



Agenda



Santa Fe City and County, Advisory Council on Food Policy
April 25, 2019 10AM-2PM
Kitchen Angels Conference room, 1222 Siler Road, Santa Fe, NM, 87507

A. CALL TO ORDER

B. ROLL CALL

C. APPROVAL OF AGENDA-April 25, 2019
Prioritization and Agenda Order

5 minutes

D. APPROVAL OF MINUTES -March 28, 2019

E. INITIATIVES AND ACTIONS

25 minutes

2. Policy Committees

a. State and National Issues

i. Updates

b. Food Plan Committee

i. Updates

c. Food Production and Land Use Committee

i. Updates

d. Education and Outreach

i. Updates

e. Governance

i. Updates

F. Presentation: Robert Egger presentation

45 minutes

G. Executive Committee

90 minutes

a. Round Table Discussion

b. Substantive discussion (Council)

c. Consolidation of ideas

H. Items from the Chair

a. Wrap-up/Call for active participants.

30 minutes

I. ADJOURNMENT

Persons with disabilities in need of accommodation contact the City Clerk's office at 955-6520, five (5) working days prior to meeting day.

RECEIVED AT THE CITY CLERK'S OFFICE

DATE: April 15, 2019

TIME: 9:02 AM

**SUMMARY OF ACTION
SANTA FE CITY AND COUNTY ADVISORY COUNCIL ON FOOD POLICY
KITCHEN ANGELS CONFERENCE ROOM
1222 SILER ROAD
THURSDAY, APRIL 25, 2019, 10:00 AM**

<u>ITEM</u>	<u>ACTION</u>	<u>PAGE</u>
CALL TO ORDER		1
ROLL CALL	QUORUM	1
APPROVAL OF AGENDA	APPROVED	1-2
APPROVAL OF MINUTES	APPROVED	2
<u>INITIATIVES AND ACTIONS</u>		
STATE AND NATIONAL ISSUES	INFORMATION/DISCUSSION	2-3
FOOD PLAN COMMITTEE	INFORMATION/DISCUSSION	3
FOOD PRODUCTION AND LAND USE	INFORMATION/DISCUSSION	3
EDUCATION AND OUTREACH	INFORMATION/DISCUSSION	4
GOVERNANCE	INFORMATION/DISCUSSION	4
ADJOURN	ADJOURNED	4

**SANTA FE CITY AND COUNTY ADVISORY COUNCIL ON FOOD POLICY
KITCHEN ANGELS CONFERENCE ROOM
1222 SILER ROAD
THURSDAY, APRIL 25, 2019, 10:00 AM**

A. CALL TO ORDER

The meeting of the Santa Fe City and County Advisory Council on Food Policy was called to order by David Sundberg, Co-Chair, at 10:00 am on Thursday, April 25, 2019, at the Kitchen Angels Conference Room, 1222 Siler Road, Santa Fe, New Mexico.

B. ROLL CALL

MEMBERS PRESENT

David Sundberg, Chair
Tony McCarty
Sherry Hooper
Tracey Enright
Kirsten Pickens
Patricia Boies
Tijender Ciano
Emigdio Ballon
Erin Ortigoza

MEMBERS ABSENT

Carolina Flores
Rebecca Baran-Rees, Excused
Gino Rinaldi, Excused

OTHERS PRESENT

Pam Roy, Farm To Table
Helen Henry, Farm To Table
Sue Perry
Lisa Barron
Tim Schwartz
Elizabeth Martin, Stenographer

C. APPROVAL OF AGENDA

Chair Sundberg said we will need to move item K up to F.

MOTION A motion was made by Ms. Hooper, seconded by Ms. Pickens, to approve the agenda as amended.

VOTE The motion passed unanimously by voice vote.

D. APPROVAL OF MINUTES

Ms. Boies said on page 7 her last name is misspelled.

MOTION A motion was made by Ms. Hooper, seconded by Ms. Enright, to approve the minutes as amended.

VOTE The motion passed unanimously by voice vote.

Everyone introduced themselves.

Chair Sundberg said we will have a half hour business meeting and then will go into the presentation and our planning session.

