

# Farm to School Outreach and Planning Group

Agenda  
- 1/5/07 -

*In attendance:* Zach Harrison, Marcus Renner, Jim Dyer, Katie Pepinsky, Mari Rice, Amy Foster, Allison Dance, Tim Turner, Beth LaShell, Molly Wiebush, Brynna Peltonen, Katrina Blair

Here are the minutes from Friday's meeting. Let me know if I've forgotten anything. We're planning on handling things over email and working in small groups until the next meeting on January 26<sup>th</sup>.

## 1. Review schedule, responsibilities, and budget

Marcus reviewed the schedule for the conference resulting in the following revisions.

**See below for the new revised schedule and list of assignments:**

- Friday's schedule will be compressed so everything begins after lunch. The food fair will be moved to Saturday replacing the celebratory reception. The group felt it would be easier to keep people there for the evening this way. Eliminating Friday's lunch will give us more money to pay a premium for local product for the other meals and allow a little more for snacks throughout the rest of the conference
- The dinner on Friday will be advertised to the general public, but only the first 40 people who RSVP and send in their check will be served. The invitee list for Friday will have first crack at the dinner.
- The Food Fair and Seed Swap will be a low key affair. Farms and others who want to participate will have posters and information up in the ballroom both Friday and Saturday. Katrina will donate tickets for "bicycle smoothies" that conference attendees can redeem. The seed swap will happen on Saturday after the summary of the work. Marcus will look into getting donations from related businesses for a drawing that can help hold people in the ballroom on Saturday afternoon. Marcus will also ask about the potential for participants to sell material and provide samples during the conference.

## 2. Outreach

### a. Targeted outreach strategies – Invitation List

Katie and Jim will use the Mesa Verde Directory and Food Assessment Contact list to come up with an invitee list for Friday afternoon. They will email this list around to get feedback on it and from this list we will send out personalized invitations with individual people likely assigned to make follow-up phone calls or attached individual notes. Some of the invitations can go out as emails but should be made up to look like invitations

### b. General publicity strategies

The group approved a draft design for the poster and provided suggestions on language to use for the press release. Katie will send Marcus the press release info for the food assessment so that he can use the language in the material for the conference. Beth suggested sending out information in the Extension newsletter. Allison said that information could be included in the County Democrats Newsletter. Allison suggested that asking for sponsorships from local businesses could be another way to help get the word out.

### 3. Getting Local Food to the Conference

The group identified the following ingredients that might be available from local and regional producers at this time of year. Beth, Marcus, and Katrina will work on creating a menu that is within the \$2000 food budget.

#### a. Potential ingredients

- Beef– Jerry Zink, James Ranch, Cole Ranch
- Pork – Cole Ranch
- Lamb & Sausage – Foxfire, Gosar Ranch (Monte Vista)
- Bison - Southern Ute Tribe
- Chicken - Napier Farms
- Cheese – James Ranch, possibly some other sources for goat cheese
- Eggs – Napier Farms
- Tomato Sauce – Kiva (locally processed)
- Nut Snacks – Kiva (locally processed)
- Fruit preserves – Kiva (locally processed)
- Apple cider/juice - Kiva (locally processed), Turtle Lake
- Bagels – Durango Bagel (locally processed)
- Flour – Blue Horizon (potential to make tortillas in Bayfield)
- Sprouts – Turtle Lake Refuge
- Chocolate – Silverton chocolates (call Josh at 799-4481)
- Berries – Turtle Lake
- Apple Sugar – Turtle Lake
- Herb Tea – Turtle Lake
- Berry Smoothies – Turtle Lake
- Potatoes – CSU Extension Farm in San Luis Valley
- Salad Greens – Beth’s contact in Espanola, NM
- Dried Beans – Adobe Milling

### 4. Next Meeting Time

Friday, January 26<sup>th</sup> 3:00 to 4:30 p.m.

# Homegrown: Conference Schedule

1/8/06

Friday (by invitation only)

**1:00 Land Conservation for Local Food Production – Memorial Student Lounge**

*Primary audience:* producers and local policy-makers (30 people)

*Responsibility:* Jim will work with staff of local land trusts, NRCS, and others to figure out how to structure this discussion.

**2:30 Break**

**2:45 Producer-Purchaser Dialogue & Discussion – Memorial Student Lounge**

*Primary audience:* producers & purchasers - restaurants, schools, etc. (30-40 people)

*Responsibility:* Jim and Katie will work with Krista on structuring this session.

**4:15 Break**

**4:30 Local Partners Discussion with Dave Henson – Memorial Student Lounge**

*Primary audience:* FTS working group, producers, local elected officials (30 people)

*Responsibility:* Marcus will work with Dave to talk about this

**6:00 Dinner – Memorial Student Lounge** – First 40 people to RSVP for dinner and pay \$15 for dinner. The invitees for Friday will know about the dinner before the general public and so will have the first opportunity to reserve a space.

**6:00 Doors Open in Ballroom** – Displays on Local Food up around the ballroom, some food samples available, books, and other things possibly for sale. Possible light snacks available. Doors staffed by students.

**7:00 Welcome and Presentation of Community Food Assessment – FLC Ballroom**

*Primary audience:* General public

*Responsibility:* Katie and Shari

**7:30 Keynote Speaker Dave Henson, founder and director of Occidental Arts and Ecology Center – FLC Ballroom**

*Primary audience:* General public

*Responsibility:* Marcus will work with Dave on this

**9:00 End**

Saturday

**9:30 Welcome and Orientation – FLC Ballroom**

*Responsibility:* Marcus

**9:45 Food Assessment Review – FLC Ballroom**

*Responsibility:* Katie and Shari

**10:00 Producer-Purchasers Report**

*Responsibility:* Jim

**10:15 Break**

**10:30 Breakouts: Issues, Questions, Visioning. – Locations TBD**

- Growing Spaces - Shari, Amy, possibly Marge Jackson and Sue Bruckner
- Farm to School Action Teams - Jim and possibly Michael Brennan from 9-R
- Higher Education & Food Security - Marcus, Mari, Tina, FLC Students
- Production, Marketing and Distribution - Katie and Beth

**12:00 Lunch and small group discussions at tables – FLC Ballroom**

**1:00 Breakout: Goals, Strategies, Next Steps**

**2:30 Report Back and Closing – FLC Ballroom**

**3:00 Seed Swap and Prize Give-away**

Assignments: January 8 – 26<sup>th</sup>

Invitation List – Jim and Katie, with help from Allison and Tim

Food and Menu – Marcus, Beth, Katrina with help from Zach to work with DNF

Logistics – Marcus

Publicity and Outreach Materials – Marcus

Land Conservation Session – Jim

Producer & Purchaser Dialogue – Jim and Katie

Small Group meeting with Dave Henson – Marcus

Presentation of Community Food Assessment – Katie and Shari

Dave Henson's keynote address – Marcus

Breakout Groups

- Growing Spaces - Shari, Amy, Sue Bruckner, possibly Jennifer Lopez
- Farm to School Action Teams - Jim and possibly Michael Brennan from 9-R
- Higher Education & Food Security - Marcus, Mari, Tina, FLC Students
- Production, Marketing and Distribution - Katie and Beth

Food Fair – Katrina, Mari, Amy, possibly Gabe Eggers

Prize Giveaway - Marcus