



# Agenda



Santa Fe City and County, Advisory Council on Food Policy  
June 23, 2016, 9AM-11AM  
Angel Depot Conference Room, 1222 Siler Road, Santa Fe, NM

- A. CALL TO ORDER
- B. ROLL CALL
- C. APPROVAL OF AGENDA – June 23<sup>rd</sup>, 2016  
*Prioritization and Agenda Order*
- D. APPROVAL OF MINUTES – May 26<sup>th</sup>, 2016
- E. COMMUNICATIONS FROM THE FLOOR *2 minutes/person*
- F. PRESENTATIONS/TRAINING *45 minutes*  
*Presentation on the NM Grown Strategic Planning Process*  
*Pam Roy, Executive Director of Farm to Table NM and SFFPC Council Member*
- G. ITEMS FROM THE CHAIR *10 minutes*
- H. INITIATIVES AND ACTIONS *55 minutes*
  - 1. Policy Committee
    - a. Food Plan Committee
      - i. Meeting Updates
    - b. Food Production and Land Use Committee
      - i. Meeting Updates
    - c. Education and Outreach
      - i. Meeting Updates
      - ii. Discussion and action on potential for World Food Day event(s) in 2016.
    - d. Governance Committee
      - i. Meeting Updates
    - e. State & National Issues
  - 2. Executive Committee
    - a. Meeting updates.
    - b. Update on grant funding from City of Santa Fe RFP process.
- I. ITEMS FROM STAFF *5 minutes*
- J. ITEMS FROM THE COUNCIL *5 minutes*
- K. ADJOURNMENT

CITY CLERK'S OFFICE

DATE 6/15/16 TIME 2:02p

SERVED BY Sue Perry

RECEIVED BY [Signature]

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**SANTA FE CITY AND COUNTY  
ADVISORY COUNCIL ON FOOD POLICY**

**THURSDAY, JUNE 23, 2016**

<b>ITEM</b>	<b>ACTION TAKEN</b>	<b>PAGE(S)</b>
A. CALL TO ORDER		
B. ROLL CALL	Quorum	1
C. APPROVAL OF AGENDA/Prioritization of Agenda	Approved	2
D. APPROVAL OF MINUTES – May 26, 2016	Approved	2
E. COMMUNICATIONS FROM THE FLOOR	Discussed	1-2
F. PRESENTATION AND TRAINING <i>Presentation on the NM Grown Strategic Planning Process Pam Roy, Executive Director of Farm to Table NM</i>		2-5
G. ITEMS FROM THE CHAIR	Discussed	5
H. INITIATIVES AND ACTIONS		
1. Policy Committee		
a. Food Plan Committee		
i. Updates	Discussed	5-6
b. Food Production and Land Use Committee		
i. Meeting Updates	Discussed	6
c. Education and Outreach		
I. Meeting Updates	Discussed	6-7
II. Discussion and action on potential for World Food Day event(s) in 2016.	Discussed	7-9
d. Governance Committee		9
i. Meeting Updates	in packet	
e. State & National Issues	Discussed	9
2. Executive Committee		
i. Meeting updates		
ii. Update on grant funding from City RFP process	Discussed	9
I. ITEMS FROM STAFF	None	9
J. ITEMS FROM THE COUNCIL	Discussed	9
K. ADJOURNMENT	Adjourned at 11:13 a.m.	9

**SANTA FE CITY AND COUNTY**  
**ADVISORY COUNCIL ON FOOD POLICY**

**THURSDAY, JUNE 23, 2016**

**A. CALL TO ORDER**

A regular meeting of the Santa Fe City and County Advisory Council on Food Policy was called to order by Susan Perry, chair on this date at approximately 9:00 a.m. at the Angel Depot Conference Room, 1222 Siler Road, Santa Fe, New Mexico.

