



Agenda



Santa Fe City and County
Advisory Council on Food Policy
Thursday, December 15, 2011
9:00 to 10:00
Angel Depot Conference Room
1222 Siler Road, Santa Fe, NM

CITY CLERK'S OFFICE

DATE 12-7-11 TIME 8:37am

SERVED BY Katherine Mathew

RECEIVED BY [Signature]

- A. CALL TO ORDER
- B. ROLL CALL
- C. APPROVAL OF AGENDA
- D. APPROVAL OF MINUTES – November 17, 2011
- E. COMMUNICATIONS FROM THE FLOOR
- F. PRESENTATIONS/TRAININGS
- G. STAFF COMMUNICATIONS
- H. INITIATIVES AND ACTIONS
 - 1. Executive Committee
 - a. Budget Planning
 - b. Presentations and Trainings Criteria and Calendar
 - 2. Governance Committee
 - a. Revised Committee Structure and Process
 - b. Election of Vice Chair
 - 3. Policy Committee
 - a. Assessment
 - b. Food Production and Land Use
 - c. Procurement
 - d. Education and Outreach
 - e. Federal
- I. ITEMS FROM THE CHAIR
- J. ITEMS FROM THE COUNCIL
- K. ADJOURNMENT

Next Meeting: January 26, 2012

NOTE: All meetings of the council are open to the public. Persons with disabilities in need of accommodations, contact the City Clerk's office at 955-6520, five (5) working days prior to meeting day.

SUMMARY OF ACTION
SANTA FE CITY/COUNTY
ADVISORY COUNCIL ON FOOD POLICY
 Angel Depot Conference Room
 December 15, 2011

<u>ITEM</u>	<u>ACTION</u>	<u>PAGE</u>
CALL TO ORDER AND ROLL CALL	Quorum	1
APPROVAL OF THE AGENDA	Approved [amended]	2
APPROVAL OF MINUTES: NOVEMBER 17, 2011	Approved [amended]	2
COMMUNICATIONS FROM THE FLOOR	Information/discussion	2
PRESENTATIONS/TRAININGS	Information/discussion	2-6
STAFF COMMUNICATIONS	Information/discussion	6-7
<u>INITIATIVES AND ACTIONS</u>		
EXECUTIVE COMMITTEE		
BUDGET PLANNING	Information	7-8
PRESENTATIONS AND TRAININGS		
CRITERIA AND CALENDAR	Information	8
GOVERNANCE COMMITTEE		
BUDGET REVIEW	Information8	
POLICY COMMITTEE		
ASSESSMENT	Information	8
FOOD PRODUCTION AND LAND USE	Information	9-10
PROCUREMENT	Information/discussion	10
EDUCATION AND OUTREACH	Information	10
FEDERAL	Information	10
ITEMS FROM THE CHAIR	Information/discussion	10
ITEMS FROM THE COUNCIL	Information/discussion	10-11
ADJOURNMENT		11

**MINUTES OF THE
SANTA FE CITY/COUNTY
ADVISORY COUNCIL ON FOOD POLICY
Angel Depot Conference Room
December 15, 2011**

A. CALL TO ORDER

A regular meeting of the Santa Fe City/County Advisory Council on Food Policy, was called to order by Katherine Mortimer, Chair, on December 15, 2011, at approximately 8:30 a.m., in the Angel Depot Conference Room, 1122 Siler Road, Santa Fe, New Mexico.

B. ROLL CALL

MEMBERS PRESENT:

Katherine Mortimer, Chair
Sherry Hooper, Vice-Chair
Tony McCarty
Susan Perry
Pamela Roy
Duncan Sill
Bianca Sopoci-Belknap
Mark Winne
Steve Warshawer

MEMBERS EXCUSED:

Maria Bustamante-Bernal
Steve Shepherd
Lynn Walters

STAFF PRESENT:

Rubina Cohen, Director

OTHERS PRESENT

Martin Vigil, Director Emergency Management, Santa Fe County
Melessia Helberg, Stenographer

There a quorum of the membership in attendance at for conducting official business.

