



Agenda



Santa Fe City and County CITY CLERK'S OFFICE
 Advisory Council on Food Policy
 Thursday, June 27, 2013 DATE 6/20/13 TIME 8:57am
 9:00 to 11:00
 Angel Depot Conference Room PREPARED BY Susan Perry
 1222 Siler Road, Santa Fe, NM RECEIVED BY [Signature]

- A. CALL TO ORDER
- B. ROLL CALL
- C. APPROVAL OF AGENDA
- D. APPROVAL OF MINUTES – May 23, 2013
- E. COMMUNICATIONS FROM THE FLOOR
- F. PRESENTATIONS/TRAININGS
- G. STAFF COMMUNICATIONS
 - 1. Action Item Follow-up
 - 2. BCC Report
- H. INITIATIVES AND ACTIONS
 - 1. Policy Committee
 - a. Assessment Committee – Food Plan Update
 - i. Stakeholder interview process update
 - b. Upstream Process:
 - i. Food Plan Policy Recommendation Workshop
 - c. Proposed Urban Agriculture Collaborative
 - d. Food Production and Land Use Committee
 - i. County Sustainable Land Development Code
 - e. Procurement
 - f. Education and Outreach
 - i. Review pamphlet inserts
 - ii. SFFPC logo, website
 - g. City-County GMO Task Force
 - h. National Issues
 - i. Farm Bill
 - ii. Center for Science and Public Interest
 - 2. Executive Committee
 - a. Existing and proposed staff position descriptions and skills inventory
 - i. Vote to approve 'Education and Outreach Specialist position'
 - b. Replacement Suggestions for Emergency Food Service
 - c. Replacement Suggestions for Community Member
- I. ITEMS FROM THE CHAIR
- J. ITEMS FROM THE COUNCIL

ADJOURNMENT

PERSONS WITH DISABILITIES IN NEED OF ACCOMMODATIONS, CONTACT THE CITY CLERK'S OFFICE AT 955-6520, FIVE (5) WORKING DAYS PRIOR TO MEETING DATE.

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

THURSDAY, JUNE 27, 2013

ITEM	ACTION TAKEN	PAGE(S)
A. CALL TO ORDER		
B. ROLL CALL	Quorum	1
C. APPROVAL OF AGENDA	Approved	1
D. REVIEW AND APPROVAL OF MINUTES May 23, 2013	Approved	2
E. COMMUNICATIONS FROM THE FLOOR	Discussed	4-6
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G. STAFF COMMUNICATIONS		
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2. BCC Report	Discussed	6-7
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ii. SFFPC logo, website		
g. City-County GMO Task Force	Discussed	2-4
h. National Issues	Not Discussed	
i. Farm Bill		
ii. Center for Science and Public Interest		
2. Executive Committee		
a. Existing/proposed staff position descriptions	Discussed	2
i. Approve <i>'Education&Outreach Specialist</i>	Approved	2
b. Suggestions for Emergency Food Service	Discussed	10
c. Suggestions for Community Member	Discussed	10
I. ITEMS FROM THE CHAIR	Discussed	10
J. ITEMS FROM THE COUNCIL	None	10
K. ADJOURNMENT & Next Meeting	June 25, 2013 Adjourned at 11:00 a.m.	11

**SANTA FE CITY AND COUNTY
ADVISORY COUNCIL ON FOOD POLICY
1222 SILER ROAD, SANTA FE, NM 87501**

THURSDAY, JUNE 27, 2013

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 quorum as follows:

Members Present

Susan Perry, Chair
Katherine Mortimer
Patricia Boies
Steve Warshawer
Tony McCarty
Elisabeth Salinas
Lynn Walters

Members Absent

Pamela Roy (excused)
Emigdio Ballon (excused)
Maria Bustamante-Bernal
Mark Winne (excused)

Two positions vacant

Staff Present

Alena Paisano
Erin Lloyd Ortigoza

Others Present

Dr. Jim McClure, local coordinator for Food and Water Watch
Gail Giles, Food and Water Watch
Charmaine Clair, Stenographer

C. APPROVAL OF AGENDA

Item 2, Executive Committee a., would be discussed after the Approval of the Minutes followed by the GMO discussion H. g.

Ms. Mortimer moved to approve the Agenda as amended. Ms. Walters seconded the motion and it passed by unanimous voice vote.

D. APPROVAL OF MINUTES- May 23, 2013

The April 25, 2013 minutes postponed for approval at the June meeting were not on the agenda and will be on the July Agenda.

