

**San Francisco Food Alliance Meeting  
December 9, 2004  
Tenderloin Police Station, Community Room**

Introductions

Larry Bain (Jardinière, Acme Chophouse, Nextcourse), Melanie Cheng (Om Organics), Cyndy Comerford (SFDPH Environmental Health Section), Ed Dierauf (Argonne Community Garden), Chris Friedel (Golden Gate National Parks Conservancy), Imani Haygood (Girls2000, Hunters Point Family), Susana Hennessey-Lavery (SFDPH Tobacco Free Project), Paula Jones (San Francisco Food Systems), Torrey Lippincott (The Mendez Foundation), Cheryl Magid (Children's Council of San Francisco), Jamaica Maxwell (Funders for Sustainable Food Systems), Sraddha Mehta (SF Environment), Lauren Mendez (The Mendez Foundation), Bu Nygrens (Veritable Vegetable), Fernando Ona (SFDPH Environmental Health Section), Stacey Parker (Garden for the Environment), Gail Priestley (St. Anthony Foundation), Leah Rimkus (San Francisco Food Systems), Zoë Rossing (San Francisco Food Bank), Dyeshia Sampson (San Francisco Food Systems), Zetta Wells (San Francisco Food Systems)

District 10 Working Group, Projects and Outreach in Bayview Hunters Point (BVHP)

- There was a District 10 working group meeting on November 8<sup>th</sup> with about nine people attending. The main topics discussed were the Salton grant for the Bayview Farmers' Market, how to help a new local grocery store with energy efficient refrigeration and other issues, and how the BVHP Center for Arts and Technology can help with a feasibility study for a produce market, job training, etc.
- The next meeting of the District 10 Working Group is January 24<sup>th</sup> at 3:00 pm at the Southeast Health Center.
- Good Neighbor, a project of Literacy for Environmental Justice (LEJ), focuses on improving food choices at grocery stores and corner stores in BVHP. The initial retail partner, Super Save, came on board in December 2003 and now reports a 20-30% increase in the amount of produce it sells. LEJ is hoping to expand Good Neighbor to a total of eight stores.
- LEJ will be conducting community surveys in January to identify the best site and best day for the weekly farmers' market in Bayview. LEJ will also be doing cooking demonstrations and nutrition education around this market.
- Girls2000 is working on getting certified to sell produce from its gardens (Adam Rogers, Double Rock) to the Bayview Farmers' Market. Girls2000 is also trying to get funding to expand its Healthy Lifestyles Program.
- The Department of Human Services' Food Stamp Program had a meeting on bringing the Restaurant Meals Program to BVHP. This program allows homeless, disabled, and elderly food stamp recipients to use their food stamp benefits at participating restaurants. DHS has decided to do a mailing to restaurants in the neighborhood first to assess their interest in the program. There will be another meeting on this issue in February.

## Use of Food Assistance Programs and Food Stamp Outreach

- Gail distributed a handout from California Food Policy Advocates (CFPA) with current numbers on participation in federal food assistance programs. There are 47,000 adults that are considered food insecure in San Francisco County according to CFPA.
- The Food Stamp Program, the most user-friendly of the food assistance programs, is not serving 66% of those who are eligible in San Francisco County. This underutilization is a loss of \$60 million in federal dollars for our county. Surveys indicate that many people believe that they are not eligible when they actually are. In the 94102 zip code (Tenderloin) the participation rate in the Food Stamp Program is less than 18%.
- The St. Anthony Foundation will be doing a pilot project on January 12<sup>th</sup> they are calling “Food Stamps in one day.” The Food Stamp Office will be sending six workers to the site to do screening and applications with clients and those eligible will be able to pick up their EBT cards the next day. Coordinators will do pre-screening and will see how many people actually follow through and pick up a card. If this pilot is successful, the project coordinators will look for another community partner to extend this outreach.

