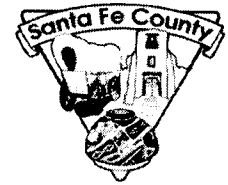




Agenda



Santa Fe City and County, Advisory Council on Food Policy

August 22, 2019, 9AM-11AM

Kitchen Angels Conference room, 1222 Siler Road, Santa Fe, NM, 87507

- A. CALL TO ORDER**
- B. ROLL CALL**
- C. APPROVAL OF AGENDA**-August 22, 2019
Prioritization and Agenda Order *5 minutes*
- D. APPROVAL OF MINUTES** –June 27, 2019
- E. COMMUNICATIONS FROM THE FLOOR** *5 minutes*
- F. ITEMS FROM THE COUNCIL** *5 minutes*
- G. PRESENTATION:** Kelly Egolf, Founder & CEO, **Verde Food Company** *20 minutes*
“New Mexico Fresh Foods: Growing the Local Food Economy”
- H. STAFF COMMUNICATIONS:** Draft letter in support of US Council of Mayors *10 minutes*
Grant Application for Childhood Obesity initiative
- J INITIATIVES AND ACTIONS**
- 1. Executive Committee *10 minutes*
New Membership and attendance at SFFPC meetings
- 2. Policy Committees *60 minutes*
 - a. Education and Outreach**
 - I. Report on “Strategic Sense” webinar sponsored by Food is Medicine Coalition.
 - ii. Council Commitment for monthly topics and communications – 2019
 - b. Joint Food Plan and Food Production and Land Use Committee**
 - i. Joint Committee Report
 - ii. Meeting update: Joint meeting with Economic Development staff at City of Santa Fe
 - c. State & National Issues**
 - i. State: Follow up on Senior Centers purchase of New Mexico Local produce.
 - ii. National Issues
- 3. Items from the Chair *5 minutes*

K. 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 US Council .

RECEIVED AT THE CITY CLERK’S OFFICE
DATE: August 14, 2019
TIME: 1:36 PM

**SUMMARY OF ACTION
 SANTA FE CITY AND COUNTY ADVISORY COUNCIL ON FOOD POLICY
 KITCHEN ANGELS CONFERENCE ROOM
 1222 SILER ROAD
 THURSDAY, AUGUST 22, 2019, 9:00 AM**

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| <u>PRESENTATION</u> | | |
| Kelly Egoff, NM Fresh Foods | INFORMATION/DISCUSSION | 3-4 |
| STAFF COMMUNICATIONS | INFORMATION/DISCUSSION | 5 |
| <u>INITIATIVES AND ACTIONS</u> | | |
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**SANTA FE CITY AND COUNTY ADVISORY COUNCIL ON FOOD POLICY
KITCHEN ANGELS CONFERENCE ROOM
1222 SILER ROAD
THURSDAY, AUGUST 22, 2019, 9:00 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 9:00 am on Thursday, August 22, 2019, at the Kitchen Angels Conference Room, 1222 Siler Road, Santa Fe, New Mexico.

B. ROLL CALL

MEMBERS PRESENT

David Sundberg, Chair
Tony McCarty
Kirsten Pickens
Rebecca Baran-Rees
Gino Rinaldi
Patricia Boies
Erin Ortigoza
Sherry Hooper
Tijender Ciano
(2 vacancies)

MEMBERS ABSENT

Emigdio Ballon, Excused
Tracey Enright, Excused

OTHERS PRESENT

Pam Roy, Farm To Table, Telephonically
Helen Henry, Farm To Table
Sue Perry
Kelly Egoff, NM Fresh Foods
Elizabeth Martin, Stenographer

C. APPROVAL OF AGENDA

MOTION A motion was made by Ms. Hooper, seconded by Ms. Boies, to approve

the agenda as presented.

VOTE The motion passed unanimously by voice vote.

**D. APPROVAL OF MINUTES
JUNE 27, 2019**

MOTION A motion was made by Ms. Boies, seconded by Ms. Baran-Rees, to approve the minutes as presented.

VOTE The motion passed unanimously by voice vote.

E. COMMUNICATIONS FROM THE FLOOR

Ms. Henry said Seth Roffman from Green Fire Times has invited us to send in articles and news for the October issue. It will focus on food. The deadline for articles is September 16th.

Ms. Perry said we have two open positions on the Council. The City has hired a new Wellness Coordinator and we will see how quickly they get them in. There is also another City position.

Chair Sundberg said we may ask Presbyterian to engage with us. He and Sue are going to speak with them.