Amendments were noted on the April minutes as follows:

On page 10 a statement by Mr. Warshawer was asked to be re-stated: "What we want to create with the help of our friends in the Planning Department is a process for what gets voted on. The fact that *any particular* ideas are floated, in no way suggests that they will go forward. "

Ms. Patricia Boies should have been reflected as present for the April meeting.

Minutes of May 23, 2013

Ms. Boies was present at the May meeting and should be reflected under Others Present.

Ms. Boies moved to approve the minutes of May 23, 2013 as amended. Mr. McCarty seconded the motion and it passed by unanimous voice vote.

H. INITIATIVES AND ACTIONS (Revised Agenda Order)

2. Executive Committee

- a. Existing and proposed staff position descriptions and skills inventory (Exhibit 1)
 - i. Vote to approve 'Education and Outreach Specialist position'

Ms. Paisano said she and Ms. Lloyd Ortigoza put the description together with the help of Mr. Dominguez from Farm to Table. She invited input of members.

Ms. Walters said she would like an overall description of intent for each position such as job description language; a summary of the job; purpose, function, etc.

Ms. Boies pointed out on the first page; first bullet of the last line has an asterisk with no reference. Ms. Paisano explained for the second position that the education and outreach would be the bulk of the work and is a support role, not a primary objective.

Ms. Mortimer moved to approve the education outreach position description as amended. Mr. McCarty seconded the motion and it passed by unanimous voice vote.

g. City-County GMO Task Force (Revised Agenda Order)

Ms. Lloyd Ortigoza said a task force was organized to do research, outreach and strategic planning. She said the task force met with Commissioner Holian to produce recommendations. (Exhibit 2)

A summary follows:

1- *Farmer to Farmer Education/Outreach campaign-* to build relationships with farmers and people on fact finding. The education would not be that GMOs are "bad," but would be a process to discover information that further facets of the process could be done. The interest is to have a public/private relationship and work

with partners with access to different facets of the agricultural communities, such as ranchers with different crop productions throughout the County.

2-Community Plans- Ms. Salinas who currently does community planning in rural agricultural communities could as part of the process, initiate a discussion about GMO to see if communities are interested in learning more. A plan could be created to establish a buffer zone or a non-GMO community.

3- Santa Fe GMO labeling- The mandate that requires labeling is difficult without state or federal support and an initiative could work with certain stores to do direct outreach and signage with focus on the initial steps to educate their consumers in current labeling.

4-Tribal Communities- focus is on collaboration with existing initiatives through the tribal communities and to aligning with the efforts through the County. Keeping seed sovereignty safe and producing buffer zones would be important.

Ms. Boies suggested naming each of the four pueblos (Tesuque, Pojoaque, Nambe and San Ildefonso) within Santa Fe County as a potential partner.

Mr. Warshawer suggested: "Tribal Communities "in and around" Santa Fe County. He said abutting nations would be important in the regional picture and the language would give a defined region. He added that Tribal nations with different viewpoints might consider themselves stakeholders because they are tribal, but are further away and they would not have to be automatically included.

Ms. Walters suggested removing or from the "Potential Partners" information.

5- GMO Free Registration- a simple, inexpensive way for current producers not certified organic, to show intent to provide GMO-free food and to embed a registration process in the business registration.

6- Encourage Federal and State labeling GMO Requirements- in the long term, to facilitate labeling initiatives for the County.

7- Checking with Councilor Bushee and Commissioner Holian- to align the recommendation process and understand the approach and look at the next steps and a possible resolution.

Mr. Warshawer said the Farmer to Farmer education should be broader in who the farmers are who *initiate*, as well as which farmers they reach out to. He said there could be farmers that want to be part of the outreach but are not anti-GMO and it is important to provide opportunity for people with a full range of experience.

He said looking at who drives that is part of the nuance of how to make it work and should be broad enough to be perceived as not driven by an agenda.

Ms. Mortimer asked if Mr. Warshawer was suggesting changing the potential driver. Mr. Warshawer replied that should be discussed. They should be thoughtful about the Farmer to Farmer concept and use of the descriptor.

Ms. Salinas said the intent is a set of recommendations for the City/County and to say there are information and technical assistance gaps, etc. and would require funding and program building.

Mr. Warshawer said on #3-GMO labeling, the National Cooperative Grocery Associations are involved in the non-GMO project and could be a link between the consumer co-op retailers and that. He said the registration idea is good, but what would that mean to the person with the logo.

