

Sonoma County Healthy & Sustainable FOOD ACTION PLAN

Status Report

AUGUST 2016

A guide to local action on food production, land and natural resource stewardship, economic development, public health, and equity in our food system



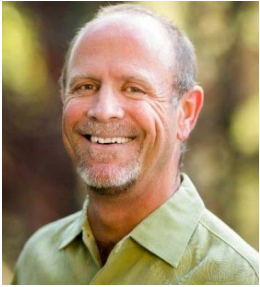
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Sonoma County Food System Alliance
Sonoma County Department of Health Services

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Executive Summary



Every community must answer the question, “how will we feed ourselves?” The way we answer this defines and describes us. Are we a community where some of us eat well and others wonder where their next meal may come from? Are we a community that is building the health of our soil and protecting our long-term food production future? Are we a community that is building or losing its local food production capacity?

Four years ago, the Sonoma County Healthy & Sustainable Food Action Plan (FAP) was issued as a call to action to answer these and many other food and farming related questions. The

Plan was the result of extensive community engagement and hundreds of hours of volunteer work. The result was a series of recommendations to the community organized into four pillar areas: Agriculture & Natural Resources, Economic Vitality, Healthy Eating, and Social Equity.

In the years since the FAP was released it has been adopted by the County and endorsed by almost every city as the shared vision for our local food system. Hundred of individuals and organizations have endorsed the Plan and are working diligently towards its implementation. The FAP is unique in its whole-community focus, with engagement from a wide variety of community groups. In the best tradition of American democracy it attempts to put food issues into the context of the public interest and the greater good.

And it is working. As you will see in this report, there are over 40 organizations in the County actively implementing one or more aspects of the Plan, over 65 specific programs and changes have been accomplished, and slowly but surely we are moving the needle on food issues.

For this we can thank both the myriad organizational and individual efforts put forth and the quiet, persistent leadership of the Sonoma County Food System Alliance, who turned the nascent aspirations of a community into a comprehensive call to action. The Alliance continues today to shepherd the Plan and encourage its adoption and implementation.

In the pages that follow you will see just how far we have come in four years. We have gone from sharing hopes and ideas of a better food system, to dozens of models of just what that system looks like. Much has been accomplished and there is much still to be done!

—**Joseph McIntyre**, Ag Innovations

EVERY COMMUNITY
MUST ANSWER THE
QUESTION, “HOW WILL
WE FEED OURSELVES?”

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Sonoma County Food System Alliance

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Sonoma County FarmTrails

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Introduction & Overview

What is a Food System?

Each of us touches our food system daily, although we would rarely describe it that way. More naturally we tend to think of cooking, going to the grocery store, food bank or farmers market, or growing food in our gardens. The food system includes all of these common activities, along with many more that happen largely behind the scenes, that feed us. We call it a system, because it consists of multiple activities that are connected in a way that produces food. The elements of the system include:

FOOD PRODUCTION of all types and scales from large farms producing wheat, corn, and soya, to the smallest backyard vegetable garden. This part of the system also includes the things needed to produce food — natural resources such as land, water, and climate, inputs such as seeds and fertilizers, and the human resources needed to plant and harvest food.

FOOD PROCESSING that turns raw foods into products we like to eat. Think breweries, creameries, and makers of finished foods like tortillas or cheese.

FOOD DISTRIBUTION and warehousing that gets products where they need to go. This can be as simple as the farmer's truck that shows up to your Saturday market to the large grocery chain stores warehouses and fleets of trucks. It includes the outlets where we typically buy food.

FOOD PREPARATION takes place where we cook and eat food. Think of your kitchen, the restaurant, the school and prison kitchens, and the commissaries inside large businesses and increasingly grocery stores that prepare meals.

WASTE and value (food) are created by the food system at every step of the way. A complete view of the system requires that we see everything from a 'soil to soil' perspective and one of the key opportunities we have in the modern food system reducing waste and thereby increasing the amount of food we have to eat. When we speak of the food system, we often are most concerned with how well it is working. Later on in this report we offer some indicators for measuring the success of the system in meeting human, community, and environmental goals such as increasing prosperity and health, reducing hunger, or limiting the production of greenhouse gases.

Overview of the Food Action Plan

The [Healthy & Sustainable Food Action Plan \(FAP\)](#) provides a shared community vision and goals for our local food system and invites the community into more inclusive dialogue and action. Goals and priorities of the Plan incorporate the findings from the [Community Food Assessment](#) and [2011 Food Forum](#). As a road map, it serves as a framework — a guiding “North Star” for food system action — to coordinate and integrate the efforts of diverse stakeholders. Opportunities and concerns are grouped into 4 action areas (called Pillars), and 11 broad goals for food system improvement are identified.



AGRICULTURE AND NATURAL RESOURCES



ECONOMIC VITALITY



HEALTHY EATING

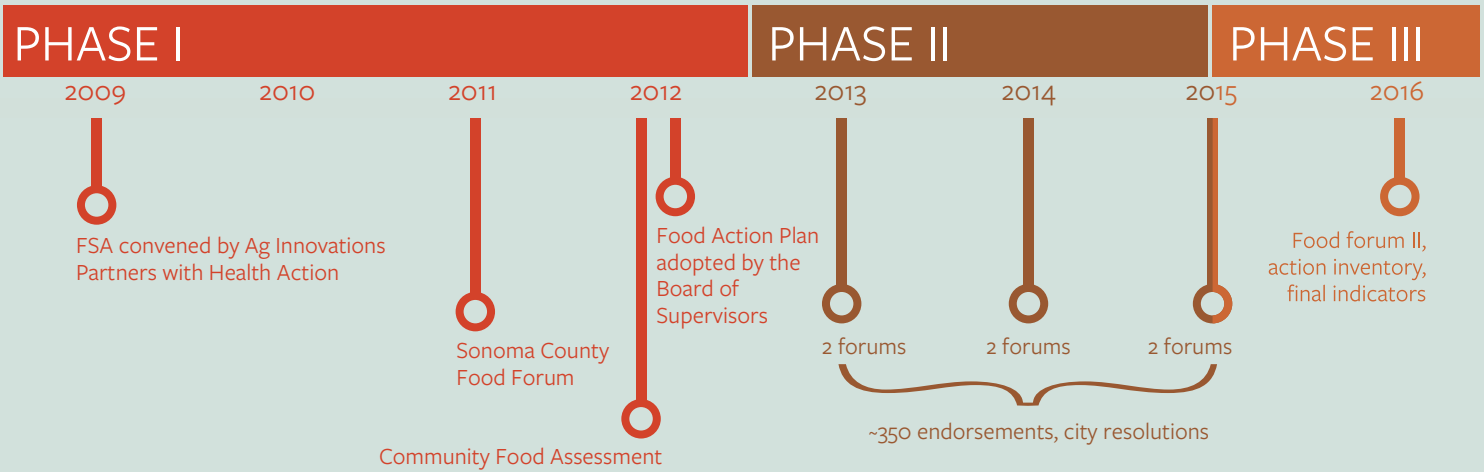


SOCIAL EQUITY

Sonoma County Food System Alliance

The Sonoma County Food System Alliance (FSA) is a coalition of diverse stakeholders working to envision and create a healthy, sustainable, local food system through leadership and collective action. Convened in 2009, the FSA is a powerful forum to confront and resolve system-level issues. Making change to the food system is monumentally complex and requires tremendous effort. There is a role for every organization, business, government and person to play in building a food system that creates health and prosperity for both our people and our environment. Nearly 30 organizations and individuals comprise the FSA, and the group retains a diverse membership with representatives from across the County. Members and their affiliate organizations donate time, expertise, and money to collaborate on community wide initiatives and champion the vision of the FAP.

Project Timeline



Activities

Phase I: Foundation Building 2007-2011

Monthly meetings launched: Membership development, goals and priority-setting, large focus on agriculture and environment

Charter established

Sonoma County Food Forum

Data collection projects

- Community Food Assessment
- Farm to School, Local Produce Survey
- Farm to School, School Gardens Survey

Phase II: Action & Engagement 2012-2015

Phase II employed a 3-pronged approach — forums targeting specific FAP goals, a strategic endorsement and city resolution effort, and a robust communications plan to support the growing food system network in Sonoma County.