C. APPROVAL OF THE AGENDA

Ms. Hooper said the two items listed under H(2) Governance Committee, a) and b), should be deleted, because they did those two things last meeting, and to add, "a. Budget Review."

Mr. Winne said he would like to make a comment about communication in General.

Chair Mortimer said that can be done under J. Items from the Council.

MOTION: Duncan Sill moved, seconded by Sherry Hooper, to approve the Agenda, as amended.

VOTE: The motion was approved on a voice vote, with Ms. Sopoci-Belknap absent for the vote.

D. APPROVAL OF MINUTES: NOVEMBER 17, 2011.

The following corrections were made to the minutes:

"Global change from 'pantry,' to the 'Food Depot'."

Page 3, paragraph 2, line 1, correct as follows: "...Legislature Agriculture..."

Page 3, paragraph 6, line 2, correct as follows "...poster flyer..."

Page 5, paragraph 10, line 3, correct as follows: "...where we are in a..."

MOTION: Sherry Hooper moved, seconded by Pamela Roy, to approve the minutes as amended.

VOTE: The motion was approved on a voice vote, with Ms. Sopoci-Belknap absent for the vote.

E. COMMUNICATIONS FROM THE FLOOR

Ms. Sopoci-Belknap arrived at the meeting

F. PRESENTATIONS/TRAININGS

Martin Vigil, Director Emergency Management, Santa Fe County, noted that the minutes said the County didn't do anything for Emergency Preparedness Month, but they did do a poster presentation at the County Building, which recapped all of the emergency management activities of the County, noting the only feedback he got was from Mr. Sill. He said there was a large preparedness fair in Edgewood, noting this had been discussed for several years. It was held in conjunction with the Edgewood Police Department open house.

Mr. Vigil noted they do outreach every month of the year and not just during Emergency Preparedness Month. He said there isn't a lot of outreach with the public, but "we have it out there and there is a little engagement." He said the exception was one year when they did a preparedness fair in the Eldorado area which was the most interaction they have had. He said 200 people went through the booth at the fair and he had "one serious conversation about preparedness."

Mr. Vigil said there was a different experience during the Las Conchas/Pacheco fires where there were huge community meetings and significant interaction about the dangers around us. However, when the disasters aren't before us, communication falls off in the community.

Mr. Winne asked if thought had been given to other methods of public education.

Mr. Vigil said research has been done, and the whole war/fear education base doesn't work. He said there tends to be a thought that we are all wired in survival mode, and we go through life thinking things are going to happen to someone else. He said some of the most successful programs tend to be with youth and teenagers. He said during or right after a disaster, there is a very narrow window of opportunity for communications, which then falls off. He said it has to be a constant message and opportunity, and this is the reason they do this year-round and find opportunities to engage the communities.

Mr. Vigil said during the Las Conchas fire, he coordinated all of the shelter operations at Cities of Gold and the Santa Claren Hotel, noting it is the largest shelter opportunity New Mexico has experienced. He said the Food Depot and the Roadrunner Food Bank were significant partners. He said this was the result of years of planning and networking, and he was "delighted about how that unfolded." He said there was good reserve capacity. He said during Cerro Grande the donations management was "the second disaster." He said people were offloading enormous amounts of things that couldn't be used. He said, however, during Las Conchas, the media message was more targeted about what was needed and their partners at the Food Depot were much more prepared through that planning to receive donations.

Mr. Vigil said one of the reasons for his attendance at today's meeting was to say thank you and a job well done to the Food Depot for its work during the Las Conchas fire.

Mr. Vigil said he attended Second Food Alliance Food Security Conference, noting there is lots of interest in bringing some of those initiatives to the local level. He said there are a lot of initiatives locally in the Farm to School Program and such. He asked if there is a way to trace back if a scenario identified a local produce which was a culprit in a food borne illness or a deadly pathogen – is there a clearinghouse or record keeping. He notified there is litigation against the State of California where a particular commodity was identified as the source of an outbreak and wasn't, and the entire industry was damaged.