E. INITIATIVES AND ACTIONS

1. STATE AND NATIONAL ISSUES

Ms. Roy reported that all of our priorities for the State Legislature passed with flying colors. We are following up on Senior Services funding. A bill passed requiring senior centers to allow produce grown in their gardens to be used in their meal programs and allow seniors to take it home. Also a pilot program for Senior Services to purchase New Mexico grown fruits and vegetables for senior centers and to build out senior programs for the Farmers Market passed. We are going to have to shift funding over to the Department of Health. She has spoken to the Secretaries of Aging and Long Term Services and of Health. There was also an agriculture workforce bill that passed. It is a program for interns and is a cost sharing program. There has to be a rulemaking around it. It is housed in the Department of Agriculture. The Hemp Manufacturing Act passed. There are a lot of layers in that Act. New Mexico is the lead State for creating the right framework around this.

Ms. Roy said to national issues the Farm Bill. Senator Udall is on the Agriculture Appropriations Committee. We made sure he has a good sense of the work the Food Policy Council is doing. Their work is also focused on food Justice programs.

Ms. Roy said there was one line in the Senate budget about seed preemption. We worked with leadership and the Governor. The Governor line item vetoed it. It required the Department of Agriculture to have authority over all seeds. The City and County governments would not be able to pass local Ordinances around GMO.

Ms. Roy reported we had amazing new partnerships at the table and coordination.

Ms. Hooper said congratulations.

Chair Sundberg said it was an amazing year.

Ms. Roy said it takes all of us.

2. FOOD PLAN COMMITTEE

Chair Sundberg said we met last week and talked about this meeting today and the Finance Committee presentation next Monday. Bringing our message to the public is something we have been lax on. We are being better communicators now and making a game plan to get in front of people.

3. FOOD PRODUCTION AND LAND USE

Ms. Ortigoza said we have not met so she has no official committee update. We will be having aggregate training now that the website is done. It will be on May 1st at her office. We have a good report that was completed by our consultant working on the County owned property regarding the agriculture use facility. We are extremely positive about how this project could benefit the community. We are looking at grant funding and partnerships now. She is going to the National Local Food Procurement Summit in Chicago.

Ms. Roy said we can resend your information out again asking people to resubmit what they are doing and stories.

Ms. Ortigoza said we are going to have a really cool stories page. We would love to have everyone on the Council featured on that.

Mr. Ciano asked would it be possible to make the consultant's report available to the Council.

Ms. Ortigoza said yes it is public information. We will send it out to everyone to review. The consultant is extremely excited and supportive of this project.

There was discussion on the Summit in Chicago.

4. EDUCATION AND OUTREACH

Mr. McCarty said the Eeds program is scheduled to August. The next available program is in August. Maybe Mr. Eggers would be willing to be on the show.

Mr. McCarty said we are gearing up to produce a series of information graphics of what comes out of today's meeting. We will have that information to present to Councilors and Commissioners.

Ms. Pickens said if you need stastics from our farmers we have a data base now.

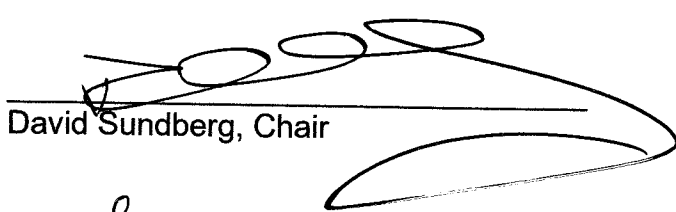
5. GOVERNANCE

Ms. Perry said she is the only person on this committee. The agreement was that this would be on hold until a recommendation for the City person on the Council.


Ms. Roy reported that she met with Matt and Kyra on the food and agriculture initiative. Where we fit narrowly is in discussion. We are looking at it. The City is looking at opportunity zones and has reached out to us on the Midtown project. She was invited to a meeting about that a few weeks from now. She was also Invited two days ago to a meeting looking at climate change held by Create Santa Fe. Many people are included in that who worked on the Sustainability Plan for the City.

F. ADJOURN

There being no further business before the Council the meeting adjourned at 10:31 pm.



David Sundberg, Chair



Elizabeth Martin, Stenographer

SFFPC Strategic Planning Notes
April 25, 2019

Goals for this meeting and our ongoing strategic planning:

- Revisit the roles/purpose we were created to fulfill.
- Clarify where we see ourselves in relation to our authorizing resolution..
- Clarify our values/mission/vision and how we can best serve the community.
- Discuss what we need to change regarding our roles/purpose and what we'd like to accomplish.

