

Florida Food Policy Council 4/3/2016 Inaugural Meeting Minutes and Notes

“Your legitimacy and authenticity will rest on how well you do in representing those who aren’t there.”

Mark Winne

<p>FPC Meeting Introduction</p>	<p>Rachel Shapiro opens meeting, introduces herself and Steering Committee members. Meeting goals:</p> <ul style="list-style-type: none"> *Develop an understanding of what a statewide food policy (FP) council might do *Identify shared values and vision *Create working groups and a timeline for *Enjoy the event
<p>Mark Winne Introduction</p>	<p>Rachel introduces Mark Winne, Senior Adviser of the Center for a Livable Future at Johns Hopkins. Urges participants (PARS) to avail of the large fund of material at the website, including on the formation and work of FP Councils. www.foodpolicynetworks.org</p> <p>Winne background: author, former Exec. Director of the Hartford Food System; website www.markwinne.com; contact: win5m@aol.org</p> <p>Winne urges PARs to shout out some of the reasons they are there: gaining local control of the food system, creating healthy affordable food, empowering farmers, are some of the ideas offered. He encourages everyone to think big—ending hunger/food insecurity, etc.</p> <p>Winne PP panel re: Reasons to Have an FP Council:</p> <ul style="list-style-type: none"> *Influence government food policies, especially to promote justice, health, sustainability *Coordinate efforts of food system stakeholders *Tend to promote policies over project, but. . . *Tend to shy from most controversial issues *Conduct food assessments, create food plans <p>FP Councils—a citizen and organizational voice</p> <p>PARs are encouraged to call out the local food system sectors they represent: <i>schools, extension programs, grassroots orgs, the media, farmers, local FP councils.</i></p>
<p>Florida Food System: Strengths and Weaknesses Exercise (in groups of 3 or 4: A short list of the strengths of your local food system, and weaknesses.)</p>	<p>Strengths</p> <p>People working together – access through activism, new ideas about food; Farmers markets; Sustainable orgs – permaculture; Lots of food; Good energy (currently)—small farms, community gardens, urban farms; Good weather/climate for growing; Entrepreneurship and Innovation; Food movement/Good food movement; Connection with universities; Small farmers—rock stars; Support of extension and local governments; Farm bill 2014—money trickling into Florida; Extension and farm-to-school—awareness and funding; Tally—Red Hill Small Farms Alliance; Frenchtown community kitchen; Food system as titles; Fresh from Florida; Large tourist base; FL</p>

	<p>Association of Food Banks, supply chain infrastructure</p> <p>Weaknesses Lack of knowledge about food; food waste; good food for those in need instead of boxed/processed; lack of community conversation; not enough funding; supply chain needs development; distribution barriers; potential for growth unfulfilled; improve communication between groups; policy barriers; unsustainable system; need consumer education; accurate labeling; farmworker conditions; labeling improvement; export of FL goods; monoculture; need for affordable local feedstock; volunteer base; zoning changes difficult/slow; few meat processors; recognition of small farmers lacking; transient population, lack of roots here; soil sandy, limestone (natural resources); competing imports and economic interests; food insecurity; food access; coordinating/defining stakeholders and representing their interests; education gap; improve system resilience; need to integrate environmental and food movements (seafood/water policy/fish use); need to integrate emergency resources with culinary schools; need for more diversity; centralized info about farms; challenging local regs; conventional versus local competition and lack of labeling; local economic development; land access, tax incentives, ag credit</p> <p>Mark notes one conclusion from assembled strengths and weaknesses: <i>Local food is economic development.</i></p> <p>One PAR notes: Broward County is the least food secure zip code in the United States. Another PAR: Imokalee, where so much of the country’s food is grown, is an officially recognized “food dessert.”</p> <p>Discussion of Harvard Food Law and Policy Project, in which PAR Lauren Husband [?] looked at differences between states. . . .cottage food laws. [See: http://blogs.harvard.edu/foodpolicyinitiative/files/2013/08/FINAL_Cottage-Food-Laws-Report_2013.pdf]</p> <p>Amber Mills: See: Manatee/Sarasota food system studies</p>
<p>A Food Policy Council: Structure</p>	<p>Mark: Asks PARS to offer suggestions about what food policy is. (Government, govt. agencies, nonprofits. . .) Mark notes that hospitals and health interests are often forgotten in such a conversation, but create policies that affect the food system/food consumption. He expresses conviction that food policy activism is a healthy function of democracy.</p> <p>An FP Council: “de facto Department of Food.” Also sometimes known as “Food System Networks.”</p> <p>Councils look at all aspects of the food system, have a “multi stakeholder orientation.” From 2010-2015 the number rose from 111 to 212 local and state councils nationwide.</p> <p>What does a Food Policy Council do?</p>