4 pillar teams host 6 community forums

- Agriculture and Natural Resources: Growing Our Farms Forum
- Economic Vitality: Invest Local Conference, Sustainable Enterprise Conferences (2), Growing Profits: The Food Action Plan, Opportunities in the Local Food Economy, Keep Your Food Close and Your Farmer Closer
- Healthy Eating: Healthy Eating Forum
- Social Equity: Sonoma County Hunger Index Forum

Endorsement Strategy leveraged ~350 endorsements and resolutions

Spurred engagement and action around FAP goals and expanded awareness of local initiatives

~350 endorsements and seven City Council resolutions from private and public sector leaders, businesses, and organizations
 7 City Council Resolutions of Support: Sebastopol, Sonoma, Healdsburg, Petaluma, Rohnert Park, Cloverdale, Windsor

Communications & Engagement Strategy

Website with tools created to endorse and collaborate around the FAP
 Newsletters produced in partnership with Sonoma County Go Local; edition 1 | edition 2
 Food Action Plan Webinar, 2014

Phase III: Assess & Refine 2015-2016

What's next for the Food Action Plan?

Sonoma County Food System Alliance: Ongoing leadership and collaboration

2016 Sonoma County Food Forum: Consider status, progress, and barriers to success

Inventory: What initiatives have occurred since the creation of the FAP?

Indicators: Update original, create revised set (page 26)

Want to endorse the Food Action Plan? Please complete and return this form.



Goals for a Healthy, Sustainable, Local Food System

Building upon existing work, the Food Action Plan provides a road map with a common vision. Goals and strategies incorporate findings from the Community Food Assessment and recommended areas for action from the 2011 Sonoma County Food Forum.



1. **Protect and enhance agricultural land base, farms and ranches**
2. **Encourage sound resource management**



3. **Support local food system jobs and commerce**
4. **Encourage institutional purchasing that supports the local food system**



5. **Increase equitable access to healthy, affordable, safe and culturally appropriate food and beverage**
6. **Connect the food insecure with food and nutrition assistance programs**
7. **Increase education about local agriculture, nutrition and the impact of food and beverage choices**



8. **Address root causes of hunger and food insecurity**
9. **Create opportunity and justice for farmers, farm workers and food system workers**
10. **Ensure the inclusion of underserved and underrepresented communities in conversations and policy-making about Sonoma County's food system**
11. **Increase community resilience**

Individual Actions for Home, Work, Play, Worship, or School

AGRICULTURE & NATURAL RESOURCES

- Support local farmers by purchasing local or regional food and value added products, shopping at farmers markets, or signing up for a community-supported agriculture (CSA) farm share
- Lease or donate surplus land for farming, community gardens, or grazing; convert underutilized space to grow food or native plants
- Compost food scraps through local composting programs
- Install greywater systems and incorporate other water-saving measures

ECONOMIC VITALITY

- Vote with your dollar — eat and shop at local businesses that incorporate healthy, sustainable practices
- Ask the manager at your retail grocer to offer and label more regionally-produced food
- Ask decision-makers at your work, school, or faith organization to buy local food for meal services and events
- Support school districts and healthcare institutions in supporting local food purchasing

HEALTHY EATING

- Participate in and support your workplace or school's wellness initiatives
- Support efforts to increase healthy food and beverage options in corner stores, vending machines, and other public places
- Join the "Plant a Row" campaign and grow extra food for local food banks
- Attend or teach a healthy cooking or eating class

SOCIAL EQUITY

- Encourage decision-makers and community planners to address food system issues in your neighborhood
- Donate eligible surplus food to food banks and shelters
- Participate in a gleaner program as a donor or volunteer
- Support a living wage and safe working conditions for all workers



Sonoma County Initiatives: Action & Engagement











AGRICULTURE & NATURAL RESOURCES

The Agriculture & Natural Resources pillar (AGNR) aims to protect and enhance the agricultural land base, farms and ranches, and to encourage sound resource management. AGNR goals prioritize actions and activities including:

- Educational opportunities on farms and ranches
- Strong regulatory support for food production and processing
- Soil fertility
- Sustainable water use and water conservation practices
- Creating resources out of food scraps and agricultural by-products
- Third-party certification of local food producers
- Wildlife-friendly practices and the regeneration of local fish
- Heirloom livestock and species diversity
- Enhancing agricultural potential to adapt to climate change

GOAL 1 Protect and enhance agricultural land base, farms and ranches

| Organization | Project Name | Summary | Secondary Pillar |
|---|--|--|---|
| County of Sonoma, Departments of Agriculture, Weights & Measures, Health, Water, Parks, General Services, UC Cooperative Extension, and Sonoma County Agricultural Preservation & Open Space District | County Lands for Food Production | Working to bring vacant, county-owned lands into food production through development of community gardens and leasing lands suitable for row crop and livestock production to local farmers and ranchers. Identifying public land potentially suitable for food production provides an opportunity for multiple County departments and agencies to work collectively to meet identified strategic goals. |    |
| County of Sonoma, Departments of Agriculture, Weights & Measures, Health, Information Systems, UC Cooperative Extension | Produce Gardener's Certificate Program (Approved Source) | In 2013, Sonoma County departments of Agriculture, Weights & Measures, Health, Information Systems, and UC Cooperative Extension worked together to create and roll out the APGC. This certification allows backyard produce growers who follow the required best practices to donate or sell their produce as an approved source grower. |  |
| County of Sonoma, Department of Agriculture, Weights & Measures | Small Scale Ag Processing & Farm Stand Ordinance | A zoning code change to allow small-scale agricultural processing and small-scale retail sales on agriculturally zoned properties with a simpler, faster, less-expensive, zoning permit approval process with Sonoma County Permit & Resource Management Department (PRMD). |  |
| Gold Ridge Resource Conservation District | Ag Land Protection | Founded in 1941, Gold Ridge RCD represents 134,000 acres in Sonoma County. Since 2012, Gold Ridge RCD has invested \$7 million in conservation and education. Key programs include on-farm climate resiliency; soil health, water, carbon farming, range and dairy water quality improvement, rainwater catchment, youth education/farmer outreach, and wildlife habitat enhancement. | |
| Greenbelt Alliance | HOMEGROWN: Tools for Local Farms & Ranches | This report explores creative tools and strategies that are working around the Bay Area and beyond to support local agriculture. Greenbelt Alliance uses expertise in how the Bay Area grows to protect local agriculture. |  |
| Greenbelt Alliance | Urban Growth Boundaries, Community Separators | Greenbelt Alliance partnered with community groups to renew the Sebastopol Urban Growth Boundary (UGB) for another 25 years in 2016 and worked with the City of Cotati to renew its UGB for 30 years with a measure in this November's General Election. Several other cities have already renewed to ensure city centered growth. Greenbelt Alliance is leading the way to renewing voter protection for 17,000 of community separators for another 30 years with a countywide vote in 2016. They are also supporting Sonoma County's proposal to designate another 41,000 acres of these green buffers between our towns and cities to prevent sprawl for the long term. |  |
| Sonoma County Agricultural Preservation & Open Space District | Ag Land Protection | Permanently protects the diverse agricultural, natural resource, and scenic open space lands of Sonoma County for future generations. Since 2012, the District has protected nearly 20,000 acres through conservation easements. Of those 20,000 acres, 1,100 acres are agricultural lands and 18,000 acres are working forest land. The District is currently working on 11 easement projects that have the potential to protect an additional 4,500 acres of agricultural land in Sonoma County. |  |
| Sonoma County Agricultural Preservation & Open Space District | Farming for the Future | Recently worked with several agricultural partners to produce Farming for the Future, a special publication inserted into the North Bay Business Journal and Press Democrat that highlighted local farmers and ranchers practicing exemplary agricultural stewardship. | |
| Sonoma County Agricultural Preservation & Open Space District | Sustainable Agricultural Land Conservation Program (SALCP) | In recent years, the District has worked in partnership with other agricultural and conservation organizations to advocate for increased funding for the conservation of agricultural lands that help California address climate change. This collective advocacy resulted in a significant increase in funding for the Sustainable Agricultural Land Conservation Program (SALCP) — from \$4 million in 2015 to \$40 million in 2016 — resulting in the protection of farms and ranches statewide and in Sonoma County. | |

