

CALIFORNIA FARM TO FORK ASSET MAP



CALIFORNIA DEPARTMENT OF
FOOD & AGRICULTURE

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A close-up photograph of a green leaf, showing the intricate vein structure and the waxy surface. The leaf is slightly out of focus, with the veins in the foreground being sharper than the background.

Introduction

California Farm to Fork describes a movement to support local food systems and make healthy, nutritious food available to all Californians. Demand for local, California food products has grown in recent years and many organizations are working at the state and local levels to increase access to local foods and support farmers in growing and selling their products. There are approximately 786 certified farmers markets and 2,200 producers participating in the Certified Farmers Market Program, over half of which participate in either WIC or Senior Farmers Market Nutrition Programs. Additionally there are 99 registered community supported agriculture (CSA) producers.¹ At least 373 California school districts engage in Farm to School activities.² Twenty eight regional food policy councils have been formed to advocate for statewide and local policies that support local food and farmers.³ New regional food hubs, which aggregate, sell and distribute products from local farms are increasing in prevalence across the state.⁴ California produce even has its own brand, California Grown, which was created to market and build support for California agriculture.⁵

Farm to fork activities improve the health of California citizens by increasing their access to food and improving the quality of their diet. They strengthen California's economy by keeping dollars local and creating jobs and opportunities in agriculture, food service, distribution and other sectors.

Asset Map Goals

This document serves as an attempt to capture the current farm to fork activities in the state of California, including key statewide implementing organizations. With a comprehensive view of current programs, we then elaborate on gaps in programs and resources. The groundwork and initial data collection for this document took place on July 20, 2015 at a USDA-CDFA Farm to Fork collaborative meeting in Sacramento, CA.

While some local organizations were consulted, this report focuses on state level resources.

Federal-State Farm to Fork Collaboration Meeting

On July 20th, 2015 USDA- Food and Nutrition Services, Western Region Office (USDA FNS) and the California Department of Food and Agriculture's Office of Farm to Fork (CDFA F2F) convened a statewide meeting to bring together key stakeholder organizations working towards Farm to Fork objectives in California. These organizations (listed on page 42) engage in a wide breadth of Farm to Fork activities ranging from expanding access to Farmers Markets for low income seniors, to helping small and medium sized farmers increase their economic viability, to providing fresh local foods in schools and child care settings.

The goals of this meeting were to (1) provide an opportunity for Farm to Fork stakeholders from various agencies to meet, discuss their projects and priorities, and identify avenues for collaboration; (2) establish on a statewide level the priority areas that fall under "Farm to Fork"; and (3) identify the gaps and unmet needs in California Farm to Fork activities be they programs, population groups, geographic regions or other.

Meeting Events

Prior to the meeting a survey was sent out to all invited participants asking them to identify their organizations' priorities, activities, and unmet needs (Appendix A.) The survey was sent to 52 prospective meeting attendees. Responses were received from 25 participants representing 23 of the 25 invited organizations.

The meeting was attended by 65 individuals representing 26 organizations. After an introduction by USDA FNS and CDFA F2F, the majority of the meeting was spent on an asset mapping activity led by CDFA F2F. The activity was created to accomplish the aforementioned meeting goals and to capture the initial data required for the creation of this asset map. Based on coding by topic of the pre-meeting survey results, five farm to fork priority areas (Figure 1) were identified as a launching point for the asset mapping activity.

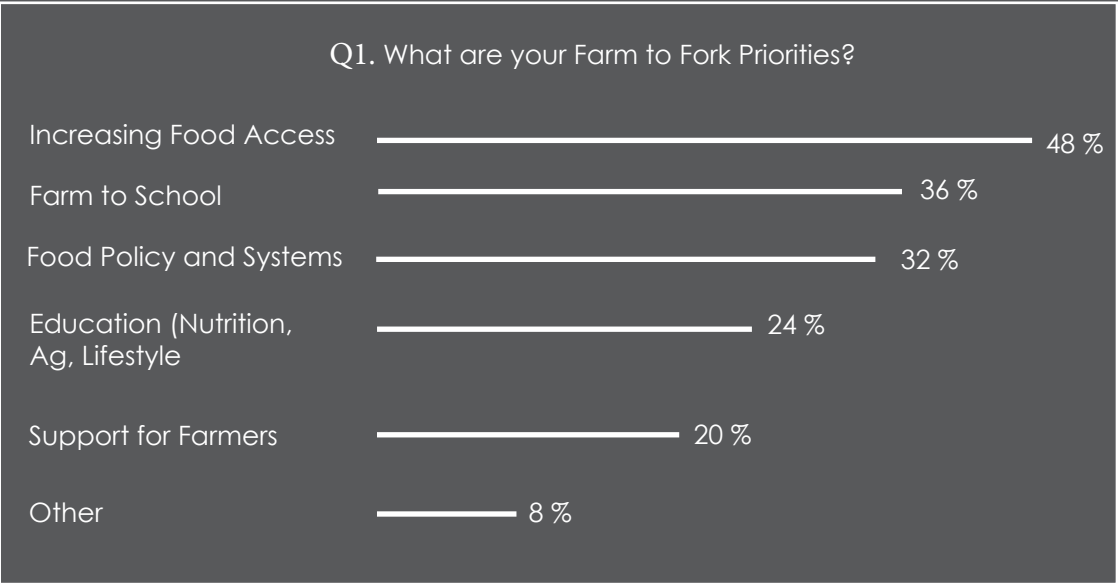


Figure 1: Five Farm to Fork priority areas as identified by the stakeholder groups identified by stakeholder group

The stakeholder group discussed the priority areas identified from the pre-meeting survey (Food Access, Farm to School, Food Policy and Systems, Education, and Support for Farmers) and decided to keep these areas for the purposes of the day's activity but to expand "Farm to School" to "Farm to Institution" to be more inclusive. Participants then split up into breakout groups based on the priority area that best matched the work of their organization. The breakout groups worked together to further categorize subareas within each priority area and identify the programs and organizations working in each. For example, within the Nutrition Education breakout group, programs were broken down by age groups: early childhood, school age, adults and seniors. Then within the school age subgroup, the California Department of Public Health- NEOPB branch listed their "Harvest of the Month" program (see page 28.)