Ms. Mortimer said that was talked about as a first step for people who couldn't afford the GMO-free project costs or are in the process and the logo would need to be clear about what it means.

Ms. Paisano said important is that this was modeled from the RGBH voluntary affidavit approach and they are looking at the parallel of the two movements.

Mr. Warshawer said the approach is a slippery slope situation and many of those people who made those claims are being sued. He suggested involving the marketing department of the Department of Agriculture.

Ms. Mortimer said the next step would be to meet with Councilor Bushee and Commissioner Holian for their input. The next draft would be presented to the FPC in July.

Ms. Boies said Commissioner Anaya was concerned about involving farmers and not telling them but *listening* to them. She suggested the Farmer to Farmer Education Outreach Campaign be called a fact finding campaign.

Mr. Warshawer had to leave the meeting at this time.

E. COMMUNICATIONS FROM THE FLOOR

Michael Collins asked about *Encourage Federal and State Labeling* and why they wouldn't just say "we have GMOs."

Ms. Lloyd Ortigoza said the overarching labeling and campaign long-term vision is mandatory labeling that is rooted in local.

Chair Perry said the problem with a local mandate is that could not be enforced.

Ms. Lloyd Ortigoza used Kellogg cereal as an example who sells to the entire country and when the cereal enters Santa Fe County the Kellogg box would have to be labeled just for Santa Fe County. She said until they have that kind of scope, they have to look at how to be proactive and educate the public and as a parallel, work to encourage federal/state mandates that requires Kellogg's throughout the country, to do that.

Chair Perry gave McDonald's as an example of a company that brought in healthier versions of food because the public demanded it.

Ms. Cindy Padilla the Environmental Services Director said that most municipalities and counties do not regulate industries and could not mandate. The issue is to get state laws and regulators to say it has to be done in New Mexico and the federal agencies would have authority. That authority would come from the feds to the state, which is a good strategic approach.

Ms. Paisano said what they are trying to do is find a way to get the messaging out and see the united force that comes from multiple food policy levels across the state and put pressure on state and federal entities. They

want to find the high road approaches that would educate all public sectors and could understand the subtleties of how a mandate would impact people's daily lives.

Dr. Jim McClure with Food and Water Watch said he attended the last Food Policy Council meeting because it was recommended by Commissioner Holian. He said it was discussed that interested citizens could attend the GMO Subcommittee meeting and the schedule and meeting locations was given.

He said the next meeting of the GMO Subcommittee was scheduled Monday, June 24 and the Friday morning before, he received an e-mail that the GMO task force meeting was canceled. The e-mail stated the GMO Task Force was evaluating its next steps and would announce the next public meeting. He said the meeting was held secretly and as far as a government entity, that doesn't fly.

Ms. Mortimer explained that the meeting was scheduled and because of the number of people who desired to give input, people were invited. People from outside (the subcommittee) can be asked to join a subcommittee, but is not automatic; subcommittee meetings do not have to be publicly noticed and do not have to be open to the public. The SFFPC meeting does have to be and is noticed and open to the public.

She said there were a lot of people at the subcommittee meeting and a lot of issues were aired with a fair amount of frustration, animosity and discomfort. She said it is important that those things get aired; however, that type of public forum makes it impossible to do the work needed.

Ms. Mortimer said the task force realized that if all of the subcommittee meetings include people from both sides arguing, the work would not get done. The thought was if a person is invited from one side there is need to be a representative from the other side and again could result in a meeting where no work gets done.

She said it was not a matter of doing something in secret; the recommendations being explained in this meeting were from the subcommittee meeting.

Dr. McClure said as a professional who works for a living and volunteers with Food and Water Watch, to deceive him into thinking there was not going to be a meeting when there was, to him is lying.

Chair Perry said the meeting announced was canceled and the subcommittee decided to meet to get the work done and the results of that work is presented at this public meeting, where Dr. McClure is welcome to attend and comment on the results and provide any input he wants.

Ms. Lloyd Ortigoza added there would be public forums. She said this is new territory for input.

Dr. McClure said the e-mail could have said that and is the truth, rather than deceive. He said he took a half a day off work and that is unacceptable. He asked who made the decision.

Ms. Mortimer said she suggested if the subcommittee continued to have a public forum, they would not be able to get to the work. She said Ms. Lloyd Ortigoza sent the e-mail hoping to cancel early enough that people could make changes.

