Meeting Minutes:	Farm to School Taskforce Friday, May, 9 2014, 10:30 a.m.-12 p.m.	Next Taskforce Meeting:	Friday, August 1, 2014 441 Saxony Road, Barn 2 Encinitas, CA
Attendees:	JuliAnna Arnett (Community Health Initiative Partners), Heather Berkoben (Dairy Council of CA), Ashley Cassat (San Diego Unified School District), Kate McDevitt (UCSD Network for a Healthy California), Judi Reynolds (Escondido Union School District), Gregory Harms (Poway School District), Johnna Jenkins, Charity Johnson, Russell Levan, Dawn Stone (USD), Al Vandendriesse, Shana Wright (UCSD), Kaitvin Mohr, and Sandra Martinez (UCSD).		
Recorder:	Nina Ghatan (CHIP)		

Agenda Item	Discussion	Action
Approval: F2S Taskforce Local Definition	- Judi presented "Why Local Matters: A Primer for Schools" to the group. The document outlines some of the major reasons why local purchasing is good for students, schools, and communities. It also includes the F2S Taskforce's multi-tiered definition of "local" and a map of that definition. - The group was asked to approve the document and revise the first tier of the F2S Taskforce's local definition from "grown within 25 miles of San Diego County" to simply San Diego County. - The reason for the revision was four-fold: - The farm for which the definition was extended to "grown within 25 miles of SD County" is no longer located within this boundary - Marketing materials have become available for San Diego County grown only product - A county boundary is easier to explain to students - A county boundary is easier to track and understand for local produce growers and distributors	The Taskforce approved "Why Local Matters" and revising the first tier of the local definition to simply San Diego County grown product.
Discussion: Harvest of the Month	- The HOTM program includes 5 major components: - General Coordination- CHIP will help identify HOTM participants, collect HOTM data, and connect districts and hospitals to resources and local products - Marketing- UCSD will provide districts with FREE printed materials and possibly some electronic media; CHIP will create grower and product profiles as needed - Classroom Education- UCSD will work with districts to identify 1 – 2 low-income elementary schools where teachers can be trained on the HOTM curricula - Procurement Assistance- CHIP will focus it's energy on finding 4 - 5 San Diego County and regional products in alignment with the HOTM calendar and connect districts and distributors to products - Advisory Committee- CHIP will facilitate a small advisory committee to help select the 4 -5 products and advise the development of marketing tools. - See HOTM overview presentation for more in-depth overview. - UCSD requested feedback on potential HOTM marketing materials. The group brainstormed potential marketing items that would be helpful: Lifesize Grower Stand Ins, where students can take a picture with a grower, Draft	UCSD will determine which HOTM promotional material ideas it can create with its resources. JuliAnna will follow-up with districts to confirm their participation. Districts follow-up with Dairy Council if interested in their educational curriculum.

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	social media posts (e.g., facebook, twitter), Robocalls, Digital signage in the cafeteria, Grower/product videos, Grower profiles (modifiable), Buttons, Stickers, Aprons, Hats, Existing materials (posters, workbooks, etc.).
	• The Dairy Council has materials available for school food services interested in educating children on minerals. Materials are FREE in California.
	• JuliAnna presented an initial overview of the results of the HOTM survey. She asked for clarity on product needs and interest. Districts and Sunrise gave the following feedback:
	   ○ Apples- Interested in the product. 1 apple (2 oz) = ½ cup serving, 40 lbs in a typical case, 163 or 138 count
	   ○ Winter squash- Some schools serve kombucha squash, but not generally interested in the product. 36 – 68 lbs in a typical case
	   ○ Persimmons- Interested in the product. 1 = ½ cup serving. Loose pack (22 lbs) best value.
	   ○ Greens- Interested in the product. 48lbs (Iceberg) or Romaine (35lbs) or Process 3/4 Way (5lb bags-20lbs) in a typical case
	   ○ Citrus- Interested in the product. 1 (138 ct) = ½ cup serving. 1 (88ct) = ¾ cup serving. 38 lbs in a typical case of 138 cts or 113 cts.
	   ○ Carrots- Interested in funky variations (purple, white) of the product.
	   ○ Berries- Interested in strawberries, blackberries, raspberries. Generally expensive. Strawberries= 12/ 1 pints per case or 8/lb clamshell per case.
	• Heather recommended that we give these products fun names to help with promotion.	

Discussion: Trainings	• Johnna and Judi led the Taskforce in a discussion about the types of training opportunities that would be most helpful to the F2S Taskforce. The strategic plan states that we'll host a minimum of 2 best practice presentations before 6/30/15.
	• They suggested trainings in the following areas: seasonal recipe development, inclusion of local in solicitation bids Garden to Café, Smarter Lunchrooms Movement, Distributor presentations, F2S marketing, cooperative purchasing agreements, grant writing, food safety, kitchen skills training, contract growing, nutrition education, f2s goal setting.
	• The F2S Taskforce identified interest in the following trainings:
	   ○ Smarter Lunchroom (and staff training)
	   ○ Parent & Teacher Engagement (e.g., role modeling, cupcake policies)
	   ○ Social Media & Marketing (instagram, facebook, twitter)- Herbie at San Marcos has a lot of experience in this area and might be interested in offering a training.
	• Trainings would be offered during the regular F2S Taskforce meeting.
		JuliAnna will follow-up with partners to begin scheduling trainings.

Updates	• Let's Go Local! Produce Showcase- The Let's Go Local! Produce Showcase is tentatively set for Friday, October 24th from 2 – 5 pm. at the Leichtag Ranch in Encinitas, CA. This year, we are partnering with OC Food Access to include partners from Orange County. The goal is to recruit 30 school districts, 2 universities, 3 hospitals, 2 early childcare	Districts review your district profiles.

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	centers, 35 growers, and 6 distributors. The next planning meeting is in July. • District Profiles- Profiles are located at: http://ourcommunityourkids.org/domains--committees/schools-and-after-school/farm-to-school-taskforce/farm-to-school-resources.aspx. These are designed for the purpose of helping growers and distributors access quick and useful information about your produce practices and farm to school program. • F2I Cohort-The co-hort is preparing for its second meeting. The IRC recently connected one of its farmers' market growers with Lakeside Union School District. • Federal Waivers- The F2S Taskforce briefly discussed the proposed HHFKA waivers for districts able to demonstrate a loss of revenue on meals over a six-month period. The Schools & After-School Domain discussed the issue at the last meeting. They are interested in coming together with the F2S Taskforce to better understand school meal requirements and challenges. The F2S Taskforce recommended hosting a school meals 101/workshop with the purpose of increasing awareness about school meal programs and identifying opportunities for collaboration to increase healthy meal opportunities for students. The presentation could include individuals outside of the Schools & After-School Domain, possibly PTA representatives.	JuliAnna draft a plan for bringing the F2S Taskforce and Schools & After-School Domain.
Action Items & next meeting	• See red items. • Next meeting: annual F2S survey, F2S Taskforce membership, Let's Go Local! Produce Showcase update, HOTM update	