

Town Hall

2-3 pm, April 18, 2024

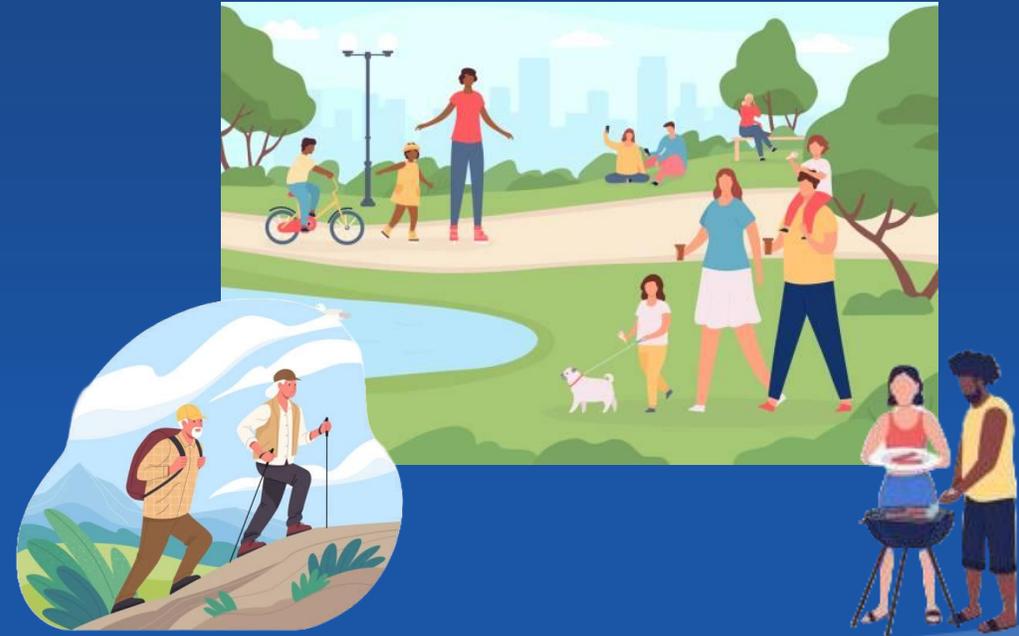
Agenda

- Welcome
- Leadership Update
- Stories from the Field
- Strategic Focus
- Giving Day – Save the Date!
- ANR in the News
- New Hires
- Other Updates

Chat warmup

Learning about each other:

What is your favorite place in California to hike, camp, or enjoy the outdoors?



Leadership Update

Vision & News - (10-15 mins)



