food from charitable or retail/grocery sources, there were still barriers to healthy eating discussed, such as the following:
 - Clients' lack of knowledge around how to cook
 - Language barriers prevent appropriate nutrition education and communication with clients
 - Clients' lack desire to make healthy choices, such as taking Greenleaf lettuce home when it was available at food pantry
 - Clients' lack desire to purchase or eat healthy vending machine options at school
- While some pantries conducted marginal outreach around the food stamp program, more administrators were willing to talk about the barriers to using the food stamp program, such as the following:
 - Unfamiliarity with eligibility requirements and application process
 - Lack of clarity around eligibility and/or fear of applying due to immigration status
 - Lack of clarity around eligibility and/or fear of applying due to criminal records (drug possession versus sales)
- Farmers' markets were discussed in all meetings and some CBO administrators commented that markets were perceived to be expensive and exclusive to poor people. Residents in the western neighborhoods were likely to have transportation issues in getting to a farmers' market. One interviewee asked, "Why would someone go to a farmers' market – because it's organic?"
- These community interviews led to some general opportunities that could be approached by individuals and organizations in San Francisco. Some activity is currently going on around some of these issues.
 - Cooking classes at pantries and other community based organizations
 - Some conducted by the Community Health Resource Center
 - Outreach around the food stamp program

- Department of Human Services and St. Anthony’s and the Haight Ashbury Food Program have developed an innovative pilot, “Food Stamps in a Day” to begin to address this issue.
 - Promotion and education around farmers’ markets (value, quality, pricing)
 - Dyeshia is starting to collect price comparisons at markets and grocery stores.
- Meeting attendees discussed the need to review the vision and the goals of the SF Food Alliance and to take into consideration feedback and input from the community such as that gathered from these interviews. Meeting attendees decided to set up a larger discussion after the citywide event in the fall to review the organizational document and future goals and activities of the SF Food Alliance.

Announcements

- (Susana) The Bayview Farmers’ Market will open on Saturday, May 21st. Supervisor Sophie Maxwell will be speaking at 11:30 am.
- (Paula) Supervisor Tom Ammiano introduced legislation that would allow the Alemany Farmers’ Market to accept food stamps.
- (Leah) The Bay Area Nutrition and Physical Activity Collaborative (BANPAC) is awarding competitive mini-grants to organizations in the Bay Area doing nutrition, physical activity, and food security projects with low income populations throughout the summer. Applications are due June 6th. Contact me if you want more information: leah.rimkus@sfdph.org
- (Stacey) There will be a summer solstice party and potluck at the Garden for the Environment on Saturday, June 18th from 5:00 pm – 7:00 pm.
- (Leah) The date for the next SF Food Alliance meeting is given below. The meeting will focus primarily on plans for the citywide event.
 - **Wednesday, July 6th, 4:00 pm – 6:30 pm (Location TBD)**