Mr. Vigil said there were discussions about waiting to notify the public until they are sure of the source, but the longer we wait, the more people who may become ill. He said we have local Farmer's Markets, local initiatives for direct access locally, and perhaps we need to think about having a mechanism to do reach-back in terms of identifying a threat to health locally.

Mr. Warshawer said he reported on this at the last meeting and he was asked to invite Billy Dictson, Director, Southwest Border Food Safety & Defense Coalition to speak to this group. He said Mr. Dictson has agreed, and he will be presenting on February 23, 2012. Mr. Warshawer said we need to plan the meeting for longer than an hour for this presentation.

Mr. Warshawer said he thinks Mr. Vigil is citing the cantaloupe exclusion from part of Guatemala in Oregon. He said the Oregon Department of Health was sued by Del Monte, because they issued a blanket ban on imports from that part of Guatemala, after a nominal risk was identified. The action was deemed to be an over reach of authority and the State settled out of court. He said this was the industry putting the government on notice that "we will defend our market. You simply can't hurt us."

Mr. Warshawer said a lot of training and capacity building has been done on food safety, good agriculture practice as well as on trace-back which is part of good agriculture practice, and there's work positioned to go that is unfunded. He said without resources, there will be no change in farmers' ability to deliver on these needs. He said more and more farmers understand and are ready to participate. He said small and mid-scale farms need to be trained, not threatened. He said we are in a climate where there have been several years of struggle to quiet the threat, and get down to the level of capacity building, but there are no funds to support the work right now.

Mr. Vigil asked who is heading up this effort.

Mr. Warshawer said he has been trying to push Farm to Table to take the lead, but he can't speak for them. He has been working for several years in an *ad hoc* capacity doing research development and capacity building, but he doesn't have an organizational platform.

Ms. Roy said Mr. Warshawer assisted them with several trainings recently on quality management. She said they are focusing on 2 grant programs which would fund training over next two years. She said resources are needed, and they are working on that. She said they want to work with a set of farmers who will become mentor-leaders and go through a process on their own farm in terms of trace-back and accountability and safety. She said they did a manual for training. They continue to be interested in "bringing in people from outside and the Cooperative Extension Service actually provides training on good agricultural practices and partners with us as well."

Mr. Sill asked what that would look like if she had available resources to launch that this year.

Ms. Roy said there would be training in winter and early spring. She said there is a plan to build resources.

Mr. Vigil asked if they are interacting with the schools on this subject.

Ms. Roy said yes, with the Food Service Directors. She said Betsy Torres, food purchaser for Santa Fe Public Schools, has been doing this for 10 years and she is well aware of the issues. She spoke about what other schools are doing.

Mr. Warshawer said he would offer a cautionary note. He said training accomplishes little, but what accomplishes change is the actual on-going field support and consultancy. He said people don't go to trainings, don't follow-up on training or change practices. He said what works is the threat of losing a market coupled with a systematic approach to protect access. He said the Department of Agriculture has been telling school buyers for years that they are the ones who ultimately will be forced to turn product away if these requirements aren't met. He said what works are locally based quality management system implementations, which is a buffer and mechanism for attracting high quality, professional support. He said it mimics what large businesses can do for themselves.

Mr. Warshawer said when individual farmers are run through fear seminars "they go home and cry." When groups of farms are presented with the opportunity to retain and enhance market access by participating collectively in a quality management system, their whole demeanor changes. He said the missing resource is an organization infrastructure to support quality management system implementation and the money to afford, train and retain food safety responsible parties capable of implementing and maintaining quality management systems. He said, "Absent that, we're just throwing money at the wall." He said gap training does not produce gap certified farms.

Mr. Vigil asked what are the next steps, and asked if this can be done by this group, or is there a need for a separate group, commenting there are huge issues with livestock.

