



SAN DIEGO FOOD SYSTEM ALLIANCE

2017 ANNUAL REPORT



*Fair Food for the planet and
ALL San Diegans*



"None of us, including me, ever do great things. But we can all do small things, with great love, and together we can do something wonderful." During these uncertain and politically divisive times, Mother Teresa's humbling words remind us that collective action combined with dedication can overcome insurmountable challenges. As a locally-grounded and democratic body, we strive to find common ground to advance local food policy and impactful programming to benefit San Diegans. Big changes are slow. Big changes require patience and perseverance. Big changes are hard to measure. Big changes require collaboration beyond imagination. But as San Diegans coming together, we are stronger than ever. We can envision the impossible. **Our adventure is just beginning!** Together with our members and supporters, we have achieved many new milestones in 2017 and took important steps towards reaching others to create an **equitable, healthy, and sustainable food system in San Diego County**. Following are some highlights:

- Co-sponsored bill AB465, 10 Year extension of **Urban Agriculture Incentive Zones Act (UAIZ)**, approved by Governor Brown. UAIZ is a tax incentive to convert vacant lots into community gardens and urban farms. 4 jurisdictions in San Diego County are now actively reviewing the policy.
- Launched a county-wide **Save The Food San Diego** initiative which includes a consumer education campaign in partnership with NRDC and Ad Council (local partners include 14 jurisdictions, 5 health systems, 6 school districts, 4 universities, and 5 large venues).
- Developed a Healthy Food Access Framework for promoting the **Restaurant Meals Program (RMP) for healthy food outlets**. RMP allows for prepared meal purchases with CalFresh dollars for homeless, disabled, and seniors.
- Organized **3 community events** with over **1,000 attendees** this year, including **Future of Tuna Harbor**, **Farm Bill Forum San Diego**, and **3rd Food Waste Solution Summit**. The Summit included a Food Rescue Capacity Building Workshop for meal serving agencies, in partnership with Feeding San Diego, Jacobs & Cushman San Diego Food Bank, and County of San Diego. **Five agencies** participating in the workshop were selected to receive refrigeration units to accelerate food donation.

We owe these accomplishments to the support and contributions of over 100 groups and many more individuals collaborating in our network, offering their expertise and engaging in partnerships across sectors. The Voting Members, members of our five Working Groups, adhoc Advisory Committees and Coalitions, and thousands of participants at our community events come together around an unwavering commitment towards our community food system and shared values. We also want to express our deepest gratitude to our generous donors for investing in our collaborative model for systemic change.

As we look towards 2018 and beyond, we will continue our focus to place **equity front and center** in our work, addressing the needs of those who are most impacted by the industrialized food system: low-income and communities of color, food chain workers, and small-scale local food producers. Leveraging our knowledge of food system innovations and network, we aim to build partnerships to enhance our capacity for inclusive policy making and ensure that the community voices are heard by key decision-makers in our local governments. We are here to stay until we create a **Fair Food for our planet and ALL San Diegans**.

In solidarity,

Elly Brown

Alliance Director



STAFF & LEADERSHIP

Our staff and Executive Committee members are committed to the shared values of the San Diego Food System Alliance. We place a strong value on collaboration and partnerships to accelerate initiatives.

Alliance Staff



Elly Brown
*Alliance
Director*



Barbara Hamilton
*Director of
Strategic Initiatives*



Livvy Stanforth
*Fall-Winter
Intern*



Briana Alfaro
*Summer
Intern*

Executive Committee

Healy Vigderson CHAIR

Executive Director, Olivewood Gardens

Vanessa Ruiz VICE CHAIR

Director of Programs and Operations, Jacobs & Cushman San Diego Food Bank

Richard Winkler TREASURER

Director, Victory Gardens San Diego

Stan Miller

Senior Director, Community Health Improvement Partners

Naomi Billups

Public Health Nutrition Manager, County of SD Health & Human Services Agency

Blanca Melendrez

Executive Director, UCSD Center for Community Health

Adrienne Markworth

Executive Director, Leah's Pantry

Project Consultants

Puja Batra Batra Ecological Strategies - Carbon Farming Opportunity Analysis

Rich Flammer/ Tyla Montgomery Hidden Resources - Healthy Soils Toolkit



VOTING MEMEMBERSHIP

Our work is grounded in collaboration. We strive to bring together multi-sector leaders across the food system invested in regional change. Our 30 Voting Members determine policy positions and guide the strategic direction of the Alliance as a whole.





WORKING GROUPS

The Alliance forms Working Groups to bring practitioners together to collaborate on regional solutions to address food system issues in our community. Our Working Groups provide a platform for collaborative partnerships, advocacy, and innovation. Our Workings Groups are led by Co-Chairs and are open to advocates interested in tackling these issues.