F. ITEMS FROM THE COUNCIL

Ms. Boies said she is overseeing the census in Santa Fe County. Our Commission approved a Resolution to compile a 2020 Census Complete Count Committee. We are concerned with the probability of an under count. New Mexico was the second hardest state to count in the last census. We have done a lot of research to determine what areas are most likely to be undercounted. It is low income areas, Native Americans, seniors and people without access to the internet. They are doing the census mainly on line this year. We are taking a data driven approach and would like to get everyone involved in this. For Federal funds coming to Santa Fe County a 5% under count would be \$27.5 million annually. The under count in 2010 was 5%. We will be doing a lot of research.

Mr. Ciano asked would you be able to target priority zones with door to door.

Mr. Boies said that is what we are going to do. Trust is a big part of this.

Mr. McCarty asked do people who are hired to do the census have to have their

own laptop.

Ms. Baran-Rees said everything about the job and the application is on the website.

Ms. Boies said she will send out a link to the Council to apply. They pay \$15 an hour.

Ms. Hooper said she has a meeting with someone from the census next Friday. She will know more after that. She is happy to invite her to our meeting next month. We are excited about trying to get the word out.

Ms. Boies said in a couple of months would be better when we have our plan.

Chair Sundberg said he has property with apples if we have a group who would like to come pick the apples. It is in La Cienega. He will send an email out. We talked at our last meeting about cleaners.

Ms. Egoff said Steve Lipscome has a nonprofit organization that helps corral volunteers to go out to peoples homes to pick apples and have them delivered to food banks.

Mr. Ciano said thanks to Pam he was able to introduce Senator Heinrich to the farm. Thanks to the Santa Fe Farmers Institute as well. The farm is doing well. We just got an EBT machine so we are able to accept EBT and do Double Up Bucks. There is more of an influx of community members coming in. We have donated around \$5,000 of produce this year so far.

G. PRESENTATION

Kelly Egoff, NM Fresh Foods

Chair Sundberg introduced Kelly Egoff of New Mexico Fresh Foods.

Ms. Egoff gave a power point presentation.

Mr. Rinaldi left the meeting.

Mr. Ciano asked where will the food come from.

Ms. Egoff said from small kitchens across the state.

Ms. Ortigoza said there are these existing clientele ready and able to start working with you. With the opportunity this provides she is interested in what kinds of

processing and marketing is needed. We are thinking of harnessing clients with excess fruit. She is focused on what is needed. We are still looking at developing a multi purpose facility in the County to address gaps like fruit slicing.

Ms. Egoff said we are talking about a co-packing facility and a small kitchen incubator. She would love to talk to you about that. We hope to be operational by March 2020.

Mr. Ciano said this provides the ability to get products produced in New Mexico to a larger reach. What are going to be the benefits to New Mexico agriculture.

Ms. Egoff said the tomato and chili thing. We have the ability to produce lots of tomatoes and she thinks salsa will be the big thing. If we get someone to put fresh salsa with hatch green chili in it those producers will be providing fresh products from New Mexico and it will be New Mexico chili and onions and that is what we are talking about.

Mr. Ciano said dairy is another big one for New Mexico.

Ms. Egoff said we are the largest producer of mozzarella cheese in the country. It is from Deming. We make mozzarella that goes on pizza. All buffalo mozzarella sold in the United States is packaged with the HPP process. Goat cheese yogurt. There is that. HPP yogurt allows you to not have to pasteurize it in between and leaves most of the probiotics in tact.

Mr. Ciano asked how do you see collaborating with local farmers.

Ms. Egoff said she does not think we will have one three acre farmer producing salsa with his products that goes national, but she does see a collaboration of local farmers to produce the products.

Ms. Ortigoza said we had forty growers involved in a scaling up questionnaire. We have a study coming back to us on that.

Mr. Ciano said the best way for local farmers to participate is to have a co-packaging facility.

Chair Sundberg said yes.

Mr. Ciano asked what is the price for going through the machine

Ms. Egoff said 32 cents a pound is the national price.

Chair Sundberg said thank you very much.

H. STAFF COMMUNICATIONS

Chair Sundberg said at the last meeting we talked about doing a letter to support the Mayor's initiative for a grant from soda companies. Pam had a meeting with Ralph about the ideas, but nothing concrete came up. We don't want to write a letter at this time.

Mr. Ciano asked how much money is it.

Ms. Roy said \$120,000. She sent everyone a summary of the grant. We had a brief presentation at our last meeting. The number one concern is that the American Beverage Association is funding an obesity initiative. What we came to, as Julie circled around with the Mayor, was that they wanted us to submit the grant proposal. We can do something honest and straight forward to bring resources to summer and next fall with the Cooking With Kids guiding that process. We want to integrate intergenerational programs and see if there is a way to tie some things together for summer programs for kids and seniors. You don't have a draft letter in front of you because nothing has been written yet fully. The City would like to have a letter from the Council. She did suggest, and we looked at, a Robert Wood Johnson grant that has much more of a responsive approach to community and ties in all the things Kelly shared with you.

