



## COLORADO FOOD SYSTEMS ADVISORY COUNCIL

August 22<sup>nd</sup>, 10:30am-12:30pm  
Colorado Department of Agriculture  
305 Interlocken Parkway, Broomfield, CO 80021

### Agenda

Present: Wendy Peters Moschetti (member), Meigan Lovelace (member), Joyce Kelly (member), Tom Lipetzky (member), Brehan Riley (member), Sandy Stenmark (member), Jon Clinthorne (member), Jody Beck (member), Tracy Miller (member), Tom Parks (member), Dave Carter (member), Joyce Kelly (member), Dawn Thilmany (member), Kelleen Zubick (member), Becca Jablonski (staff), Kellie Mitchell-Smith (CLA), Julie Moore (CO Beef Council; Chair of the Farm to School Task Force), Jon Padia (CDE), Jessica Torro (St. Train School Dist Dietary Intern), Shelley Allen (Director of Nutrition, St. Vrain Schools), Laine Cidowski (City and County of Denver, Food Systems Administrator), Kristen Tucker (Dairy Max), Wendy White (Markets Division CDA), Scott Koehler (Comptroller CDA), Wendy Hoffman (State WIC Dept)

Call to order: 10:30pm

1. Approve Minutes (Dawn moved, Dave seconded, unanimous)
2. Discussion of external funding to support COFSAC (Tom Lipetzky and Scott Koehler)
  - Can CDA provide fiscal oversight? External funding opportunities?
    - COFSAC has a cash fund within CDA that we can receive grants or gifts into, but the statute restricts what can be done – for example: actual and necessary expenses for serving of the council, cost of preparing and submitting annual report, costs for staff. COFSAC does have the ability to pursue Federal grant dollars. The Dept would apply for the grant and act as a pass through entity for the Council. Dept would be the primary holder of the funds. As the Dept would be the official applicant, the ability to apply for a grant would have to be approved by the commissioner. Dept would likely take some small amount of administrative funds off the top of the grant, particularly if there are reporting requirements from the Dept. CDA has a fairly standardized process for applying for Federal grants as they

apply for/receive Federal funds frequently. CDA would look to COFSAC for content expertise in writing the grant.

- There is currently \$1200 in the account that is available to COFSAC. Defer to Tom L in terms of the management of the account. So, for example, if COFSAC wanted to pay for lunch CDA could pay for it directly, or an individual could submit for reimbursement.

### 3. COFSAC bill and Farm to School Task Force merger (Wendy)

- Many members of the Farm to School Task Force present – Wendy thanked them for coming
- Farm to School Task Force and COFSAC are in somewhat similar positions in that they don't have any real resources/permanent paid staff support
- Ongoing conversations about merging COFSAC and farm to school task force
- Discussions about reviving Livewell's bill for COFSAC and the farm to school task force; even if it doesn't happen, how do these task forces work together regardless
  - Livewell hosted a meeting with the farm to school task force members about legislative opportunities this session. Feedback from the meeting was positive – interest in continuing to pursue the bill (for the third year).
  - How do we support the great work that's already happening by state Departments/agencies is made permanent (for example, CDE's farm to school work, that isn't an official part of anyone's scope of work). Thought is that permanent staffing is needed for this.
    - At least 1 FTE, but then also a piece of a few people equivalent to 0.75 FTE – and these people could be placed in different state agencies, nonprofits, CSU, etc.
  - Discussion from farm to school task force members that not clear that the volunteer farm to school task force is necessary given the extent to which the state agencies have embraced farm to school – especially once an individual (or multiple individuals) with explicit farm to school responsibilities are on board. It would also be helpful for the person/persons to be liaisons to the smaller school districts (~70) where there is frequent turnovers (largely due to pay).
  - CDE is very committed to farm to school – now three people (though not 3 FTEs) who will be working on farm to school – Jon, McKenna, and Sarah. Of course funding is always an issue with TA.
  - Making connections to the farmers is the hardest part of farm to school.
- Do we want to merge the task forces?

- We can't change the structure of COFSAC without legislation, but we could meet concomitantly. Or, we could form subcommittees.
  - Farm to school task force includes 4 agencies, producers seats (dairy, beef, F&V), marketer, teacher/principal – not all seats are currently filled, and the task force hasn't met much over the year.
  - If legislation goes through, the membership of COFSAC will have to change. Wendy/Livewell got feedback last year that the COFSAC task force proposed was too large. But, can also add as many work groups as we want so that everyone can continue to stay involved.
  - Motion: Develop MOU with the farm to school task force and COFSAC to discuss ways in which that the two groups can work together.
    - Becca will work with Wendy and Julie to circulate a MOU before the next meeting.
  - Wendy intends to have one on one conversations with each of the agencies about how they want to be involved re: farm to school
4. COFSAC membership
- Expiring October 2018 and eligible for renewal: Wendy Peters Moschetti, Meighen Lovelace, Joyce Kelly
    - All are willing
  - Motion to approve Tom Parks as Chair of COFSAC (Meighen moves, Dave seconded, unanimous)
  - Motion to approve Meighen as Vice Chair of COFSA (Tom moved, Dave seconded, unanimous)
5. Introduction to Laine Cidlowski, Denver Food Systems Administrator
- Laine comes to Denver as the first Food Policy Director for Washington, D.C. where she was for 10 years. Spent a lot of time on the policy implementation
  - Laine will have 4 staff (all grant funded) to work on food systems efforts. Two working on neighborhood scale CCPD funded; working with Becca/Dawn and CSU on regional food supply chain work – focused on rural-urban linkages; also a food waste production person funded by NRDC.
  - Laine's mission is to achieve the City's food vision, but has also done a lot of regional work and looks forward to working with COFSAC.
  - City is in the process of rolling out the 'action plan' – showing the city's commitment to achieving the city's food vision goal. The city plans to release a new component of the action plan every 6 weeks to 2 months. In addition, Laine will be thinking about how not to just have individual action items, but how to make sure that they come together and help to provide support across the system.