Dr. McClure said they canceled the meeting as far as the *public* goes and that is deception and is not the way the government should work.

Chair Perry said Dr. McClure's concerns have been heard. She said Ms. Mortimer did a good job of explaining where the subcommittee was coming from.

Ms. Sopoci-Belknap said from her perspective it does sound that there was a meeting that would be open to the public that was canceled and a subcommittee meeting was then scheduled; which is very different.

Ms. Paisano said she spoke with Farm to Table about approaches in what is done by the Food Policy Council versus others. She said Farm to Table would be willing to look at an approach driven by the community that is parallel with the Food Council's approach and would allow the public voice to be heard. She invited Dr. McClure, if interested in that, to speak with her after the meeting.

Ms. Padilla said she understands Dr. McClure's frustration about the notice, which could have been more clearly stated and could hear that everyone is trying to get input from all sides before making recommendations. She said the recommendations would probably be modified and amended many times before City Council or County Commission would take action.

Gail Giles with GMO-free Santa Fe said she wanted to support Dr. McClure's stance. She understood that the GMO Task Force itself was being canceled, not the meeting. She said there needs to be clarity because GMO-free Santa Fe is working with groups on a national and City level. The group meets once a week and is not paid and works on overlapping issues and they want to be part of the discussion, to be proactive and effective and taken seriously and to have a place at the table on the issue.

Chair Perry said she hoped Ms. Giles could hear that the Food Council respects the integrity and value of what GMO-free Santa Fe brings to the meeting. She said what is being discussed is a clearer communication and ways that everyone has a voice, while still moving forward.

F. PRESENTATIONS/TRAININGS- None

G. STAFF COMMUNICATIONS

1. Action Item Follow-up

Ms. Lloyd Ortigoza said there is an action item follow-up from last month and information would be updated as the items occur on the agenda.

2. BCC (Board of County Commissioners) Report

Ms. Paisano said the annual report was given to the BCC on Thursday and went well. She acknowledged Ms. Mortimer and Ms. Boies work. She said she shared the work and their focus on the Community Food Assessment and how that led to the development of the Food Plan and gave methodologies and strategies of the Food Plan.

She said Ms. Mortimer provided a brief update on the Food Policy Council history and its role and how the membership works and the relationship with Farm to Table and other non profits. She said Commissioner Holian brought up GMO, but did not take a stance. Other Commissioners made comments and offered an opportunity to give a precursor of what has been worked on and the educational approach taken.

Ms. Salinas said Ms. Mortimer and Ms. Paisano did a great job speaking to the work of the Food Council. She said New Mexico is rated the highest in child hunger and food security and is suggested that be the focus in the future.

Ms. Paisano said in response to the childhood hunger concern, the Food Plan talks about access and the Healthy Kids Healthy Economy and how successful that work has been and she highlighted the FPC efforts with Santa Fe Public Schools and the local youth.

H. INITIATIVES AND ACTIONS

1. Policy Committee
 - a. Assessment Committee – Food Plan Update
 - i. Stakeholder interview process update

Ms. Paisano is finalizing the stakeholder interview process and would schedule Food Council members she hasn't yet talked with.

The schedule for policy recommendation design is being finalized and a two day approach is being looked at; three hour meetings for two days. The first meeting, possibly in mid August, would be just the Assessment Committee and the chairs of all of the committees to look at the data and put into policy recommendation and goal areas. The second meeting would be the full Food Council to approve and edit the Food Plan language that would be carried throughout the Plan.

Ms. Paisano said the Council should clarify whether they want a document written in policy or something usable for partners and the community. She said the other piece is finalizing some of the work and to develop maps with the City. There is interest with La Familia's Reach, CDC Grant and she would work with them to develop maps related to food access and food gaps for their targeted communities.

Ms. Walters thanked Ms. Paisano for her work and for continuing to gather data. She said she would be out of town for the meetings and asked if there could be e-mail input or another way to participate for those unable to attend.

Ms. Lloyd Ortigoza discussed the dates for the Policy Committee of August 9th from 9 to noon at the Santa Fe Community Foundation. The second meeting August 16, the same venue was not available and she would let everyone know when the location was finalized.

The Council discussed the dates and venues and the two meeting dates of August 9 and August 16th were confirmed.

Ms. Boies said that most members had received the recently completed Santa Fe County Community Health Profile. She said several members were invited to attend the Health Care Provider Forum at the Santa Fe Community College. The profile has quantitative data about health indicators and sections about food and food and nutrition is one of the provider forum issues for consideration.

