

## Food Systems Resiliency Webinar Series

### #7 California Food Systems: Partnerships and Resources, October 13, 2020

This webinar explored how local partnerships can increase the resiliency of farmers' markets and improve access to local, fresh produce for low-income patrons. . The presentations demonstrated how partnerships are able to 1) increase access to healthy food choices; 2) create jobs and drive and local economic development, and 3) increase sustainability of farmers' markets through increasing income for small farmers selling at farmers' markets.

### Moderator and speaker Bios:

Katherine E. Soule, Ph.D.  
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Katherine is the Youth, Families, & Communities Advisor in San Luis Obispo and Santa Barbara Counties. The mission of this program is to cultivate environments where local youth, families, and community members have access to research-based resources and knowledge in order to be the creators of a healthy, inspired, active, & connected Central Coast. She focuses on the creation of innovative and effective interventions, policy-relevant research, and educational trainings to address the following major goals: 1) Increasing health equity in marginalized communities, 2) Improving food security and safety for food insecure residents, and, 3) Promoting economic prosperity in low-income communities.

Miguel Diaz  
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Miguel is a Community Education Specialist II, Lead Educator for Adult and Parent Education with CalFresh Healthy Living, UCCE in San Luis Obispo & Santa Barbara Counties. He works closely with community partners and agencies for outreach, participant recruitment, evaluation and reporting to promote SNAP-Ed, evidence-based educational programming, information, implementation and resources on nutrition and physical activity.

[http://cesanluisobispo.ucanr.edu/uccalfreshslob/For\\_Farmers\\_Markets/](http://cesanluisobispo.ucanr.edu/uccalfreshslob/For_Farmers_Markets/)

Promotional materials for Cal Fresh EBT card use  
<https://ucanr.edu/sites/SLO/files/326625.pdf>



#### Shelby Wild

Founder and Manager Route One Farmers' Market, Lompac, CA

Route One is an organization that works to increase access to local food and address and break down barriers that exist in the local food chain. At the beginning of the COVID-19 pandemic, Shelby led her market to be the first in the areas to offer a produce bag for curbside, contactless pick up for all customers, distributing hundreds of bags of local food to those under shelter-in-place restrictions.

Before starting Route One Farmers Market, Shelby worked for 7 years as a School Garden Educator. She enjoys hiking with her family and all things plant related.

<https://farmersmarketcoalition.org/seen-but-not-heard-farmers-markets-frontline-coronavirus/>

<https://farmersmarketcoalition.org/programs/power-of-produce-pop/>

<https://farmersmarketcoalition.org/education/stimulate-local-economies/>

<https://thefarmerstruck.com/>



Emily Dimond  
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Emily is a Community Education Specialist with the CalFresh Healthy Living Program, University of California Cooperative Extension serving San Luis Obispo and Santa Barbara Counties. She leads the community outreach efforts of a workgroup that supports the CalFresh EBT (Electronic Benefits Transfer) and Market Match programs at farmers' markets across San Luis Obispo and Santa Barbara Counties. The workgroup strives to increase access to fresh, healthy food for low-income shoppers and increase revenue for local farmers.

Read more about the UCCE-led workgroup efforts:  
<https://ucanr.edu/blogs/blogcore/postdetail.cfm?postnum=39159>  
[http://www.ucanr.org/blogs/blogcore/postdetail.cfm?postnum=41215\\_xxx](http://www.ucanr.org/blogs/blogcore/postdetail.cfm?postnum=41215_xxx)  
Emily farmers market finder  
<https://ecologycenter.org/fmfinder/>

Shannon Klisch, MPH, MCHES  
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Shannon is the Community Education Supervisor for the CalFresh Healthy Living, UCCE program in San Luis Obispo and Santa Barbara counties. She chairs the EBT at Farmers Markets workgroup of the San Luis Obispo County Food Systems Coalition. Collectively, Shannon has 19 years of experience working on issues related to maternal and child health, both locally and abroad.

Shannon is motivated to do this work because she wants to live in a world where everyone has access to the resources and opportunities to be healthy and to thrive.

Read more about UC ANRs work

<https://doi.org/10.5304/jafscd.2020.094.035>  
Farmers' Markets: Working with Community Partners to Provide Essential Services during COVID-19