Current Mission, Vision and Purpose statements and Duties and Responsibilities from the SFFPC manual:

Our Mission

The mission of the Santa Fe City and County Advisory Council on Food Policy is to develop and promote policies that create and maintain a food system that nourishes all people in our community in a just and sustainable manner.

Our Vision

The Santa Fe Food Policy Council was established as an advisory council by a joint resolution from the City of Santa Fe and Santa Fe County. The resolution sets forth the following vision for the Santa Fe food system:

- ▲ Affordable and nutritious food provided in a respectful manner should be available to all people.
- ▲ A wide variety of safe and nutritious food is available to city and county residents.
- ▲ Access to safe and nutritious food is not limited by economic status, location, or other factors beyond a resident's control.
- ▲ The price of food in the city and county remains reasonably close to the average price existing in the balance of the region.
- ▲ The region maintains the natural resources, land base, infrastructure and skill sets that are necessary to produce food.
- ▲ All reasonable efforts are taken to improve the incomes and decrease the needs of those who are most susceptible to food insecurity.
- ▲ Improve the availability of food to persons in need within the city and county and to reduce poverty as a barrier to obtaining a healthy diet for all residents.

Purpose

The purpose of the Santa Fe City and County Advisory Council on Food Policy is to integrate all departments of the City and County as well as nonprofit organizations and food and farming businesses in a common effort to improve the availability of safe and nutritious food at reasonable prices for all residents, particularly those in need.

Duties and Responsibilities

- ▲ Monitor the availability, price and quality of food throughout Santa Fe County
- ▲ Collect data on the food security and nutritional status of city and county residents
- ▲ Through the issuance of reports and other communication, inform City and County policy makers, administrators, and the public-at-large about the status of the region's food system and food security
- ▲ Monitor and analyze the administration of City and County food and nutrition programs
- ▲ Explore new means for City and County governments to improve the food economy, the availability, accessibility and quality of food and assist the City and County governments in the coordination of their efforts
- ▲ Recommend to the City and County administration adoption of measures that will improve existing and add new programs, projects, regulations, or services
- ▲ Recommend food policies for City and County governments to adopt and implement related to: Transportation; direct service of food; land and building use; lobbying and advocacy before state and federal legislatures and agencies; referrals to social services; education; business development; direct and indirect purchase of food; support of private efforts; emergency food supplies; and monitoring and communicating data.

Notes:

The SFFPC's authorizing Resolution is a joint resolution of the city and county, with a stated purpose, a list of what will be accomplished, and some general housekeeping details. This is our governing document.

From the Resolution: Statements about why the city and county wanted to do this:

- ▲ It is concerned with access to affordable and nutritional food, so that a wide variety of safe and nutritious food is available to city and county residents.
- ▲ Ensure that access to safe and nutritious food is not limited by a variety of factors, including income. (Ensure that healthy food is affordable.)
- ▲ Ensure that the region maintains its land use, infrastructure, skill set etc.
- ▲ Address the determining factors of food insecurity.
- ▲ The resolution states that the goal is to "improve the availability of food to persons in need within the city and county, and to reduce poverty, as barrier to obtaining a healthy diet for all residents." Everything should flow from this.

This is a big mandate.

The food plan that was written from is far beyond this, it also includes education, supporting farmers and the local economy and many other things.

The name of the council is the Santa Fe City and County Advisory Council on Food Policy.

The stated purpose of the SFFPC is to integrate all city and county departments, nonprofits and food and farming businesses to achieve the stated goals. (General disagreement that this is not what we dare doing.)

There are several reports (Power of Procurement, Tim Keller's report, etc.) that have been done by multiple partners that speak to the status where things are in this picture. There are also indexes available that speak to what it costs people to buy food.

Should we as a council be monitoring prices and food quality?

The terms of this resolution are somewhat misleading for people who are looking at our work and asking what we do.

There was a sense of optimism about what food policy councils could accomplish at the time that we were founded. (Obama had just been elected.) The vision of food policy councils then was wildly aspirational. We need to ask ourselves what we can accomplish with the resources that we have.

Stated duties and responsibilities:

A. Monitor food prices and quality.

B. Collect data on food security and nutritional status.

Food security is easier to track but nutritional status is very difficult because of so many different indicators. We need to reevaluate the concept of "nutritional status."

C. Inform policy makers and the public about the status of the region's food system and food security. (This is the Food Plan.)

