

What

Colorado Food Systems Advisory Council

When

Tuesday, December 13, 2016, 10am-12:30pm

Where

Colorado Department of Agriculture, 305 Interlocken Parkway, Broomfield, CO 80021

Present:

Brehan Riley, Wendy Peters Moschetti, Sandy Stenmark, Jody Beck, Dave Carter, Meighen Lovelace, Chris Wiseman, Libby Christensen, Cate Blackford, Dave Carter, Tracy Miller, Trudy Kareus, Joyce Kelly, and Terry Livermore (guest from LiveWell)

Phone: Molly Hanson and Marion Kelp (guests from Jefferson Co. Public Health)

Minutes

1. Membership update
 - a. Jody Beck is the newest member, filling the academic seat
 - b. Cate Blackford is resigning from the council as she just gave her notice from Hunger Free CO
 - i. To do: Cate, we will need an official letter of resignation
2. Blueprint update
 - a. Handed out two pager to COFSAC
 - i. Includes:
 1. complete advisory team (led by CSU), working in conjunction with COFSAC
 - a. CSU-based advisory team met for the first time two weeks ago
 - b. These advisory team members likely to be a bit more hands off
 2. key project partners
 3. revised objectives based on feedback from COFSAC membership
 - ii. Presentation of ongoing work including a mission statement that may go on the website.
 - b. Blueprint structure
 - i. Strategic use on content
 1. Value chain update
 2. Public attitudes survey
 - ii. Though there will be one report, decided to split it into bite size chunks so more palatable (modules)

1. Each module could be ~20 pages, but concern this is still too much, better to have an infographic
- iii. Framework for the structure was provided and feedback solicited, including:
 1. Primary activities
 2. Cross cutting issues
 3. And then three 'other' categories:
 - a. Food, water, energy nexus
 - b. Interface with emerging topics
 - c. People, animals, planet
- iv. Comments from COFSAC:
 1. Question about where 'access' (both overall access and healthy food access) is included/integrated
 - a. Dawn: Placeholder....Does the cross cutting theme "interface of agriculture and vibrant communities' work for this?"
 - b. Dawn: Also, cross cutting theme "addressing how scale impacts market performance, access, and opportunities" does explicitly include access.
 2. Where is access to land in this (Jody)?
 - a. "Creation and retention of agriculture and food firms" and "access to capital for agriculture and food firms" should be specifically focused on access to land, capital, and water (Dawn)....should we reframe? Add words?
 3. Concern that reports can take on a life on their own once written, and COFSAC shouldn't be making recommendations about land use given already fierce competition for land, water, etc. (Joyce)
 4. Where are 'government' and 'nonprofits' in the cross cutting issues? (Wendy)
 - a. When Dawn did the Northern CO Food Assessment she included 'secondary' actors in the schematic and it became visually busy
 5. 'Vibrant' likely used to have a positive spin on some of the challenges impact rural communities - need to remember not to be overly negative (Meighen)
 - a. Talk in an optimistic tone about what's happening in communities. Good to talk about "potential" or "opportunity". Resonates with all consumers and across political spectrum. Tests well (Cate)
 6. Maybe change cross cutting issue to: "Interface of food and agriculture, and key and support resources to contribute to vibrant communities" (Joyce)
 7. What about adding a cross cutting issue: "Economic health, environmental health, population health and equity" (Sandy)

8. What is an agriculture and food firm? Change firm to business (Tracy)
 9. We have some real challenges and need to make sure we are finding opportunities through this process to support rural areas that aren't doing that well.
 - v. To do: Becca/Dawn/Libby will send out a spreadsheet for everyone to comment on the cross cutting issues.
 1. Column 1 – original Blueprint (OEDIT/Governor's office issues)
 2. Column 2 – current draft Blueprint issues
 3. Column 3 – places for tweaks
 - vi. To do: Jody will work to revise the graphic for the structure before January 9th
 1. Need to somehow make 'community' (health, quality of life) and 'consumers' integrated across the entire primary activity chain
3. Blueprint Regional Outreach (Becca)
 - a. Regional Team formation
 - i. Finalize the regional teams today with the addition of COFSAC members
 - ii. By January 15th, need to know who to invite, where, when and resource needs
 - iii. Libby (and Becca) will coordinate/provide support from the regions.
 - b. Selecting COFSAC member regional leads
 - i. All COFSAC members selected a region (see attached).
 - c. Who is going to facilitate the meetings (Tracy)?
 - i. Very small amount of money to support each meeting
 - ii. Better to have continuity
 4. Update on LiveWell bill for COFSAC staff funding (Terry)
 - a. General concept: combine COFSAC and farm to school task force into one Advisory Council with a broad-based focused on food systems, with an emphasis on promoting healthy food access
 - b. Place COFSAC in the Dept. of Ag
 - c. Provide 1-2 FTE for staff support
 - i. Historically LiveWell funded Wendy to do this, not Dawn and Becca provide support (donated by CSU)
 - d. Durant is going to carry this bill (or some similar version)
 - i. Version presented today has been reviewed by the farm to school task force, but they are not 100% on board yet
 - e. Suggestions: rather than require 4 meetings/year, maybe twice and then sub-committees could also meet the other times/year; also, change 'implement' Blueprint to something that's a little less strong (maybe change to monitor and evaluate)
 - f. At a minimum, want to clean up COFSAC under the Governor's office and officially move under CDA
 - g. Concern is that COFSAC mission could get lost to farm to school (Joyce)
 - h. Goal is to introduce this in January.