**B. ROLL CALL**

Roll call indicated a lack of quorum, but was established later as follows:

**Members Present**

Susan Perry, chair  
Emigdio Ballon (arrived later)  
Cydney Martin (arrived later)  
Maria De Anda Hay  
Tony McCarty  
Susan Odiseos  
Pamela Roy  
David Sundberg  
Lynn Walters (arrived later)

**Members Excused**

Mark Winne, co-chair  
John Alejandro  
Erin Ortigoza  
Patricia Boies

**Members Absent**

**Staff Present**

Morgan Day, Coordinator

**Others Present**

Jackie Munro with La Familia  
Charmaine Clair, Stenographer  
Others as represented under Communications from the Floor

Chair Perry asked the Food Council members to introduce themselves and then opened the floor to communications while waiting to establish quorum.

**C. COMMUNICATIONS FROM THE FLOOR**

*Jennifer Davidson* said she recently moved back to Santa Fe. She is a photographer and a nutritional therapy practitioner.

*Jackie Munro* said the Farmers Market is gearing up for the opening of the Southside Farmers Market. There will be cooking demonstrations by Cooking with Kids and La Familia.

Lani Ersfeld, manager of the Southside Farmers Market said the Market will open July 5<sup>th</sup> from 3 to 5 p.m. at Santa Fe Place Mall.

Maryann said she works at the Santa Fe Farmers Market Institute

Ed Williams said he is with KUNM Radio and was here to listen.

Mr. Ballon entered the meeting.

The chair returned to the agenda order having established quorum.

#### **D. APPROVAL OF AGENDA/Prioritization**

**Mr. McCarty moved to approve the agenda as presented. Mr. Sundberg seconded the motion which passed by unanimous voice vote.**

#### **E. APPROVAL OF MINUTES – May 23, 2016**

Page 2, Communications from the Floor: it was clarified that the Farmers Market is looking for a new manager, not the Farmers Market *Institute*.

Page 8, fifth paragraph: Ms. Roy said the Farmers Market usually does a dinner and should look at competition was clarified to read: and *the SFFPC should look to minimize competing interest with related events.*

Same paragraph, third sentence: She [Ms. Roy] said it is also National School Month should read *it is also National Farm to School Month.*

**Mr. Sundberg moved to approve the minutes of May 23, 2016 as amended. Ms. Roy seconded the motion which passed by unanimous voice vote.**

#### **F. PRESENTATIONS AND TRAINING**

*Presentation on the NM Grown Strategic Planning Process, Pam Roy, Executive Director of Farm to Table NM and SFFPC Council Member-Pam Roy*

Ms. Roy provided background on the New Mexico Grown Fresh Fruits and Vegetables for School Meals a.k.a. New Mexico Grown and is summarized as follows:

- This has been an initiative of the New Mexico Food and Agriculture Policy Council for about 12 years. This was the first effort for Santa Fe Public Schools to engage the school food service directors to purchase from local farmers.
- The Statewide Food Policy Council has many interests that include agriculture, food assistance programs, farm to school, school food service directors, etc. and is interrelated with government agencies and nonprofits. They spent the last year on policy issues such as getting produce into schools and regulatory requirements. They advocated at the federal level to lighten the rules and in the last year to get food service directors to buy from local farmers.

Ms. Walters entered the meeting.

- *Farm to school* means different things to different people, but New Mexico is the epicenter of the work. The New Mexico Food and Agricultural Policy Council worked with groups across the state. They convened stakeholders with the goal to learn from a broad group that includes infrastructure, distribution systems, school food service directors, farmers and educational programs like Cooking with Kids. They looked at the potential for New Mexico Grown and programs like Cooking with Kids and what ends up on the plate in the cafeteria and happens economically for farmers in the state.