5 Working Groups **100+** Working Group Members



Co-Chairs: Cindy Quinonez, Paradise Valley Hospital; Pete Halmay, urchin diver

Promote a sustainable local seafood system and a thriving local fishing industry



Co-Chairs: Arielle Hamburger, County of SD; Amanda Schultz, San Diego Hunger Coalition
Ensure that all San Diego county residents have access to healthy, affordable, and culturally appropriate foods at all times, including times of emergency



Co-Chairs: Eric Larson, San Diego County Farm Bureau; Martina Skjellerudsveen
Support beginning famers and address barriers to entry by promoting resources, informing policies, and catalyzing actions



Co-Chairs: Jen Winfrey, Count of SD, Tyla Montgomery, Richard Winkler, Emily Goss
Eliminate food waste and recover food resources in San Diego County by catalyzing actions, promoting best practices, and informing policies.



Co-Chairs: KK Kvernland, Second Chance; Kim Heinle, Bayside Community Center
Support and develop an equitable urban growing environment in San Diego through collaboration and policy



OPERATIONS & IMPACT

NETWORK & COMMUNICATIONS



1,348
likes
+33%



1,629
subscribers
+21%



16,900
visits/ yr
+6%



520
followers
+65%



272
followers
+23%

Budget

2017	2018
\$310,628	\$391,479
26% Growth	

2017 FOOD SYSTEM IMPACT HIGHLIGHTS

Read more about Advocacy and Initiatives & Research activities on pages p.8 & 9. Read more about Community Events on p.10 & 11.



Activating Urban Agriculture

Co-sponsored bill AB465, 10 Year extension of **Urban Agriculture Incentive Zones Act (UAIZ)**, approved by Governor Brown. UAIZ is a tax incentive to convert vacant lots into community gardens and urban farms. **4 jurisdictions** in San Diego County are now actively reviewing the policy.



Expanding Food Donation

Supported AB 1219 (Eggman) **CA Good Samaritan Food Donation Act** approved by Governor Brown. Held a **Food Rescue Capacity Building Workshop** and distributed **\$15k** for a refrigeration unit mini-grant for 5 meal serving agencies. Planning a **North County pilot** for prepared food donation.



Photo by Inika Small Earth

Reducing Food Waste and Building Soil

Launched a county-wide **Save The Food San Diego** initiative which includes a consumer education campaign with NRDC/ Ad Council. Updated Municipal Code to **support community composting enterprises** within City of SD's franchise system with Healthy Soils Coalition. Developed a Toolkit on **model composting zoning ordinance** with Hidden Resources and UCSD Center for Community Health/ County of San Diego.



Photo by Jason Houston



Photo by Wild Willow



Photo by Colin Leibold of Project New Village team

Preserving the Local Seafood Economy

Gathered over **250 individuals** to support commercial fishing infrastructure on the Port at community event, *Future of Tuna Harbor: Focus on Win-Win-Win*. Supported the advocacy efforts for **Keep Tuna Harbor Fishing**. Prepared for the launch of **FishTales Campaign** pilot to connect consumers to fishermen.

Increasing Services for New Farmers

Supported AB1348 (Aguiar-Curry) **Farmer Equity Act** approved by Governor Brown. Facilitated the expansion of **land linking and capital access** program services to San Diego. Began developing a **directory of San Diego service providers** for farmers to coordinate efforts and address gaps.

Expanding Healthy Food Access

Healthy Food Access Framework developed for promoting the **Restaurant Meals Program (RMP)** for healthy food outlets. RMP allows for prepared meal purchases with CalFresh dollars for homeless, disabled, and seniors. Participated in a **national policy lab** for effective policy concept development.

Tackling Climate Change by Food Systems

Advocated for a set of policy strategies on food systems and regenerative agriculture for local CAPs. Developed a **carbon farming opportunity analysis report** for County of San Diego with Batra Ecological Strategies to outline ecological co-benefits of carbon farming and local incentive mechanisms.

Focus on Racial Equity and Food Justice

Partnered with Project New Village's Good Food District in Southeast San Diego to document processes for developing an alternative food system and addressing racism at a neighborhood level. Lessons from the Good Food District will be disseminated to positively impact other communities.



ADVOCACY

LOCAL

- **Urban Agriculture Incentive Zones Local Implementation**- adopting the tax incentive for urban agriculture in 4 jurisdictions (San Diego, Chula Vista, Oceanside, County of SD) - **advocacy underway** (City of San Diego City Council hearing in Jan 2018)
- **Climate Action + Food** - inclusion of food system and agricultural strategies in Climate Action Plans (County of SD, Oceanside) - **advocacy underway**
- **Community Composting**- enabling small and mid-sized composting solutions to be included in local regulations (under Healthy Soils Coalition) - **advocacy underway** (SD Muni Code update approved by Environment Committee, City of San Diego City Council hearing in Jan 2018)
- **Keep Tuna Harbor Fishing**- preserving fishing infrastructure within Port of San Diego's Seaport development - **advocacy underway**
- **Healthy Restaurant Meals Program**- promoting the RMP program to be utilized by healthy food outlets - **concept development underway**