Ms. Boies said Santa Fe County would do a Health Action Plan that would be completed by the end of July. She would ensure the plan references the Food Plan and includes recommendations from the Plan; Commissioner Holian mentioned she wants the two efforts tied.

b. Upstream Process

Ms. Lloyd Ortigoza said a goal of the Upstream process is to look at ways to reformat the Food Council's internal structure to create a more finely tuned product.

Ms. Mortimer asked if there was movement on the cultural competency training listed in the capacity building.

Ms. Lloyd Ortigoza said she talked with Ms. Martin. The Santa Fe Community Foundation has identified a facilitator from California that does work with resident engagement and is looking at moving beyond traditional civic engagement strategies to more culturally appropriate.

Ms. Lloyd Ortigoza said the Upstream grant has three grantee participants who, if interested in the training, could be invited to participate. She added that another training discussed is for Food Council members to be trained as facilitators.

Ms. Mortimer said New Mexico First does town halls throughout the state and offers facilitation training and the person who does the training is Carl Moore, who lives in Santa Fe.

Ms. Paisano said also being looked at is Rosemary Romero, to help understand the policy and messaging. She said community forums could be done around goal areas, with a couple of speakers and time for direct community input.

c. Proposed Urban Agriculture Collaborative

Ms. Paisano said the Collaborative has been dealing with urban agricultural issues, particularly with Pokei Poitton and Gaia Gardens. The City has cited Mr. Poitton for a number of violations and he has been talking with the City Manager and others to align with current policies. Mr. Poitton is not allowed more than two people on his farm at a time because of zoning codes and cannot utilize volunteers, or be an educational facility with Santa Fe High School, Earth Care, elementary schools etc.

Ms. Paisano said the need for a balanced and strategic approach was discussed in looking at the policies to serve all members of the community. She invited Ms. Sopoci-Belknap to speak on that.

Ms. Sopoci-Belknap said she is a former Food Policy Council member and the current chair of the Sustainable Santa Fe Commission (SSFC.) She said a clear barrier to agriculture within the City/County is the land use issues.

She explained that the SSFC was charged with implementing the SSFC Plan and community stewardship involvement and all food related issues were passed on to the Food Policy Council. She said the Commission feels the Food Council is the more appropriate forum to address these issues.

Ms. Sopoci-Belknap said Mr. Poitton presented at the SSFC's last meeting, which was attended by Matt O'Reilly, who helped clarify legal barriers in code. Mr. Poitton has a two person limit because he applied for a home occupation license, which has residential zoning limitations.

Ms. Sopoci-Belknap suggested the Food Council Food Production and Land Use Subcommittee take up the issue and work with SSFC. She said Mr. Poitton is gathering a group of people interested in resolving barriers for the sake of the larger community and the subcommittee could be part of that conversation. She suggested their interest be prioritized in agriculture and food production when looking at laws and zoning.

Ms. Mortimer said Councilor Bushee recently introduced another resolution to look at the creation of farm stands and she has been assigned as the staff person. She said Councilor Bushee is very open to receiving information from the Food Policy Council and other food council groups. The Councilor wants the ordinance now to have farm stands during the growing season and does not want this tailored to Mr. Poitton's situation.

Ms. Salinas said the thrust of the Food Production Land Use Subcommittee work is to ensure the County's commitment to enhance agricultural opportunities in the Growth Management Plan (GMP) is embedded and reflected. She thought the best approach is to look at the small issues such as the idea of parceling out home-based occupation regulations and/or food stand regulations.

Ms. Salinas said the committee should consider shifting their scope of work. She said Ms. Roy has developed hypothetical applications with the idea to get a better understanding by testing the applications.

Ms. Boies had to leave the meeting at this time.

Ms. Mortimer suggested an ad hoc committee of those interested in land-use policy issues, specifically focused on urban agriculture within the City. A model could be developed and then recommendations could be made to the urbanized parts of the County.

Ms. Lloyd Ortigoza said she would send out invitations to join the group. Ms. Mortimer added she would ask Mr. O'Reilly to assign someone from City Planning. She offered to be a representative and Ms. Walters and Ms. Salinas asked to participate.

e. Procurement

Ms. Paisano said she has been working with the PED and NMDA to look at the \$100,000 dollar Healthy Kids/Healthy Economy qualifiers for schools and how that would be spent. She would meet with them next week. She said the PED drives the process and was encouraged to look at qualifiers; the first being that the schools be the ones to apply for funding, not the producers, with the idea to move where there is already momentum.

