

# Farm to School Outreach Committee

## - Minutes -

3:00 – 4:30 p.m., 8 November 2006, CUB 105, Fort Lewis College

*In attendance:* Mari Rice, Jim Dyer, Beth LaShell, Katie Pepinsky, Marcus Renner

### 1. Date of the conference

We discussed several possibilities and were looking for a Friday and Saturday that would work for people's schedule. We decided on Friday, February 9<sup>th</sup> and Saturday, February 10<sup>th</sup>.

### 2. Brainstorm of Activities

We came up with the following list of possible activities or components for the Local Foods Conference

- Presentation of the Community Food Assessment
- Moment for people to sign-up for a group that will continue after the conference
- Tours and field trips (e.g. EC garden)
- Way to give people the chance to give input on what to focus on
- A celebratory food event
- Producer-Purchaser mixer/reception
- Restaurant/Purchaser panel
- Producer panel
- Inspirational keynote speaker
- Seed swap
- Idea exchange with agencies
- Opportunities Bulletin Board
- Fair/Open House with displays in the ballroom (garden resources, virtual farmer's market, charitable food programs)
- Movie
- Wine tasting
- Technical workshop for producer
- Kids and teen activities
- Cooking activities
- Sample curriculum/lesson with kids
- Session on conservation/farmland easements
- Build in time for relationship building
- Build in time for networking and socializing
- Build in a ritual or more spiritual/reflective component

### 3. General structure

The group decided the structure for the conference depended on our audience. If we want to get people committed to ongoing work we need to build relationships and have meaningful dialogue, which is best accomplished by having a smaller number of participants, who are already knowledgeable about the issues, and having more time in small groups for in-depth discussion.

If we want to pull additional people into the process, who aren't already involved and overcommitted then we need to focus more on education and awareness and have more celebratory, fun activities that will inspire people.

The group struggled with the best way to accomplish this. Points of agreement included:

- Having a producer/purchaser mixer and reception on Friday that would be by invitation only
- Having a morning breakout and an afternoon breakout with the afternoon dedicated to goal setting, strategizing, and planning for next steps
- Having a sort description of the breakouts on Saturday morning rather than Friday night since many people won't come to both days.
- Trying to work in fun, fair-like activities around the breakout groups
- Having some kids activities so that we get parents to come

Marcus said he would take the substance of the discussion and come up with a proposal

#### 4. Keynote Speaker

We decided that our first choice would be Janet Brown from the Center for Eco-literacy. Second choices were a speaker from OAEC in California or Brian Halwell from Worldwatch Magazine. Mari couldn't find any information on Katy Mamen. Marcus said he would call the Oakland Institute.

#### 5. Next Meeting

Next meeting will be Wednesday, November 29<sup>th</sup> from 3:00 to 4:30 p.m.

## Draft Schedule for Conference

### Friday

**10:00 Partners Discussion with Keynote Speaker** – This would be a discussion of the results of the food assessment with the keynote speaker to get their perspective on things to think about given the specifics of our situation in Southwest Colorado. We could send them a summary of the Food Assessment ahead of time as a white paper. This could be invitation only for FLC faculty, Growing Partners, Farm to School email list members, other food-related organizations, and policy-makers.

### **11:30 Break**

**12:00 Lunch** – Lunch provided for producers and purchasers to get them there. Perhaps they're mixed together at different tables to allow for networking.

**12:30 Producer-Purchaser Dialogue & Discussion** – It might be good to divide the producers and purchasers initially and ask them “What does the other group need to know about my situation and needs?” and “What do I need to know about the other group’s needs and situation?” We did this for the community-based learning workshop with faculty and community partners and it helped create an effective discussion. The groups could then come back and share and discuss productive ways to build partnerships

### **2:00 Break**

**2:30 Conservation Easements and Farmland Conservation Tools** – This session could be targeted at producers and local policy-makers. Kathy Roser could talk about conservation easements or farmland protection tools. We might also throw in community garden spaces. This would be a small session that would help us get more in-depth on these policy issues and answer questions of producers. It might be a good way to keep producers engaged so they'll participate in more of the conference.

Possible concurrent technical session on production techniques led by County Extension?

**4:00 Fair and Seed Swap** – This would be the first event of the conference for the general public. The seed swap might also hold the producers there. The Fair could be an open set-up of displays and information tables around the FLC Ballroom.

### **6:00 Dinner – FLC Ballroom**

**6:30 Welcome to Conference and Presentation of Community Food Assessment** – This could start as people are finishing dinner and could be a powerpoint presentation in the Ballroom

**7:30 Keynote** – What’s Happening Around the Country/World with Community Food Security? Lessons, inspirational stories, thoughts of speaker on morning discussion.

### **9:00 End**

## Saturday

**8:00 Optional Site-Tours** – These could be just for those people who really want to go the extra mile. It would allow for some more mixing and socializing. Everyone would use their own transportation to get to these places and we'd just have someone on site give a short orientation for whoever shows up. Since this would be off-site this could more easily include morning snacks with local food. Possible sites would include:

- Healthy Fusion
- School Garden or Shared Harvest
- EC Garden, Greenhouse, Composter
- DHS cafeteria
- Turtle Lake Refuge/Rocky Mountain Retreat
- Others??

**9:30 Producer-Purchasers Report** – This would be a quick report on the producer-purchaser dialogue from the day before so people understand what these issues are.

**10:15 Break**

**10:30 Breakouts: Issues, Questions, Visioning.**

Four breakout groups.

- Growing Spaces: Shari, Mari?, Eric Aune (follow-up: Growing Partners, San Juan Institute, Land Trusts)

- F2S Action Teams: Jim (follow up: F2S Group)

- Higher Education & Food Security: Marcus, Beth, Tina, Students (follow-up: EC)

- Marketing and Distribution: Katie and Mari? (follow-up: SASCO)

This session would focus on presenting what's currently happening in each area, answering people's questions, and getting people hooked by doing some creative visioning for where we should be in 5 years.

**12:00 Report Back on breakouts**

**12:30 Lunch** – Long lunch to allow for socializing. People from other breakouts could add comments to the visioning sheets of other groups.

**2:00 Breakout: Goals, Strategies, Next Steps**

This breakout would then be a strategy session, setting of next meeting, and perhaps putting together a timeline for the next year of work in each of these areas.

**4:00 Report Back**

**4:30 Closing**

## Workplan for Steering Committee

Next Meeting – November 29th

Decide on Keynote (need to get in touch with Janet Brown)  
Discuss Budget & Fundraising  
Decide on name for conference  
Finalize schedule and assignments for who's organizing what  
Discuss Logistics, Outreach List  
Discuss Publicity Strategy, Breakouts and Follow-up

## December Work

Get Keynote Speaker  
Organize Producer-Purchaser Dialogue & Report Back  
Organize Conservation Easement & Policy Discussion  
Organize Tours  
Discuss Breakouts and Follow-up  
Discuss Fair & Seed Swap & Tours & Kids Activities  
Fundraising  
Discuss Logistics  
Discuss Outreach List  
Discuss Publicity Strategy

## January Work

Targeted Outreach (producers, purchasers, policy makers) (FLC Students could help)  
Planning Breakout Sessions  
Logistics Planning  
Organize Fair & Seed Swap – (FLC Students could help)  
Organize Kids Activities – (FLC Students could help)  
Finish planning all other sessions