*Ms. Martin entered the meeting.*

- Farm to Table is the coordinator for the New Mexico Food and Agriculture Policy Council. They are at the epicenter of determining rules and regulations for the schools and the intermediary between the farmers and the schools.
- Four areas were looked at: 1) economic development for farmers including distributors, infrastructure, food processing, food hubs or aggregation centers; 2) coordination of efforts and mapping the state infrastructure; who has trucks and where they go and the potential to connect with refrigerated trucks to move product into rural communities; 3) more effectively and permanently integrate into programs such as Cooking with Kids, La Familia, SNAP (Supplemental Nutrition Assistance Programs). Looking at joint use agreements with schools and integrating programs that tie gardens, families and communities to the schools, which will mean building a stronger partnership with the Public Education Department (PED).
- A statewide asset mapping process is planned in the fall; who should be at the table, especially in economic development initiatives or other agencies they can strategize with.
- Farm to Table has applied for two grants: the USDA Local Food Promotion Program Planning grant (\$73k). The goal is to develop a policy campaign for the 2018 legislative session to prepare for working with the current and new administration. The proposal is to help farmers with quality management systems such as traceability and boxing and prepare them for certification programs such as agricultural practices and food safety, etc.  
The second grant is the New Mexico Department of Agriculture Block grant. New Mexico receives about \$445k (thousand) in federal funding through this grant for fruits, vegetables, nuts, onions, non commodity crops, etc. The grant request was \$78k and a 25% match is required. Farm to Table has 22 partners, including tribal and \$67k in-kind and direct match. Many of the partners will facilitate the work.
- Farm to Table did not receive the Department of Agriculture grant and was told their proposal was “too ambitious” and broad with too many outcomes. However the commitment of Farm to Table’s partners was mentioned by the Department as a strength as well as that funds would have been a benefit to the community and farmers and not for salary. Farm to Table plans to continue conversations with the Department to ensure the programs still happen for farmers.

Mr. Sundberg asked Ms. Roy if her work will be applied to other grants.

Ms. Roy said she talked with Senator Udall’s office and the National Sustainable Agriculture Coalition in Washington DC. And there is a federal program in the Farm Bill on food safety training for farmers. They hope Congress will appropriate funds for training. She said the steering committee is committed to making that happen.

Ms. Day added that there are a lot of partners both locally and nationally with the same interest. She said having written proposals is an opportunity to ask for funding for part of the program or for a pilot program.

Ms. Odiseos said during the outreach to the communities a complaint was that kids don't want to eat food even if fresh, when the kitchen staff has the wrong attitude or lacks training in preparing fresh fruits and vegetables.

Ms. Day said that is part of the integrated community wellness issues and encompasses not only how cafeteria staff prepares the food, but the dialogue when serving students. Ms. Roy added that is why Ms. Walters and Ms. Martin's work is integral.

Ms. Walters said school food is a reflection of the larger food system and as things change there are challenges. The food is reflective in a way of what everyone has contributed. She said DOH (Department of Health) wants Cooking with Kids to focus on food service. The program does experiential focus work and is continuing to work move forward with training in Santa Fe and around the state.

Mr. Ballon said people ate junk food for years and the Navajo increased taxes on junk food. He thought that an important way for the council to push that aspect. He said in Tesuque the Governor's Council removed all of the sodas from schools one year and the education aspect should be pushed at every level. They need action and should state what the focus is for the future and then push what they want to see happen.

He said the Pueblo has a high incidence of unhealthy people with high cholesterol, heart problems and diabetes, etc. The Pueblo brings their people to harvest without a charge, but they don't have blessings of good spirits for good harvests every year. He said if they have to start with one school, one Indian community, etc., it would be important to start with education.

Chair Perry said a mayor on the East Coast taxed sodas and pushed the tax as a revenue issue. She thought that would be a good way to get support from city and county officials. It definitely has a health benefit and would be a great help with the cash flow.

She cited an important statistic regarding common chronic diseases (diabetes, hypertension, heart disease, etc.) She said 70% of those diseases are preventable or modifiable if people would follow basic healthy eating; more fruits and vegetables and high quality food along with an being more active.

Ms. Roy said in 2007/08 the New Mexico Food and Ag' Policy Council worked to initiate New Mexico Grown and get state appropriation and minimize the competitive foods (junk foods) in schools. New Mexico is one of several states that took the lead legislatively to minimize school vending machines.

She said the Navajo Nation junk food tax funds that are collected go to wellness programs and they could learn a lot from them.

Ms. Odiseos said Feeding Santa Fe plans to give only fresh food in two weeks for the entire week; no canned food. They have long refused donations with heavy sweets, preservatives and processed foods and she read about the sodium content of canned items. Her board has agreed to do this.