GOAL 1 Protect and enhance agricultural land base, farms and ranches

| Organization | Project Name | Summary | Secondary Pillar |
|---|---|--|------------------|
| Sonoma County Agricultural Preservation & Open Space District | USDA Natural Resources Conservation Service Funding | Along with several partners, the District recently hosted USDA Natural Resources Conservation Service Chief Weller for a special reception and field tour to celebrate an \$8 million grant the District and its partners received to protect critical agricultural and natural resource lands in Sonoma County. | |
| Sonoma County, Permit and Resources Management Department | Small-Scale Agricultural Processing & On-Farm Sales Ordinance | Zoning code change to allow small-scale agricultural processing and small-scale retail sales on agriculturally zoned properties with a simpler, faster, less-expensive, zoning permit approval process. | 💰 🍴 🌱 |
| Sonoma Land Trust | Ag Land Protection | Protected 1,203 acres of rangeland, which continues to be used for agricultural production. | 💰 |
| Sonoma Land Trust | Food System Leadership | Participates in the Ag & Natural Resources Pillar of the SCFSA, helped design and produce the 2014 Growing Our Farms Forum to initiate the conversation about the lack of affordable and available land for food production. | 💰 |
| The Farmers Guild | The Farmers Guild | A network of social and professional hubs (guilds) where farmers connect, collaborate and find the resources they need to thrive. The Farmers Guild (TFG) advocates for beginning farmers, local food economies, and sustainable agricultural practices throughout California. In addition to monthly gatherings, TFG offers free trainings, business workshops, scholarships, and outreach to the wider community on issues vital to a vibrant food future. | 💰 🍴 🌱 |
| UC Cooperative Extension | Beginning Farmer/Rancher Training | In partnership with SRCJ's Shone Farm, provided training to ~75 beginning farmers and ranchers for 3 years on how to establish and manage a successful farm businesses. Curriculum included marketing, growing crops, and creating business plans. | 💰 |
| UC Cooperative Extension | FARMING 101 | Monthly workshops for Sonoma/Marin farmers and ranchers that offer expertise by experienced farmers, UCCE advisors, and ag related businesses. | 💰 |



Photo By Charlotte Ballenger | charlotteballenger.com

GOAL 2 Encourage sound resource management

| Organization | Project Name | Summary | Secondary Pillar |
|---|--|--|---|
| Compost Coalition of Sonoma County | Compost Coalition of Sonoma County | A diverse coalition of citizens and organizations that champion efforts to keep and process organic materials in Sonoma County. Convenes bimonthly stakeholder meetings, created a website and active committees. Representatives have spoken at public agency hearings, submitted letters to further the Coalition's goals, completed public outreach, and increased awareness and network. |   |
| County of Sonoma, Departments of Agriculture, Weights & Measures and Permit and Resource Management | Riparian Corridors Ordinance | In 2014, the Board of Supervisors adopted zoning code changes to implement the stream protection policies and rezoned properties to add the Riparian Corridor Combining Zone to all designated streams shown on the General Plan Open Space maps. |  |
| Gold Ridge Resource Conservation District | Climate Resiliency-Dairy Rain Catchment Pond | Eliminated a critical diversion from Salmon Creek by approximately 1,408,000 gallons per summer through the construction of a rainwater roof-catchment pond that will leave near 7,000 gallons a day in the dry season in Salmon Creek. |  |
| Gold Ridge Resource Conservation District and Sonoma Resource Conservation District | Laguna Dairy Water Quality Enhancement | Assisting dairy operators in the Laguna de Santa Rosa watershed — providing technical assistance and funding to help operators effectively manage their manure resources. Partnered with the Natural Resources Conservation Service (NRCS) and Western United Dairymen to design and to prioritize the funding of dairy management improvement projects through the development of Nutrient Management Plans (NMP). |  |
| Sonoma Resource Conservation District | Coastal Watershed Enhancement Program | In the coastal watersheds of Austin, Sheepphouse Creek and Russian Gulch, in partnership with Pacific Watershed Associates, Sonoma RCD completed work to reduce erosion and sediment discharges and stormwater flow velocity on over 21 miles of rural forest and ranch roads. Upgrading and decommissioning these roadways saved approximately 21,270 cubic yards of sediment from entering nearby waterways; which are home to spawning and rearing habitat for coho salmon. | |
| Sonoma Resource Conservation District | Grape Creek Instream Habitat Improvement Project | Designed to enhance instream habitat complexity and high flow refugia for salmonids on a working vineyard with Grape Creek, a tributary to Dry Creek. 0.056 miles of stream were treated with channel structure placement including large woody debris, stumps with root wads, and habitat enhancement using native plant installation, 8 pools were created with structure placement, and 9 total structures were fastened into the channel. | |
| Sonoma Resource Conservation District | LandSmart® Plans | Assists landowners and managers in identifying and prioritizing management practices according to their individual needs, goals and timelines. The process balances the landowner's management goals with practices that preserve and enhance natural resources, delivering a plan that is both informative and actionable. In 2014/15, Sonoma RCD completed conservation farm plans on 48 vineyard, livestock, and rangeland properties totaling more than 8,000-acres and identified approximately 543 conservation best management practices to address roads, waterways, pasture management, water supply, stormwater management, habitat enhancement, agrichemicals, and pest management. |  |
| Sonoma Resource Conservation District | LandSmart® Workshops | Workshops targeted to support landowners and managers with natural resource conservation projects and cutting edge land management techniques. Expert practitioners offer insights and resources to participants through detailed presentations and field tour sessions. Reached 850 landowners in 2014-15 through workshops, watershed cleanups, and agricultural heritage tours. |  |
| Sonoma Resource Conservation District | Vineyard Irrigation Evaluations | Offered landowners and managers valuable tools and resources to best manage our finite water supply and to "Slow it. Spread it. Sink it. Store it!" Assessed the efficiency of current irrigation systems by measuring distribution uniformity, pressures, and drip and micro-sprayer rates of grape growers throughout the Russian River, Sonoma Creek and Petaluma Watersheds (36 vineyards). | |
| Sonoma Resource Conservation District | Water Quality Credit Trading | In collaboration with consultants, partners and local agricultural landowners, Sonoma RCD is working on the development of this first trading market in California in the Laguna de Santa Rosa Watershed. In the program, agriculture provides nutrient credits through implemented conservation practices for a wastewater treatment plant buyer and will serve as a template transferable to other watersheds in California. Two projects have been completed to date. | |














Photo By Karen Preuss | karenpreuss.com

ECONOMIC VITALITY

The Economic Vitality pillar supports local food system jobs, and commerce while encouraging institutional purchasing that supports the local food system. Economic Vitality goals prioritize actions and activities including:

- “Local foods” marketing efforts
- Supporting funding and resources for existing and new farmers and ranchers
- Local food supply chain expansion to create more jobs in Sonoma County
- Cultivation of culturally appropriate crops
- Supporting a regional food hub to serve as an aggregation and distribution center to increase the market for products and stimulate more supply
- Encouraging a regional alliance of institutional food purchasers to buy from local producers in order to stimulate more supply

