

# Office of Farm to Fork Strategic Plan

2015 – 2018

Division of Inspection Services, CDFA



## Mission Statement

Lessen the impact of food insecurity by strengthening farm to consumer connections, improve health by increasing nutrition literacy and fostering healthy environments for all Californians, and expand market access through coordination, education, and outreach.

## Vision Statement

To make lasting, positive impacts on evolving, diverse food systems.

# Goal 1: Reduce Food Insecurity

Lessen the impact of food insecurity through increased access points, creative land use, and expanding the availability of resources

## Objective 1: Increase the amount of emergency food donations

- Work with the State Board of Food and Agriculture and food bank leaders to increase the amount of food donated to California food banks

## Objective 2: Increase access points for consumers to purchase healthy foods

- Provide resources for corner stores to carry healthier foods
- Facilitate access to existing federal and state funds (including federal Healthy Food Financing Initiative funds and other grants) to increase the number of food retail outlets in areas with limited food access
- Foster market concepts that benefit urban and rural communities
- Increase EBT use at Certified Farmers' Markets

## Objective 3: Identify opportunities for food hubs and aggregation centers

- Survey existing state resources and infrastructure that can be used to support aggregation centers
- Publicize information on best practices, potential funding (including USDA funds and other available grants), and other resources to support aggregation centers

## Objective 4: Identify and promote best practices for creative land use

- Work with the Strategic Growth Council on issues relating to sustainable communities, including agricultural land preservation and food access
- Collaborate with the Governor's Office of Planning and Research to update General Plan guidance to include food access considerations and zoning recommendations focusing on but not limited to farmers markets, new food retail outlets, and community gardens
- Identify challenges and opportunities for supporting food access through land use policies including but not limited to land trust/easements, enterprise zones, etc.

## Objective 5: Support Nutrition Education

- Work with other state agencies to make nutrition education materials available online
- Provide nutrition education resources to District Agricultural Associations, county fairs, and others

## Performance Measures

- Double the food donations received by food banks
- Links to funding sources and other resources on the Farm to Fork website
- Increase in CalFresh use at Certified Farmers' Markets
- Reports and resources available on the Farm to Fork website
- An increase in the number of fairs providing nutrition education programs

# Goal 2: Advance Farm to School

Improve healthy school environments and increase market access to institutional buyers and sellers

**Objective 1: Ensure that all farmers who desire to participate have the tools necessary to access institutional markets**

- Develop an online marketplace that enables farmers to find and connect with school districts and other institutions
- Provide food safety “checklists” and tools for farmers and food service directors to help ensure the safety of produce sold directly to schools
- Provide best practices, tools, and technical assistance to farmers regarding institutional markets

**Objective 2: Provide tools to help schools who want to improve meal program options and food literacy**

- Develop an online marketplace that enables school districts to search for California farmers that meet their specifications
- Publish case studies and best practices for farm to school programs
- Provide resources for targeted school meal program improvement
- Publish best practices and resources relating to school gardens
- Showcase sample recipes, menu planning resources, and nutrition education resources

**Objective 3: Bring awareness to agricultural career pathways**

- Publicize recruitment and training opportunities for the next generation of farmers
- Write and distribute a report of schools with career agricultural, food service, and culinary arts programs; include recommendations to expand and support such programs

**Performance Measures**

- Marketplace usage by farmers and school food service
- Best practices, case studies, menus, and other resources available on the Farm to Fork website
- Resources available on the Farm to Fork website including new farmer opportunities, reports, and recommendations

# Goal 3: Coordination and Communication

Inform and guide the public of the benefits and opportunities within a dynamic food system

## Objective 1: Actively engage with internal and external stakeholders

- Work closely with local, state, and federal agencies to leverage existing programs and broaden new ones
- Attend stakeholder meetings for continued connection to current affairs and topics, as well as to communicate Office projects and resources

## Objective 2: Provide best practices, purposeful consultive assessments, and recommendations with a "farm to fork" specific lens

- Facilitate connections and collaborate with diverse groups and individuals (such as farmers, non-profits, community groups, and schools) to highlight current activities and inform future efforts
- Communicate Office projects and findings through national and state conferences to further internal and external accomplishments

## Objective 3: Maintain a useful website

- Provide guidance documents, reports, and other tools for farmers, schools and other institutions, community groups, and individuals regarding Farm to Fork programs (including farm to school programs, food safety, school and community gardens, and food insecurity)
- Publicize Farm to Fork related events, research, and resources via the website's blog, "Tales from the Field"

## Performance Measures

- Guidance documents, reports, and resources available on the Farm to Fork website
- Publish at least 26 blog posts a year
- Continuation of collaborative work projects
- Attend national, state, and local stakeholder meetings and conferences
- Post weekly to Office social media accounts