Chair Perry pointed out that canned goods are now available without sodium.

Ms. Odiseos said part of the effort is to change the culture of people just opening a can. Ms. Martin noted an exception to canned food is when the food is canned with a home economist and sodium/salt can be controlled.

Ms. Day said the Policy group is working on developing an integrated over arching policy platform and basic statements of support; educating the schools; integrating infrastructure and supporting that. They want specific policies at state and local levels and suggestions and to have small key policies like speaking with the school board or principal. She plans to refine the message so when members are speaking to a decision maker they have a collective voice.

Ms. Roy thanked the Food Policy Council members for their leadership and being a part of the solution and Ms. Martin and Ms. Walters and the programs that model best practices. She said that is how change will happen.

The council discussed the issue of sodas in schools and the legislation.

Ms. Roy recommended council members and the Food Plan Committee think of pilot projects as they work with the board of education and schools. She noted the success of the food service director at Capital High School in increasing participation in the school meal program.

#### **G. ITEMS FROM THE CHAIR**

Chair Perry said notices were sent regarding the meetings for the next few months. The meetings will be held at GCC (Genoveva Chavez Community Center) and in August the meeting will be a week earlier than usual.

#### **H. INITIATIVES AND ACTIONS**

- a. Food Plan Committee
  - i. Meeting Update

Ms. Day said through Ms. Ortigoza, the committee members met with Ray Matthews, the county Transportation Planner. She said Mr. Matthews did an excellent job explaining the complex process used by the city/county and regional transit to map transit. They discussed the options of the Food Plan goal to increase access to healthy foods through better transportation.

She said after talking with Mr. Matthews and the MPO (Metropolitan Planning Organization) she felt those making the decisions are thinking about how to connect people to health care and jobs, etc. She said there is a lot of good will and many of them seemed excited there are new voices echoing their sentiments.

Ms. Day said the budget is set for this year and the idea to connect public transit to food outlets with a bus that runs on Saturdays to the Farmers Market, etc. is on hold. She said there is also a planning process of the MPO and RTD (Regional Transit Department) for a regional plan.

She said Mr. Matthews suggested members introduce themselves and speak to the MPO and she was invited to speak Monday afternoon. She introduced the Food Plan and the Food Policy Council and their goal. She felt there was some pushback about bus lines not serving the community, but she wants to be sensitive to the fact that the MPO is making very difficult decisions. She said the positive from the meeting is that she will meet with members of the MPO to go over the demographics, especially food desert areas and transportation that is or is not serving those areas.

Chair Perry said she knows the members of the MPO and volunteers to go also.

Ms. Odiseos said part of the marketing should be showing that farmers markets are not more expensive.

Ms. Day agreed, but said they haven't gotten to that point, but they are aware of the cultural competency issues like the downtown growers market is for the rich, etc.

Mr. McCarty reported the seniors in the city van had commandeered the driver to stop at Kitchenality. He said that is an existing city system and the bus could drop people at the Farmers Market and return for them later.

Ms. Day said expanding eligibility to low income families, etc. was suggested for the city van, but it is one on one and seems to be a challenge for now. She said going forward there is a clear line to support a public transit bus.

*Mr. McCarty left the meeting at this time.*

- b. Food Production and Land Use Committee
  - i. Meeting update- notes are included in the packet.

The County Agriculture Revitalization Plan is moving along well and the county is forward thinking and doing wonderful community based work. Ms. Ortigoza sent members the first draft of the Revitalization Plan with the request they make redline changes. She plans to present the plan to BCC on July 12, 2016.

The next meeting is Wednesday, July 6 at the County Courthouse from 12-2 p.m. and someone from Integrated Pest Management will speak about the current city system and how the FPC can promote the Revitalization Plan.

- c. Education and Outreach
  - i. Meeting Update

Ms. Day said the Committee is doing a good job to meet the goal to increase the knowledge of existing food system programs and is working closely with Jackie [Munro] at La Familia. Ms. Munro is also a member of the One Santa Fe (1SF) Steering Committee and the committee discussed if funding is available to do focus groups. That would help them better understand and communicate the information. The main focus is emergency programs at the state, federal and local level.