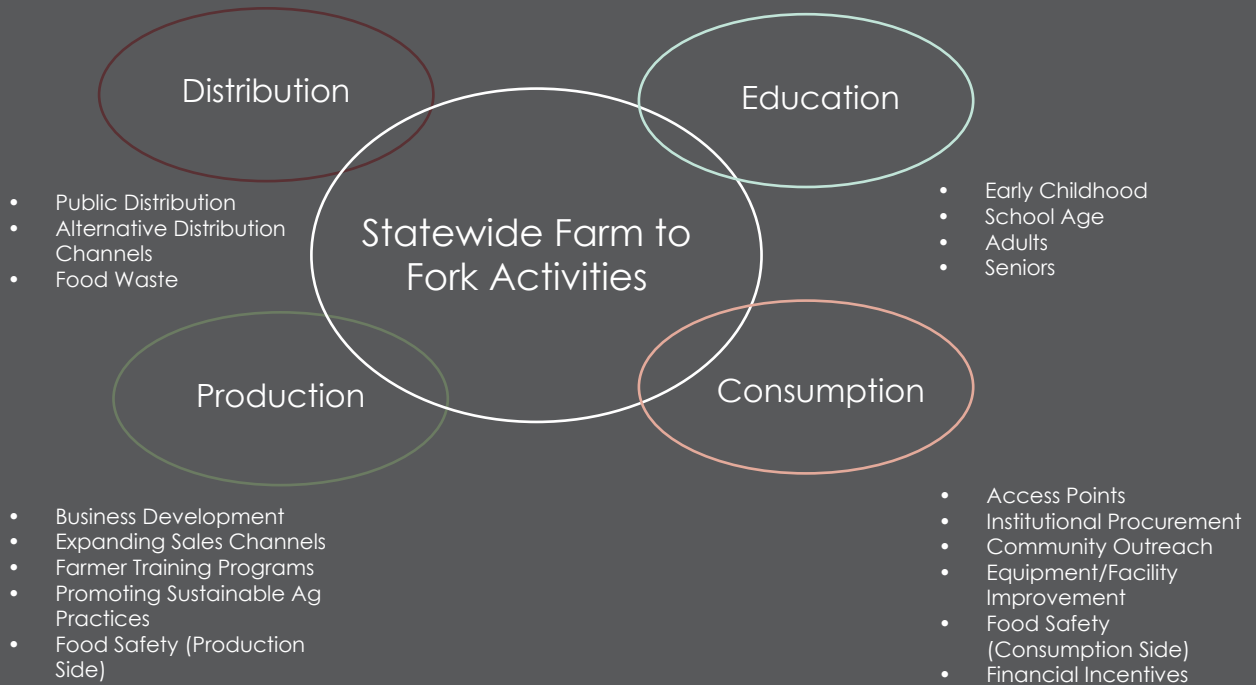
Post Meeting

The data collected from the workgroups on July 20th was compiled into the first draft of the asset map report, which was organized by the five original priority areas and included all programs and organizations identified by attendees at the meeting and in subsequent solicitations for information. This draft was emailed out to members of each breakout group who met for follow up work group calls (5 total) during the week of September 14th-18th. These follow up meetings provided a wealth of feedback on the first draft of the asset map, identifying how this map could be edited and reorganized to better address the needs of the group and include organizations not currently represented.

Suggestions and feedback were integrated into the asset map report and the priority areas were organized to better represent Farm to Fork activities as a sequential process. The priority areas were re-categorized as: production, distribution, consumption and education. Farm to Institution and Food Systems were considered to be umbrella categories that encompassed the other areas, so subgroups were redistributed to the new priority areas. For example "local procurement" was added to the Food Access group which was renamed Consumption to include all activities on the purchaser and consumer side of the food chain. It was also decided that the original priority area Food Policy and Systems should be integrated into the other sections of the map because food policy described underlying legislative and financial support for farm to fork programs and food systems were already infused throughout other topic areas.

This report is a result of the data collection and discussion of the original collaboration meeting, five subsequent work group meetings, input from California farm to fork stakeholders, and research performed by the CDFA Farm to Fork team.

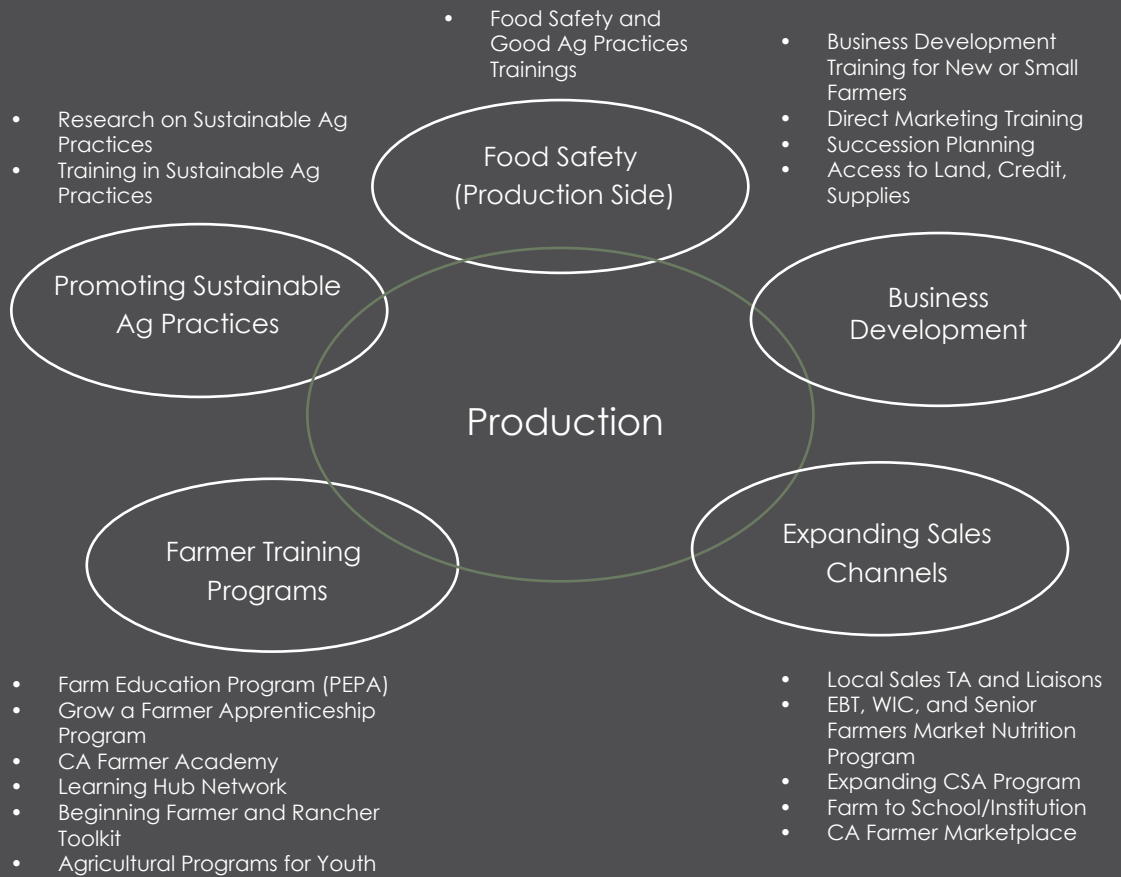
Map 1. Statewide Farm to Fork Asset Map



A photograph of a vast, green rice field under a bright sky. In the foreground, several rice stalks with developing panicles are in sharp focus, showing their green leaves and golden-brown seed heads. The middle ground is a soft-focus expanse of similar rice plants. In the far background, a dark, dense line of trees marks the horizon. A white rectangular frame is centered in the upper half of the image, containing the word "Production" in a clean, white, sans-serif font.

Production

Map 2. Production Assets



Production

Production refers to the “farm” end of Farm to Fork. Specifically, the California farms and ranches that produce the fruit, vegetables, meat, dairy and other food products that make up local and regional food systems. Here we indicate the types of programs and resources available to help local farmers increase their viability and competitiveness and support sustainable agriculture practices.