## 6. Update on CO Proud (Tom L and Wendy White)

- CO Proud is CDA's program to promote items grown, raised or processed in CO. Coming up on 20 years running the program.
- Wendy White has been with the Dept for 18 years; currently over 2500 businesses (including schools!) involved in the program.
- Because of the population growth in the region, constant need to education new residents about CO Proud.
- Tom and Wendy met with retailers – definite interest in different version of CO Proud to designate items as locally-grown vs locally-processed, etc. However, currently not the capacity to manage or administrate this. CDA is still considering next steps.
- Ongoing efforts
  - Currently advertising on TV (through Dept), can also look at the ag on [coloradoag.org](http://coloradoag.org)
  - August is CO Proud month; participate in tons of activities throughout the US – including educational materials.
  - Lots of schools doing interesting/innovating things as part of the CO Proud School Meal day September 12<sup>th</sup>.
    - Wendy will send email that has some information about the survey she is using to send to the schools.
    - Request to send the survey results to CDE.
    - Potential to crowd source the info? Ask districts to post what they're doing on facebook?
  - COMarketMaker.com provides a listing of different food and ag resources
  - Meeting with retailers happened just after last COFSAC meeting. Potential to refresh logo as part of the 20<sup>th</sup> anniversary
  - Social media is a good platform to reach consumers. CDA Took over CO Tourism's Instagram office for a week recently. CO Potato day post had over 7,000 views.
  - Working to do more videos with CO farmers and ranchers to get their stories out to the general public.
- CO Proud has always been run with very little resources (mostly in terms of Wendy's time). Just submitted a request to get some general funds to cover some of the program.
- Discussion of how CO Proud has been used to leverage other programs.

## 7. Emerging Opportunities for Colorado Food System (CO Blueprint of Food and Ag)

- Discussion about how to operationalize the emerging opportunities list of action items for COFSAC
  - CSU is trying to lead some pieces, for example: rural-urban linkages (new FFAR grant); small-scale meat processing issues (new Western Risk Management Extension Education grant); and support for liquid arts sector (new FSMIP grant)
  - Trying to track some of the actions that emerged from the Blueprint here: <http://foodsystems.colostate.edu/research/colorado-blueprint/event/>
    - If there are specific items, let Becca know so that we can list them on the website.
  - Discussion about the potential for COFSAC to continue to meet 4 times a year, but to take two of those annual meetings
- Update, discussion and approval of cross-cutting policy briefs
  - SNAP/WIC brief (Tracy/Wendy)
    - Presentation/Q&A from Heidi Hoffman, CDPHE, Colorado WIC Director on programmatic context, limitations, and opportunities related to WIC and the retail environment

WIC has been around for over 40 years, but has changed a lot in that time. WIC is not a specific dollar amount, but a basket of items ('food package') – some flexibility in the program. Nutrition education is embedded into the program. WIC has recently switched from bulk checks to the EBT systems (CO has required all entities within the state to shift to that system by 2020) – considered important regarding decreasing stigma, also can now issue benefits remotely. Also started a texting program so that people can be reminded that their benefits have run out and they need to schedule another appointment. Vulnerable to changes in Federal policy. To be eligible for the program, must be at 185% or less of the Federal poverty level. 37 local agencies across the state; Heidi and her team provide support to the employees at those agencies. Heidi and team also manage retailers who accept WIC. They also have one farmer who currently accepts WIC. About 85k currently on WIC; ½ are children, and ¼ are welcome. No work or citizenship requirements to be on WIC. The average food packet is \$53/month per participant. Regs at Federal and State level have been very rigid related to farm stands, farmers markets and farmers. Providers that WIC currently works with currently only

accept wired transaction machines. Over 450 retailers in the state currently accept WIC; brings in over \$50M to the state each year.

- COFSAC discussion and approval of brief? COFSAC needs to agree and support the recommendations. Also, COFSAC needs to agree on how this is presented (it isn't currently an issue brief – way too long). We will need something to go to the state (which is the priority), and then something to go to other partners.

Note that the focus here is on food environment and access and NOT enrollment. Why does Las Animas have a 97% rate? Very good question!

Maybe overview theme and then some separate issue briefs. Suggestion to start backwards now – formulate recommendations and then figure out what goes into the issue briefs.

Group meeting tomorrow to finalize a set of recommendations and will then propose them back to COFASC as a whole.

Thanks on behalf of the COFSAC members who have led this discussion and recommendations.

- For next meeting, discuss:
  - Exploring models for economically viable small scale meat processing (Becca)
  - Review and comments on urban land use policy and urban farming (Jody Beck)

#### 8. Website update

- Other organizations interested in sponsoring? Anything else that needs to be added/changed? If yes, please let Becca know!

#### 9. Next Meeting

- Wed, Nov 28 from 10:30am-12:30pm