

**San Francisco Food Alliance Meeting  
October 20, 2004  
Park Branch Library, 1833 Page Street**

Introductions

Beth Altshuler (SF-CRUE), Karen Heisler (Pie Ranch), Susana Hennessey-Lavery (SFDPH Tobacco Free Project), Paula Jones (San Francisco Food Systems), Stella Lawson (Literacy for Environmental Justice), Cheryl Magid (Children's Council of San Francisco), Jamaica Maxwell (Fundors for Sustainable Food Systems), Lena Miller (Hunters Point Family), Bu Nygrens (Veritable Vegetable), Stacey Parker (Garden for the Environment), Heather Ricks (UC Cooperative Extension, Alameda County), Leah Rimkus (San Francisco Food Systems), Zoë Rossing (San Francisco Food Bank), Dyeshia Sampson (San Francisco Food Systems), Sue Trupin, Zetta Wells (San Francisco Food Systems)

Bayview Hunters Point Farmers' Market (Stella)

- There was a community meeting held on October 5<sup>th</sup> to gather input on the planned farmers' market in Bayview Hunters Point, with a primary focus on determining the best location for the market.
- The prospective locations were narrowed to a few sites including the following:
  - Near Bayview Plaza
  - Near Bayview Opera House
  - Near Southeast Health Center (the most favored option)
- Youth working with Literacy for Environmental Justice (LEJ) will be conducting a survey of the community to determine the best site and days to open the market. Survey will be posted online, distributed with the PAC mailing, and conducted door-to-door and on the local bus.
- Pacific Coast Farmers Market Association may be managing the market, and has certain restrictions on what is sold by whom (e.g. only producers, members of the producer's family, or an employee of the producer is allowed to sell). Some community members were concerned with such limitations, since they want to resell produce or be able to sell crafts similar to a flea market setting.
- While it is outside the scope of the grant, there is talk about organizing a flea market alongside the farmers' market or trying to get an exemption from the farmers' market association to allow other vendors (other than solely producers) to sell product.
- There is a job opening for the farmers' market coordinator, who will be hired by Girls2000 to work 20 hours per week for a full year (starting January). The job description will be posted to the sffoodsystems email list.
- We discussed briefly the idea of building expertise and ownership of this market in the community so that the project is sustainable beyond the period of this one-year grant.
- Several Alliance members offered to assist with distributing the survey.

## SF Food and Agriculture Report Card (Paula)

- The intention of the report card is to collect comprehensive data on the local food system in one place. This report card will help us identify recommendations for improvements in the local food system and be a tool for measuring progress in the City and County over time.
- The Report Card Working Group includes about 7-8 people and has met about 3-4 times so far and collected main areas of focus for the report card as well as an initial list of indicators to measure.
  - Food Assistance/Emergency Food
  - Direct Marketing
  - Urban Agriculture/Gardening
  - Food Retailing
  - Organics Recycling/Composting
- The Working Group will meet to discuss what kind of data it is able to collect and then bring this to the larger Alliance, since there may be areas where additional assistance is needed.
- The goal is to have a final report card prepared by February. Following its release, we would like to plan a community process, bringing together residents and policymakers to develop recommendations around improving the local food system based on the data in the report.
- Example: Based on data from California Food Policy Advocates (CFPA), 30% of San Franciscans qualified for the Food Stamp Program are not accessing this resource. This illustrates that there is an opportunity for Food Stamp Program outreach in the City and County.
- The hope is also to institutionalize this project by housing it at the office of the County Agricultural Commissioner, so that there are adequate resources for updating the report card in the future.
- We will note all sources of data in order to facilitate future updating. We anticipate that there aren't many areas that require collection of primary data.
- We would like to use data from community food assessments (e.g. interviews with residents of Hunters Point, focus groups with residents of Visitation Valley) to add some qualitative information to the report.
- We discussed briefly the dynamic nature of some of the information, such as the number of community supported agriculture (CSA) programs that are coming to San Francisco. This information has been tracked by other organizations (Local Harvest and Community Alliance with Family Farmers) but changes quite often. We talked about possibly offering incentives for farmers to stay affiliated with San Francisco – for example, listing them on some local websites. This discussion indicated another opportunity – that of developing a central organization that would promote CSA programs in the region and maintain current information around their operations (similar to Madison's MACSAC [www.macsac.org](http://www.macsac.org)).

- The next meeting of the SF Food and Agriculture Report Card Working Group will be announced via email. If you are interested in joining or helping out outside of meetings, please email Paula at [paula.jones@sfdph.org](mailto:paula.jones@sfdph.org).