Stories from the Field

Building Equity in the Silicon Valley Food System: an extension workshop series

Laura Vollmer & Lucy Diekmann
UCCE Santa Clara, San Mateo-San Francisco



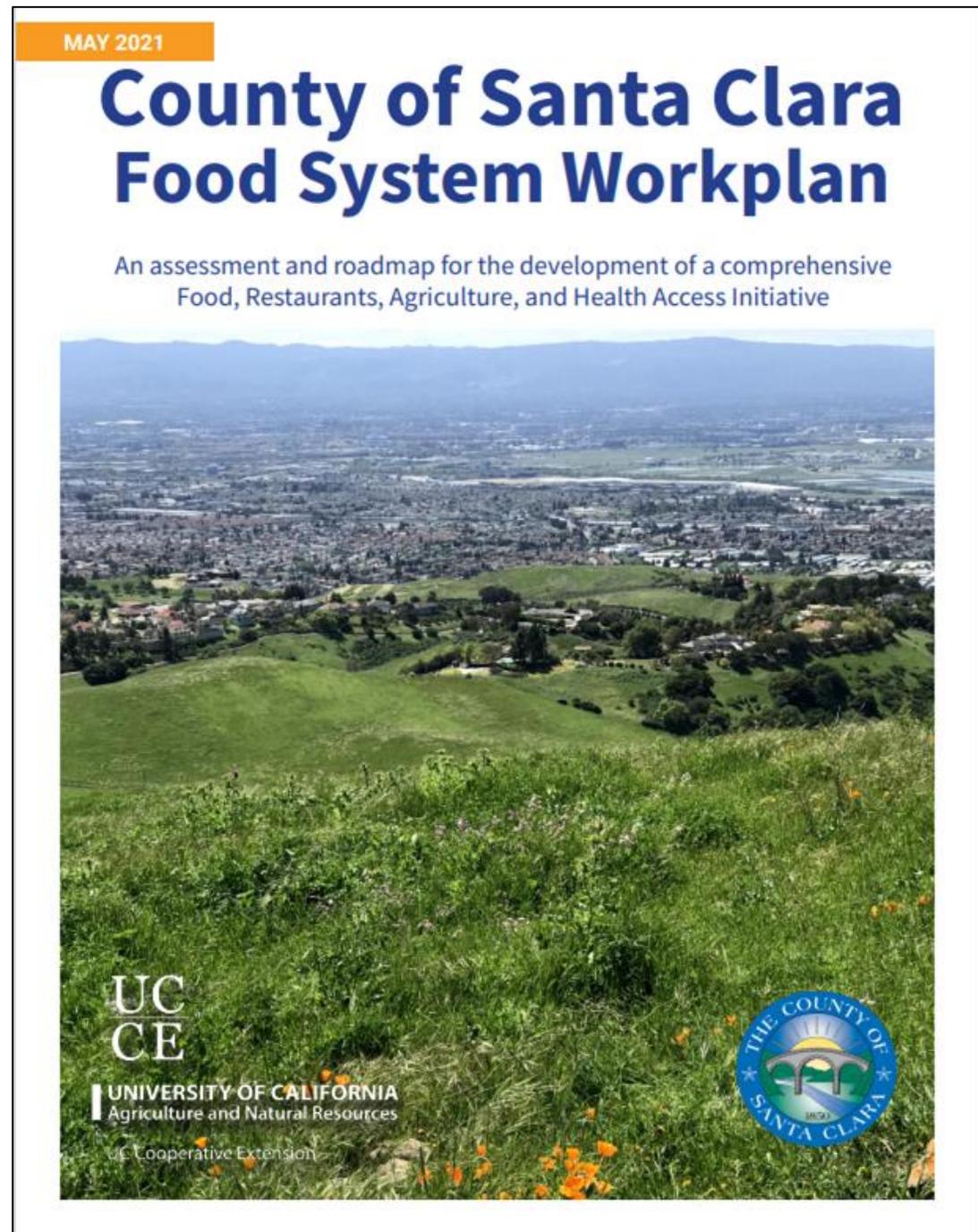
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Agriculture and Natural Resources

Cooperative Extension

Background

Santa Clara County Food System Workplan (2021)

Goal 7.3. Support food justice and food sovereignty through education about the root causes of inequities in the food system



Building Equity in the Silicon Valley Food System // Construyendo equidad en el sistema alimentario de Silicon Valley



Join us for a professional development webinar series that examines issues of equity in Silicon Valley's food system.

We will learn about the historical origin of disparities in farming and food security in our region, and leave with strategies for promoting food justice in our work.

Speakers will include community members, practitioners, and other food system leaders.

Register:

<https://ucanr.edu/SVfoodequity>



1 **FOOD SYSTEMS AND EQUITY: AN INTRODUCTION**
January 25 | 3-4:30pm
Zoom

2 **ROOTS OF INEQUITY: FARMS AND HOUSING**
February 15 | 3-5 pm
Zoom

3 **FOOD: CULTURE & POWER**
March 15 | 3-4:30pm
Zoom

4 **COMMUNITY-LED APPROACHES TO FOOD WORK**
April 19 | 3-4:30pm
Zoom

5 **COMMUNITY GATHERING**
May 16 | 10 am-2pm
In-person at Stanford Educational Farm



Five-part workshop series, four webinars and one in-person community gathering

Goal: train clientele on the origins of historical inequities in the Silicon Valley food system and strategies for promoting food justice in their work.