Business Development

Building farmers' capacity to run a successful business

Programs	Organizations
Business development training for small farmers or new farmers	ALBA , CAFE , Mandela Marketplace , National Center for Appropriate Technology , CASFS , FarmsReach , California Small Farm Conference
Direct marketing training	National Center for Appropriate Technology , CASFS , FarmsReach , Mandela Marketplace , California Small Farm Conference
Succession planning	ALBA , California FarmLink
Access to land, credit, supplies	California FarmLink , USDA Rural Development

GAPS: More business development training programs are needed in areas outside of the Sacramento Valley, Bay Area, and Central Coast where they are currently concentrated; grants for land, supplies, and business development are needed

Expanding Sales Channels

Increasing the venues and opportunities for farmers to sell their products

Programs	Organizations
Local sales Technical Assistance (TA) and liaisons	CAFF , Mandela Marketplace
EBT, WIC and Senior Farmers Market Nutrition Program	CDPH-WIC , CDSS , CDFA , Farmers Market Associations (Ecology Center , Alchemist CDC , etc.)
Expanding CSA programs	CAFF
Farm to Institution/Farm to School	USDA , CDE , CDFA-F2F , CAFF and many other organizations
California Farmer Marketplace	CDFA- F2F

GAPS: Identifying and overcoming barriers to farmers markets and produce stands accepting EBT; creating enough consistent markets to sell local food; more tools and trainings are needed to help farmers meet the requirements for selling to schools, hospitals and other institutions

Promoting Sustainable Agriculture Practices

Research and training to develop and communicate agricultural techniques that protect the environment and human health

Programs	Organizations
Research on Sustainable Agriculture Practices	UC Agricultural and Natural Resources
Training in Sustainable Agriculture Practices	UC Agricultural and Natural Resources- Cooperative Extension , CAFF , ALBA , CLBL , NCAT , Wild Farm Alliance , SAGE

Farmer Training Programs

Recruiting and training new farmers as well as expanding the skill set of already practicing farmers

Programs	Organizations
Farm Education Program (PEPA)	ALBA
Grow a Farmer Apprenticeship Program	CASES
California Farmer Academy	CLBL
Learning Hub Network	Growing Roots- UC Berkeley
Beginning Farmer and Rancher Toolkit	FarmsReach
Agriculture Programs for Youth	4-H , FFA

GAPS: Recruiting and training the next generation of farmers

Food Safety - production side

Training and implementing food safety practices on farms and processing facilities

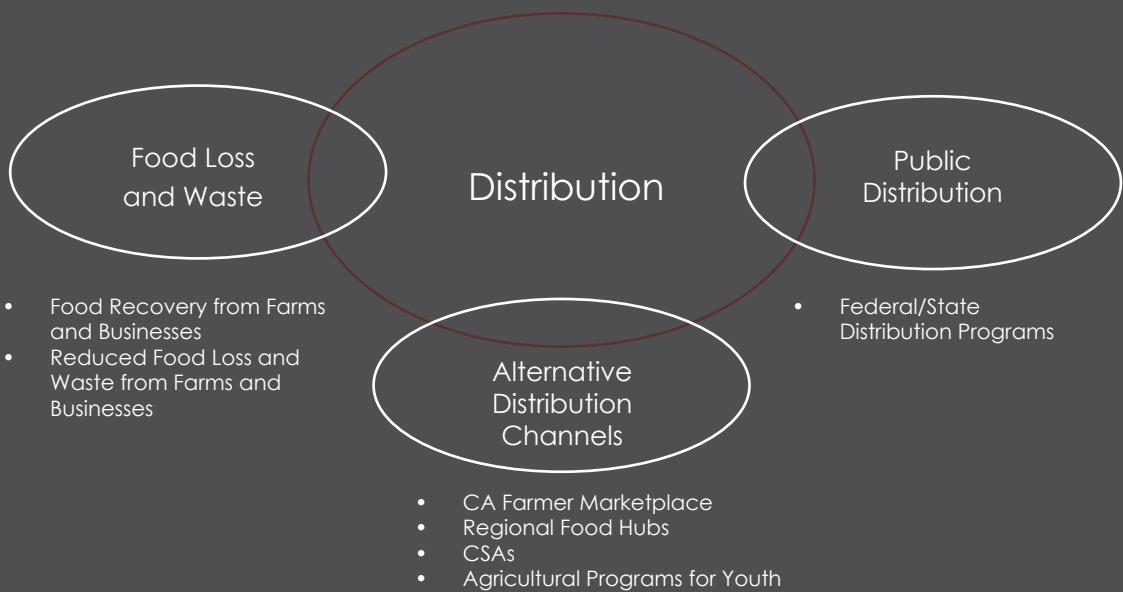
Programs	Organizations
Food safety and Good Agricultural Practice Trainings	CAFE , ALBA , UCCE , AgSafe

GAPS: Additional food safety and GAP trainings



Distribution

Map 3. Distribution Assets



Distribution

Distribution refers to traditional or alternative means of moving food products from farms to consumers. Distribution is identified as a common barrier to buying or selling locally or from non-traditional channels. Here we identify the public food distribution programs and alternative/non-traditional means of distributing foods. We acknowledge that the majority of distribution is done by private companies both small and large, but there are too many to attempt an inclusive list here. Instead we focus on alternative distribution channels that emphasize direct farmer to consumer connections. We also note strategies for minimizing food loss and waste.

Public Distribution

Government food distribution programs

Programs	Organizations
DOD Fresh Fruit and Vegetable Program	<u>DOD/ USDA/ CDE</u>
USDA Food Distribution Program	<u>USDA/ CDE</u>
Pilot Project for Procurement of Unprocessed Fruits and Vegetables	<u>USDA/ CDE</u>
Food Distribution on Indian Reservations	<u>USDA</u>
Commodity Supplemental Food Program	<u>USDA/ Food Banks</u>
Emergency Food Assistance Program	<u>USDA/ CDSS/ Food Banks</u>

GAPS: Public food distribution to public hospitals; emphasis on local sourcing in public distribution programs

Alternative Distribution Channels

Means of distribution that emphasize direct farmer to consumer connections

Programs

Organizations

786 Certified Farmers Markets	CDFA / Multiple Organizations
Regional Food Hubs	NFGN , SACOG / Multiple Organizations
99 registered CSA producers	CDFA /Multiple Organizations
California Farmer Marketplace	CDFA-F2E

GAPS: Not enough local food hubs yet to support all small farmers; source identification through existing distributors; food safety within the distribution chain