GOAL 3 Support local food system jobs and commerce

| Organization | Project Name | Summary | Secondary Pillar |
|---|---|--|---|
| Community Alliance with Family Farmers, North Coast Chapter | Farm to Market | Worked with local distributors, markets and schools to bridge relationships with local farmers. Provided technical assistance when needed for contract growing, food safety, processing fresh produce in the cafeteria, and on farm sustainable growing practices. |  |
| Community Alliance with Family Farmers, North Coast Chapter | Grown Local Sonoma County | Marketing and educational program working to increase consumer demand for and access to fresh, local food through education, outreach, and technical assistance. Consumers recognize the GLSC designation and are increasingly seeking out businesses that provide fresh, local product. |  |
| County of Sonoma, Environmental Health Department | Cottage Foods Ordinance | The California Homemade Food Act created a new category of retail food facilities known as a Cottage Food Operation (CFO), which allows persons using home kitchens to make and sell non-potentially hazardous foods. In 2014, the County of Sonoma established the local program to enable cottage food operators to register and launch homemade food businesses. | |
| F.E.E.D. Sonoma (Farmers Exchange of Earthly Delights) | Micro-Regional Produce Aggregation and Distribution | FEED Sonoma is a micro-regional aggregator in Sebastopol, CA working to create a vibrant, sustainable, and fair food system by maximizing the ability of small farmers to sell their food through diverse marketing channels. FEED Sonoma purchases cleanly-grown agricultural products from 50 small farms in Sonoma County and transports them to local buyers — including restaurants, grocery stores, schools and caterers — within 24 hours of harvest. |  |
| GoLocal | Sonoma County GoLocal Cooperative | Go Local is a network of locally-owned businesses, residents, non-profit organizations and government agencies working together to build a resilient, thriving, local economy by supporting local, independently owned businesses and encouraging sustainable practices. The food system has been a particular interest and 4-year project under the names Made Local and Grown Local. |  |
| Slow Food Sonoma County North | Beginning Farmer Project | Founded in memory of chapter members Marcia and Al Silver, the project makes an annual financial award (3 scholarships to-date) to a new or beginning farmer to assist in building a successful business through education, apprenticeship opportunities, or other appropriate means. |    |
| SoCo Nexus | SoCo Nexus Business Incubator | Creating high value jobs in the North Bay by enabling and accelerating the success of technology start-ups within a dynamic, sustainable, and synergistic environment. SoCo Nexus is a nonprofit organization providing facilities, support, and mentoring to the region's entrepreneurs, and is the home of several food and beverage start-ups such as OG Tea Company, North Bay Brewery Tours, and Food Empowerment Project, along with several wine based companies and Go Local. |  |
| Sonoma County Farm Trails | Seasonal Farm Tours | Produces 2 county-wide seasonal farm tours each year which generate additional revenue streams for the 40 participating agricultural businesses - Weekend Along the Farm Trails (Fall) and Blossoms, Bees & Barnyard Babies (Spring). Farm tours cultivate community and provide powerful experiences for the public: contact with farm life, education about local food systems, deeper appreciation of the agricultural sector and rural lifestyles, access to nature/open space, and connection to the soils, plants, animals, and producers that nourish us. Attendance is growing: 1,800-2,500 Bay Area attendees participate in each tour. |    |

GOAL 4 Encourage institutional purchasing that supports the local food system



| Organization | Project Name | Summary | Secondary Pillar |
|-------------------------------|-----------------------------|--|---|
| Kaiser Permanente, Santa Rosa | Farm to Institution | Kaiser Permanente signed on with Partnership for a Healthier America in 2010, a coalition of private and public sector partners working to negotiate meaningful and measurable commitments, develop strategies, and track the impact of efforts to end childhood obesity. Kaiser Permanente purchases 12-14% of foods from local sources during the winter and 16-18% during the summer months, and has made significant menu changes, and implemented healthy design and other local procurement practices. |  |
| Oliver's Market | Purchasing from Local Farms | Oliver's Market directly purchases fresh produce from 10-15 individual farms and orders from F.E.E.D Sonoma, which provides fresh produce from an additional 10-15 independent farms. |  |



Photo By Charlotte Ballenger | charlotteballenger.com

HEALTHY EATING

The Healthy Eating pillar aims to increase equitable access to healthy, affordable, safe and culturally appropriate food choices, connect the food insecure with food and nutrition assistance programs and to increase education about local agriculture, nutrition and the impact of eating choices. Healthy Eating goals prioritize actions and activities such as:

- Increase access to healthy food and beverage choices
- Incorporate Health Impact Assessments in the review process for all projects and policies
- Support wellness policies
- Support policies for publicly purchased food
- Support strategies to increase the retail availability and affordability of healthy local food and beverages and decrease the prominence of unhealthy food and beverages
- Promote awareness and enrollment in food assistance programs
- Increase point-of-sale acceptance of CalFresh and WIC
- Connect surplus food with need
- Promote growing food in homes, neighborhoods and schools
- Expand accessible education programs for cooking, food preservation and nutrition skills
- Promote farm trips and know-your-farmer programs

GOAL 5

Increase equitable access to healthy, affordable, safe and culturally appropriate food and beverage choices, while decreasing availability of unhealthy choices in neighborhoods, schools and workplaces

| Organization | Project Name | Summary | Secondary Pillar |
|---|--|---|---|
| Catholic Charities | Rural Food Program | Volunteer-run food distribution sites provide fresh produce, cereal, milk, bread, pasta, and other groceries in rural areas of Sonoma and Lake counties. In 2015 the program distributed more than 435,000 pounds of food to individuals and households in need. |  |
| City of Sonoma | Valley of the Moon Certified Farmer's Market EBT Market Match Program (VOMCFM) | VOMCFM, the City of Sonoma, Community Services and Environmental Commission gave a subsidy total of \$3,200 of City funds to the 2016 VOMCFM to support the EBT market match program, and monies to support sales to make healthy food more accessible. |   |
| Community Alliance with Family Farmers, North Coast Chapter | Farmers; Market L.I.F.E. (Local Incentive for Food and Economy) | Makes locally grown, fresh food more affordable to CalFresh (food stamp) customers by "matching" their CalFresh benefits, dollar for dollar, up to a \$10 or \$20 maximum, depending on the market. From June of 2015 to April of 2016, \$41,880 in CalFresh and \$33,756 in incentives were distributed to low-income customers so they could support their local farmers. |   |
| Interfaith Sustainable Food Collaborative | Making CSAs and Farm Stands a SNAP | Promotes healthy food access for SNAP (Supplemental Nutrition Assistance Program, also known as CalFresh) recipients by facilitating SNAP as payment for CSA box purchases and for farm stand sales at faith-based sites; targets outreach and food access work with low income communities, which are largely underrepresented among CSA subscriptions and at local farmers' markets; gives low income communities the opportunity to try the farm stand or CSA model; provides an incentive where a local faith-based group pays for half of the CSA box price or farm stand purchase and the other half is to be paid with the customer's SNAP benefits. |   |
| Slow Food Sonoma County North | Bodega Red Potato | Originally, this Chilean potato jumped ship on the Sonoma County coast and found a home in the fields farmed around Bodega and Tomales Bay. It was a prosperous crop and made the farming area the potato capital of California. The potato became functionally extinct from neglect and was rediscovered in the early 2000's by Slow Food Sonoma County North. The Bodega Red is the focus of a recovery project to introduce this heirloom potato to the North Bay food culture: farmers, chefs, gardeners and consumers. The sale of seed potatoes is an annual event; in 2015, the chapter sold 1600 pounds of seed potatoes to farmers and gardeners. |   |
| Slow Harvest | Slow Harvest Gleaning | Partners with local farmers to glean their extra bounty which may otherwise go to waste. This fresh produce is transported to local food banks, where it helps to reduce hunger and increase food security in our community. |  |
| Sonoma County, Department of Health Services | Healthy Options Initiative | The Departments of Health Services and General Services are collaborating to make the healthy choice the easy choice by ensuring healthy food and beverages are available in county owned and operated facilities. The Initiative covers multiple food environments on county property, including vending machines, cafes and cafeterias, county-sponsored meetings and events, and meals served to special populations. | |
| Sonoma County, Department of Health Services | Healthy Retail Outlet Project | Worked with 17 small corner stores in low-income communities throughout the County to help them make healthy in-store changes, such as increasing availability of healthier foods and beverages; marketing and promotion of healthier foods and beverage choices; and promotion of food assistance programs, such as CalFresh and WIC. In addition, community partners offer in-store events, such as food demonstrations, and store tours, to compliment the store environment changes. |  |
| Sonoma County, Department of Health Services | Healthy Retail Outlet Project — Community Liaison Program | Developed in 2013 to educate and empower community members to work with stores in their own neighborhoods and develop positive relationships with store owners, managers and staff. Liaisons inform stores that there is demand for healthy foods, help them make changes, and educate store owners on ways to offer healthier options while still making a profit. 3 residents were trained to encourage healthy changes in 7 new stores around Sonoma County. Many stores have stocked new items, set up healthier checkouts, and posted healthy advertising for food and beverages. |  |