Mr. Warshawer said globally, it usually is a business interest, because there are market access issues, they want to make money and invest in this solutions as a way to protect their profits. He said so many of our opportunities are geared around institutions and rely on NGOs. He said the consultant who did the trainings around the state, said, "I think the NGOs are going to play a key role here and I don't think the market is going to solve your problem itself."

Mr. Warshawer continued, "But, anyone... and I think there's a bigger possibility that this kind of thing could be a galvanizing point for our County Committee on food preparedness, food defense, food safety... but ultimately to actually seek the grants and implement and manage the system, it could be an NGO, it could be a quasi-governmental, it could be a partnership. But, in the end that thing has to have a place to live that can self-support financially and that's going to be the hardest part. I think there's going to be good reason to fund the development of this, but to sustain it has to be thought about from the start, or it will be a disappointment because it won't be able to carry forward. So, in the end, that means that any champion who has good connection to funding and to policy ears where the urgency.... there's a total lack of urgency. It's the whole thinking that until someone gets sick nobody talks about it. When everyone's sick, we wring our hands because we could have been working on this for 2-3 years."

Mr. Warshawer continued, "And the local food system example, was the strawberry outbreak in Oregon that happened in August which was traced to a U-Pick farm, where E. coli was on some strawberries that were disbursed through a number of farmer's markets because they had less rigorous rules about where product came from that went through these markets. But they traced it back within 24 hours."

Mr. Warshawer said people want to talk about this when there are problems, but don't want to talk about change. He said multi-year programs, however, impact capacity building.

Mr. McCarty asked what policy recommendation can be made by this Council to the City and County which will further this process – what is our role in this.

Chair Mortimer said it sounds like we are going to have a presentation on this topic at the next meeting.

Ms. Hooper volunteered to take the lead to convene a group to have this discussion and get an idea of where to go and what to do in terms of next steps.

Ms. Roy said we need to bring people in to train groups of farmers, and this is in the beginning stages and we have to build this. She said the Santa Fe Farmer's Market is very interested in this group effort. She said they are working with a group of farmers in Northern New Mexico. She thinks this is a State issue, and not county-by-county.

The volunteers to work with Ms. Hooper are Pamela Roy, Dunkin Sill, Patrick Torres. Ms. Hooper said she will talk to Sarah about this.

MOTION: Mark Winne moved, seconded by Susan Perry, that this Council send a letter to the City Council and the Board of County Commissioners, commending the coordination and planning done by Martin Vigil, Director of Emergency Management, Santa Fe County.

VOTE: The motion was approved unanimously on a voice vote.

Ms. Cohen said she will work with Ms. Hooper to get the letter written.

G. STAFF COMMUNICATIONS

Rubina Cohen, Director, updated the Council as follows:

- The Majority of her time has been spent meeting with Councilors and Commissioners meeting, and the meetings have been going well with a supportive response to what we are going. The meetings are to advise Councilors/Commissioners about what we are doing, and to talk about their priorities to try to align/address the issues with what the Council is doing.
- Sent out an e-mail last night advising that the meeting today with Commissioner Vigil has been canceled.
- She has been working on the budget. The website now has images, and we are getting food events on it at a regular basis. People are getting updated newsletters at the website about the different food events.

- She just sent information to Aaron for our brochure for the Council. She has been doing research on raw milk and right to eat for the white paper for Food Production and Land Use. She said all of that will take about 3 months.
- The Education and Outreach Committee talked about doing an Emergency Preparedness Press Release for the coming winter.
- She just emailed the report she received from Markets to the Council this morning.
- Ms. Sopoci-Belknap will be doing an update on Assessment.
- The Farm Resolution was passed by the County.
- Ms. Rubin made a presentation on behalf of the Council, noting there were presentations from various food policy councils, noting this will result in working with other food policy councils.

Mr. Winne asked Ms. Rubin to have at least one member of the Council with her for the meetings with City Councilors and County Commissioners.