Food Loss and Waste

Programs aimed at reducing food loss and waste in the food system

Programs

Organizations

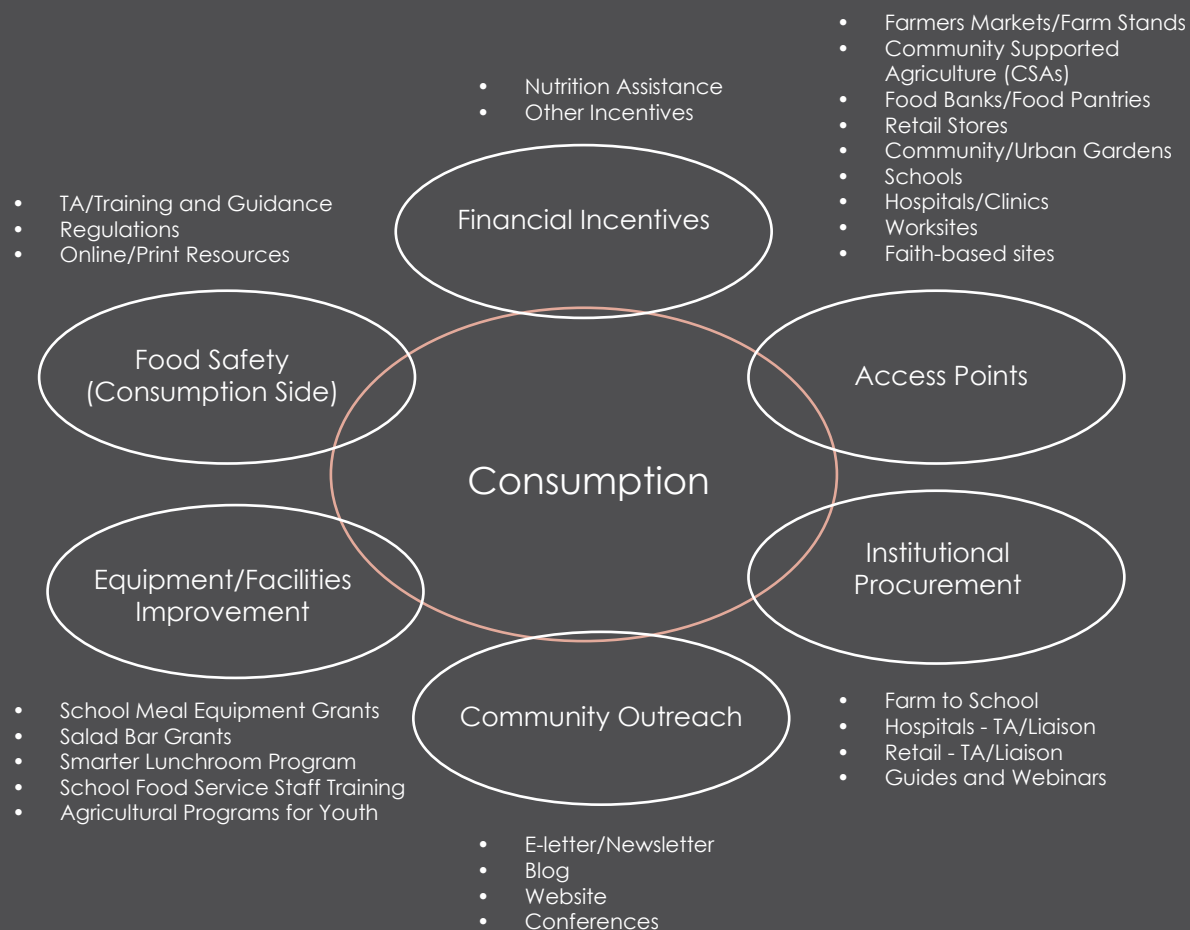
Food Recovery from Farms and Businesses	Food Forward
Reduced Food Loss and Waste from Farms and Businesses	CAFB , Ag Against Hunger , Food Shift

GAPS: Infrastructure, incentives and training for increasing food recovery and reducing food loss and waste



Consumption

Map 4. Consumption Assets



Consumption

Consumption refers to the “fork” end of Farm to Fork. Here we indicate the types of programs and resources geared at making it easier for institutions and individuals to access the products of the local food system.

Access Points

Physical locations where consumers can purchase and/or obtain local or regional food products

Farmers Market/ Farm Stands

Organizations

786 Certified Farmers Markets	CDFA /Multiple organizations
Farmers' Market Finder	Ecology Center
Community Supported Agriculture (CSAs)	CDFA

Food Banks/ Food Pantries

Organizations

Local food product donations at food banks	CAFB , CDPH-NEOPB , CDSS , CCC
Local congregations, soup kitchens, other feeding sites	Interfaith Sustainable Food Collaborative , CCC , CDA

Retail Stores

Organizations

Healthy retailer programs	CDPH-NEOPB , CDPH-WIC , PHI , CDSS , and local organizations including LA Food Policy Council , Healthy Retail SF
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Access Points continued

Community/ Urban Gardens

Organizations

Gardening TA, Training, Materials

CCC, CDSS, CDA, [EC](#), [Alchemist CDC](#), [UCCE](#)

Schools

Organizations

Child Nutrition Programs (including CACFP, NSLP, SBP, Afterschool programs, Summer)

[CDE](#), [USDA](#)

Farm to School Grant Program

[USDA-F2S](#)

Farm to School TA and Training

[CAFE](#), [CEL](#), [CDPH-NEOPB](#), [USDA-F2S](#)

California Thursdays Campaign

[CEL](#)

California Farm to School Network

[CAFE](#), [UEPI](#)

Food Corps Service Members

[CAFE](#), [LifeLab](#)

California Ed-Med Collaborative

[School Food Focus](#)

Smarter Lunchrooms

[Smarter Lunchrooms Movement of CA](#)

Access Points, continued

Hospitals/ Clinics

Organizations

Farm to Hospital Programs	<u>Healthcare Without Harm</u> , <u>CAFE</u> , <u>Kaiser Permanente</u>
Farmers Market at Clinics	CDSS, <u>CDPH-WIC</u>

Worksites/ Homes

Organizations

Nutrition promotion at low-wage worksites	<u>PHI</u>
Home Delivered Meal Services for seniors	<u>CDA</u>

GAPS: Increasing summer meal and school breakfast participation; Environmental supports for access sites (transportation, public safety, etc.); Geographical gaps in rural and urban areas; Individuals with disabilities

Institutional Procurement

The food purchasing methods of institutions such as schools, hospitals, restaurants, etc.

Programs	Organizations
Farm to School Procurement	USDA-F2S , CDE , CEL , CAFF , CDFA-F2F
Hospital Procurement TA/ Liaison	CAFF , Healthcare Without Harm
Retail Store Local TA/ Liaison	Mandela Marketplace , Alchemist , CDPH-NEOPB
Online Guides and Webinars for Local procurement	USDA-F2S

GAPS: More TA and training for local procurement

Community Outreach

Raising awareness of farm to fork and building partnerships within and between communities

Programs	Organizations
E-letter or newsletter, blog, website	USDA , CAFF , Dairy Council of California , School Food FOCUS , CDPH-NEOPB , CDFA-F2F
CA Farm to School Conference	CAFF and UEPI

GAPS: Increasing awareness and engagement from communities and new institutions

Equipment/ Facility Improvements

Improving kitchens, cooking equipment, dining facilities, and staff skills to make them more conducive to cooking and eating healthy local food.

Programs	Organizations
School Meal Equipment Grants	CDE
Salad Bar Grants	Let's Move!
Smarter Lunchroom Program	Dairy Council of California , CDE
School food service staff training	CDE

Food Safety - consumption side

Training and implementing food safety practices anywhere food is cooked, served, sold, and eaten

Programs	Organizations
TA/ Training and Guidance	CDE , CDPH-NEOPB , USDA
Regulations	CDE , USDA , CDPH-Food and Drug Branch , local health departments
Online or print resources	USDA , CDE , CDFA-F2E , CDPH-NEOPB , CAFE , LifeLab

Financial Incentives

Incentives for consumers to use their money or nutrition assistance benefits to purchase whole, healthy, local food products

Programs	Organizations
CalFresh	CDSS
WIC	CDPH-WIC
Emergency Food Distribution	CCC
Elderly Older Americans Act Nutrition Services Program (Title III-C)	CDA
Child and Adult Care Food Program	CDE
School Nutrition Programs (SBP, NSLP, etc.)	CDE
Farmers Markets: EBT, WIC, SFMNP	CDSS , CDPH-WIC , CDFA-SFMNP , Ecology Center