Ms. Day presented work developed by the Outreach Committee: focus groups, compiling information from the surveys of practitioners in the field, training to help practitioners mitigate problems and the distribution of information to the communities that were identified as in need. She said FPC does not have the capacity to do the work and needs commitments from partner organizations. Many of the partners have this goal as part of their mission and are already working with others on this. A big cost will be a facilitator to develop a focus group.

The Food Oasis and One Santa Fe (1SF) have internal politics between them and there has been miscommunication about who will receive the funding. The Food Oasis has claimed the \$15,000 funding.

Ms. Day said she was contacted by Paul Haidle, a field representative for Senator Heinrich's office who also sits on the steering committee. He sent her a letter (in the packet) that gives steps and spells out expectations if FPC were to accept funding, although there has been no formal offer.



The steering committee is interested in what FPC presented and would like them to cooperate with the Birth to Career Project and seek partnership with 1SF to bring youth from the south side. They also want FPC to partner with the Food Oasis and Boys and Girls Club to host a community outreach event later in the year.

Ms. Day said it is valuable to solidify some of the relationships and have a presence at meetings, but she would be reticent to recommend the FPC accept funding given the potential internal disagreements and demands on how the money is spent. She said the 1SF Steering Committee meets again on the 30<sup>th</sup> of June.

Chair Perry agreed. She said building relationships and entering an arrangement where there is conflict could actually get in the way of a good relationship with 1SF and the Food Oasis. She recommended telling them that the council wants to assist them in their goals, but until the entities can work together as a united front, that will keep FPC from being able to assist them.

Ms. Day said she does not want to undermine the council building a collective of groups to make changes, especially to the south side community.

Ms. De Anda Hay said she and Ms. Martin attended a Food Oasis meeting and they were very clear they had an agreement with 1SF for all of the money. She also thought it would not be a good idea to get in the middle.

She said FPC should question whether the funding offered would further their policy issues. The council could assist in drafting the survey or in the assessment, but should not get involved in terms of money.

Ms. Roy confirmed that Mr. Haidle represented Senator Heinrich's office and is participating as a member of One Santa Fe. She said that should be included in the document.

ii. Discussion and Action on Potential for World Food Day Event(s) in 2016.

Ms. Day said she was asked to bring recommendations to the council on what World Food Day could look like. She said the event should be short and focused in theme and include an ask or educational component; be manageable in both scope and size; held at an optimal time for maximum people to attend; take advantage of materials that exist through the United Nations Food and Agricultural organization, which is a theme around climate change and its impact on farmers; and the theme should directly relate to the Tier 1 strategic priorities FPC set in March.

The date chosen for the event is Sunday, October 16, 2016. The options discussed were:

1) *A Rally* that builds excitement around a theme topic such as the Verde Fund and its work; school food; the County Agriculture Revitalization Plan; the Urban Agriculture Ordinance (scheduled July 7 at the Planning Commission). There would be speakers and food vendors and attendees would be given actionable items to do. The World Food Day organization has a pledge groups can take on the actions they plan for the year.

2) *A Growers Tour*, which has been very successful in the past that supports other types of organizations and events and would be a wonderful way to showcase the city and county. There could be growers for the Farm to School program, the community /school gardens, urban growers, the Santa Fe Community College campus, or Master Gardener locations throughout the city.

FPC would line up partners and provide maps and hold a convening event prior to people leaving to tour. Suggestions were made for FPC to partner with the Master Gardeners, Earth Care and others that could do demonstrations such as composting. Each farm tour would have an opportunity to hold side events that could be organized and run by partner organizations.

Ms. Walters voiced concern about the timing of the event. Ms. Martin suggested growers who focus on root crops.

3) *A Roundtable discussion* with an audience of key decision-makers; the Congressional delegation, elected local officials and key staff members. Materials could be sent out prior to a "summit" around a specific issue.