GOAL 5

Increase equitable access to healthy, affordable, safe and culturally appropriate food and beverage choices, while decreasing availability of unhealthy choices in neighborhoods, schools and workplaces

| Organization | Project Name | Summary | Secondary Pillar |
|--|---|---|------------------|
| Sonoma County, Department of Health Services | Water Stations | Through the Community Transformation Grant (CTG), DHS funded water stations in 10 schools throughout the County. DHS provided each school with a list of ideas to promote water consumption. Water stations at these schools reach over 7,200 students. Water stations have been so well received by students, that some schools are allocating funds to install additional water stations. | |
| Sonoma County Water Agency | Take it from the Tap | Awarded \$110,000 in June 2015 to expand the program throughout Sonoma County to encourage residents to drink tap water, rather than purchasing sugary beverages or bottled water. | |
| Petaluma Bounty | Farmers' Market L.I.F.E. (Local Incentive for Food and Economy) | A Market Match program available in Sonoma and Marin counties that makes locally grown, fresh food more affordable to CalFresh (food stamp) customers. The program matches customers' Calfresh benefits spent at participating markets, dollar-for-dollar, up to a \$10 or \$20 maximum, depending on the market. If the program is fully utilized, it will bring \$76,000 to local farmers' markets in 2015 (\$38,000 in CalFresh benefits and \$38,000 in Market Match incentives). | |

GOAL 6

Connect the food insecure with food and nutrition assistance programs

| Organization | Project Name | Summary | Secondary Pillar |
|--|---|--|---|
| Ceres Community Project | Food As Medicine | Energizes communities by linking what we eat and how we care for each other with the health of people and planet. Ceres provides free and home-delivered nourishing organic and locally produced meals, nutrition education and the caring support of the community. Between 2012-2016 Ceres prepared 370,000 meals for 2,600 client families. Furthermore 1,750 youth engaged in 90,000 hours of healthy eating education. | |
| Farm to Pantry | Farm to Pantry | Volunteers — students, seniors and families — glean produce that would go uneaten at farms, orchards, and gardens and distribute it to organizations serving members of our community in need of nourishment. Between 2013-2015, the amount of produce rescued increased by 14%; the number of programs served in Sonoma County by 55%; and the number of volunteer-hours by 250%, reflecting the launch of our Student and Teen Gleaning program in 2014. |  |
| Sonoma County, Department of Health Services | Expanding Access to Healthy Food for CalFresh Beneficiaries | As of July 2014, 18 Sonoma County farmers markets and 5 farms are approved to accept CalFresh at their farm stand or through their CSA programs. Many farmers markets accepting CalFresh implement incentive programs that offer matching dollars, and pilot programs have been introduced for reduced cost CSA boxes. CalFresh dollars redeemed from CSAs and farmers markets increased 125% from 2013-14. |  |
| Sonoma County, Human Services Department | Sonoma County Hunger Index | To end hunger in Sonoma County the community will act collectively to impact the most vulnerable and ensure every person has a reliable source of food. Key activities and accomplishments include the 2015 Hunger Index Forum, 2012-2014 Hunger Index calculations, distribution of food resource list, enhanced collaboration between emergency food providers. |  |
| SONOMA Food Runners | SONOMA Food Runners | Rescues excess food and delivers immediately to food serving nonprofits. Between 2014-15, rescued 405 pounds of food, mainly from large events (non-served, prepared food), and provided 15,405 meals. |  |

GOAL 7 Increase education about local agriculture, nutrition and the impact of food and beverage choices









| Organization | Project Name | Summary | Secondary Pillar |
|---|--|--|---|
| Community Alliance with Family Farmers, North Coast Chapter | Harvest of the Month Tasting Kit Program | Harvest of the Month Tasting Kit Program connects students to the local food system by delivering farm fresh produce and educational materials right to the classroom once a month. Teachers take the lead on educating their students about the farmer who grew the produce while they taste it in the classroom. Between 2013-15 HOTM reached an estimated 8,000 Sonoma County students. |  |
| Santa Rosa Junior College | Shone Farm, Santa Rosa Junior College (SRJC) | SRJC's Agriculture & Natural Resources Department is unique. The Shone Farm provides an outdoor educational laboratory for students. The 365 acres of diversified agricultural enterprises provide an opportunity for students to experience real-life, hands-on training relevant to their career choice. |    |
| School Garden Network | Healthy Roots | Addressing childhood obesity by educating students on the importance of nutrition and simple ways to incorporate healthy foods into their diets. Healthy Roots builds on school garden programs in low-income areas, working closely with school garden teachers to incorporate nutrition education and cooking skills into the garden curriculum. Healthy Roots classes are held in the school garden and the program is designed to utilize the produce that the students have grown themselves, emphasizing the concept of farm to table and eating the freshest food possible. |  |
| Slow Food Sonoma County North | School Gardens | Has relationships with 8 gardens (elementary schools, after-school programs, community garden) in northern Sonoma County where each site creates and maintains a garden with student participation. The chapter provides support and resources such as volunteers, Ark of Taste plants and seeds, tools, and access to farmers to teach students about seasonal crops, planting, caring for, and harvesting vegetables. Each year an Open Garden is held at one of the garden sites for sharing information and networking among teachers, garden personnel and volunteers from all the sites. In the last 3 years, 3 new garden sites were added to the project, and approximately 21 Ark of Taste seedlings were distributed annually to each garden. |  |
| Sonoma County, Department of Health Services | Farm to Institution | Collaborative programs focused on expanding farm to school activities at 15 early care centers serving low-income children and their families in 6 cities in our community. Programs include hands-on educational lessons in school gardens located at the preschools, taste testing of locally grown produce, procurement of local fresh fruits and vegetables into school meal programs, and adoption of wellness policies to further support farm to school activities. To date, over 300 classrooms have participated (serving over 7,000 students). |  |
| Sonoma County, Department of Health Services | Healthy Beverage Campaign | Placed 18 billboards, developed a website and social media ads, and distributed over 1,000 posters in schools, convenience stores, and organizations frequented by teens, Latinos, and low-income families. The purpose of the campaign was to encourage those audiences to drink fewer sugary drinks. In a survey following the campaign, 7 out of 10 residents identified type 2 diabetes as a negative effect of sugary drinks. | |
| Sonoma Resource Conservation District | FARMS Leadership Program | Inspiring youth to become leaders in agriculture and the environment, the Sonoma FARMS (Farming, Agriculture, and Resource Management for Sustainability) Leadership Program provides innovative, hands-on experiences to urban, suburban and rural youth at working farms, agri- businesses and universities. A minimum of seven field days during the academic year focus on four program pillars: Sustainability, Leadership, Nutrition, and College & Career Access. Each month, the group gathers at a local farm, ranch, or community garden where they learn about cutting edge conservation practices, innovative business models, and what it takes to keep our county healthy and thriving. Annually work with 24-30 high school youth from four to five local high schools. |  |



Photo By Karen Preuss | karenpreuss.com

SOCIAL EQUITY

A socially equitable food system protects the rights of farmers and farm workers, and upholds the dignity and quality of life for all who work in the food system through healthy living and working conditions. Creating system-wide change includes working to ensure that all individuals have the tools and resources they need to make healthy food and lifestyle choices, as well as equal opportunities to shape food system priorities and goals.

The Social Equity pillar aims to address root causes of hunger and food insecurity, create opportunity and justice for farmers, farm workers and food system workers, ensure the inclusion of underserved and underrepresented communities in conversations about the food system, and increase community resilience. Social Equity goals prioritize actions and activities including:

- Opportunities for affordable living conditions
- Implementation of social equity criteria to be used in public policy creation
- Addressing inequities in farm and food system worker employment practices
- Businesses and products that provide opportunities for farmers and food system workers
- Farmers and ranchers from underrepresented groups
- Gathering data on farm and food system workers
- Inclusion of community leaders from underrepresented communities in conversations and policy-making about the food system
- Participation of community members
- Ability to feed the population from locally grown food
- An emergency food system
- Local food system diversification to better cope with disasters and long-term changes


GOAL 8 Address root causes of hunger and food insecurity

No projects submitted.