Other Incentives

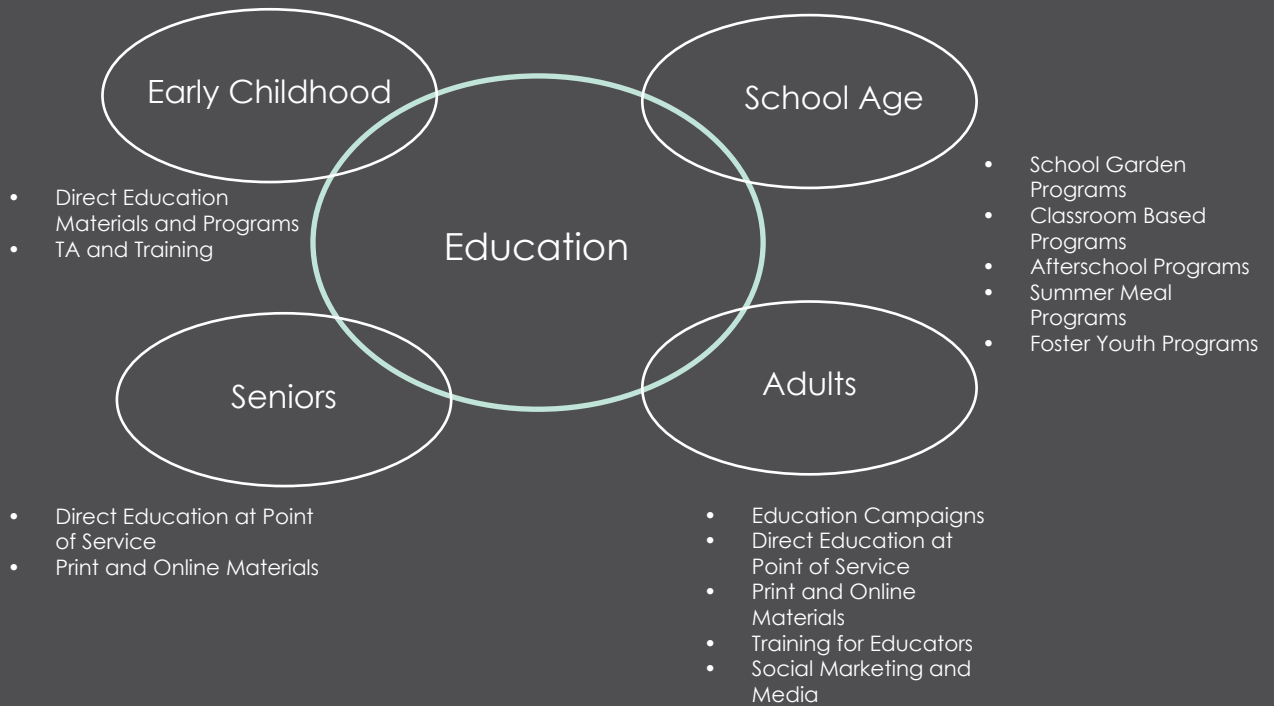
Market Match	Ecology Center
California Nutrition Incentive Program	CDFA Office of Farm to Fork

GAPS: Increasing SNAP participation; expanding EBT at Farmers Markets

Education



Map 5. Education Assets



Education

Food system education plays a crucial role in supporting and promoting local food systems. This can include nutrition education – geared toward helping consumers make healthy food and lifestyle choices – or broader agricultural education that supports consumers' understanding of where food comes from and why their purchasing and eating choices affect their health, the environment and the economy of their community. Here we identify food system education programs and resources broken down by target age group.

Early Childhood

Education for all children not yet old enough to enroll in kindergarten, usually referring to children enrolled in pre-school

Direct Education Programs	Organizations
Harvest of the Month	CDPH-NEOPB , CDE
Farm to Preschool	CDPH-NEOPB , CDE , National Farm to School Network , UEPI , USDA FNS
Preschool SHINE	CDE
Get Fresh	DSS
Preschool Gardens	UC CalFresh , CDE
Online or print materials and resources	CDPH-NEOPB , Dairy Council of California

TA and Training	Organizations
TA to First 5 and Head Start	UC CalFresh
Parent Training/ Engagement	UC CalFresh , Dairy Council of California
ECE provider training	Dairy Council of California , ECE

GAPS: Evidence based curriculum for preschool

School Age

Education for children grades K-12

School Garden Programs

Organizations

TA/ Training	CDE , CDPH-NEOPB , LifeLab
Online or print resources, materials, lessons	CDE , CDPH-NEOPB , Collective School Garden Network , LifeLab , CAFF , USDA , Dairy Council of California , California Foundation for Ag in the Classroom , Edible School Yard Network
Food Corps Members	CAFF , LifeLab

Classroom Based Programs

Organizations

Harvest of the Month	CDPH-NEOPB , CAFF
California Thursdays	CEL
Mobile Dairy Classroom	Dairy Council of California
Get Fresh (Funding for CalFresh Nut Ed.)	CDSS
Shaping Healthy Choices	UC CalFresh
Power Play!	CDPH-NEOPB
EFNEP	UCANR

School Age

Education for children grades K-12 continued

Afterschool Programs

Organizations

Direct education in afterschool programs

CDE, CDPH-NEOP,

Summer Meal Programs

Organizations

Direct education at summer meal sites

CEL, CDE, CCC

Foster Youth Programs

Organizations

Direct education at summer meal sites

PHI

School Wellness Policies

Organizations

Technical Assistance

CDE, Community Health Improvement Policies

Model Policies

ChangeLab Solutions

Trainings and Resources

California Local School Wellness Policy Collaborative

GAPS: Implementation of sequential, standards based nutrition education in schools;
Nutrition education trainings for teachers

Adults

Education for individuals age 18 and older

Education Campaigns

Organizations

Harvest of the Month	CDPH-NEOPB
Plan, Shop, Save, Cook	UC CalFresh

Programs

Organizations


Direct Education at worksites	CDPH-NEOPB
Direct Education at CFMs	CDPH-NEOPB
Direct Education at retailers	CDPH-NEOPB
Print/ Online materials	CDPH-NEOPB , USDA-FNS , Dairy Council of California , UC CalFresh
Training for Educators	PHI, UC CalFresh, CDE, Dairy Council of California
Social Marketing and Media	CDPH-NEOPB , PHI , Dairy Council of California

GAPS: Peer to peer education, clinical connections; online nutrition education; home cooking skills

Seniors

Education for individuals age 65 and older

Programs	Organizations
Direct education at Farmers Markets	CDPH-NEOPB
Direct education at food banks	CDPH-NEOPB
Direct education at retailers	CDPH-NEOPB
Direct education at senior housing	CCC, UC CalFresh , CDA
Direct education at Community Centers/Senior Centers	CDA
Print/ online materials	USDA FNS , CDPH-NEOPB



Gap Analysis

The Farm to Fork collaboration group and subsequent working groups identified an important initial list of unmet needs and gaps in resources within the various priority areas that comprise California Farm to Fork. This section gives a more in depth explanation of those initially identified gaps.

Production Gaps

Business Development

More business development training programs are needed and more targeted investments in the Central Valley and Inland Empire

Business development is an important area of need for beginning farmers. Producers may have excellent agriculture skills and produce top notch products but without knowledge of marketing, staff development, strategic planning or other business development concepts, they may have trouble getting a foothold or staying competitive. A majority of the organizations helping new or growing farms with business development are located in areas close to a university or urban center such as the Bay Area, Sacramento Valley, and Central Coast. However there are farms and farmers all over the state (especially in the Central Valley and Inland Empire) who could greatly benefit from this type of technical assistance but do not currently have access.

Grants for land, capital, and business development

Accessing land, supplies, or general knowledge of how to start and grow a business is often a barrier for the establishment and growth of new farms. Some organizations like USDA Rural Development and FarmLink offer grants, credit and assistance of this nature. In order to encourage individuals to go into farming or start their own farms, and thus keep regional agriculture diverse and competitive, more financial supports and incentives would go a long way.

Expanding Sales Channels

Identifying and overcoming barriers to farmers' markets and produce stands accepting EBT

More than quarter of certified farmers' markets do not accept EBT and the percent for farm stands and community supported agriculture boxes is even higher. EBT acceptance is an important means of accessing fresh, wholesome food products for many low income individuals and families. Further assessment is needed to understand the obstacles preventing acceptance of EBT and further technical assistance is needed for implementation.