Mr. Sill would like to know when Ms. Cohen is meeting with the Commissioners, noting he has regular meetings with most of the Commissioners.

Ms. Rubin said she will e-mail him in this regard.

Mr. Sill asked Ms. Rubin to confirm the emails he is sending to her, and she said she will do so.

Mr. Warshawer asked if we have to accept the invitation to meet tomorrow.

Ms. Cohen said she was asking for the best dates to meet with them in the next two weeks, and they will be getting back with her on that. She said the minutes of the last two meetings will reflect that she advised that she would be meeting with the Councilors and Commissioners, noting she will be out in February and wanted to get this done before that time. However, she will keep the Food Policy Council members advised of all meetings.

H. INITIATIVES AND ACTIONS

1. EXECUTIVE COMMITTEE

a. BUDGET PLANNING

Sherry Hooper said the Executive Committee met and developed a draft budget. A copy was emailed to the Council members prior to the meeting.

Ms. Hooper said members need to submit their In-Kind Reports so those are a part of the budget, to show how much our organizations are contributing. She said this won't be shown individually in the budget.

Ms. Roy said there is \$10,431 in the bank, and we can bill the City for the balance of the contract which is approximately \$3,200. She said the McCune Foundation application has been submitted. She said they are still working out the County money, and waiting to hear on that.

b. PRESENTATIONS AND TRAININGS CRITERIA AND CALENDAR

Mr. Warshawer said he was tasked to get two speakers and said Alf Reed from the Dairy Bureau, will be attending the January meeting to discuss public health and food safety as it relates to dairy.

Chair Mortimer asked Mr. Warshawer to send her an email indicating the names and topics the speakers will be covering.

Mr. Warshawer said he is following up on the Council's requests.

Responding to a question from the Council, Chair Mortimer said Billy Dictson, Director, Southwest Border Food Safety & Defense Coalition, will be speaking at the February meeting.

2. GOVERNANCE COMMITTEE

a. BUDGET REVIEW

3. POLICY COMMITTEE

a. ASSESSMENT

Ms. Sopoci-Belknap said they have received sufficient pantry surveys to get feedback on our survey instruments. She said they are doing a little tweaking because some questions are being skipped, "or what we sense as misinterpreted." She said this allows them to move into the phase of analysis of the design of meetings, and how that will look. She said Lynn, the newest member of the subcommittee has been very helpful, and has experience with these kinds of surveys. She said Lynn said they generally go back to the same site 2-3 times to do multiple rounds of collections, which wasn't part of the initial design, and which they now will be doing.

Ms. Rubin said in January 2012, they will be meeting with Christy Silva to get her input. They then would like to do another meeting in mid-January with the full Council, perhaps at lunch, to discuss the analysis of the data to be sure they are generating what is needed from the surveys. She said the survey will only be as useful as the input.

b. FOOD PRODUCTION AND LAND USE

Chair Mortimer noted the Resolution was approved last night by the City Council.

Ms. Roy said there was good response from the County, noting she sent out a report last night.

A member asked how the approval will be conveyed.

Ms. Roy said Commissioner Stefanics told her they would be conveying the information at the National Association of Counties to the Health Committee. She said we can give her other information as well.

Steve Warshawer departed the meeting

Responding to Ms. Roy, Chair Mortimer said the Resolution was on the agenda, but there was no opportunity to say anything.

Ms. Roy said she is very concerned that we weren't advised that this was going to be on the City Council agenda until very late yesterday, and she missed that vote. She asked the Council response to the Resolution.

Chair Mortimer said there was no discussion on the Resolution, and the Council moved and seconded for approval, noting additional Councilors asked to be cosponsors, and one of the Councilors noted it had been adopted by the County. She said she did attend last night's meeting and was prepared to address any questions.

Ms. Roy said she is glad the Chair was able to attend the City Council. She reiterated her displeasure at missing the vote herself, commenting that she believes everyone should try to attend when there is a vote on something generated from this Council. She said there was a good attendance at the County Commission meeting where this was adopted. She said a good showing from this Council demonstrates the cooperation between this Council and staff who work "hand in hand with the Commissioners and with the Councilors."