Chair Perry thought there were a lot of rallies. She said there should be an outcome as a result of the event. She liked the growers' tour, but thought timing would be an issue and would take a lot of organizing. She said a target audience summit is worth considering because the focus could help decision-makers be engaged and understand the issues and would help them support policy-type issues.

Ms. Roy said farm tours are a lot of work with a fair amount of liability. She said the tour could be something FPC should consider next year and partner with someone on. She encouraged a farm tour day that is broadened and paired with the city Urban Agriculture Ordinance and the County Revitalization Program.

Ms. Ersfeld said her hope is for the Farmers Market to do a farm tour this year. She offered to be a liaison between the event and the farmers if FPC chose that option.

Ms. Martin said the New Mexico Homegrown has a garden tour already set up, and she was sure that FPC could partner with them. She said the tour is phenomenal in how they use their land.

Ms. Day pointed out this idea was proposed because FPC did not want to do a guided tour.

Ms. Odiseos said her vision of World Food Day is it should be for the public. She suggested having a rally from a central point that provides information and maps and people could take the tours on their own.

Ms. De Anda Hay asked who would be the target audience. She said combining them would be ideal and could be as a kick off through a centralized event. They could also partner with those already doing farm tours, but the date would need to be moved. She thought Sunday would be an issue, because it is church day.

She suggested the Urban Ag' ordinance as a central focus and part of the kickoff because it would fit in with the idea of a farm tour. She suggested FPC narrow the scope to four or five sites; a community garden, school garden, a farm close to the city, etc. She said also they should think about the ideas and not vote on them today.

Ms. Day agreed. She said some members are not present that have strong ideas about the event.

Ms. De Anda Hay, Ms. Odiseos and Mr. Sundberg suggested option 3 not be considered. Mr. Sundberg said that could be done when the council has a specific topic.

Ms. Day said Mark [Winne] requested having key decision/policy-makers at the table and she thought he wanted to be sure that policy actions result from the event.

Ms. De Anda Hay said she does not see policy oriented discussions at times and other times the council broadens their scope so much they get lost. She thought that was what Mr. Winne had addressed.

Ms. Day said the idea for the farm tour is that it would specifically relate to the city/county work and the policies supported by FPC within that.

Ms. De Anda Hay said this is about addressing hunger and climate change. She said the discussion around the Urban Agriculture Ordinance is broad instead of designated areas for agriculture in the city. She said there are a lot of issues with the ordinance and it is nice to think about, but the ordinance needs to address those issues. She thought a designated rural agricultural residential area made more sense and then zone for that.

The consensus of the council was to eliminate option #3 for the food day event. Ms. Odiseos suggested options 1 and 2 be combined. Ms. De Anda Hay suggested discussing blending events with the Farmers Market Institute and other organizations and the potential dates and everyone could be invited.

- d. Governance Committee – the report is in the packet
  - i. Meeting Updates
- e. State and National Issues

New Mexico Grown and the Child Nutrition Reauthorization Act are waiting for the House. Ms. Roy said she sent notice that she does not favor House Resolution 5003 that includes the Farm to School priorities FPC has advocated for, because it also contains provisions that are not good.

She said there may be some interim committee hearings that would be great for members to coordinate with Farm to Table on to make sure everyone does that together.

- 2. Executive Committee
  - i. Meeting updates-Not discussed
  - ii. Update on grant funding from City of Santa Fe RFP process

Ms. Day said FPC received a \$25k grant from the city, which was increased from the previous year. She said she would be out of town much of the summer, but will begin working four days a week in mid August.

Ms. Roy added that the board for Farm to Table is in full support of the change.

**I. ITEMS FROM STAFF – None**

**J. ITEMS FROM THE COUNCIL- None**

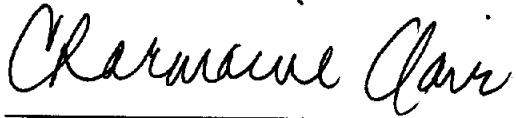
**K. ADJOURNMENT**

*Having no further business to discuss the meeting adjourned at 11:13 a.m.*

Approved by:

  
Susan Perry, Chair

Submitted by:

  
Charmaine Clair, Stenographer