



SAN DIEGO FOOD SYSTEM ALLIANCE

2018 ANNUAL REPORT



*Good Food for our planet and
all people in San Diego County*



Individually we are one drop. Together, we are an ocean. - Ryunosuke Satoro

We believe in the power of collaboration. As an Alliance, we are working towards a common vision of **Good Food for San Diego County**. Together, we have the unique ability to overcome challenges by building partnerships, influencing policy and catalyzing transformation in our food system. We are breaking down silos and strengthening the capacity of the individuals, businesses, nonprofit organizations, government agencies and public institutions in our network.

As we come to the close of 2018, I look back on all we have accomplished together and am inspired by the work of our passionate members, partners and supporters. We took great strides towards building a healthy, equitable and sustainable food system for San Diego County. **And we couldn't have done it without you!** Following are some highlights:

- Launched San Diego **Good Food Purchasing Program** coalition with 20 local and national partners to campaign for the adoption of the Good Food Purchasing Policy (GFPP), a procurement framework that encourages institutional food buying based on local economies, environmental sustainability, valued workforce, animal welfare and nutrition.
- Reached over 2 million impressions with 100 partners for **Save the Food San Diego**, a county-wide campaign in partnership with NRDC and Ad Council to build awareness around food waste and encourage food waste reduction in households.
- Launched **Smart Kitchens San Diego**, a project to track and reduce food waste in 15 large San Diego institutions (including Fairmont Grand Del Mar, Palomar Hospital, Park Hyatt Aviara, Petco Park, UC San Diego and Viejas Casino)
- Organized **3 community events** with over 500 attendees this year, including a **Healthy Food Access Forum** and our fourth annual **Food Waste Solution Summit**. We also celebrated the **Smart Kitchens San Diego** capacity-building recipients, 4 local organizations that received a cargo van or refrigeration unit to better serve their clients.

The list of our collective accomplishments is extensive, too long to fit in this annual report. I am proud of our growth and humbly appreciate that these successes are due to the support of our Voting Members, Executive Committee, Working Group Members, committed funders, dedicated staff and passionate community members who bring value to our Alliance every step of the way. Thank you for your continued partnership and innovation!

As we look towards 2019, we have some very exciting initiatives that will move our region towards a collective **Good Food Vision**. We will focus on equity and inclusion, to ensure that all voices are heard and incorporated into our food system work, and we will further engage stakeholders in strategic planning for San Diego County's food system. Please join us in these important processes as we continue to work towards **Good Food for our planet and all people in San Diego County**.

In solidarity,

Eily Brown

Alliance Director
San Diego Food System Alliance

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



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



**Sona
Desai**

Associate Director



**Barbara
Hamilton**

*Director of Strategic
Initiatives*



**Shannon
Pavell**

*Development
& Communications Manager*



**Geertje
Grootenhuys**

*Project Coordinator,
Food Waste Reduction &
Recovery*

Executive Committee

Vanessa Moore, CHAIR

Vice President of Operations, Jacobs & Cushman San Diego Food Bank

Karen Melvin, VICE CHAIR

Retired, County of San Diego Department of Agriculture, Weights and Measures

Stan Miller, TREASURER

Director of Donor Relations, Armed Services YMCA

Naomi Billups

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

Adrienne Markworth

Executive Director, Leah's Pantry

Blanca Melendrez

Executive Director, UCSD Center for Community Health

Chuck Samuelson

Founder and President, Kitchens for Good

Katie Stokes

Publisher and Executive Editor, Edible San Diego

Healy Vigderson

Former Executive Director, Olivewood Gardens

Richard Winkler

Director, Wild Willow Farms



VOTING MEMBERSHIP

Our work is grounded in collaboration. We strive to bring together multi-sector leaders across the food system invested in regional change. Our 40 Voting Members determine policy positions and guide the strategic direction of the Alliance.





WORKING GROUPS

Network building is the heart of our work. The Alliance convenes Working Groups to bring together experts, advocates and passionate community members to collaborate on regional solutions to address food system issues in our community.

6 Working Groups **100+** Working Group Members



Co-Chairs: Cindy Quinonez, Paradise Valley Hospital; Pete Halmay, urchin diver; Darcy Cook, Berry Good Food Foundation

Goal: Promote a sustainable local seafood system and a thriving local fishing industry.



