



# STRATEGIC PLAN

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2017 - 2020

OFFICE OF  
FARM TO FORK



CALIFORNIA DEPARTMENT OF  
FOOD & AGRICULTURE



## MISSION STATEMENT

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To promote and protect California agriculture, lessen the impact of food insecurity, foster healthy environments, and improve market access - through coordination, education, and outreach

## VISION STATEMENT

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



# GOALS

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## REDUCE FOOD INSECURITY

Lessen the impact of food insecurity through increasing access points and expanding the availability of resources

## ADVANCE FARM TO SCHOOL

Foster healthy school environments and increase market access for institutional buyers and sellers

## COORDINATION AND COMMUNICATION

Inform communities of the benefits and opportunities within a dynamic food system



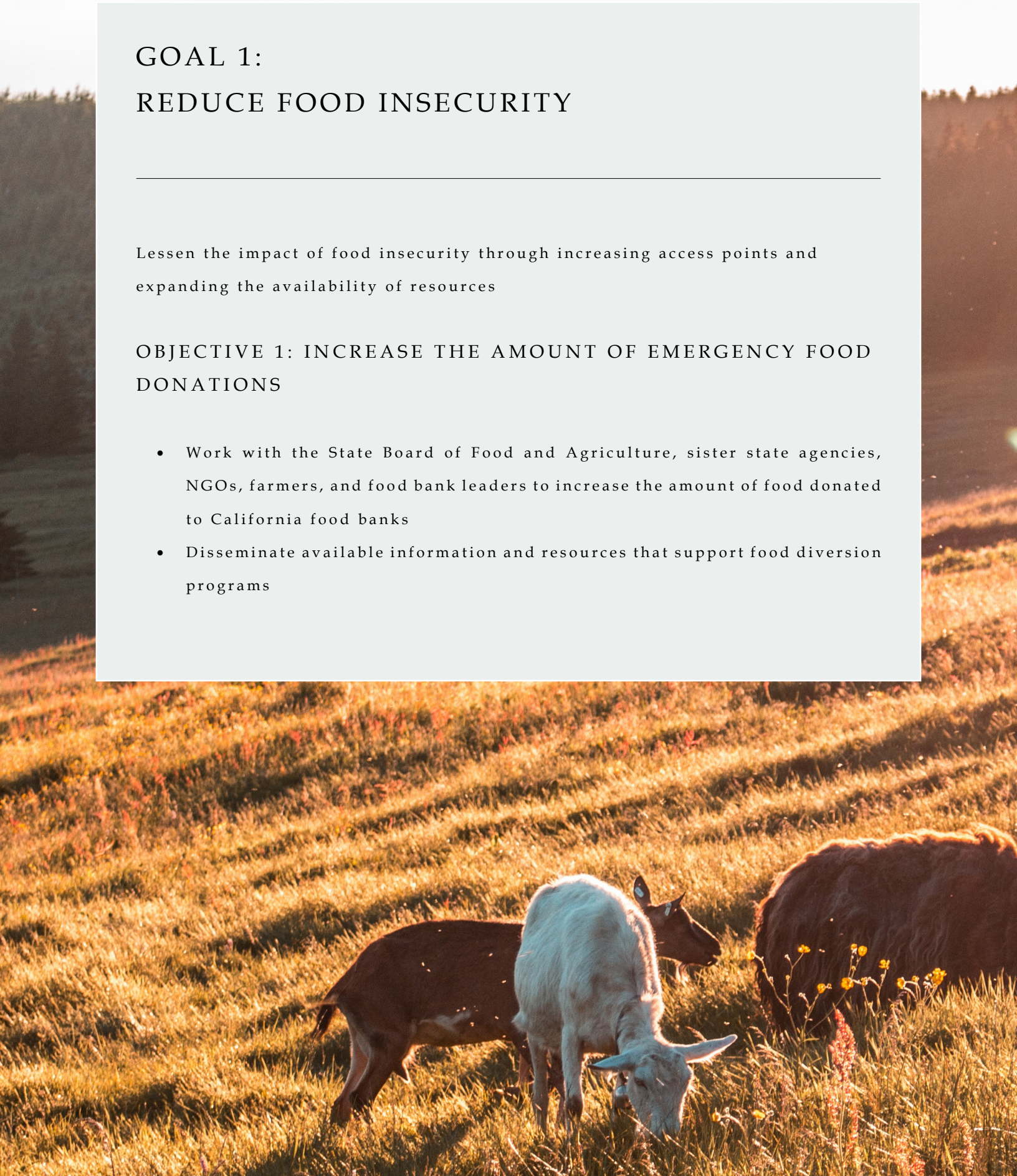
## GOAL 1: REDUCE FOOD INSECURITY

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Lessen the impact of food insecurity through increasing access points and expanding the availability of resources

### OBJECTIVE 1: INCREASE THE AMOUNT OF EMERGENCY FOOD DONATIONS

- Work with the State Board of Food and Agriculture, sister state agencies, NGOs, farmers, and food bank leaders to increase the amount of food donated to California food banks
- Disseminate available information and resources that support food diversion programs





## OBJECTIVE 2: INCREASE ACCESS POINTS FOR CONSUMERS TO PURCHASE HEALTHY FOODS

- Provide resources for retail operations to increase available healthy food options
- Increase nutrition incentive and EBT use at Certified Farmers' Markets and other direct marketing opportunities
- Leverage existing federal and state funds to increase opportunities for all to access healthy foods
- Foster market concepts that benefit urban and rural communities by increasing access points

## OBJECTIVE 3: IDENTIFY AND PROMOTE BEST PRACTICES FOR CREATIVE LAND USE

- Work with the Strategic Growth Council on issues relating to sustainable communities and food access
- Share innovative zoning recommendations and resources with stakeholders regarding urban agriculture, community gardens, Certified Farmers' Markets, etc.