D. Monitor and analyze the administration of city and county and food and nutrition programs. We have some of this in the Food Plan, but could expand this area to see the full picture because there is more that is happening than we are getting information on.) It's hard to get accurate information from some places. Monitoring and analyzing city and county administration is a broad task. This gets into the concept of "administrative agency advocacy," which is more of a coordination function to make sure governmental agencies are spending money and doing the work that has been authorized.

Dwayne (at Kitchen Angels) led an ambassadors program for LA Kitchen to help people improve their diets. This also made it possible to collect information from people in the program. We can also look at federal commodities programs for information. We should be thinking about doing asset mapping.

There was a suggestion that we have a broad range of possibilities, but that we are focusing on certain things at certain times, and not others. Other food policy councils have a three - five year plan that accomplishes these things. (Narrowing our focus to create more effectiveness.)

We can do things as resources are dedicated.

Should we create a new resolution? Or just tweak the old one? If we start over, we'll have a lot of legal and logistical stuff to deal with. But we do need to redefine things so that they are manageable and don't create unreasonable expectations. We have a opportunity with the new mayor and commissioners, so we need to renew the relationships and the relevancy. We are fortunate to have city and county employees on the Council. We need to bring city/county decision-makers to our table for the dialogue. "It's the framing of the conversation" - how does this fit into the work that city/county is already doing? We know that food fits into the framework of every department, but we need to create the picture of that, we can't just assume that everyone is on board with us.

Let's be practical - figure out what we can do, and what we need to redefine so we can be effective in our work. So this is an evolution that involves reestablishing relationships, learning from each other in those relationships, and finding the intersections/alignment with their priorities, and then making changes in a way that is sustainable in terms of the whole picture. We also have to think about the fact that we are funded by the city and county, so any changes need to make sense for all parties and perspectives. Having a strategic plan is essential to this process.

Should this be a city-county appointed body or could it take another form?

The question around the resolution is whether the framework is still valid, but needs to be updated or whether we need to create a new charter. (Reframing or redoing.) Either way, we need to work with people at the city and county to achieve the outcome.

Use of language - "shall" vs "may" - a change in the language of the Resolution can give us a lot more leeway.

We can't take responsibility for things we tried to impact by didn't get any cooperation on. But there is no timeline stated for accomplishing the objectives in the resolution; could use the current resolution as a way to ask for more money to accomplish the things we haven't done.

Suggestion to create an info graphic of what we've done, and where we're going, demonstrate what we've accomplished. Also realizing that bringing people together as a Council creates a connection for all of the interests who are at the table to maximize information sharing and create a synergistic approach to working through shared concerns.

G. The Council shall have the cooperation of city and county departments.

It would be ideal if this happened, but in reality, it doesn't.

The city/council arrangement is unique. We can have long term vision, but we also need to take advantage of the current climate for change, and jump forward. We have an entrepreneurial mayor, so this could represent an opportunity for us. Our new Governor is aware of environmentalism. This is the moment.

Robert Egger suggested three areas that are most vital:

- ▲ Economic development
- ▲ Environment
- ▲ Healthcare

Economic development is perhaps the most important because of its immediate impact. There is a lot of support for this right now.

Procurement reform is probably the #1 issue for our movement because the big suppliers control the economics. This concept fits into these 3 areas. We do have a lot of information around this already. Taking away the opportunity for low bid procurement is key, which means changing incentives for buying by shifting to other perceived values. This essentially represents a better cost/benefit ratio, but needs good leadership to change behavior and shift buying patterns. Local procurement is also trackable and this works in our favor.

Present ideas that are more wholistic in terms of economic development, solving problems and creating opportunities, in addition to supporting the Mayor's goal of ending childhood hunger. Focus creating incentives to buy local, especially foods that are processed, and create economic opportunities.

Shift from low bid to best value. Create a registration system for social enterprises, build slowly and steadily to change buying patterns over time and build capacity for farmers and businesses.

Build incrementally in a way that supports small farmers. Building capacity for farmers. Associate the cost of low quality food and higher health care costs.

Growing and serving food in schools and senior centers is a really big accomplishment! This is far ahead of where other places are.

Putting funding opportunities together to maximize impact (a blended approach - the opposite of the current silo approach.) This is a new grant making approach. We should be looking for ways to bring funders to the table to entertain ideas that create synergy and support the maximization of effort. (Leveraging resources, a systems approach) As a food policy council, we might be in a position to find ways to put together collective approaches to funding that would justify funders making a significant investment. The City of Baltimore food policy council does this.

