



Meeting Minutes: Farm to School Taskforce Friday, November 22, 2013, 10:30 a.m.-12 p.m.	Next Taskforce Meeting: Friday, January 24, 2014 Carlsbad
Attendees: JuliAnna Arnett (CHIP), Steve Bailey (Rancho J’Baile), Cynthia Fenimore (Solutions Farms), Al Vandendriesse (American Produce Showcase), Charity Johnson (Chula Vista ESD), Gail Gousha (Escondido Union SD), Norma Johnson (San Diego USD), Rick Mariam (San Dieguito Union High SD), Marlene Tutt (San Diego Sheriff Food Services), Dwight Detter (Whole Foods Market), Heather Berkoben (Dairy Council of California), Tracy Conkey (Dairy Council of California), Russell Levan (Resource Conservation District of Greater SD County), Ann Baldridge (Resource Conservation District of Greater SD County), Ashley Cassat (San Diego USD), Kathryn Spencer (San Diego USD)	
Recorder: Yasha Magarik (CHIP)	

Topic / Issue	Discussion	Action
Welcome and Introductions	<ul style="list-style-type: none"> JuliAnna (CHIP) led introductions and the updates. 	
Updates	<ul style="list-style-type: none"> USDA grants: Sweetwater just received a \$44,000 grant for their F2S program. Survey report: The report has changed significantly since the October 25th meeting, especially given that one of the districts turned out to have replied for two, changing all of the numbers. The good news is that the new numbers generate statistically significant relationships between F2S Taskforce participation and F2S activities—both local procurement and programming. The final survey will be released in mid-December, with a press release. Johnna Jenkins has volunteered to co-chair the F2S Taskforce; she runs school food services for Valley Center-Pauma, and will start co-chairing in 2014. For the other 2 co-chairs, members will hear from JuliAnna sometime in December. 	<p style="color: red;">Other school districts should be aware of F2S grant possibilities; contact CHIP for more info.</p> <p style="color: red;">Contact JuliAnna if you’re interested in co-chairing the Taskforce.</p>
Harvest of the Month Calendar	<ul style="list-style-type: none"> The specifics of the calendar won't be set until a meeting on December 4, from 1:30-2 p.m., at the Quaker Peace Center. At that meeting, members will make sure the specifics make sense for both school food services and growers. The vote now at hand is just for adopting the concept of the calendar, and then the specifics will be brought back for another vote in January. Carrots, for instance, will be an issue; there are not enough carrots grown in SDC for all SDC schools. Cynthia & Al will call in to December 4 meeting. Items on the calendar don't all need to be sourced from SD growers—but the idea is to give preference to SD growers. 	<p style="color: red;">Contact JuliAnna if you’re interested in attending or calling into the December 4th meeting; Cynthia & Al will definitely call in.</p>



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	<ul style="list-style-type: none"> The calendar is supposed to be based on local agricultural trends: what's actually grown in SDC From distributors & growers: school food services need to plan menus further in advance. The modified version of the HOTM calendar will be presented at the January meeting for approval. <ul style="list-style-type: none"> The HOTM calendar is very useful for school food services and the integration of appreciation for growers and the amount of planning that goes into the school environment. The concept of the HOTM calendar was adopted. 	
<p>Escondido Elementary</p>	<p>Gail Gousha explained some of Escondido Elementary's F2S programming.</p> <ul style="list-style-type: none"> Each day of the week is matched up with a different theme. <ul style="list-style-type: none"> For instance: Wellness Wednesday, Fennel Friday. Teachers come in to see their salad bars. Announcements over PA system remind the school what day it is. Tracking how many parents and teachers eat at the facility would be a useful evaluation tool. 	<p>Schools: begin tracking how many parents and teachers eat in cafeterias before and after F2S programming, especially cafeteria integration.</p>
<p>Strategic Planning</p>	<p>JuliAnna led the first stage of the strategic planning session.</p> <p>Past Strategic Plan</p> <ul style="list-style-type: none"> 2013's was the first one—adopted in January Accomplishments in 2013 <ul style="list-style-type: none"> Got a strategic plan done Hosted our first farm and packing tour Conducted presentations on a variety of topics: geo preferences, product specifications Hosted our first growers' workshop with 1 distributor & 13 growers Hosted a Produce Showcase: 104 attendees, 9 growers, 6 distributors, 22 districts & 20 non-profits New partnerships: Farm Bureau, lots of new districts, etc. Set a local definition Survey & survey report Worked on F2S tools like seasonality chart, how to talk to your distributor, use of the SD Grown Exchange Received media attention: Produce Showcase had 6 media outlets <p>Given time & money limitations, how do we use what have in the best, most useful way possible?</p> <ul style="list-style-type: none"> Standards for everyone to follow Measurable outcomes for us to measure success 	



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	<ul style="list-style-type: none"> • Changed "healthful" in Mission statement to "healthy" • JuliAnna described the NHLT goals as another model to consider. <p>Goals</p> <ul style="list-style-type: none"> • Changed “3. Increase F2S in SDC school districts.” to “3. Increase F2S programming in SDC school districts.” <ul style="list-style-type: none"> • Change to include education for the school and also for the students; media impact; procurement • Make sure to include "school community" in education goal • Include evaluation tools in strategies for each goal rather than goals <p>2013 Strategies</p> <ul style="list-style-type: none"> • Long-Term: specific ones with measurable goals are good • Short-Term: one-time endeavors; is there something to do to follow up? • Ongoing: essential to the ongoing operation of the F2S Taskforce • Programmatic: things we want to continue to do on an annual basis • Attendees decided that it makes more sense to plan based on the academic calendar rather than the solar calendar, since schools set goals by school year; therefore, the next strategic plan will be an 18-month plan, lasting from January 2014 through June 2015. <p>2014 Strategies</p> <ul style="list-style-type: none"> • JuliAnna presented a full list of possible strategies to focus on in the coming year. • Then attendees used color-coded stickers to mark activities they consider priorities. • CHIP will draft a version of the strategies for the January meeting & bring the possibilities back for further conversation. 	<p style="color: red;">Based on 11/22’s conversation, JuliAnna & Yasha will draft a version of the strategies & bring them to the January meeting</p>
<p>Closing Updates</p>	<ul style="list-style-type: none"> • <i>Edible San Diego</i> just replaced its garden application; it is looking for data related to gardens • CHIP is hosting an event on Dec. 6—if interested, get info from JuliAnna • There are educator workshops coming up 	