She said issues are when looking at the schools that would qualify, if they look for the highest rates of free and reduced; assuming that there is a greater need for the student body; or should they look at the lowest rates for free and reduced, with the understanding they have less access to federal funding programs.

Ms. Paisano said another issue is to create systems that make local procurement viable so the administrative work doesn't outweigh the actual benefit. The PED is interested in developing marketing; how to message so people understand this is local and comes from a local State initiative.

She said this was talked about as a priority at the State Food Policy Council meeting last week. She said the real goal would be to develop momentum around the local level food policy councils and she hopes to look at some of the individual food councils and FPC, to lead the outreach initiatives and do a school campaign to get student body, parents and teachers interested and strengthen the community representation at the Capitol.

She said the strategy of the State Food Policy Council is to embrace local level and unite local level.

f. Education and Outreach - Nothing to report

(Initatives and Actions continued out of order)

2. Executive Committee

b. & c. Replacement Suggestions for Emergency Food Service/ Community Members

Ms. Paisano said that Isabelle from Adelante is interested, but is unsure whether the use of her time in the Food Policy Council would serve their clients. She said other suggestions are being looked at; however, the definition of emergency food and what constitutes emergency food versus food access is being discussed.

Ms. Lloyd Ortigoza said there is someone from the Santa Fe Farmer's Market that runs their SNAP program, but a question is if emergency is defined as a natural disaster where food stops coming in or as chronic level low access to food.

Ms. Mortimer said there is no definition. Mr. McCarty said originally the focus was for disaster. He offered to talk with Susan Odysseus at Food for Santa Fe either as a prospect or to get a recommendation. He would let the Committee know next month.

Ms. Lloyd Ortigoza said Ms. Salinas supplied a list of potential people from the Estancia Basin for the Community member. Ms. Salinas added she promised Ms. Roy information for people from the Santa Fe River Collaborative, which includes farmers and ranchers with the idea to find someone from southern Santa Fe County.

Ms. Paisano said tribal representation was also discussed. There is a woman from Upstream who looks at increasing food access and how that relates to water health and the challenges as a sovereign nation and is also involved in the Pojoaque Valley Farmers Market.

The committee discussed the Food Plan and the strategic efforts to address local issues.

I. ITEMS FROM THE CHAIR- None

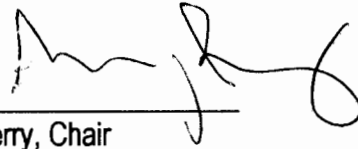
J. ITEMS FROM THE COUNCIL

Ms. Mortimer thanked Chair Perry for taking on the chairperson position.

K. ADJOURNMENT & NEXT MEETING: July 27, 2013

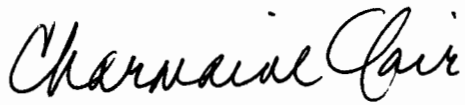
Having no further business to discuss the meeting adjourned at 10:57 a.m.

Approved by:



Susan Perry, Chair

Submitted by:



Charmaine Clair, Stenographer

Santa Fe Food Policy Council: Staff Assessment and Recommendation

SFFPC Coordinator

Staff Time Allotment:

80 Hours per Month, 20 Hours per week

14 hours in office Monday/Friday, 6 hours out of office

Tasks:

Communication (31 hours/month)

- Attendance at SFFPC Monthly Meetings
- Compiling Materials for SFFPC Meetings (Monthly)
- Manage and Compile Sub-Committee Reports (Monthly)
- Development of Agenda for SFFPC Meetings (Monthly)
- Staff Report and Action Item Follow Up
- Policy Research, Authorship and Developing Materials for Sub-Committee Work
- Initiating and Managing Internal Communications
- Public Communications (website management, developing press releases)

Coordination (27 hours/month total)

- Scheduling and Attendance at Sub-Committee Meetings (12 hours/month)
 - Food Plan
 - GMO Task Force
 - Land Use
 - Urban Ag Task Force
 - Executive
 - Education and Outreach *
- Upstream (15 hours/month)
 - Attending and Coordinating attendance at Quarterly Meetings
 - Developing Materials and Presentations
 - Scheduling and Attending Planning Meetings w/Shanetta
 - Strategic Planning and Tracking (Annual)
 - Coordinating periodic events and workshops