Co-Chairs: Ariel Hamburger, County of San Diego; Amanda Schultz, San Diego Hunger Coalition

Goal: 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

Goal: Support beginning farmers and address barriers to entry by promoting resources, informing policies, and catalyzing actions.



Co-Chairs: Meghan Murphy, County of San Diego; Shaun Martinez, Teamsters

Goal: Support the adoption and implementation of the Good Food Purchasing Program (GFPP) to leverage buying power in large institutions.



Co-Chairs: Jen Winfrey, County of SD; Tyla Montgomery, Inika Small Earth; Richard Winkler, Wild Willow Farms; Emily Goss

Goal: Eliminate food waste and recover food resources in San Diego County by catalyzing actions, promoting best practices, and informing policies.



Co-Chairs: Kristin Kvernland, Second Chance; Kim Heinle, Bayside Community Center

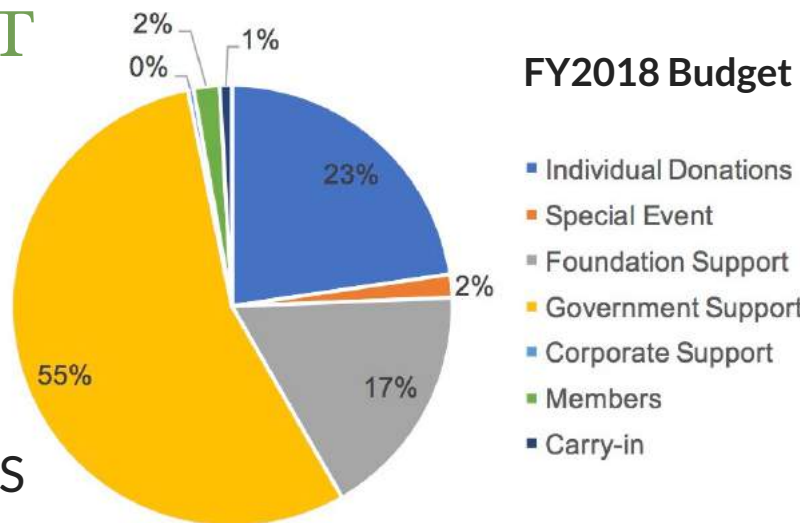
Goal: Support and develop an equitable urban growing environment in San Diego through collaboration and policy.



OPERATIONS & IMPACT

ORGANIZATIONAL BUDGET

2015	2016	2017	2018
\$67,756	\$100,375	\$351,641	\$824,041



NETWORK & COMMUNICATIONS



1,683

followers

+25%



2,155

subscribers

+32%



21,041

visits/ yr

+25%



852

followers

+64%



391

followers

+44%



95

subscribers

+100%

2018 FOOD SYSTEM IMPACT HIGHLIGHTS



Activating Urban Agriculture

Supported the adoption of **Urban Agriculture Incentive Zones Act (UAIZ)**, a tax incentive to convert vacant lots into community gardens and urban farms. In 2018, the Cities of San Diego and Chula Vista adopted the incentive. The Alliance continues to promote UAIZ and connect growers to landowners.



Good Food Procurement

Launched San Diego coalition with 20 local and national partners to campaign for the adoption of the **Good Food Purchasing Policy**, a procurement framework that encourages institutional food buying based on local economies, environmental sustainability, valued workforce, animal welfare and nutrition.



2018 FOOD SYSTEM IMPACT HIGHLIGHTS CONTINUED



Save The Food San Diego

Supported by an anonymous donor via The San Diego Foundation

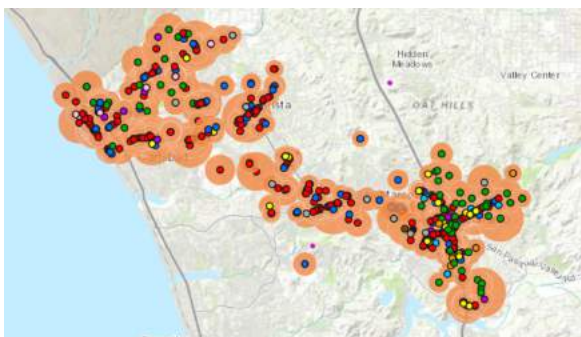
Reached **2 million impressions** through NRDC/Ad Council's Save the Food messaging via local and national partnerships (billboards, radio, social media, events, digital ads). Engaged 100+ Save The Food San Diego Champions (cities, large venues, hospitals, school districts, etc.) to build awareness and motivate household food waste reduction.