Expanding Sales Channels, continued

More tools and trainings are needed to help farmers meet the requirements for selling to schools, hospitals and other institutions

For many smaller-sized farms, finding consistent markets in which to sell their products is a challenge. Schools, hospitals and other institutions offer a large and profitable market for local producers. However, it is often noted that food service directors from these institutions and farmers do not always “speak the same language.” Food service directors often have very specific procurement needs and regulations. Farmers who are savvy to these requirements are better equipped to navigate the institutional market and sell directly to food service programs. Several organizations like CAFF and the Center for Ecoliteracy have taken on the role of liaison between farmers and buyers or the role of trainer to either group. CDFA's California Farmer Marketplace has begun to connect directors and farmers via an online platform. However, the funding and resources in this area do not meet the great need of farmers and institutions who are interested in connecting but do not yet know how.

Farmer Training Programs

The demographic of California farmers is shifting. As demand for food (and local food specifically) continues to grow, we need to have systems in place to support this shift. As farmers age, they worry about the succession of their business and their ability to pass on critical knowledge and skills. In order to build a robust and diverse regional food system, it is crucial to recruit and train young talent and provide them with financial incentives, and support to get their foot in the door. Equally as important is to support innovation and new farming models.

Food Safety (production side)

Farmers with training in food safety practices or GAP certification will not only have a safer product to offer but also more market options available to them. Some organizations like UC Cooperative Extension and CAFF provide food safety and GAP certification trainings but their reach includes only a fraction of the farmers in need of TA and training.

Distribution Gaps

Public Distribution

Public food distribution to local hospitals

There are several federally funded programs which distribute food to institutions or low income individuals. The farm to fork work group identified hospitals and clinics as another sector that could benefit from such assistance. Organizations like Kaiser Permanente and Healthcare Without Harm are already working to help medical care facilities source local produce, but clinical farm to fork activities are an area lacking resources and attention.

Emphasis on fresh and local sourcing in public distribution programs

The Child Nutrition Programs and the Emergency Food Assistance Program offer crucial nutrition assistance while balancing competing priorities – including price and surplus in addition to fresh and local sourcing. Emphasis on fresh and local sourcing by public distribution programs is not only an important means of supporting the local agricultural economy but it also sets an example for other distribution programs.

Alternative Distribution Channels

Not enough local food hubs yet to support all small farmers

Food hubs are a way for local agriculture producers to unify and share the costs of marketing and distributing their products. Food hubs are increasing in popularity in the state and have become a promising means of addressing the cost and labor barriers many producers face when trying to distribute their products. Yet the current demand for food hubs is not being met in California. Creating and maintaining a food hub requires a great deal of capital funding, organization, administration, and logistics which farmers may not have the time or administrative capacity to take on. Outside organizations like North Coast Opportunities have had success in acting as facilitators in building regional food hubs. Both the food hubs themselves and administrative facilitators are needed to create enough consistent markets and meet the demand in California.

Source identification through existing distributors

Many existing food distributors, working both on a national scale and a local scale, are responding to consumer demand by source identifying the items they offer. This helps individuals and institutions make informed and conscious decisions to support local agriculture when purchasing. However, more source identification is needed.

Food Loss and Waste

Infrastructure, incentives and training for increasing food recovery and reducing food loss and waste

According to the USDA- Economic Research Service, food loss is a subset of post-harvest losses or post-production and represents the edible amount of food available for human consumption, but is not consumed. Food waste is a subset of food loss. According to Bloom (2010), food waste occurs when an edible item goes unconsumed as a result of human action or inaction and is often a result of a decision made by businesses, governments, and individual consumers⁶. There are few published studies that estimate the total amounts of food loss and waste, some data shows that collectively these numbers could be as high as 40%. These figures are in stark contrast to the more than four million Californians who are food insecure; creating an opportunity to narrow the gap between the two. Food loss and waste also has implications for the economy and the environment (greenhouse gases generated). There is currently a growing concern surrounding the problem of food loss and waste and some local organizations have begun working to advocate and teach food recovery and waste reduction at farms, institutions, and households. Organizations including the California Food Waste Roundtable, CalRecycle, CDFA, the Governor's Office of Planning and Research, the California Association of Food Banks, the National Resources Defense Council and Californians Against Waste are working to address issues of food waste at the state level.

Consumption Gaps

Access points

Increasing summer meal and school breakfast participation

The summer meal and breakfast programs offer meals to children who may have no other source of food, yet both have low participation rates. More assessment and outreach is needed to understand the participation barriers and possible solutions. In recent contracts with the California Department of Education and California Department of Public Health, the Office of Farm to Fork has looked at the infrastructure of California Fairgrounds and District Ag Associations as possible resources for Summer Meal Programs. Initial data looks very promising and more information is needed to explore recommendations and implementation.

Environmental supports for access sites (transportation, public safety, etc.)

It is important to ensure that food access sites are accessible to all who wish to use them. Many individuals are prohibited from accessing sufficient, healthy and nutritious food products due to environmental barriers such as lack of transportation, public safety, knowledge of access sites, etc. Work is needed not only to make food products available but to make sure the access points are safe and easy to get to.

Geographical gaps in rural and urban areas

Many low income urban or remote rural areas (including tribal regions) are considered food deserts, meaning that they lack sufficient access to healthy, nutritious food. These areas tend to be the most lacking when it comes to both distribution and access to local food. These geographical gaps need to be clearly identified and targeted for food system development.

Homebound seniors and individuals with disabilities

Creating fixed access points for food may not address the needs of homebound seniors and individuals with disabilities who are not able to travel to those points. Home Delivered Meal Services (CDA) offer services to homebound seniors but do not always provide a stable and consistent means of access for many individuals who are unable to participate in those programs.

Institutional Procurement

More TA and training for local procurement

Schools, retailers, hospitals and many other institutions are interested in purchasing local or regional food products but may not know how to connect with local producers or how to meet their procurement requirements without going through a traditional distributor. More technical assistance and procurement liaisons are needed to help guide this process on both the producer and the purchaser ends.

Community Outreach

Increasing awareness and engagement from communities and new institutions

When there is strong support from the community, food service directors and food retailers have greater incentive to provide fresh, locally sourced food. Garnering local support involves education, outreach and promotion activities. Many organizations have taken this challenge on but efforts do not reach every area of the state.

Equipment/ Facility Improvements

Funding for facilities, equipment and staff training

Food service institutions that don't traditionally purchase whole unprocessed food products may not be immediately equipped with kitchens, culinary tools or training on how to prepare these products. Funding is often required to make these changes in food preparation methods. While there are some funding sources like the USDA Farm to School Grant Program, the Let's Move Salad Bar Grant Program, and USDA Equipment Grants, much more capital is required to make these changes at every institution that needs them.

Food Safety- Consumption Side

Food service directors are often wary of switching from pre-processed food preparation to whole, unprocessed scratch cooking if it means taking on the liability of food safety that was originally guaranteed by the distributors. If directors and staff are well trained in safe food storage, transport, and preparation then they will be more receptive to increasing the amount of fresh, local food products they purchase and prepare.

Financial Incentives

Increasing SNAP participation

California has one of the lowest SNAP participation rates in the country. SNAP (called CalFresh in California) is an incredibly important means of accessing nutritious, local food products for eligible individuals. More assessment and outreach is needed to understand and overcome barriers to participation.

Expanding EBT at Farmers Markets

More than a quarter of certified farmers markets do not accept EBT and the percent for farm stands and community supported agriculture is even higher. EBT acceptance is an important means of accessing fresh wholesome food products for many low income individuals and families. Further assessment is needed to understand the obstacles preventing acceptance of EBT and further technical assistance is needed for implementation.