I. INITIATIVES AND ACTIONS

1. EXECUTIVE COMMITTEE

Chair Sundberg said we will have new membership. The City has hired a Health Coordinator who will be our City Liaison. We will have an update on that at the next meeting. He and Sue will reach out to Presbyterian. If you have any other names email them to us. The City position is for health, wellness and nutrition.

2. POLICY COMMITTEES

A. EDUCATION AND OUTREACH

Mr. McCarty said we are trying to add to our relationships spreadsheet. As people meet with Councilors or Commissioners please email your updates to Pam including what they were interested in so we can follow up with that Councilor as a champion. We want to get permanent funding for the Council. When we meet with folks we want to know what their interest is. Sorry about the confusion with Rebecca and Richard Eeds. Gino cancelled and Tristin filled in from his office.

Mr. McCarty said we have several dates in the fall that need speakers.

Chair Sundberg asked what happened with the video conference.

Mr. McCarty said that is where the relationship spreadsheet came from. We got three great ideas.

B. JOINT FOOD PLAN AND FOOD PRODUCTION AND LAND USE COMMITTEE

Chair Sundberg reported that they have had two joint meetings. It is exciting and he is thrilled. He will try to give a synopsis and would like people to join us around production. We started out our conversation with how does food get to us and ended up turning into drawing out a map of it. Where does an apple come from, who picks it how does it get here. Sometimes it is not paid for by the end user because of government subsidies. How many trucks has it been on. What chemicals have been introduced. When you hear that story it does not sound very good. We have an unbelievable amount of apples in New Mexico and it is an incredible resource that goes to waste a lot of times.

Chair Sundberg asked what are the barriers for our apples going to our people and money going into our farmer's pockets. Money is leaving New Mexico. What are the positives and negatives. Pam did an amazing job of facilitating that session. He encourages everyone to go through the information in the packet. We are going to do a road map of where an apple starts and how it gets to our shelves. We want to show the negative externalities and what that apple does for our State. How can it impact new businesses coming up. Also we want to throw into that why is it not happening. What are the barriers to not doing it right now. We want to bring in people who know the problems and how to fix them and organize the story in such a way that we can convince our local and State government, and eventually national government, to release the barriers. What do we have in place in existing infrastructure to piggy back on and remove policies that prevent us from using those. We have great conversations going on. Pam, where are we on a conversation with the Bernalillo School District.

Ms. Roy said it ties in with Kelly's presentation and the system and what everyone is doing already. As we have been focused on our buying local project we tied into Bernalillo schools. They have a warehouse there. Also there is Sandoval Indian Reservation distribution. There are some policy barriers to some of these things. It will take some time. There are facilities all over the State that already have potential and some new things that can be added to the mix. More in the center of our plate is a huge uplift of all this work that will move into the State's work such as the Open Space Working Group on hunger, food and agriculture. We want to get a better understanding of where the money is going, what is the politics and how to move to a comprehensive, overarching set of policies. How many job opportunities are in the State about local food and what does it look like. The time is now when there is momentum and enough work done on the ground and more cooperation and commitment. Bernalillo is a good

example. Tie into partnerships we already have.

Chair Sundberg said moving forward we want to create that first map. Equate that to the New Mexico local food system and see what that looks like. We also want to make sure we don't forget about food banks and all the people at the table. All these conversations are coming into one place and we, as the Food Policy Council would like to start the organization of this so we can convince government that this is a priority. Feeding people, well paying jobs, good nutrition, secure seniors and so many things.

Ms. Baran-Rees said one of the goals and outcomes of the mapping exercise is to then be able to extrapolate around what is a funding strategy that can be handed to Legislators about key pieces.

Ms. Ortigoza said we are at funding strategies for our facility right now. We are consulting with the group doing the study. Where we can dovetail would be good to know.

Mr. Ciano said as far as all these things we are assuming there will be a supply of food. That has to be addressed before anything else can be addressed in his opinion. This will go back to what is the possibility for creating a policy to have the government actually grow the food. We have got to have big farms and grow the food to support senior facilities and kids. Food is a right. Why isn't government doing that. Farms funding farms and growing the food.

Ms. Ortigoza said for Santa Fe County what we have right now is a bond issue 20 years ago to buy open land. We are doing an inventory on the opportunity for each open space. We are looking carefully at the potential for agriculture. We did purchase land with water rights for that purpose. We are also looking forward to what kinds of recommendations we have to create loops to support efforts. Your point is important. Our counties are not like that. There are landscapes here like that, but we don't own them. Part of our job is to create relationships with those who do own the land and incentivizing the land going into production.