Ms. Roy said, in the future, she wants to be notified when Food Council items are on the agenda, even if it is on a consent calendar, commenting "I show up for consent calendars. Showing up is important, and it is a good time now to follow up now with some of the money." She expressed appreciation that Mayor Coss wanted to sponsor the Resolution. She would like him to follow up with the National Conference of Mayors, commenting this is what the County does with NACO.

A member agreed with regard to communications. He believes we should convey this ourselves, or ask the Mayor to do so, to our Congressional Delegation, and this should be done soon. He would like a digital copy to post on the list to demonstrate our involvement.

Chair Mortimer said it will be on the City's website, along with the sponsors, which should be there within a week, noting that copy will have the official Resolution Number. She said this should come from the Mayor's Office. A member noted we should send a note that other New Mexico cities and counties have done this.

Ms. Roy said they are doing an advocacy training January 23-24, 2012, and she will send information to the Council, who are invited to participate, noting there are 70 slots available. She said it will be done in conjunction with a trip to the Legislature. She said AmeriCorps and Food Corps will be there on January 26, 2012, for School Nutrition Day.

Mr. Roy asked about Land Use.

A member said there is nothing at this point, noting Jack Kolkmeier retiring. They have been working to get our recommendations into the Code. She said they don't know how this will look when Mr. Kolkmeier leaves, but thinks they will work with Robert on this.

c. PROCUREMENT

Pamela Roy said the County Commission is interested and they had a good conversation with the Procurement Director and his boss – Commissioner Anaya, Steve Shepherd, Chair Mortimer, Rubina Anaya, Duncan Sill and herself – following the meeting's blurb on Procurement. She said they also spoke with the Northern New Mexico Economic Development District Director, which is the parent organization for the Area Agency on Aging which administers Senior Centers. They discussed having a meeting in early January prior to the 2012 Legislative Session to talk about the initiative.

d. EDUCATION AND OUTREACH

e. FEDERAL

I. ITEMS FROM THE CHAIR

After discussion, it was the consensus among the Council to expand the January and February meetings to 9:00 a.m. to 10:30 a.m.

J. ITEMS FROM THE COUNCIL

Pamela Roy asked to be excused from the Council meeting of January 26, 2012, because she will be at the Legislature.

A member suggested the presenters should be advised that they will be given a total of 45 minutes for presentation and questions.

A member said we can over-communicate, and we need to keep working on it.

Ms. Hooper said she just received a report this morning from the Food Research and Action Center on [inaudible because too many people talking here – something about fruit and affordability and access challenges]. She has the Executive Summary and will provide the link to the full report to the Council members.

Ms. Hooper would like the Executive Committee to meet in early January to discuss what happens when Rubina has her baby, and how we intend to manage without her, and how we will pick up the slack.

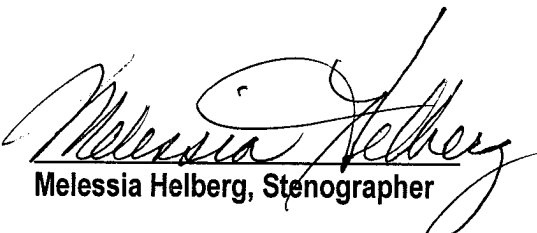
After discussion, it was the consensus among the Committee that the Executive Committee will meet 9:30 a.m. to 11:30 a.m., on January 9, 2012, following the Governance Committee Meeting at 8:00 a.m. to 9:30 a.m.

K. ADJOURNMENT

There was no further business to come before the Council

MOTION: Pamela Roy moved, seconded by Duncan Sill, to adjourn the meeting.

VOTE: The motion was approved unanimously on a voice vote, and the meeting was adjourned at 10:22 a.m.



Melessia Helberg, Stenographer

Katherine Mortimer, Chair