Smart Kitchens San Diego

Funded by a grant from the Department of Resources Recycling and Recovery (CalRecycle) through California Climate Investments

Launched Smart Kitchens San Diego with the goal of tracking and reducing food waste. The project includes installation of LeanPath food waste tracking system and coordination of food donations for **15 large food facilities** throughout San Diego County, with additional funding for local pantry capacity building (trucks and refrigeration).



Re-plate 78 Pilot Project

Piloted Re-Plate 78 to test Uber-like services for nutritious food rescue with pantries in **5 North County cities**. Partnered with Palomar College to provide GIS mapping of food waste generators and annual food waste tons in Oceanside, Vista, San Marcos, Escondido, Del Mar and La Mesa.

1,182 Food Waste Generators Mapped

13,501 Annual Tons of Food Waste Recorded



Healthy Soils Toolkit

Completed Healthy Soils Toolkit to provide best practices on composting regulations for jurisdictions. sdfs.org/toolkit/

Carbon Farming Reports

Published San Diego County Carbon Farming Opportunity Analysis Reports (long version and short, graphic design version) to promote carbon farming in the region. sdfs.org/carbon-farming/



ADVOCACY

LOCAL

- **Urban Agriculture Incentive Zones Local Implementation:** Tax incentive adopted in City of San Diego and City of Chula Vista (in partnership with CHIP)
- **Climate Action + Food:** County of San Diego's Climate Action Plan (adopted) includes measures on carbon farming and food systems
- **Imperial Beach General Plan** (final draft): Includes measures on composting and food systems (in partnership with UCSD Center for Community Health and Hidden Resources)
- **Community Composting:** City of San Diego's Municipal Code updated to enable community composting enterprises to operate within franchise hauling system (in partnership with the Healthy Soils Coalition)

STATE

San Diego Food System Alliance worked with state-level allies to support the following bills this year

- Supported **AB1871 (Chiu & Garcia) Charter schools:** Free and reduced-price meals – **passed**
- Supported **SB900 (Wiener & Arambula) Electronic benefits transfer system:** CalFresh supplemental benefits – **passed**, \$9m through SB 845, the Human Services Omnibus Budget Bill
- Supported **AB2335 (Ting) Corner Stores/ Nutrition Incentives** – **passed**, added to budget trailer bill \$5 million for a corner store pilot program and \$10 million for the ongoing nutrition incentive program featured in farmers markets, at farm stands and through CSA box programs
- Supported **SB5 (De Leon) California Drought, Water, Parks, Climate, Coastal Protection, and Outdoor Access For All Act of 2018** – **passed**
- Supported **AB 1933 (Maienschein) Greenhouse Gas Reduction Fund:** Recycling Infrastructure – **passed**
- Supported **AB2909 (Wood) Small Poultry Producer Protection Act** – passed by Ag Committee but **died** in Assembly Appropriations Committee

CANDIDATE ENGAGEMENT

- Developed County of San Diego D4 and D5 Supervisor candidate food system questionnaire and received responses from more than half the candidates



IMPACT STORIES



Planning for Food Recovery

"From the conversations and education/resources they've provided, to the development of the Food Waste Recovery Map, the collaboration with the San Diego Food System Alliance has been tremendously beneficial to the City of La Mesa as we explore new opportunities to address organics and food recovery."

-Jenny Lybeck, Sustainability Analyst and Climate Action Plan Administrator, City of La Mesa



Reducing Food Waste through Smart Kitchens San Diego

"With the resources provided by SDFSA we were able to communicate clearly to our staff the impact of wasting food and the benefit of donating to our local community, that encouraged their enthusiasm in the project and helps participation."