GOAL 9 Create opportunity and justice for farmers, farm workers and food system workers

| Organization | Project Name | Summary | Secondary Pillar |
|---|--------------------------|---|------------------|
| Sonoma County, Department of Health Services & California Human Development | Farmworker Health Survey | With the goal of identifying preventable disparities, the survey was conducted in fall 2013 to collect local data on the health and well-being of Sonoma County farmworkers. California Human Development conducted over 300 surveys and several group feedback sessions with ag workers and employers who all confirmed a shared concern about workplace safety, access to quality medical care and access to healthy foods, and safe, reliable transportation. Data from the surveys were published in an Agricultural Worker Health and Wellness Guidance Document | |



GOAL 10 Ensure the inclusion of undeserved and underrepresented communities in conversations and policy-making about Sonoma County's food system

| Organization | Project Name | Summary | Secondary Pillar |
|--|-----------------------------|--|---|
| Sonoma County, Department of Health Services | A Portrait of Sonoma County | Released in 2014, the Portrait is an in-depth look at how residents of Sonoma County are faring in 3 fundamental areas: life expectancy, education, and income. The report examines disparities within Sonoma County among neighborhoods and along the lines of race, ethnicity, and gender, and identifies specific geographic places and populations where we have the potential to positively affect long-term health outcomes. |  |

GOAL 11 Increase community resilience

| Organization | Project Name | Summary | Secondary Pillar |
|------------------|---------------------------------------|---|---|
| Daily Acts | Community Resilience Challenge | The Community Resilience Challenge is an annual action campaign that has inspired thousands of citizens, leaders, and groups to take action to save water, grow food, conserve energy, reduce waste and build community. From 2013-2015, over 18,000 food-growing, resource-saving, and community-building actions, projects, and pledges were registered in Sonoma County with double this number of activities through regional and national replication of the Challenge. The Challenge aims to not only inspire action, but also collaborative projects, relationship-building and strengthening networks to create lasting change. |  |
| Daily Acts | Edible Urban Oases | To create more nourishing, connected, and resilient communities, Daily Acts partners with citizens, organizations and agencies to create educational waterwise and edible demonstration gardens. By collaborating with schools, churches, businesses, homeowner's associations and agencies, Daily Acts has helped to transform dozens of private and public landscapes between 2013-2015. In 2015 Daily Acts helped sheet mulch 138,000 sq feet of turf, saving over 2.5 million gallons of water per year, while preserving and building soil. |  |
| Food for Thought | Lunch Program and Nutrition Education | To nourish and serve our community by providing healthy food and compassion to people living with HIV and other serious illnesses. Founded in 1988, Food for Thought is a nonprofit grassroots agency providing weekly groceries, a congregate lunch program, and nutrition education to over 800 men, women, and children throughout Sonoma County. |  |

GOAL 11 Increase community resilience

| Organization | Project Name | Summary | Secondary Pillar |
|--|-----------------------------------|--|---|
| Leadership Institute for Ecology and Economy | Leadership for Sustainable Future | A local organization offering a network of fellows and community members an education that comprehensively considers the challenges and opportunities. The Leadership for Sustainable Future program is in its 15th year and has 482 graduates. Sustainable Ambassadors of Sonoma launched in fall 2015 and has certified 26 participants. Resilience Rising Summer Academy launched in June 2016 to serve high school students and young adults and has 11 participants. The Speakers Series program hosted 8 public events featuring speakers and panels on sustainability issues. | |
| Petaluma | Bounty Hunters Gleaning Program | A mobilized network of volunteers that harvest, recover, and redistribute over 650,000 pounds of fresh fruits and vegetables in our community. Supplementing the emergency food system, Bounty Hunters turns a food waste problem into a community food security solution. |  |
| Redwood Empire Food Bank | Range to Table Program | One of the more expensive items on any shopping list is protein, especially center-of-the-plate items like beef. Initiated by local beef ranchers, our Range to Table donation program puts wholesome meat raised on family farms on the tables of low-income families, senior citizens and others who would go hungry if not for the food we provide. The potential impact of this program is huge: a single animal can provide up to 1,000 meals. |  |



Measuring Progress: Food Action Plan Indicators

Peter Drucker, often cited as the inspiration for modern management practice, is famously quoted as saying “What gets measured gets improved.” From the beginning, the Food Action Plan has sought to identify those tangible aspects of the food system that are or could be tracked, so we could work together to improve them. The task is daunting because both the food system itself is large and complex and much of what matters is not currently measured.

WHAT GETS MEASURED GETS IMPROVED.



With those constraints in mind, a small group of Sonoma County Food System Alliance members have revisited and refined the indicators first proposed in the Plan to reflect both our own increased understanding and new and more robust measures.

What you will find below is a set of revised indicators that, when taken together, give a reasonable snapshot about the health of our food system. They broadly reflect the 4 pillars of the Plan, but they do not attempt to measure progress on the strategies and tactics recommended in the Plan. The indicators come from generally available data and where possible we selected indicators that were already in use by allied efforts, such as the Sonoma County Hunger Index as an indicator for food security.

It remains a continuing limitation that indicators that are critical for evaluating the health of the food system — for

example, farm and food business profitability or institutional purchases from local food producers — are simply not available in any reliable and consistent way. Where this was the case, we identified indicators that we believe are well correlated to the central goals of the Plan. We believe the revised indicators are a valuable evolution of what we first proposed and should be widely used to measure progress towards a better food system.

Partners

- Joseph McIntyre, Ag Innovations, project lead
- Sonoma County Food System Alliance, key advisor

Review Team

- Kelly Elder, Sonoma County Department of Health Services
- Terry Garrett, Sonoma County Go Local
- Suzi Grady, Petaluma Bounty
- Brittany Jensen, Gold Ridge Resource Conservation District
- George Malachowski, Sonoma County Human Services Department
- Julia Van Solen Kim, UC Cooperative Extension
- Evan Wiig, The Farmers Guild

8 criteria were used in identifying data and indicators to track the food system in Sonoma County

- 1. OPPORTUNITIES-BASED:** Measures progress toward the goals (positive) rather than regression away from the goals (negative)
- 2. COUNTYWIDE:** When possible, is available for Sonoma County, rather than for the U.S. or the State of California
- 3. MEASURABLE:** Quantifiable
- 4. AVAILABLE:** Available to the public
- 5. COST-EFFECTIVE:** Possible to access the data with little monetary input
- 6. STABLE, RELIABLE, CREDIBLE:** From a reliable and credible source, collected in a consistent way and replicable from one time period to the next
- 7. UNDERSTANDABLE AND USABLE:** The indicator must be easily grasped by readers
- 8. SENSITIVE TO CHANGE:** The indicator must respond to change over a reasonable period of time (not take hundreds of years to show progress)

2016 Food Action Plan Indicators

See Appendix A for the original FAP indicators and updated data.

AGRICULTURE & NATURAL RESOURCES

| GOALS & INDICATORS | DETAILS | POTENTIAL SOURCE |
|---|---|--|
| GOAL 1. Protect and enhance agricultural land base, farms and ranches | | |
| Number of acres in agriculture | | California Farmland Mapping and Monitoring Program, Sonoma County Crop Report |
| Number of acres in food production | Including specialty crops (fruits, vegetables, tree nuts, dried fruits, nursery, floriculture), field crops (grain, silage, pasture, rangeland), excluding winegrapes | Sonoma County Crop Report |
| Number of acres of protected ag land | | Sonoma County Agricultural Preservation & Open Space District, Sonoma Land Trust |
| Desired indicators | | No known sources |
| <ul style="list-style-type: none"> ■ Number of acres in diversified crop production ■ Conserved/protected land in food production | | |
| GOAL 2. Encourage sound resource management | | |
| Number of acres enrolled in certification programs with resource management elements | Certification programs to be identified; official, 3rd party, self-certification | California Department of Food & Agriculture and other certifiers |
| Number of farms receiving EQIP funding¹ | Environmental Quality Incentives Program (EQIP): voluntary program that provides financial and technical assistance to agricultural producers to plan and implement conservation practices that improve soil, water, plant, animal, air and related natural resources on agricultural land and non-industrial private forestland. | US Department of Agriculture, Natural Resources Conservation Service |

¹ <http://www.nrcs.usda.gov/wps/portal/nrcs/main/national/programs/financial/eqip/>

ECONOMIC VITALITY

| GOALS & INDICATORS | DETAILS | POTENTIAL SOURCE |
|---|--|---|
| GOAL 3. Support local food system jobs and local food system commerce | | |
| Total value of local food production | Agricultural production (excluding winegrapes), and value added products | Sonoma County Go Local, Economic Development Board, Sonoma County Crop Report |
| Number of local food system businesses | Criteria TBD: Farms, restaurants, retail outlets, distributors, processors, waste/recovery, etc. | Sonoma County BEST, Economic Development Board |
| Desired indicators | | No known sources |
| <ul style="list-style-type: none"> ■ Farm profitability in dollars ■ Number of jobs created by local food system businesses | | |
| Goal 4. Encourage institutional purchasing that supports the local food system | | |
| Dollars of local food products purchased by institutional food service | Hospitals, schools, jails/juvenile detention, board and care facilities | Annual purchasing survey |
| Number of schools with school gardens that provide produce to cafeterias | | Sonoma County Office of Education Regional Occupation Program, Department of Health Services, School Garden Network |