	<p>*Some councils identify a single issue to champion. In Connecticut it was the loss of farmland. Members there held a conference to galvanize interest, a plan of action was created, this has led to many programs, jobs. Robert Klusson, steering committee member, offers that the new council “should not shy from controversy. The status quo is not working,” he adds.</p> <p>*Winne notes that councils sometimes end up <i>shying</i> from policy, which can become “a kind of third rail” for such groups. Policy promotion versus project advocacy can be a tension in terms of the kinds of work they adopt. In some cases, there are groups or organizations that spin-off from the FPC to tackle these projects.</p> <p>*Conduct food assessments and prepare food plans. A food policy council often pools and utilizes information, scholarly research or data collected in their areas. In order to provide: facts and figures around issues that support substantial policy recommendations, test community support or identify and prioritize issues.</p> <p>*Communication and framing is essential to policy work. Among challenges, Winne says: How do you “keep the thing honest, nourish the grass roots? Your legitimacy and authenticity will rest on how well you do in representing those who aren’t there.”</p> <p>Creating a Policy Council:</p> <ul style="list-style-type: none"> *State Statute or Local Ordinance encourages permanence but is more time consuming to have passed; allows easier access to funds and policy makers *By Executive Order of the governor is a quicker process but may dissolve at the end of said governor’s term; may hold council to the political agenda; riskier but also allows easier access to funding and decision-makers *As an Independent Organization is not a part of government but still participates by lobbying; encourages/requires strong stakeholder participation. *Non-profit (501c3 status) may limit lobbying and policy impacts; One audience member: can’t endorse candidates, can endorse policies. *Under a State Agency allows the policy council to be protected within an agency (such as Health, Agriculture, etc.) <p>*Rachel clarifies where council stands as an official body: FLFPC is registered as a nonprofit; 501c3 status that a previous council attempt has lapsed; paperwork for registering has been initiated, awaits disposition of new council.</p> <p>Governing guidelines should stipulate stakeholders sought (constituencies not yet mentioned include food access and health activists, labor); subcommittees can have outside (non-council) members.</p>
<p>Keys to FPC’s Successes</p>	<p>Key to FPCs’ successes: “administrative advocacy,” strong working relationships with policy makers, government and other reps</p> <p>PP Panel: Organizational Development Steps:</p> <ul style="list-style-type: none"> *Establish membership, mission, shared vision *Community Food Assessment/Food Plan (look at previous examples and models of what has been done in other places)

	<ul style="list-style-type: none"> *Plan Based On Collective Impact (organize towards a common end) *Finalize Plan With Policy Recommendations *Implementation of Plan/Charter *Further Evaluation Based On Agreed-Upon Measures *Ongoing/Repeated Food Assessment *Regular Updating of Plan <p>Winne: Michigan has a <i>food charter</i>, as does Santa Fe: “How we want the food system to look within 10 years.” Notes that food assessments should not be “one-off events,” but regularly updated.</p>
<p>FPC Structure Issue: Leadership</p>	<p>Issue: Leadership Winne shows panel with two possible structures—one conventional with a strong, traditional leadership at the head, another “flat” structure in which “the action is in the subcommittees” and in which a small governing board or chair emphasizes facilitation.</p> <p>Rachel Shapiro voices her support for a mostly flat, grassroots structure, with “strong captains” who help coordinate the effort</p> <p>Mark: whatever the choice lines of authority must be clearly delineated. The Santa Fe council, he notes has co-chairs. He emphasizes starting with three to five committees, notes that some councils may end up, in time, with as many as 10. Also says that a food plan might not be a council’s very first undertaking.</p> <p>Panel: Questions Regarding Relationship and Authority</p> <ul style="list-style-type: none"> *Are actions determined commensurate with authority of members representing organizations and agencies?” *Has FPC spelled out relationships with members with respect to individuals versus organizations, sharing resources, messaging, conflict resolution? *Has attention been paid to developing trust? *Tells “Story of Ralph,” alienated board member who became productive after ice-breaking personal conversation, emphasizing the degree to which “it’s about the relationships” developed in the council-building process. <p>PP Panel: What’s the Purpose of A Food Plan or Charter?</p> <ul style="list-style-type: none"> *Secure stakeholder, grassroots, and policy-maker buy-in and participation in food system change *Develop common policy agenda *ID food system opportunities and challenges *Gather food system data *Develop measurable goals <p>PP Panel: What Assessment Includes</p> <ul style="list-style-type: none"> *Gathers information about the food environment and food shopping behaviors *Identifies barriers and readiness for change at the neighborhood level *Asks specific questions of community partners (produce distribution, healthy take-out options, etc.)