- i. Need to add language that the FTE will also support coordination of Federal agencies that deal with farm to school (Trudy)
- 5. Connections with Denver Food Plan (Blake Angelo)
 - a. Created Blake's position as the City kept hearing from constituents about food – no longer is food just a 'rural' or 'federal' problem
 - i. Denver has over 2000 businesses related to food, 600 nonprofits that touch food, and >12 city agencies that do work with food – previously uncoordinated
 - b. Blake's 1st job was to create a Denver Food Plan, two parts:
 - i. Denver food vision – what should the city look like in 2030 vis-à-vis food
 - 1. To answer these questions hosted 22 listening sessions across the city (11 community in each district, and 11 industry)
 - 2. 5000+ comments condensed in to 4 buckets (inclusive, healthy, vibrant, resilient)
 - 3. By the end of December, food vision will be released to the public – followed by a public comment process
 - ii. Denver action plan – what Denver will accomplish by 2020 to support its vision, also structured in 4 vision pillars (inclusive, healthy, vibrant, resilient)
 - 1. Includes 'winnable goals' supported with secondary data/measurable indicators
 - c. Question from Tom Parks: is it still part of your goal to procure 20% local?
 - i. This is a goal from the Office of Sustainability – Blake is working with the Mayor's office to see if the 20% is going to remain, chance it will be reduced to 5% by the end of 2017.
 - d. How can the Blueprint build off of Denver's Food Plan – what are the opportunities?
 - i. Denver food plan constrained to the City and County so couldn't explore linkages or environmental issues, or farm issues (Denver only has 9 farms all <50 acres – more engagement in community gardens than farms).
 - ii. Denver wants to be a good partner, but needs guidance about what that looks like
 - 1. Possibly the market for products – helping to tell the story – etc. Whatever the role can look like, would like direction.
 - iii. Bringing existing data to the table is important when holding regional sessions, read existing reports and integrating them. For example, in a single district might have identified 18 plans that Blake's office read and synthesized. For the industry meetings, brought data on size of industry, number of firms, etc. Don't want to have the same conversation over and over. Using these spring boards led to a much fuller and fruitful discussion.
- 6. Return to Blueprint
 - a. Brainstorm 20 topics/themes to offer regions that are
 - i. Important/impactful

- ii. Complex or multi-faceted
 - iii. Likely to generate areas where there is more common ground than perceived
 - iv. Dynamic or involve innovative linkages
 - v. Interesting intersection between policy and economic or community development
- b. Ideas on the topics/themes from COFSAC:
- i. Farm to institution (school) – incentives for schools/food service? Implications for the local economy?
 - ii. Scale appropriate infrastructure for a diverse set of food businesses
 - 1. Challenges with access to small scale meat processing
 - iii. Scale appropriate food safety regulation
 - iv. Access to land and/or water to support the next generation of agriculture
 - v. Leveraging Federal resources to support CO agriculture and food access
 - vi. Long-term implications of leveraging natural resources (equity/lending, and environmental implications)
 - vii. Rebalancing farm/ranch portfolio through enterprise diversification and/or off-farm income/ other workforce opportunities
 - viii. The ‘how’ of food distribution: Supply chains, how food gets to communities, and implications for low-income households
 - ix. Reframing food access as a key quality of life dimension (affordability, access) – healthy food as a basic human right
 - 1. Leveraging low-wages through SNAP (double bucks) and other means to support farm/ranch, nonprofit (food banks) and/or ag business viability
 - x. Opportunities for applied research on new varieties, new products, and value added is in high demand to meet the needs of changing consumer demands
 - xi. Opportunities to match CO value added products with scale appropriate CO farm and ranch production
 - xii. Appropriate workforce development and regulations (immigration) to meet changing needs of food and agricultural sectors
 - xiii. Changing opportunities resulting from climate-smart gardening for key agricultural sectors (green industry)
 - xiv. Non-market valued aspects of agriculture and community gardens (e.g., health and environmental outcomes)
7. Setting next meeting
- a. **March 9th 11am-1:30pm** (Dave and Meighen will zoom in)
 - i. CSU will provide lunch.