Education Gaps

Early Childhood

Uniform implementation of food literacy/ nutrition education in preschools

There currently exists a wealth of curriculum and activities (available both online and in print) for teachers and parents to use in early childhood education settings. However, it is not well documented how widely used these materials are and there is no evidenced based curriculum used across preschools, day cares, etc., making it impossible to compare the implementation and outcomes across sites. Consistent curriculum and implementation of food literacy and nutrition education would help children begin leading healthy lifestyles at an early age and prepare them to build on their knowledge as they progress through their education.

School Age

Implementation of sequential standards based nutrition education in schools

Several organizations are working to incorporate food and nutrition education into Common Core and institute sequential standards based curriculum. However, since it does not yet exist on a statewide scale it is considered by the Farm to Fork- nutrition education group to be a gap.

Nutrition education trainings for teachers

Most educators are not trained in nutrition education as part of their formal credential training. More access to teacher trainings in this topic area would emphasize its importance and make it easier to teach nutrition education and food literacy.

Adults

Peer to peer education, clinical connections, online nutrition education, and home cooking skills

Several education methods were identified by the Farm to Fork- nutrition education group as either lacking resources or implementation: peer to peer education such as the use of 'promotores'; education in the clinical setting, which is inconsistent in its availability depending on the clinic site; cooking lessons that families can use in the home; and online nutrition education which could potentially be a valuable resources with the right promotion and support.

Seniors

With the exception of nutrition education through the Department of Aging, very few organizations offer food systems and nutrition education explicitly targeted to seniors.

CA Farm to Fork Statewide Organizations

United States Department of Agriculture- Food and Nutrition Services, Western Region
California Department of Public Health- Nutrition Education and Obesity Prevention Branch
California Department of Public Health- Women, Infants and Children Program
California Department of Education- Nutrition Services Division
California Department of Food and Agriculture- Office of Farm to Fork
California Department of Aging
California Department of Social Services
The Dairy Council of California
Catholic Charities of California
Ecology Center
Public Health Institute- Center for Wellness and Nutrition
Public Health Institute- Roots of Change
California Association of Food Banks
Ag Against Hunger
Community Alliance with Family Farmers
School Food FOCUS
Center for Ecoliteracy
UC Agriculture and Natural Resources-Nutrition Policy Institute
University of California- CalFresh Nutrition Education



United States Department of Agriculture - Food and Nutrition Services, Western Region (USDA FNS)

Description: The Food and Nutrition Service is an agency of USDA's Food, Nutrition, and Consumer Services. The mission of FNS is to end hunger and obesity through the administration of 15 federal nutrition assistance programs including WIC, Supplemental Nutrition Assistance Program (SNAP), and child nutrition programs. FNS program participants include expecting mothers; infants and children in child care and school; low-income families going to food banks; local farmers markets; and local supermarkets. The Farm to School team within FNS also administers the USDA Farm to School Grants and provides technical assistance and research relating to farm to school programs.

California Department of Public Health - Nutrition Education and Obesity Prevention Branch (CDPH-NEOPB)

Description: The mission of the Nutrition Education and Obesity Prevention Branch (NEOPB) is to reduce the prevalence of overweight and obesity in California residents through education and other strategies. NEOPB addresses the statewide obesity epidemic through food and activity education, breastfeeding support, community development strategies and marketing of healthy behaviors focusing on low income Californians. NEOPB, in a manner consistent with tobacco control, immunizations, HIV/AIDS control and other public health imperatives, works primarily through its counterparts in local health jurisdictions to assess and conduct surveillance of community needs, plan and implement strategies, engage with local stakeholders and to evaluate the health outcomes of the strategies to strengthen the evidence for future practices.

Farm to Fork Activities: Harvest of the Month, Farm to Preschool, School Garden and Community Garden Technical Assistance, Power Play! Campaign, direct education to consumers, store tours, recipes, cooking demos, online resources, technical Assistance for Local Health Departments for Farmer's Markets programs, Champions for Change, Communities of Excellence

Funding Sources: USDA SNAP-ED

Geographic Focus Areas: Statewide

Target Populations: Ages 1-5, K-12, 60+, 185% FPL

California Department of Public Health - Supplemental Nutrition Incentive Program for Women, Infants and Children Program (CDPH-WIC)

Description: WIC is a federally-funded health and nutrition program for women, infants, and children. WIC helps families by providing nutrition education, issuing checks for healthy supplemental foods, and making referrals to healthcare and other community services. Participants must meet income guidelines and be either pregnant women, new mothers, infants, or children under age five. In California, 84 WIC agencies provide services locally to over 1.3 million participants each month at over 600 sites throughout the state.

Farm to Fork Activities: WIC Nutrition Education for Adults, WIC Farmers Market Program, local vendor liaison project with retailers

Funding Sources: USDA WIC

Geographic Focus Areas: Statewide

Target Populations: Pregnant women, children under 5, low income families

California Department of Education - Nutrition Services Division (CDE)

Description: The California Department of Education Nutrition Services Division provides appealing and nutritious meals for students to enjoy in environments that demonstrate healthy nutrition behaviors and support academic achievement for success in life. They work with partners to foster collaborative relationships, provide exemplary customer service, and ensure program integrity.

Farm to Fork Activities: Preschools SHINE, Farm to Preschool, Smarter Lunchrooms, Local School Wellness Policies, Nutrition Education Resource Guides, Farm to School and Garden programs: technical assistance, resources/ materials; Fresh Fruit and Vegetable program, DOD Fresh, USDA Foods Pilot, Healthier US School Challenge, Afterschool programs, Summer Meal programs, Child and Adult Care Food Program (CACFP), equipment grants, Staff Training: FRESHMeals@School; Procurement training; Team Up for Success; Menu Planning

Funding Source: USDA SNAP-Ed

Geographic Focus Areas: statewide

Target Populations: Preschool, K-12, adults

California Department of Food and Agriculture- Office of Farm to Fork (CDFA-F2F)

Description: The Office of Farm to Fork is located within the California Department of Food and Agriculture. It was created as a collaborative effort between the California Departments of Public Health, Education, and Food and Agriculture to address issues of food access and food insecurity in California. The Office is committed to helping all Californians access healthy and nutritious California-grown food by connecting individual consumers, school districts, and others directly with farmers and providing information and other resources.

Farm to Fork Activities: California Farmer Marketplace, Contra Costa Buyers Collaborative, Specialty Crop Ambassador Programs, Central Valley Hunger Group, Mobile Farm

Funding Sources: CDFA Specialty Crop Block Grant, CDPH, CDE

Geographic Focus Areas: Statewide, Bay Area, Central Valley

Target Populations: School children, <185% FPL

California Department of Aging (CDA)

Description

The California Department of Aging administers programs that serve older adults, adults with disabilities, family caregivers, and residents in long-term care facilities throughout the State.

Farm to Fork Activities: Congregate Nutrition Services Home Delivered Meal Services

Funding: Federal Older Americans Act and state government funds

Geographic Focus Areas: Statewide

Target Populations: Seniors

California Department of Social Services (CDSS)

Description: The mission of the California Department of Social Services is to serve, aid, and protect needy and vulnerable children and adults in ways that strengthen and preserve families, encourage personal responsibility, and foster independence.

Farm to Fork Activities: SNAP (CalFresh), SNAP-Ed Funding Administration, Get Fresh! (SNAP-Ed funding for counties), CalFresh/ EBT at Farmers Markets, Emergency Food Assistance Program

Funding Source: USDA

Geographic Focus Areas: Statewide

Target Populations: low income

Dairy Council of California (DCC)

Description: The Dairy Council of California provides free nutrition education programs and resources in California, for schools, health professionals, offices and workplace wellness programs.