## PERFORMANCE MEASURES

- 1.1 Increase food donations to food banks by 15 percent in 3 years
- 1.2 Add 10 new food access related resources such as links to funding sources, reports, and other materials on the Office of Farm to Fork website over the next 3 years
- 1.3 Increase nutrition incentive use at Certified Farmers' Markets by 10 percent over the next 3 years

## GOAL 2:

### ADVANCE FARM TO SCHOOL

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Foster healthy school environments and increase market access for California institutional buyers and sellers

OBJECTIVE 1: ENSURE THAT ALL FARMERS AND RANCHERS WHO DESIRE TO PARTICIPATE HAVE THE TOOLS NECESSARY TO ACCESS INSTITUTIONAL MARKETS

- Support California farmers and ranchers seeking to connect with institutional buyers through the online California Farmer Marketplace
- Provide best practices, tools, and technical assistance to farmers and ranchers regarding institutional markets
- Educate marketing orders, commissions, and commodity groups on opportunities in selling to schools and aid in the creation of strategies to promote procurement and resource development



## OBJECTIVE 2: PROVIDE TOOLS TO HELP SCHOOLS WHO WANT TO IMPROVE MEAL PROGRAM OPTIONS AND FOOD LITERACY

- Support schools seeking to connect with California farmers and ranchers through the California Farmer Marketplace
- Share case studies and best practices for farm to school programs, including buying collaboratives and group purchasing
- Provide resources for school meal program improvement through the California Farm to School Network
- Disseminate best practices and resources relating to school gardens through the California Farm to School Network
- Consult with state and local environmental health agencies regarding food safety and school gardens
- Showcase sample recipes, nutrition education resources, and marketing materials





### OBJECTIVE 3: BRING AWARENESS TO AGRICULTURAL CAREER PATHWAYS

- Publicize recruitment, mentorship, and training opportunities for the next generation of farmers and ranchers
- Support connections between students and agriculture such as farm tours, marketing materials, and school gardens

### PERFORMANCE MEASURES

- 2.1 Expand California Farm to School Network membership by 10 percent over the next 3 years
- 2.2 Increase the number of farmers on the California Farmer Marketplace by 10 percent over the next 3 years
- 2.3 Publish 20 best practices, case studies, recipes, and other school food service resources on the Office of Farm to Fork website and social media accounts over the next 3 years
- 2.4 Publish 10 new resources for farmers on the Office of Farm to Fork website, including new farmer opportunities and recommendations for working with schools over the next 3 years
- 2.5 Explore opportunities to connect marketing orders, commissions, and commodity groups to school food service





## GOAL 3:

### COORDINATION AND COMMUNICATION

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Inform communities 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 trends and to showcase Office of Farm to Fork programs

#### OBJECTIVE 2: OFFER USEFUL ONLINE TOOLS AND RESOURCES

- Provide guidance documents, reports, and other tools for farmers, institutions, community groups, and individuals regarding farm to fork efforts (such as farm to school programs, food safety, school and community gardens, reducing food insecurity, and opportunities for food diversion in order to reduce food waste)
- Publicize farm to fork related events, research, and resources



The background of the entire page is a close-up, high-resolution photograph of numerous walnuts. The walnuts are piled together, showing their characteristic wrinkled, brown shells. The lighting is soft, highlighting the texture of the shells. A white rectangular box is centered on the page, containing the text for the performance measures.

## PERFORMANCE MEASURES

- 3.1 Increase the number of guidance documents, reports, and resources available on the Office Farm to Fork's website by 15 percent over the next 3 years
- 3.2 Publish 25 posts to the Office blog and social media accounts per year and increase subscriptions by 10 percent over the next 3 years
- 3.3 Continue collaborative work projects with state agencies and community stakeholders
- 3.4 Attend 30 national, state, and local stakeholder meetings and conferences per year
- 3.5 Share Office of Farm to Fork projects and accomplishments through national and state conferences
- 3.6 Facilitate connections and collaborate with diverse groups and individuals, such as farmers and ranchers, NGOs, community groups, and school districts, to highlight current activities and inform future efforts





# OFFICE OF FARM TO FORK STAFF

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Elysia Fong.....Director  
Addison Ford .....Programs and Outreach  
Sarah Hanson.....Policy and Programs  
Tomi Jimenez.....Budgets and Contracts  
Nicole Sturzenberger.....Communications and Programs