<p>Issue: Community Dynamic</p>	<p>*Includes secondary data—store locations, community gardens, transport routes, health data, food security (viz. MD Food System Mapping project)</p> <p>Mark: take advantage of existing scholarly and other literature, plenty of material/studies “already on shelf.”</p> <p>Robert notes considerable lack of public awareness—“food system” idea is still foreign to many people</p> <p>Winne Panel: Equity and Community Engagement</p> <ul style="list-style-type: none"> *Composition of Policy Council: Does It Reflect Community? *Commitment to Community Engagement: Do food assessment and public consultation processes target low-income communities? *Selection of Policy Issues: Do primary policy interventions address community health, social, and economic disparities? *Do you have balance between policymakers, food system stakeholders, and grassroots? Top down: mayors. Bottom up: grass roots and private sector stakeholders
<p>Meeting Sponsors</p>	<p>Rachel thanks sponsors: The Health Foundation of South Florida, Florida Blue, the Winter Park Health Foundation, and Heal the Planet.</p>
<p>Florida FPC: Values, Visions, Goals and Purposes</p>	<p>Values & Visions, Goals and Purposes</p> <ul style="list-style-type: none"> *End hunger *Access to local, healthy food for all *Food Quality *Membership Diversity—stakeholders’ ages, races, industry *Access to resources and Information *Sustainability—Environmental <i>and</i> Economic *Integrity *Education re: Council, food, health, lifestyle *Supporting all food sources—farmers, fishers, artisans *Transparency—information, resources *Farmworker <i>rights</i> *<i>Resiliency</i>—climate change, clean food, self-sufficiency, emergency preparedness *<i>Food Waste</i>—scandalous; elimination and recycling *Effect <i>systemic change</i> around food *Supporting local small farmers *Statewide <i>distribution</i> system *<i>Integration</i>—big ag and small ag *<i>Training</i>—hospitality, agritourism, agriculture, food preparation
<p>Working Lunch Break: Tables divided by geography</p>	<p>Opportunity for fellow FLFPC members to network and exchange thoughts, ideas, experiences.</p>