Ms. Egoff said we have a lot of older farmers that have had premium land in their families for years. As they are aging out they don't quite know how to continue production so they are holding on to lands that are not being produced. At the same time we have younger farmers who are more tech savvy. We could work on connecting the two so some of those lands are put into agriculture easements with arrangements so younger farmers can lease the farm land if they are going to work it. It would go another step to protect our agriculture in northern New Mexico with older farmers to train the younger how to farm in the desert.

Ms. Baran-Rees said there is a possibility to take what you said and turn into a recommendation. What is the role of the Santa Fe Food Policy Council in approaching all the governmental collectives. What would it mean to invest in this way.

Ms. Egoff left the meeting.

Ms. Ortigoza said she thinks it will bubble up and light up policy or investment opportunities.

Ms. Baran-Rees said we need a producers map as well. Both things have to be scaled simultaneously. The two things have to be laid out together. Why should all the risks be put on our most disadvantaged community members. How can we communicate the return on investment. It should matter to government.

Ms. Boise left the meeting.

Ms. Roy said there are internships in agriculture with the Agriculture Workforce Act within the Department of Agriculture. It starts at the beginning of the year to pair up people who want to learn how to farm with people who have that knowledge. The challenge is how do you effectively get those programs out where they are needed most and make them as successful as possible. Young farmers know technology, but not where these programs are to help them.

Chair Sundberg said we need to start with what are our values and make sure we always tie back into them. Food banks. Nutrition. Local businesses. Fair wages.

Mr. Ciano said paying the farmers to farm. The only way to have young farmers is that someone needs to pay for that. Farmers are still not making a living. Why not use a City park and tear out the grass and grow food and hire farmers. There is no other way for a farmer to make it. Their work is not valued.

Ms. Baran-Rees said there is the social justice in why government should be involved in food production and financial reasons why government should be involved in food production.

Ms. Ortigoza said government says we are not in the business of growing food. Maybe we should change the paradigm.

Chair Sundberg said the next step is sustainable food programs. We need to meet with Liz Camacho who is working on the Mayor's forum in October and let her know that we are pushing this. Local food production and procurement. The second conversation will be with Gino to restructure his budget so he can use inputs in different places so he is not beholden to State and Federal laws and to feed people better and see if the City can support that. The work we need to rush into is the meeting in October and having our voices heard at that. People don't understand who we are and what we do. We are the voices and experts.

Ms. Ortigoza said if October is a goal for this meeting then she would love to integrate the launch of the Agri Gate at that.

Chair Sundberg said that will be part of the panel.

Ms. Roy said Liz is headed in the right direction. Our suggestion is to open the meeting with the clip.

Chair Sundberg said we need to tie this up more strongly together so we can start on the road maps. We need to put this into a sensible presentation. When we get it done we can take it to Councilors, Commissioners and Legislators to show them how unfair policies are and what the barriers are and encourage investment from government and private firms. It will be a convincing tool.

Chair Sundberg said we have had conversations with the State Farmers Market Association about policies if the government was growing food and what percent would go to food banks etc. There is a methodology for tracking those things. We will make this a regular joint meeting item where we are committing our time.

Ms. Hooper asked did you talk about what is left in the fields.

Chair Sundberg said it is a piece of the conversation.

Ms. Hooper said one of our issues for the next Legislative session is gleaning.

C. STATE AND NATIONAL ISSUES

Ms. Roy said she thinks there needs to be a lot of line up with interim committees. There is an interim committee meeting in November. She suggests we think about that for November and December and tying in with City Council and the County Commission to report as we request a Resolution. We need to provide a report.

Ms. Roy said all the Farm Bill provisions are starting to roll out. She is working on that. She will send the Council a report on what really happened to benefit our State in the Farm Bill.

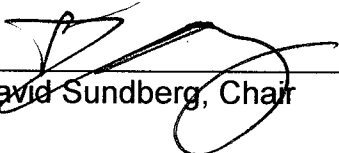
Ms. Hooper said also the President is proposing a rule change with SNAP that would take hundreds of thousands of families off SNAP. She will send you the link. You can still leave comments up to September 23rd. There is a letter a lot of Mayors are signing on to about that and Mayor Webber has already signed on. Thank him for that.

3. ITEMS FROM THE CHAIR


None

J. ADJOURNMENT

There being no further business before the Council the meeting adjourned at 11:00 am.



David Sundberg, Chair



Elizabeth Martin, Stenographer