What if the City of Santa Fe hired someone to go after grants for nonprofits? This would create a public/non-profit partnership that would help drive economic development and take some of the burden off non-profits.

Nonprofits might also look at a collective approach to fundraising and volunteer management.

The procurement concept is in place with the Thornburg value chain program (emphasis on building infrastructure).

Economic plan that makes food one of the economic drivers over the next 5-10 years. Local procurement is the key.

Question about subsidies? Robert suggested that we look at the Interval system in Burlington VT. We can attract young people to this process of building a new food movement if there is a clear potential for economic opportunity. NM has this potential. We could be the Silicon Valley the new food movement. How do we support the farming community so that people can make a living wage? The other side of this question is how do we also make food affordable to people? (Creating a food economy that supports both farmers and people at the lower end of the economic scale.)

Artificial intelligence will be a significant factor in the future, and part of this equation - automation and job elimination.

Discussion about procurement is a great example of how to work together as a policy body. We do this really well - bringing partners together.

We need to be seen as the "go to" body for food issues. (Research/expert function of the Council) Both us identifying things to bring to their attention and then being there for them to answer questions, provide expert input and bring the right partners together who can get the work done.

What is the history of SFFPC being able to help craft the city/county policies? It's hard to effect change at certain levels because there is resistance to change. We have to build awareness and involve other offices gradually because of how departments perceive conflicts of interest. There are layers of things that need to be worked through (financial, legal, personality issues). Often policies are adopted, but then there is no follow through. Having a written document is helpful. Narrowing the scope of what we do is also a good idea. Often the solution is simple, but getting through the layers is sometimes the challenge. Inefficiency is a factor. Guidelines rather than requirements are good. The Santa Fe Health Policy and Planning Commission is a good model for working with local government.

Tie our goals into the requirements of different departments and other entities. Who we are affecting through policy change determines our approach.

What is our role in creating change? What do we want to see happen and how can we create systems that support that?

We want to eliminate barriers to making programs effective.

Ask - what are we trying to achieve vs what are we doing? How do we create systems that support outcomes vs doing?

We are in a position to identify barriers and articulate ways to make change. We also have strong relationships with people in key positions at different levels of government.

Messaging is a key aspect of creating change; good messaging involves repetition, reinforcement and evaluation.

We need to be clear that we are not programmatic, we are policy-focused. Policy needs to be outcomes-oriented. We're also innovative.

Pick a small number of things that are attainable and really work on them. What is our roadmap? How does ending childhood hunger fit into this? Where are the resources to address our goals? (Double Up Food Bucks is a step in this direction.) Who do we need to engage in the conversation?

Think about how we create opportunities that leverage resources.

We need to educate policy makers and the public on the crucial issues and discuss possible solutions. We need to address things like ending childhood hunger from a systemic perspective (ending poverty, providing affordable wages, better education, affordable housing, etc.).

What program would solve childhood hunger if money was not an issue? We're caught between

providing short term solutions (programs, interventions) vs long term solutions, which is a policy question and needs to be backed up by research.

What would it cost to implement a program that would end childhood hunger?

United Way's 10-12th year of birth to career program - can we get the data on this? They have the most possibility of ending childhood hunger, so what does their data show?

Put together an office of strategic alliance to aggregate the best practices of the all the programs that work.

Should we be putting our energy of trying to convince the mayor, when it's the county that is dedicating the resources at this point? (But we want city support in the future.)

The GMO issue is an good example of how we worked through an issue without creating polarization.

All roads lead to procurement. This is create change that addresses the challenges. We can present this in the ways that speak to the audience we are speaking to.

How can we make the case that it is necessary to tie access to food to being able to earn a living wage? Guarantee income and food. Who is doing this? Scandinavia

Good Food Charter - creating a set of values around issues like these, and connect the dots, which sets a bar for what needs to happen. This supports the five prongs of good food purchasing. Pam will send this out to the group.

If we can create a baseline, then our role as a food policy council would be to put together the pieces of how to move the bars. We need to do asset mapping.

Homework - think about the road map and make a list of who we can tap as a resource (partners).