## SF Food and Agriculture Report Card

- The Report Card is a collaborative project of the SF Food Alliance, identifying a list of key indicators and compiling data from various sources in order to give a comprehensive look of the local food system and serve as a resource to drive future policy recommendations.
- The Report Card working group has divided the assessment into three major areas:
  - Food Assistance / Charitable Feeding Programs
  - Direct Marketing / Urban Agriculture / Organics Recycling
  - Food Retailing
- The working group aims to have all the indicators decided and the data collected in mid-January.
- Data and indicators will be presented at the next SF Food Alliance meeting in February. At this meeting, we present the working group’s project and dissemination plan.
- The working group aims to have the Report Card finished in the spring. To find out about the next meeting of the SF Food and Agriculture Report Card working group, contact Zetta Wells: [zetta.wells@sfdph.org](mailto:zetta.wells@sfdph.org)

## Food Assistance at Farmers’ Markets

- Heart of the City Farmers’ Market (in the Civic Center) used to process about \$5,000 per market day in food stamps before the conversion to EBT cards. After the conversion, the market was unable to accept and process food stamps.

- Heart of the City implemented a scrip system in August 2004, allowing it to accept food stamps on EBT cards. Now, Heart of the City is processing about \$1,000-2,000 in food stamps per market day during the summer season.
- Dyeshia Sampson conducted a door-to-door survey with 45 households in the Fillmore neighborhood, asking about their usage of the Saturday Fillmore Farmers' Market. The most popular reasons cited for not using the market included a lack of variety and high prices. Dyeshia shared results with both the market manager and the Jazz Preservation District so that these needs can be addressed.
- Alemany Farmers' Market is planning to finally accept food stamps beginning this April 2005. This market is owned and operated by the City and County of San Francisco and responsibility for this market has recently been moved under the Real Estate Department. This department is ready to set up a mechanism for processing EBT cards and is planning to have a big launch party in April, inviting press and the market's original founders.
- We talked briefly about what would motivate residents to shop at farmers' markets, considering that they need to know how to cook, have facilities to cook, and be flexible with whatever items are in season. We may need new approaches to outreach in each neighborhood, effective ways to communicate and motivate different communities.

#### World Environment Day, June 2005

- Leah re-introduced the idea of the SF Food Alliance organizing and sponsoring an event or activity for UN World Environment Day (WED) in June, which will be hosted in San Francisco. The deadline for getting on the "official" WED calendar is December 10<sup>th</sup> and for the "fringe" calendar is March 11<sup>th</sup>. There are event proposal forms posted on the WED website and we can propose as many different activities as we like.
- The week's events are focused around a different theme for each day (June 1-5):
  - 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
- The organizers for WED suggest that we plan events that are interactive like tours, workshops, and demonstrations rather than speeches and panel discussions. One suggestion was to do a tour tracing a food item through the local food system and to include stops at the recycling center, the food bank, a local garden, etc.
- One suggestion from the group was to have the SF Food and Agriculture Report Card finished in June to present to the mayors attending WED and have a panel of people representing each of the different sectors of the food system.

- Someone suggested highlighting the SF Food Alliance as an innovative model for city politics – a public/private hybrid that leverages citizen input with the Department of Public Health.
- One suggestion was to pick a small region of the city (e.g. BVHP) and have a small demonstration of the local food system, highlighting on a map an urban garden producing food, the produce sold at a local farmers’ market nearby, a local organization doing cooking demonstrations at the market, the market manager accepting food stamps and other food assistance, and the organic waste being composted for use again in urban gardens. This could be done with the Double Rock garden and the Bayview Hunter’s Point Farmers’ Market.
- Another suggestion was to combine the Food Bank and Veritable Vegetable in a tour since these two facilities are very close to each other.
- We did not come to a solid conclusion on this agenda item. There did not seem to be a lot of energy and agreement around one or more specific proposal ideas. We decided to revisit this item again in February only if there is energy around organizing a SF Food Alliance event.
- For more information, see [www.wed2005.org](http://www.wed2005.org) or call (415) 355-9905.

#### Announcements

- (Chris) There is an organization down the peninsula that has hundreds of surplus fruit trees (stone fruits, apples) that they are willing to donate for educational projects. For more information, contact Chris or see [www.ecomagic.org](http://www.ecomagic.org).
- The next meeting of the SF Food Alliance will be on **Tuesday, February 15<sup>th</sup> at 6:00 pm.**