Administration (10 hours/month)

- Development and Presentation of Quarterly Reports
 - City
 - County
 - McCune
 - Santa Fe Community Foundation
- Development and Fundraising
 - Seeking and Submitting Proposals
- Strategic Planning and Tracking
 - Budget Analysis (Training with Pam)

Food Plan (12 Hours/month)

- Development
- Implementation
- Event, Education and Outreach Support

SFFPC Education and Outreach Specialist

Proposed Time Allotment:

60 Hours per Month, 15 Hours per Week

Tasks:

Coordination and Communication (16 Hours/month)

- Interfacing with SFFPC Coordinator and Council
- Attendance at SFFPC Meetings
- Attendance at Sub-Committee Meetings
 - Education and Outreach
 - Food Plan (Implementation)
 - Urban Ag Task Force
 - Land Use
 - GMO Task Force
- Staff and Food Plan Report

Education and Outreach (24 Hours/month)

- Design, Coordinate and Execute Community Forums related to Food Plan goal areas (10 annually)
- Communications, Initiating and Maintaining Partnerships
- Presentations and Press Interactions
- Outreach at Community Events
- Attendance and Representation of SFFPC at City and County Council Meetings
- Participation in Community Work groups and Partner Projects
- Planning and Partner Coordination for National Celebrations (Food Day, Farm to School Month, Pollinator Week, etc.)
- Support with Website and Blog Management
- Research and Content Development for Educational Materials (Internal and External)

Policy (20 Hours/month)

- Policy 101 Outreach and Materials
- Policy Research, Authorship and Developing Materials for Sub-Committee Work
- Attendance at New Mexico Food and Ag Policy Council Quarterly Meetings
- Coordination of Local and State level policy work

Skills Inventory of Staff:

Erin Ortigoza

- BA Anthropology
- Masters of Landscape Architecture
- Minor in Community and Regional Planning
- Certificate of Historic Preservation and Regionalism
- Certification as Permaculture Specialist
- Experience with agro-ecological landscape planning, design and management

- International community development experience-agricultural committee organization, economic planning, natural resource management, and environmental education and outreach
- Tava’I Municipal Library and Resource Center –fundraising, materials acquisition, systems organization, municipal sponsorship, community education and outreach
- Project management, research and implementation of pilot Environmental Management System in Environmental Services Division of the City of Santa Fe Public Utilities Department
- Experience working with City of Santa Fe staff, Councilors, and contractors on the Southwest Area Planning Initiative
- Experience with the collection, analysis, interpretation and application of both primary and secondary data in environmental, agricultural community planning projects; community natural resource assessments
- Field study documentation experience through notes, transect studies, sketch, photography
- Tri-Lingual (English, Spanish, Guarani)
- Proficient in Adobe Creative Suite, Auto Cad, MS Word
- Research Skills (Academic, Case Studies, National and International Food Systems, Literature Reviews)
- Writing Skills (professional reports, narrative summaries, academic, thesis-edible infrastructure, building foodshed landscape continuity)
- Public speaking/presentation skills
- Graphics development

(Proposed) Alena Paisano

- BS Community Development: Economic Development and Built Environment
Specialized focus on Community Engagement
- Experience working with Native American communities around Policy, Community Health, Agriculture, and Cultural Preservation (NAYA PDX)
- Community Based Project: Cultural and Historic Preservation through Eliot Living Histories Project
- Planning, Design and Implementation of Community Garden for the NAYA
- Advocacy and Planning for Let Us Build Cully Park! Initiative
- Program Development and Implementation of Civic Engagement Workshop Series serving PDX Native American Community
- Experience working with City Council, Planning Department, Oregon Department of Transportation, Neighborhood Associations, and various Non-profits on project implementation around Environmental and Transit Justice
- Extensive Community Research Experience: Place Based and Asset Building Approach
- Experience with Facilitation, Capacity and Asset Mapping, Consensus Based Decision Making
- Writing Skills (Academic, Professional Reports, Local Level Policy analysis)
- Extensive experience with Public Speaking and Community Forum Facilitation
- Organizational Development and Analysis Work
- Design and Development of Outreach and Educational Materials (Brochures, Flyers, etc)
- Website and Social Media Development and Management
- Fundraising, Event Planning and Execution

GMO Recommendations

The Santa Fe Food Policy Council has established a Genetically Modified Organism (GMO) Task Force to create a process by which the City and County of Santa Fe gather information and gain community input toward recommendations pertaining to the labeling and use of genetically engineered (GE) foods/seed in our region.