Meeting notes submitted by Helen Henry

Notes from Robert Egger's talk at the SFFPC meeting on 5/25/19

We're looking at an aging population that will have different challenges than the previous generation. The post WWII economic surge is no longer a reality for us. Hunger is a real concern for this aging population but the emphasis has been on childhood hunger. Decision makers have been conditioned to believe that they have to choose which population deserves priority, and seniors are seen as less of a priority - the unspoken feeling is that they "should have saved" for their retirement. This is an epic issue, particularly in rural states because handling poverty in rural areas is not something we are good at. On top of it, we've created a system where we feed kids in one place and seniors in another place. **The future is in looking at intergenerational solutions.**

After WWII, for the first time ever, there was a generation of people coming home and not going back to farming. The reality of farming is that it is hard, and people thought that science was going to make everything easier. Two generations later, their grandchildren are trying to find their way back to farming. **People also create a sense of community around food; this sense of community is something that we are searching for, so this presents an opportunity.**

Corporate food is an incredibly dominant force, particularly in the wake of Citizens United which has allowed agri-business to place elected officials in key places to protect its hold on the industry.

(Editor's note: **Citizens United v. Federal Election Commission**. Holding: Political spending is a form of protected speech under the First Amendment, and the government may not keep corporations or unions from spending money to support or denounce individual candidates in elections.)

The Citizen's United decision is not extended to non-profits. The only way that we can dislodge the hold that big business has, is through activism and for this we need to form an intergenerational political alliance. We also need an intergenerational approach to transfer knowledge from generation to generation, particularly in farming practices. **But there are so many issues that fall under the umbrella of food, so this creates the opportunities such as bringing intergenerational groups together.**

Robert congratulated the SFFPC on having meetings that are open to the public.

Robert introduced the idea of cities investing in their non-profit sector as a model for creating success. This model uses a **centralized approach to strategically going after money that strengthens and supports nonprofits and frees them to do what they do best** without having to be in a constant scramble for money. **The nonprofit sector can be one of the greatest source of investment dollars coming in to a region.**

All candidates running for office should have a food policy and this should be on the agenda for debates (something we can encourage.)

Santa Fe city and county, and New Mexico have a tremendous opportunity now with progressive candidates in office. We need to make the case about how creating a healthy food system can save money in health care costs, elevate the economy, and improve quality of life for many people. If we can put these things into economic terms, we can get elected officials and other people in positions of authority to understand why it is important to make the investment. Mayor Keller understands this very well. We need to create jobs. **The goal that we need to be looking at is empowering and liberating people not just how much stuff we've managed to do.**

We struggle now to meet the needs of people who are at risk of hunger (an estimated 45 million people) but **what will happen when the estimated 70 Baby Boomers get to the place where they need services?** The future face of hunger is probably a single working mom with two kids who may be working one or two jobs who can't come to a food pantry to pick up what they need. This kind of situation necessitates the need for expanding hours and locations for food pantries (for example having pick up locations at schools) and other programs such as having after school cooking programs for kids.

Millennials are a generation that has been raised with the idea of doing service and who want to make a difference. (Social justice, passion, involvement) How do we engage them? What opportunities are we missing to involve them?

Medical students today are interested in nutrition because they don't get much training about that in school. These students see the value in preventative care. **We have an epidemic of diet related illnesses that cost a tremendous amount of money in healthcare. How do we bring in doctors in to food policy councils?**

Cultural diversity is a strength and should be a part of food policy councils and a food systems approach. How can food break down cultural barriers? Food policy councils are known for bringing expertise and leadership to the table, but how do we get the public to embrace what we do?

Food banking went through a phase of having primarily non-perishable items. In the last 5-10 years, the availability of free or low cost non-perishable food items has been reduced through better inventory management practices, etc., so many organizations began buying imperfect produce. In the last five years, young entrepreneurs have been buying up this produce, which had previously been donated to the food banks. In some cases the people who used to work for the food banks picking up the produce are now buying it for their own businesses. Reduced pricing and specialty marketing has created a market for this produce that formerly went to the food banks, which is shifting the availability of produce (less to food banks, more affordable produce in retail, an extended market for farmers, "save the planet" marketing which makes imperfect produce marketable). **All this has the potential for really impacting programs that address food insecurity.** Sherrie said that she's seen this trend happening.