-Kathleen Bundy, Director of Food and Nutrition Services, Palomar Health



Network Building and Collaboration

"In a short period of time, I've seen the Alliance become one of the County's leading membership-based organizations related to food system work. The members, working groups and overall mission to develop and maintain an equitable, healthy and sustainable food system is what keeps me attracted to such a great organization."

-Vanessa Moore, Vice President of Operations, Jacobs & Cushman San Diego Food Bank



Partnering on Food Equity

"The Alliance has served as a vehicle to connect our neighborhood work with a broader audience and technical assistance needed to elevate our approach, which aims to re-direct the impact of systemic inequities and to establish non-exploitative and life-affirming foodways. Ms. Brown and her staff are to be commended for their expertise and willingness to work with our constituents as we search for common ground in our mutual quest to achieve an equitable and sustainable movement for food justice."

-Diane Moss, Director, Project New Village/Good Food District

COMMUNITY EVENTS



A



B



C



D



E



F

Healthy Food Access Forum (June 4th, 2018)

A - Councilman David Alvarez addressing guests

B - Jim Floros welcoming guests to Jacobs & Cushman - San Diego Food Bank

C - Vanessa Rosales, Food 4 Less/Ralphs, and Joe Prickitt, UCSD Center for Community Health

Smart Kitchens San Diego Awards Ceremony (August 23rd, 2018)

D - People Assisting the Homeless (PATH) presented with keys to their new van

E - New Alternatives Inc presented with their new refrigeration unit

F - Heaven's Windows presented with their new van



G



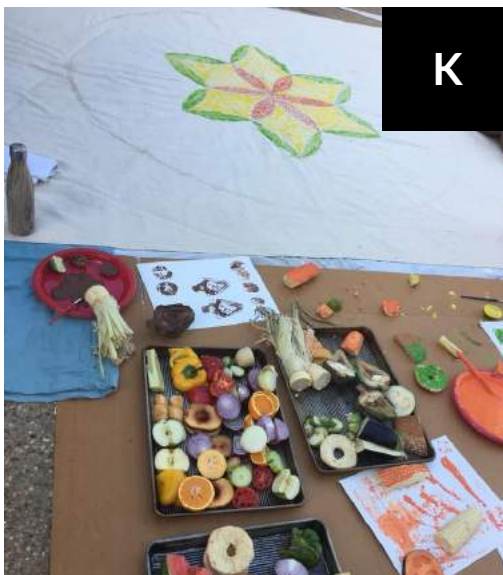
H



I



J



K



L

Food Waste Solution Summit IV (September 25th, 2018)

G - County of San Diego Live Well Proclamation for SDFSA

H - Guests enjoying the keynote speaker at Kitchens for Good

I - Chef Davin Waite showing off his creative cooking skills to minimize waste

J - Food waste funding panel

K - Food waste mandala, created in partnership with UCSD Food Recovery Network

L - EMIES Unwasted Food Award Winners

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 cultivate Good Food for our planet and all people in San Diego County!

2018 DONORS

Anonymous donor at The San Diego Foundation
Better Tomorrow Fund
The California Wellness Foundation
CalRecycle
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
Dr. Bronner's Family Foundation
Foundation for Sustainability and Innovation
Jimbo's...Naturally!
Kasperick Foundation
Leichtag Foundation
Moxie Foundation
Panta Rhea Foundation
Price Philanthropies
Ralphs/Food 4 Less
SDG&E
Specialty Produce

2018 EVENT SPONSORS

Healthy Food Access Forum (June 4th)

San Diego Hunger Coalition, California Food Policy Advocates, Hospital Association of San Diego and Imperial Counties, UCSD Center for Community Health, The Jacobs & Cushman San Diego Food Bank, Sharp, Berry Good Food Foundation, Chef Davin & Jessica Waite of Wrench & Rodent, Specialty Produce, Jimbo's...Naturally!

Food Waste Solution Summit IV (September 25th)

EDCO Disposal, The Jacobs & Cushman San Diego Food Bank, County Board of Supervisors Chairman Ron Roberts
Community Enhancement Program
County of San Diego, CalRecycle, Resource Management Group, City of Chula Vista
City of San Diego Environmental Services, Republic Services, SDG&E
Jimbo's...Naturally!, Specialty Produce, Misadventure Vodka, Boochcraft, Oh! Juice

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

www.sdfsa.org