HEALTHY EATING

| GOALS & INDICATORS | DETAILS | POTENTIAL SOURCE |
|--|--|---|
| GOAL 5. Increase equitable access to healthy, affordable, safe and culturally appropriate food and beverage choices in neighborhoods, schools and work places | | |
| Percent of Sonoma County children who eat 5 or more servings of fruits and vegetables daily | | California Health Interview Survey, Sonoma County Health Action |
| Number of community, school, and private gardens | | Community Garden Network & School Garden Network, Department of Agriculture, Department of Health Services |
| Acres of food deserts | To qualify as a “low-access community,” at least 500 people and/or at least 33 percent of the census tract’s population must reside more than one mile from a supermarket or large grocery store (for rural census tracts, the distance is more than 10 miles). ² | US Department of Agriculture, Economic Research Service |
| GOAL 6. Connect the food insecure with food and nutrition assistance programs | | |
| Number of missing meals | | Sonoma County Human Services Department – Hunger Index |
| Number of clients served by food assistance programs | Food for Thought and Redwood Empire Food Banks Home delivered and on-site meal providers | Annual reports of food assistance programs |
| GOAL 7. Increase education about local agriculture, nutrition and the impact of food and beverage choices | | |
| Number of public schools with food and agricultural literacy programs | Schools with operating gardens and related curriculum | Department of Health Services, Sonoma County Office of Education Regional Occupation Program, School Garden Network |

² <http://americannutritionassociation.org/newsletter/usda-defines-food-deserts>

SOCIAL EQUITY

| GOALS & INDICATORS | DETAILS | POTENTIAL SOURCE |
|---|---|--|
| GOAL 8. Address root causes of hunger and food insecurity | | |
| Percent of Sonoma County residents that live in households above 300% of the federal poverty level | | American Community Survey, Sonoma County Health Action |
| Percent of residents who spend 30% or more of household income on rent | | US Census Bureau, American Community Survey |
| GOAL 9. Create opportunity and justice for farmers, farmworkers, and food system workers | | |
| Average wage paid to farmworkers in Sonoma County | Farmworkers and Laborers, Crop, Nursery, and Greenhouse Farmworkers, Farm, Ranch, and Aquacultural Animals | US Bureau of Labor Statistics, Occupational Employment and Wages in Santa Rosa |
| GOAL 10. Ensure the inclusion of undeserved and underrepresented communities in conversations and policy-making about Sonoma County’s food system | | |
| Desired indicators | | No known sources |
| <ul style="list-style-type: none"> ■ Number of elected officials from underserved/ underrepresented communities serving on Board of Supervisors & City Councils (9) ■ Number of citizen advisory organizations (Sonoma County government) | | |
| GOAL 11. Increase community resilience | | |
| Percent of low-income households that are food insecure | Food insecurity is limited or uncertain availability of nutritionally adequate and safe foods or limited or uncertain ability to acquire acceptable foods in socially acceptable ways. ³ | CA Food Policy Advocates, Sonoma County Health Action |

³ <http://www.ers.usda.gov/topics/food-nutrition-assistance/food-security-in-the-us/measurement.aspx>

Call to Action

If the answer to the question, “how will we feed ourselves?” helps define the nature and quality of our community, the next question, “what will I do to help move our community forward?” helps shape us as individuals, businesses, and organizations. Building a better food system is the cumulative effect of slow, focused, and sustained actions by each of us. We do not have to move mountains, but make small and consistent moves in our attitudes, purchasing, and expectations of each other. There are no magic solutions here. While we need engineering, innovation, and new business models - we can not expect to be rescued by technology or government. We must become active agents in creating a better future. The good news is there is so much each of can do! Here are 4 ways for us as individuals and businesses to become engines for change and 4 ways for us a community to continue the forward progress:

For individuals, businesses, and community groups:

- 1. GET INFORMED:** Pick a part (or all!) of the Food Action Plan and learn more. The food system is large, complex, and not well understood. Polarization and gridlock are often the product of many simply not taking the time to dig deeply enough into the complexities of the problem. When we do, particularly in the company of others, common ground and new options are often the outcome.
- 2. SUPPORT GREAT WORK:** The dozens of community organizations and groups in Sonoma County cited in this report need your support. Consider how you can enhance their work - become a funder, join a board, volunteer. And remember, it is not the size of the contribution, but the depth of your intention that makes the real change.



3. BE AN ADVOCATE: The Food Action Plan needs thousands of voices from across the County to stand up and ask for change. Pick your passion and go for it. It does not matter if you are recognized leader or only vote on occasion, we need you. Go to public meetings, read corporate annual reports, ask questions of the businesses you shop. Show that the intention set in the Food Action Plan is not a passing fad, but rather a permanent change in our expectations about how we do business in our community.

4. VOTE WITH YOUR DOLLARS: The easiest and often most powerful way we can express our desires for a better future is with our wallets. Consider how your spending reflects your values. Buy local and just when you can. Demand healthy choices from the places you shop. Support businesses who are actively working to promote a better food system through practices that fairly compensate workers, protect the environment, and value the future.

For our community as a whole:

1. SET AMBITIOUS GOALS AND REACH FOR THEM:

We already know a lot about what a good food system looks like and the indicators proposed in this report are a tangible and practical way to see if we are making progress towards the future we want. Let's develop and embrace stretch goals for Sonoma County to have the best food system in California.

2. STEP OUTSIDE THE TRADITIONAL

POLARIZATIONS TO ACT: The Food Action Plan represents the collective aspirations of people of Sonoma County. What is clear from the past four years is that Sonoma County residents want to see and are working for progress on issues that too often become polarized. These are not red vs. blue issues, not agriculture vs. environment issues, not business vs. community issues, these are about what makes a successful community. We need the courage to demand solutions that are in the public interest and at times require sacrifice of us as individuals.

3. KEEP THE FAP ALIVE: Building a better food system for Sonoma County is a multi-generational project and it requires each of us and every level of government to remain focused. Make sure there is a periodic review of plans and priorities to assure food issues stay both front of mind and on the main agendas for action.

4. CELEBRATE SUCCESSES!: As this report shows, all over our community, people are working hard to reduce

hunger, increase prosperity and reduce inequality, improve our environment, and make the food we eat healthy and delicious. Celebrate these successes. It can be easy to become discouraged, especially for those working on the front lines of change — but remember to look up and see the whole. We are moving forward!

The Food Action Plan is unique and powerful. It reflects both an aspiration for a better future and a concrete call to action. Let us not fall short in either dimension. Let our aspirations be lofty enough that we imagine and work towards a truly just

WHAT WILL I DO TO HELP MOVE OUR COMMUNITY FORWARD?

and vibrant food system. Let our actions be focused, diligent, and sustained enough to make real progress. The future is ours to create. Together, we can create a food system for Sonoma County that reflects the beauty of our home and the brilliance of our community members.