Farm to Fork Activities: Online resources for nutrition education, classroom lessons, food safety, land and water use, recipes; Smarter Lunchroom leadership in CA; blogs/ newsletter; Farm to School trainings; Technical advising and resources to improve meal environment using Smarter Lunchrooms techniques; Staff training and professional development at conferences and school districts; Mobile Dairy Classroom at Ag events and schools, participate in community health fairs; Work with dairy processors and farmers

Funding Sources: State Funding (through revenue from CA dairy farms and processors)

Geographic Focus Areas: Statewide

Target Populations: Adults, K-12

Catholic Charities of California (CCC)

Description: The mission of Catholic Charities of California is to enhance the collaborative work of local Catholic Charities organizations in serving people in need, advocating for justice, and convening for human development and social justice. CCC also provides support to local agencies by: applying for and administering government grants on behalf of local agencies, reducing their administrative burden and allowing them to focus on providing direct services; Facilitating collaboration and networking among local agencies; Maintaining relationships with other organizations that are committed to social justice; and providing training, technical assistance, research, and leadership to local agencies in developing model programs.

Farm to Fork Activities: SNAP-ED nutrition and obesity prevention services through local catholic charities agencies; Emergency Food Distribution; Food Pantry

Funding Source: USDA SNAP-ED

Geographic Focus Areas: Monterrey, San Francisco, San Diego, Sonoma, Riverside, Statewide (23 counties)

Target Populations: School- Age, Adult, Seniors <185% FPL

The Ecology Center (EC)

Description: The Ecology Center is a nonprofit organization located in Berkeley, CA that focuses on the environmental impacts of urban residents. Their core issues include waste and consumerism, food and farming, climate change prevention and resiliency, and sustainable living.

Farm to Fork Activities: Certified Farmers Markets, Market Match Program, Farmer's Market EBT program, Farm Fresh Choice, Berkeley Food Policy Council

Funding Source: USDA FINI Grant, CDFA, Private Foundations, Private Donors

Geographic Focus Areas: Statewide, Bay Area

Target Populations: California residents, low income

Public Health Institute- Roots of Change (RC)

Description: Roots of Change builds social, political, and economic capital to enable a healthy, equitable and resilient food system. Efforts are focused on food systems research, food policy councils and legislative and administrative advocacy in California and at the federal level.

Farm to Fork Activities: California Food Policy Council, Legislation Advisory

Funding Source: Foundation Funding

Geographic Focus Areas: California

Target Populations: California residents

California Association of Food Banks (CAFB)

Description: California Association of Food Banks is a membership organization of 43 food banks from throughout the state with a shared mission to build a well-nourished California and a firm commitment to providing cutting-edge leadership in the anti-hunger community.

Farm to Fork Activities: CalFresh Outreach, Farm to Family program, Food distribution, Produce Education Program

Funding Source: CDFA, Private Foundations, Private Corporations

Geographic Focus Areas: Statewide

Target Populations: Low Income

Ag Against Hunger

Description: Ag Against Hunger collects fresh produce from growers who have surplus, then distributes that produce to food banks, schools, and food assistance programs throughout the state.

Farm to Fork Activities: Surplus Harvest and Distribution program, Gleaning

Funding Source: Industry and community donors; Private foundations

Geographic Focus Areas: Statewide; Salinas Valley

Target Populations: Low Income

Community Alliance with Family Farmers (CAFF)

Description: The Community Alliance with Family Farmers is a California-based nonprofit that advocates for family farmers and sustainable agriculture. They run on-the-ground programs in many regions throughout California, enabling community members and businesses to find and choose local food, and helping farmers increase their income and sustainability

Farm to Fork Activities: Leader of California Farm to School Network: TA for schools and farmers, e-letter, website with resources, blog, CA Farm to School Conference; State Lead for National Farm to School Network, Farm to Market resources for farmers, Food Safety and GAP training, local procurement TA for institutions, Marketing resources and TA, assists growers in increasing and sustaining customers, CalFresh EBT TA, Policy Advocacy

Funding Source: USDA, CDFA, foundations, members

Geographic Focus Areas: Statewide

Target Populations: K-12, adults

The Center for Ecoliteracy (CEL)

Description: The Center for Ecoliteracy promotes ecological education by leading systems change initiatives, publishing original books and resources, facilitating conferences and professional development, and providing strategic consulting. Their initiative "California Food for California Kids" supports systems change by improving children's health, education, and the state's economy while teaching students where food comes from and how it reaches the table.

Farm to Fork Activities: California Food for California Kids, California Thursdays, strategic planning, technical assistance, capacity building, communication and marketing, and materials online resources and materials

Funding Source: USDA, CDFA, Private Foundations, Individual Donors

Geographic Focus Areas: Statewide, countywide, and school district level

Target Populations: Pre K-12

University of California - Agriculture and Natural Resources

Description: The Division of Agriculture and Natural Resources (ANR) is a statewide network of University of California researchers and educators dedicated to the creation, development and application of knowledge in agricultural, natural and human resources.

Farm to Fork Activities: UC Cooperative Extension (UCCE) (the education arm of ANR, working at the county/ community level), Nutrition Policy Institute (NPI) (research and evaluation on the impact of nutrition and physical activity on health), Sustainable and Agricultural Research and Education program (UC SAREP) (Grants, research, and information distribution on sustainable agriculture practices and systems.)

Funding Source: Federal Land Grants

Geographic Focus Areas: statewide

Target Populations: California residents

University of California- CalFresh Nutrition Education (UC CalFresh)

Description: UC CalFresh is funded through a joint agreement among the USDA, the California Department of Social Services CalFresh branch, and the University of California Cooperative Extension. UC CalFresh consists of Adult, Family-Centered, and Youth nutrition education programs operating throughout California.

Farm to Fork Activities: Direct education, training, school garden TA, materials

Funding Source: USDA, SNAP-ED, NIH, UC, Private Foundations

Geographic Focus Areas: Statewide

Target Populations: Pre K-12, Adults, CalFresh Eligible

Additional Organizations

Agriculture and Land-Based Training Association (ALBA)
Alchemist CDC (AL)
Center for Agroecology and Sustainable Food Systems (CASFS)
Center for Land-Based Learning (CLBL)
Change Lab Solutions
Community Health Improvement Partners
The Edible Schoolyard Project (ES)
FarmLink (FL)
FarmsReach (FR)
Food Forward (FF)
Food Shift
Future Farmers of America (FFA)
Growing Roots (GR)
Healthcare Without Harm (HWH)
Interfaith Sustainable Food Collaboration (ISFC)
LA Food Policy Council
Let's Move
Life Lab (LL)
Mandela Marketplace (MM)
National Center for Appropriate Technology (NCAT)
National Good Food Network (NGFN)
Public Health Institute- Center for Wellness and Nutrition (PHI)
Sacramento Area Council of Governments (SACOG)
Sustainable Agriculture Education (SAGE)
School Food Focus
Urban and Environmental Policy Institute at Occidental College (UEPI)
Wild Farm Alliance (WFA)
4-H

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Appendix A: Pre-meeting Survey Questions

1. What organization do you represent?

Your Name

Your Organization

Program Area

2. What are your farm to fork priorities?

3. Please list your current programs/projects:

4. What are your funding rources for those programs/projects?

5. Please list any key partnars you currently collaborate with (funded or unfunded)

6. What is your target populations? (please select all that apply)

- ☐ Children, ages 0-5
- ☐ School-aged childre
- ☐ Adults
- ☐ Seniors