STATE

- **AB465 (Ting) - Urban Agriculture Incentive Zones Act (Co-Sponsored)** extension for 10 years - **passed**
- **AB1348 (Aguiar-Curry) Farmer Equity Act (Supported)** - CDFA to conduct additional research and outreach efforts for "Socially Disadvantaged" farmers and ranchers - **passed**
- **AB 1219 (Eggman) CA Good Samaritan Food Donation Act (Supported)** - encourages increased food donation by offering clear and explicit liability protection for donors, and expanding on existing protections - **passed**
- **AB 954 (Chiu) Food Date Labeling Reform (Supported)** - helps reduce an easily avoidable source of food waste by supporting and promoting the adoption from major industry associations of date labels that use uniform terms for safety, which provides a foundation for consumer education - **passed**
- **AB1617 (Bloom) Increases in Fisheries Landing Tax (Opposed)** - Governor proposal to raise commercial fishing landing fees by 12 fold with the 2016-17 budget - **died**

For more information, visit <http://www.sdfsa.org/advocacy/>



INITIATIVES & RESEARCH



Save The Food San Diego

Launched a county-wide Save The Food San Diego initiative which includes a consumer education campaign in partnership with NRDC/ Ad Council (local partners include 14 jurisdictions, 5 health systems, 6 school districts, 4 universities, and 5 large venues).

<http://www.sdfsa.org/savethefoodsd>

Save The Food
 **San Diego**

Supported by an anonymous donor via The San Diego Foundation



FishTales Campaign Pilot

Launched a pilot version of FishTales, a campaign that seeks to create a connection between local fishermen and consumers, in order to improve sales of local fish, increase the diversity of species sold, and re-brand San Diego as a local seafood destination.

<http://www.sdfsa.org/fishtales>



Supported by Supervisor Greg Cox's office via CEP



Carbon Farming Opportunity Analysis

In partnership with Batra Ecological Strategies, developed a report, *Linking Climate-Friendly Farming Practices to San Diego County's Climate Action Plan: An Opportunity Analysis of Carbon Farming in the Unincorporated County*. The report outlines carbon sequestration opportunities, ecological co-benefits, policy synergies, and local financial incentive mechanisms.

<http://www.sdfsa.org/carbon-farming>



Healthy Foods, Healthy Soils Toolkit

In partnership with Hidden Resources, a Toolkit was developed for planners and regional stakeholders to clarify information around zoning, land use, methods and policies for composting sites. This project was supported by County of San Diego's Nutrition Education and Obesity Prevention Program through UC San Diego, Center for Community Health.

Available soon on <http://www.sdfsa.org/toolkit>

COMMUNITY EVENTS



A



B



C



D



E



F

A/B- Future of Tuna Harbor: Focus on Win-Win-Win (4/13)

C/D/E/F/G- Farm Bill Forum San Diego: Hunger, Poverty, and Agriculture (7/26)

H/I/J/K/L- Food Waste Solution Summit 3 (9/26)



G



H



I



J



K



L

MOVEMENT
BUILDING!

In 2017, we held 3 large events to build our network of advocates and cultivate momentum towards food system change in San Diego County. For event details: sdfsa.org/fsa-events

Thank you to our donors and sponsors!

We are so grateful for your support. You inspire us to continue our food system change efforts to create fair food for the planet and ALL San Diegans!

2018 NEW DONORS

Kasperick Foundation
Moxie Foundation
Dr Bronner's Family Foundation
The California Wellness Foundation
Better Tomorrow Fund

2017 DONORS

(*2018 COMMITMENT)

Anonymous fund at The San Diego Foundation*
The San Diego Foundation Climate Initiative
Leichtag Foundation*
Whole Foods Market San Diego
Kaiser Foundation Hospitals, San Diego
County Board of Supervisors Community Enhancement Program
County of San Diego Nutrition Education and Obesity Prevention Program through
UC San Diego, Center for Community Health*

2017 SPONSORS

Future of Tuna Harbor: Focus on Win-Win-Win (4/13):

Seaport San Diego, inewsource, Chefs Davin & Jessica Waite of Wrench & Rodent, Chef Rob Ruiz of Land & Water Co, Chef Accursio Lota of Solare Ristorante, Executive Chef Michael Poompan of Coronado Island Marriott, Chef Cindy Quinonez of Scripps Mercy, Mike Hess Brewing Co, Golden Coast Mead, Bootstrap Kombucha

Farm Bill Forum San Diego: Hunger, Poverty, and Agriculture (7/26):

County of San Diego's Nutrition Education and Obesity Prevention Program through UC San Diego, Center for Community Health, Coastal Roots Farm, Berry Good Food Foundation, Whole Foods Market, Jimbo's Naturally, Starbucks

Food Waste Solution Summit III (9/26):

EDCO Disposal, Jacobs & Cushman San Diego Food Bank, SDG&E
County of San Diego, CalRecycle, Resource Management Group
City of San Diego, Republic Services, Closing the Loop
UCSD, Coastal Roots Farm, Specialty Produce

Core operational support for the Alliance is partially funded by the County of San Diego's Nutrition Education and Obesity Prevention Program through UC San Diego, Center for Community Health. This work supports the County's Live Well San Diego vision for a healthy, safe and thriving region.

SAN DIEGO FOOD SYSTEM ALLIANCE

Developing and maintaining an equitable, healthy and sustainable food system in San Diego County

<http://www.sdfsa.org/>