<p>Winne: Impact of FPCs</p>	<ul style="list-style-type: none"> *36 States Enacted 91 Policies 2012-2014 *2000 municipalities enacted an average of 3 policies each *Farm To School reaches 43,000 schools; Los Angeles Good Food purchasing program \$150 million in food purchases annually; also see Austin, TX, other cities *MD funds \$750,000 for Baltimore food hub *Zoning that favors urban ag and marketing, Kansas City; comprehensive land use planning, Santa Fe *Food Waste: “Waste Not” Program, Orange County, CA <p>Winne: antiquated zoning regs for ag remain on the books in many places</p>
<p>Local and State FPC dynamics</p>	<p>Comment on the relationship between local and state councils:</p> <ul style="list-style-type: none"> --new state council can help coordinate local council efforts --they can provide mutual support --local councils identify issues for a state council to act on <p>Kinds of projects councils take on. Panel: Cleveland/Cuyahoga County FPC</p> <ul style="list-style-type: none"> *Zoning changes to promote urban ag, raising of chickens and bees *Expanding food businesses with city economic development funds, using city/county purchasing for local food *Healthy Cleveland Initiative—banning trans fats; clash between public, private interests <p>Boards should seek “solutions that are consistent with changing public values and needs.”</p> <p>Ex: Local and State Food Policies:</p> <ul style="list-style-type: none"> *Farmland preservation (Connecticut and Montana) *Nutrition Rules in School, Farm to School, Double Up Bucks (New Mexico) *Agritourism—Olympia, Washington *Cottage food laws and food sale regs.—Mississippi and Memphis *Developing a local and sustainable food economy (Illinois) *Comprehensive food planning (Massachusetts) *The CT farmland preservation initiative has given rise to 1400 projects across the state <p>Common Aspects of Statewide Food Policy Action Planning</p> <ul style="list-style-type: none"> *Core group leads effort *Staff/consultants available for admin, project design, research, report writing, strategic direction, and facilitation (the roles of a “backbone organization”) *Communication capacity available *Visioning (values) and engagement process *Work plan, timeline, and deliverables *Methods of measurement *Effective implementation strategies

<p>FPC resources</p>	<p>Mark advice: Use county/city commissioners to pass resolutions backing agricultural bills pending in statehouses—mobilize local level capacity.</p> <p>Finding support at universities—in wake of lost funding to the Ohio FP council, Ohio State University hosts a meeting of local councils twice a year</p> <p>*Question from floor: What do we need funding for? Mark: Staffing, research, administrative support, facilitation, organization and event expenses. Suggests at least one “mid-professional level” staffer; with travel and miscellaneous expenses, an organization budget of \$75-\$100,000.</p>
<p>Motion to decide FLFPC structure</p>	<p>Rachel: Advocates a flat structure with a small but instrumental executive. Discussion follows about possible virtues of state support.</p> <p>Robert also advocates for a flat structure, but with agendas determined by the council membership. Says we should work to influence elections, have policy forums.</p> <p>Motion to create an independent council unanimously carried. “Flat structure with some executive leadership and facilitation seats for local councils, committee leads serving as board.”</p> <p>Mark says that we should consider reserving seats for representatives from local councils. Also says that (sub)committee chairs could be members of the governing council. Notes that yet another option for funding would be to have an existing 501c3 serve as our fiscal agent.</p>
<p>Exercise: Brainstorm policy initiatives for FLFPC</p>	<p>Shout Out of Goals for the New FP Council (from easel):</p> <ul style="list-style-type: none"> *x% of food procured from local schools from local farmers by 2025 *Define local food *Require stores to waste *Create a Department of Food *Removal of barriers to *School Wellness Policy in schools *Mandate SNAP at all farmers markets *Draft local zoning codes model *Enact state statute that standardizes “farmers markets” *Require food curriculum in schools (edible education) *Enabling schools to use food they grow *Office of Sustainable Food in *End hunger in FL by 2050
<p>Break-out Session: FLFPC Subcommittees <i>Organization and Development; Policy Issues; Communications and Outreach</i></p>	<p>Organization and Development Group Will review previous FP council bylaws. Will use extension offices for video conferencing. Rachel suggest a follow-up meeting three months from now (ca. end of July) “in the northern part of the state.”</p> <p>Policy Issues Group Discussion centered on initial investigation of possibilities for a targeted food assessment, a review of existing literature and approaches—examining ways</p>

other councils have addressed the issue, looking at the kinds of **data available for Florida**, apprising ourselves of Florida's food situation as a way to **build a body of shared knowledge and develop/probe areas of consensus** around possible policy initiatives.

Communications and Outreach Group

Eager to share what we are doing with wide audience of interested people using **social media platforms and website**. **Jan Norris** will do a report for *Florida Food and Farm* about the meeting. Among groups we can work with are the League of Women Voters. **Robert** notes that we will **need a web master**.

Rachel notes that while we have ID'd some shared values and the goals that might arise from them, we do not have a vision statement. Mark strongly advises that the group not go too much farther without one, that **a vision statement should emerge from that next meeting so that organization members are on the same page**.

Florida Food Policy Council inaugural meeting adjourned.