#### Local Ordinance around Genetically Modified Organisms (Karen)

- There is a coalition of organizations, including Pesticide Action Network, Center for Food Safety, Californians for GE-Free Agriculture, which has been working to introduce a city ordinance in San Francisco to protect public health and the environment from contamination from GMOs.
- Supervisor Matt Gonzalez has been receptive to this idea and may introduce an ordinance to the full Board. It is not clear when this would happen.
- Similar ordinances have been passed in Mendocino and Trinity Counties and have been proposed in several other counties. This would be the first municipal measure and would prohibit the growing, possession, sale, or distribution of genetically modified organisms (including seeds, plants, grasses, fish, but exempting organisms used in laboratory research).
- The San Francisco ordinance was started using language from the Sonoma County initiative. The people drafting the language of the ordinance are trying to push responsibility up the chain and make this a complaint-driven ordinance with the Agricultural Commissioner as the enforcement implementer.
- Although San Francisco is an urban area lacking significant agricultural production, this would still have a large impact as GM species carry viable seed that can travel vast distances and, for example, contaminate compost piles.
- The San Francisco Food Alliance can add itself to the list of supporters, or individual members of the Alliance can sign on. We will put this vote before Alliance members, but because the ordinance is still in draft form and the language is largely controlled by the city, we can only vote to approve the ordinance in principle (not the exact language) at this time.

#### Planning Food Alliance Event around World Environment Day 2005 (Leah)

- WED was established by the United Nations to stimulate awareness of the environment and enhance political attention and public action. Next year is the first time it is being hosted anywhere in North America. It will be hosted in San Francisco in June 2005 with the theme “Green Cities.”
- Organizers are planning a series of events throughout the week (June 1-5, 2005), with a different theme and chairperson for each day. Organizers are willing to meet with groups that have ideas or are interested in proposing, raising money for, planning activities during the week of WED.
  - Pure Elements: Air, Water and Food

- Redesigning Metropolis: Green Building, Smart Growth, Recycling
- Cities on the Move: Transportation
- Urban Power: Renewable Energy, Energy Efficiency, Climate Protection
- Flower Power: Parks and Open Space, Green Recreation
- We discussed what kinds of things the SF Food Alliance could highlight in San Francisco that WED Organizers might not have on their official meeting agenda.
  - Double Rock garden and Alemany farm as examples of sustainable high density housing, using solar panels, windmill, etc.
  - School gardens and The San Francisco Green Schoolyard Alliance
  - Garden for the Environment
  - Bayview Hunters Point farmers' market
  - Urban food system tour (Funders for Sustainable Food Systems)
- We talked about using this as an opportunity for getting media coverage for the SF Food Alliance and its work around the local food system.
- We decided to get more information on what activities are planned or certain so far for WED, and who are the chair persons for each day/theme before we go into a larger discussion of the potential role of the SF Food Alliance.
- More information can be found at [www.wed2005.org](http://www.wed2005.org).

### Announcements

- (Beth) Integrated Health Care Associates, an association of decision-makers from the major health care stakeholder groups in California, is having a summit on obesity for its members on November 17<sup>th</sup>. They would like to identify obesity-related policies and legislation that their membership can discuss and sign onto during the summit. If you have any ideas on potential speakers that can propose a concept or specific legislation, please contact Beth at [bethaltshuler@riseup.net](mailto:bethaltshuler@riseup.net). For more information, see [www.ihc.org](http://www.ihc.org).
- (Leah) Please remember to fill out and return a Membership Form if you would like to be an official member of the SF Food Alliance. You can contact me for a copy ([leah.rimkus@sfdph.org](mailto:leah.rimkus@sfdph.org)) or go online to [www.sffoodsystems.org/pages/foodalliance.html](http://www.sffoodsystems.org/pages/foodalliance.html).
- (Leah) There will be another public meeting regarding World Environment Day 2005 on October 26<sup>th</sup> (5:00 pm – 7:00 pm) at the Presidio Officers Club (Main Post, 50 Moraga Avenue). For more information, see [www.wed2005.org](http://www.wed2005.org) or contact Nelly at (415) 355-3703.
- (Lena) The youth working at the Double Rock garden will be setting up a stand at the Bayview Hunters Point farmers' market to sell produce from the garden. In order for hired youth to learn how to effectively run a farmers' market, the organization would like to bring in mentors a couple hours each month to teach the basic operational and administrative

details of such an operation. If anyone knows of a farmer or other individual that could volunteer in this capacity, please contact Lena at [lena@bayviewsafehaven.org](mailto:lena@bayviewsafehaven.org).

- (Sue) The next meeting of the District 10 Working Group, focusing on issues around food access in the Southeast sector of the city (Bayview Hunters Point, Visitation Valley) will be on Monday, November 8<sup>th</sup> (3:00 pm) at the Southeast Health Center (2401 Keith Street).
- The next three meetings of the SF Food Alliance will be on
  - **Thursday, December 9<sup>th</sup>, 3:00 pm - 5:30 pm**
  - **Tuesday, February 15<sup>th</sup>, 6:00 pm - 8:30 pm**
  - **Wednesday, April 13<sup>th</sup>, 3:00 pm - 5:30 pm**