Photo By Charlotte Ballenger | charlotteballenger.com

Appendix A

2012 Sonoma County Healthy & Sustainable Food Action Plan Indicators

AGRICULTURE & NATURAL RESOURCES

| Indicator | Rationale | Baseline & Year | Update & Year | Source | Change |
|--|--|-----------------|--|---|--|
| GOAL 1. Protect and enhance agricultural land base, farms and ranches | | | | | |
| Acres in agricultural production | Indicator of farmland preservation | 530,895 2007 | 589,771 2012 | USDA Census of Agriculture | Increase of 58,876 acres or 11.08% |
| Number of farms | Indicator of trends toward farm viability and retention | 3,429 2007 | 3,579 2012 | USDA Census of Agriculture | Increase of 150 farms or 4.37% |
| Number of acres in Williamson Act | Indicator of farmland preservation | 295,383 2007 | 262,157 Prime (crop): 42,857 Non-Prime (range): 219,301 2015 | Sonoma County Permit Resources and Management Department (PRMD) | Decrease of 33,226 acres or 11.2% |
| Acres of important farmland* | Tracks the location and quantity of agricultural lands and their conversion to non-agricultural uses | 160,218 2008 | 160,915 2012 | California Department of Conservation | Increase of 697 acres or .43% |
| GOAL 2. Encourage sound resource management | | | | | |
| Number of organic growers | More organic growers translate to few chemicals impacting soil health and water quality | 199 2011 | 290 2011 265 registrants (producer ag) 25 (handler/producer) 11 registrants (retail) | Sonoma County Crop Report | Increase of 91 growers or 45% |
| Tonnage of food composted at Sonoma County Waste Agency | Indicator of food waste resource management | 1,042 2011 | 13,833 2014 | Sonoma County Waste Management Agency | Increase of 12,791 tons or 1,227.5% <i>*Partially confirmed</i> |

ECONOMIC VITALITY

| Indicator | Rationale | Baseline & Year | Update & Year | Source | Change |
|--|---|-------------------------------|-------------------------------|---|-----------------------------------|
| GOAL 3. Support local food system jobs and local food system commerce | | | | | |
| Mean annual wages of food system occupations | Provides an average wage figure for food system workers | Revised Indicator \$23,280 | Revised Indicator \$25,080 | Bureau of Labor Statistics <i>*(Food Preparation and Serving Related, Farmworkers, Laborers, Crop, Nursery and Greenhouse, Ranch and Aquacultural Animals)</i> | Increase of \$1,800 or 7.7% |
| Annual dollar value for agricultural and food products (excluding grapes) | Indicator of value for food products in Sonoma County | \$206,014,525 2011 | \$268,621,100 2014 | Sonoma County Crop Report | Increase of \$62,606,575 or 30.3% |

| | | | | | |
|---|--|---------------------------|---------------------------|--|--------------------------------------|
| Number of certified farmers markets | Reflects community interest in knowing where their food comes from and by whom it was grown. Also details trends in direct market channels | 16 2012 | 24 2015 | Sonoma County Ag Commissioner's Office | Increase of 8 farmers markets or 50% |
| Number of CSAs | Reflects community interest in knowing where their food comes from and by whom it was grown. Also details trends in direct market channels | 26 2012, Local Harvest | 33 2015, Local Harvest | Local Harvest | Increase of 7 CSAs or 26.9% |
| GOAL 4. Encourage institutional purchasing that supports the local food system | | | | | |
| Number of districts with farm to school programs* | The more districts that have farm to school programs, the more broadly the youth population has access to healthy food produced locally | No data | No data | | No data |
| Net farm income | Demonstrates overall profitability of farms | \$23,671 2007 | \$55,530 2012 | USDA Census of Agriculture | Increase of \$31,859 or 134.5% |

HEALTHY EATING

| Indicator | Rationale | Baseline & Year | Update & Year | Source | Change |
|--|--|--------------------------------------|----------------------|--|---|
| GOAL 5. Increase equitable access to healthy, affordable, safe and culturally appropriate food and beverage choices in neighborhoods, schools and work places | | | | | |
| Percent of Sonoma County children who eat 5 or more servings of fruits and vegetables daily | Daily servings of fruits and vegetables are considered a good proxy for healthy eating. | 58% 2009 | 70.10% 2012 | California Health Interview Survey | 20.9% more children eating 5+ servings daily |
| Percent of Sonoma County adults who are obese*** | Health Action Indicator and consistent with Healthy People 2020 | 19% 2009 | 16.20% 2012 | California Health Interview Survey | 14.7% fewer obese adults |
| Percent of Sonoma County children and teens consuming two or more glasses of soda or sugary drinks daily | Consumption of sugary sweetened beverages is one of the biggest contributors to poor health outcomes | 9% 2009 | 4.2% 2012, | California Health Interview Survey | 53.3% fewer children/teens consuming 2+ glasses daily |
| Number of farmer's markets that accept CalFresh | Demonstrates how low-income segments of the population with limited access to food can gain access and assistance at markets | 13 out of 16 2012, source unknown | 19 out of 24 2015 | Sonoma County Human Services Department (CalFresh) | 6 more farmers markets accepting CalFresh |
| GOAL 6. Connect the food insecure with food and nutrition assistance programs | | | | | |
| Percent of CalFresh eligible participating in benefits | Reflects participation rates and potential for outreach | 29% 2009 | 49% 2013 | CA Food Policy Advocates | 68.9% more eligible participants utilizing CalFresh benefits |
| Unduplicated WIC participants | Reflects participation rates and potential for outreach | 11,917 2011 | 11,937 2014 | Sonoma County WIC | Increase of 20 participants or 0.16% |
| Percent of eligible students participating in school lunch program | Reflects participation rates and potential for outreach | 88% 2009 | 63% 2014 | CA Food Policy Advocates | 28.4% fewer eligible students participating in school lunch program |

GOAL 7. Increase education about local agriculture, nutrition and the impact of food and beverage choices

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|---|--|--|--|--|--|
| Number of public high schools with food and agricultural literacy | Demonstrates available food and agricultural education opportunities | 10 2009 | 12 2015 | SCOE Regional Occupation Program | Increase of 2 high schools or 20% |
| Number of community, school and private gardens | Indicator of agricultural literacy and education | 252 2012, iGrow Revised Indicator No iGrow data available | Revised Indicator 90 community gardens 72 school gardens 2015 | Community Garden Network & School Garden Network of Sonoma | 90 community gardens 72 school gardens New baseline set in 2015 <i>NOTE: The update does not include private gardens.</i> |

SOcial EQUITY

| Indicator | Rationale | Baseline & Year | Update & Year | Source | Change |
|-----------|-----------|-----------------|---------------|--------|--------|
|-----------|-----------|-----------------|---------------|--------|--------|

GOAL 8. Address root causes of hunger and food insecurity

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|--|---|--------------------------------|--------------------------------|------------------------------------|---|
| Percent of Sonoma County residents that live in households above 300% of the federal poverty level** | Poverty is a leading drive of food affordability; Health Action indicator | Revised Indicator 61%, 2008 | Revised Indicator 57%, 2012 | Health Action | 6.5% fewer residents/households living 300% above the FPL |
| Percent of residents who spend 30% or more of household income on rent** | If residents spend a large percentage of their income on rent, it leaves less money for food; Health Action indicator | 59%, 2010 | 52.4%, 2014 | US Census Bureau | 11.1% fewer residents spending 30%+ of income on rent |
| Percent of adults in food secure households | Food security is an excellent indicator of food affordability | 49.6%, 2012 | 61%, 2014 | California Health Interview Survey | 22.9% fewer food insecure adults |

GOAL 9. Create opportunity and justice for farmers, farm workers and food system workers

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|--|--|----------------------------------|----------------------------------|----------------------------|---|
| Average wage paid to farm workers in California | Reflects the extent to which worker income is making progress toward fair wages | \$11.38 2012 | \$12.05 2015 | USDA Farm Labor Report | Increase of \$0.67 or 5.8% |
| Percent of farms with ethnic minority as principal operator (Hispanic, Asian, African American, American Indian) | Indicator of new entrants into farming from groups that have traditionally been excluded from owning and operating farms | Revised Indicator 6.6%, 2007 | Revised Indicator 8.6%, 2012 | USDA Census of Agriculture | 30.3% more farms with ethnic minorities as principal operator |
| Percent of farms with women as principal operator | Indicator of new entrants into farming from groups that have traditionally been excluded from owning and operating farms | Revised Indicator 18.5%, 2007 | Revised Indicator 17.9%, 2012 | USDA Census of Agriculture | 3.2% fewer farms with women as principal operators |

GOAL 10. Ensure the inclusion of undeserved and underrepresented communities in conversations and policy-making about Sonoma County's food system

***No indicators identified.

GOAL 11. Increase community resilience

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|--|--|----------------|----------------|--|-----------------------------------|
| Number of people served by food banks, per month | Indicator of food security and access to services in Sonoma County | 78,000 2011 | 82,000 2014 | Redwood Empire Food Bank Annual Report | Increase of 4,000 people or 5.12% |
|--|--|----------------|----------------|--|-----------------------------------|

*Not a number that is tracked, but something that will be tracked with follow-up surveys to school districts

**Reflects a Health Action Indicator

***Not something that is regularly tracked, but the FSA hopes to identify a method for tracking this goal and secure resources for implementing an evaluation system





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