The dilemma is that we now have a generation of worn out donors who bought into the idea that things could be managed through surplus, and who are now being asked to donate money so that food programs can purchase food, which is a tough sell. **How do we repackage what was the "hunger movement" as a nutrition movement? (reframing the conversation)** The arguments for this have to do with the role of nutrition in learning, decreasing obesity, etc. and the impact that poor nutrition has on our capacity to stay competitive as a county. Sue added that the National Diabetes Prevention program works to create evidence based lifestyle changes to prevent diabetes through free programs. The Center for Disease Control is giving this huge support. Reaching out to doctors is a key strategy in this approach. Robert noted that within minority communities, health education has a tremendous impact.

Food and medicine, nutraceuticals- this is the future. (Editor's note: The term "nutraceutical" is used to describe these medicinally or nutritionally functional foods. Nutraceuticals, which have also been called medical foods, designer foods, phytochemicals, functional foods and nutritional supplements, include such everyday products as "bio" yoghurts and fortified breakfast cereals, as well as vitamins, herbal remedies and even genetically modified foods and supplements. - www.pharmaceutical-

One of the hardest pitches in front of us is getting people to understand that from a health , sustainability and economic point of view, meat should not be at the center of the plate in every meal. (Plan forward) This is a hard behavior to change because we've been conditioned to eat lots of meat. But this is changing. In university and professional sports now, even on football teams, there are vegans and vegetarians, so this represents an opportunity for our movement. Other changes, such as the presence of older people in media and images around natural healthy lifestyle,(longevity), chefs, doctors, young people's interest in cooking, are having an impact. This helps us in getting the message out (enlisting role models and opinion makers in the cause).

We have to influence a generation of dietitians who are in charge of meals in schools, senior centers, etc, to move away from the standard diet, to more innovative approaches. (alternatives to the food pyramid, plant-based diets, etc.) Sue pointed out that in New Mexico (and elsewhere), **the traditional diets are much better at providing as healthy balance** (minus the lard). This can work in our favor if we go back and explore the ways that food, tradition and culture have supported us historically. This is something people get excited about.

Food is the "diabolical" Trojan Horse, because you can get the conversation going around food, which is interesting to pretty much everyone, and then lead into issues around hunger, diet and other things that will create change, but you have to get in the door. Erin spoke to the point of creating/restoring balance in our relationship with food and food production.

Robert made a connection between the concept of the gatherers (the woman in the concept of a hunter/gatherer culture) and the non-profit sector today. Our culture rewards the hunters and ignores the gatherers.

Kierstan brought up the idea that fresh, local farm produce is seen as too expensive (especially to middle class consumers), yet farmers are not making a lot of money and are often struggling to be economically viable. As a culture, we undervalue real food, because it is subsidized at the federal level, so we don't even know the value of what it costs to grow food and provide it locally. It's a Catch 22.

How do we fix that?

Robert addressed this by talking about the fact that the trend was for state processing centers to close after WWII and the approach became a more regional one where obtaining the lowest price became the leading factor. Food is often shipped out of county for processing and then brought back to be sold for as much as the suppliers can get. It's difficult to reverse this entrenched system. **Creating brand identity around locally grown and processed products is a way to do this. Branding and policy guidelines around institutional purchasing can make this work.**

Buying locally and keeping the profit circulating locally - this makes the most economic sense. When governments and institutions take the lead on this and mandate that a certain percentage of their food purchase happen at the local level, this supports the economy and provides incentive for others to do the same. The circularity of this makes sense on all levels, from health to economics to involving volunteers, these things are doable and involves weaving together what is already here. Like a chef, it involves taking all of the ingredients that are available and connecting them in some way to make a beautiful meal. The Community Farm is a good analogy for this, working with recyclables, soil and bringing it all full circle.

Robert had a suggestion to **aggregate volunteer coordination and share volunteers among our organizations** to curate a volunteer experience for people, give them a consistent message, and maximize the quality of volunteer experiences for people. In this way, we can also educate the public about the power of buying locally.

How do we help a generation embrace a plan forward meal? How do we help a generation embrace the economic power of buying locally? **We have to sell these ideas** - facts and figures won't do it by themselves. Make people feel like they're part of a movement. Most cities are too big to do this. **Our state is now poised to be able to do this**, from the Governor to the two mayors, to a border that potentially allows for a processing facility to bring more products to New Mexico tables.

Note: These notes were distilled from a recording of the talk by Robert Egger at the SFFPC meeting on April 25, 2019 and were summarized for clarity and brevity. Throughout the text I have highlighted key take aways. The full recording (about 40 minutes) is available if anyone would like to listen. Notes submitted by Helen Henry.