This GMO Task Force is responsive to the City Resolution 2013-25 which expresses support for mandatory labeling of GE products for consumer awareness and also directs a collaboration with County staff to explore the possibilities of prohibiting the propagation, cultivation, raising and growing of genetically engineered food. In order to align the process, the Task Force has met with County Commissioner Holian and is developing a set of recommendations to address GMO issues in the City and the County.

At this stage, the GMO Task Force is researching the feasibility of mandatory labeling of GMO products in the City of Santa Fe and the proposed prohibition on cultivation of GMO crops in Santa Fe City and County as separate issues. The Task Force is in the process of exploring the ramifications of such mandates throughout local communities, and has developed a preliminary set recommendations that aim to educate consumers and food producers as to the unknown risks associated with GE industry, in lieu of direct mandates.

These recommendations are designed to support producers/retailers to meet the growing 'Consumer Right to Know' movement through any future transitions to non-GMO production and GMO labeling.

1. Farmer to Farmer Education & Outreach campaign:

This is a public-private partnership to build relationships with local farmers and focuses on fact finding, discovery & information gathering. Potential research components of this initiative include recording GMO crops in use/map usage of GMOs, and the identification of reasons for GMO seed use/challenges associated with use/benefits associated with use. This campaign also focuses on dialoguing with farmers to find out if there is interest in non-GMO planting in the region. The GMO facet of this initiative may be one aspect of a larger campaign to support local farmers in marketing their product.

- **Potential Driver: Farm to Table**
- **Potentials partners: IAIA (Luke Reed), NM Acequia Association, SF Farmers Market, Soil & Water Conservation District, County Extension**
- **Time invested? 40 hours week to coordinate between partner organizations**
- **Budget? There will be a budget request associated with this recommendation**

2. Community Plans:

This initiative introduces the concept of GMO free zones into the Community Planning Process discussion.

- **Potential Driver: Long Range Planning-County**
- **Time invested? Add GMO discussion as facet of existing planning process,**
- **Budget? No budget requests associated with this recommendation**

3. Santa Fe GMO Labeling: Public Education Campaign

This initiative supports the “consumer right to know” through public education. Some of the directions this campaign may take include building relationships and working with local stores, direct public messaging about GMO 101, developing alternative market strategies to increase awareness of GMO issues and non-GMO products available through mainstream retail outlets, and increasing public awareness by strengthening relationship between organic and non-GMO; (to be certified organic a product means must be non-GMO.) These actions could be done through website modification, signage and direct outreach.

Potential Driver: Sustainable SF, through Environmental Services Division

- **Potential Partners: Local retailers, SF Farmers' Market**
- **Time invested? 20 hrs. week**
- **Budget? There will be a budget request associated with this recommendation**

4. Tribal Communities

This is a collaboration with tribal partners, which focuses on engaging tribal governing bodies to determine a strategy which align tribal initiatives with County. (sovereignty-native seed and land use-buffer zones)

- **Potential Driver: Farm to Table/County**
- **Potential Partners: Tesuque Agriculture Department or also talk with Pojoaque Valley Market, IAIA as potential partner (Luke Reed)**
- **Time invested? 10 hrs. week**
- **Budget? There will be a budget request associated with this recommendation**

5. GMO Free Registration

This is a simple and voluntary process in which food producers can participate to show their support for the "Consumers' Rights to Know" movement, of which GMOs are the latest tier of ingredient labeling. Historically, this consumer driven movement has also supported the labeling of organics, certain hormone and antibiotic free products, and more detail on the nutritional value of foods.

- **Potential Driver: County**
- **Potential Partners: SF Farmer's Market**
- **Time invested: Pilot program associated with business registration, 3 years**
- **Budget? We will be researching the fees associated with this registration system**

6. Encourage Federal and State labeling GMO requirements

This is a strategic action that acknowledges our efforts at a local level are limited, and eventual alignment with GMO labeling/production policy from state and federal levels is necessary. Language can be included in the resolution highlighting county support for mandatory GMO labeling legislation passed at a state and federal level.

- **Potential Driver: County**
- **Potential Partner: SFFPC**
- **Time invested: Time needed to draft the resolution**
- **Budget? No budget requests are associated with this recommendation**

7. Check back in with City Councilor Bushee and County Commissioner Holian to align our recommendation process