Public value statement: Developing an inclusive and equitable society

Planning Partners



Webinar 1

Food Systems and Equity: An Introduction // Sistemas alimentarios y equidad: una introducción

Our approach // Nuestro enfoque

Focus on identifying the systems that cause and perpetuate food injustices and making systems change

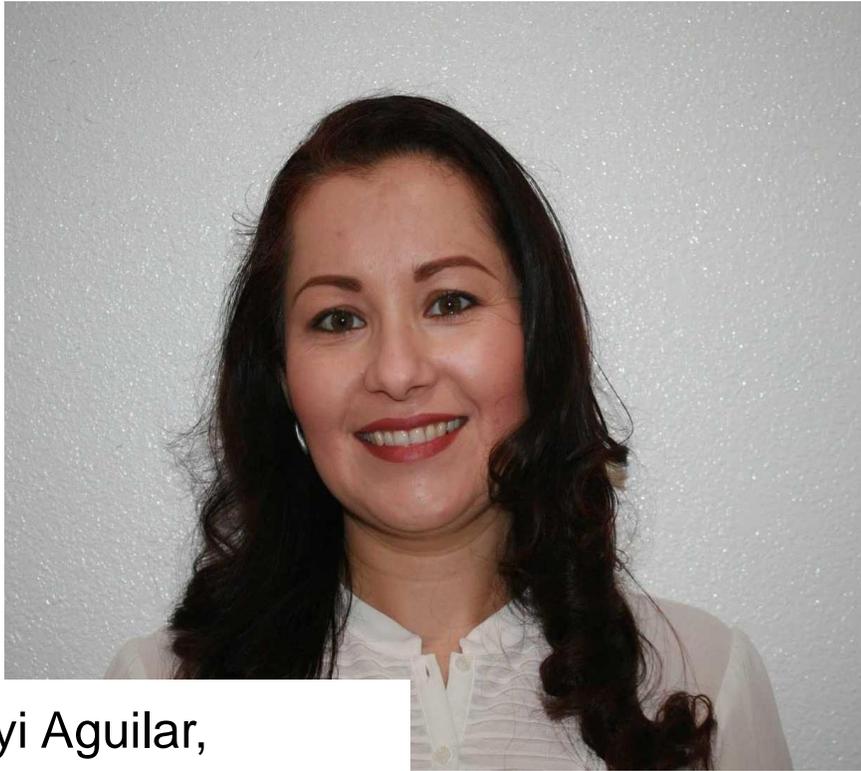
Centrarse en identificar los sistemas que causan y perpetúan las injusticias alimentarias y hacer que los sistemas cambien.



Dr. Ann Lopez, Center for
Farmworker Families

Webinar 1

Food Systems and Equity: An Introduction // Sistemas alimentarios y equidad: una introducción



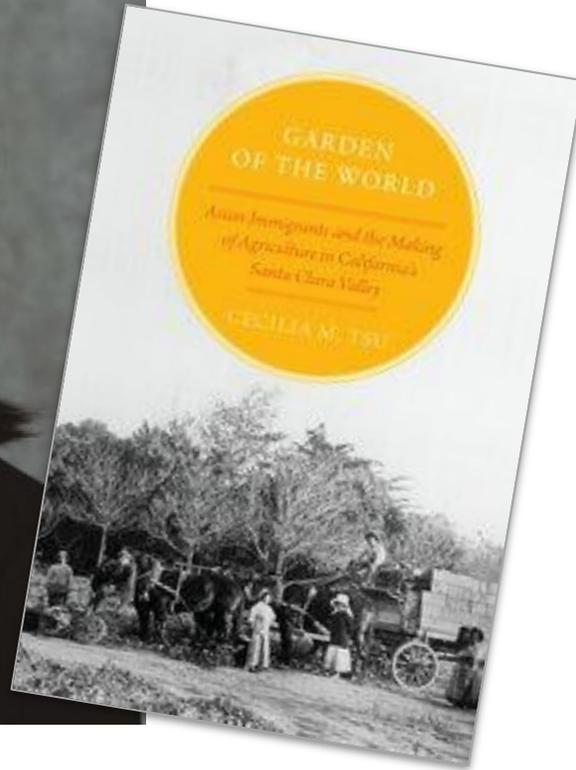
Solandyi Aguilar,
Promotora, Veggielution



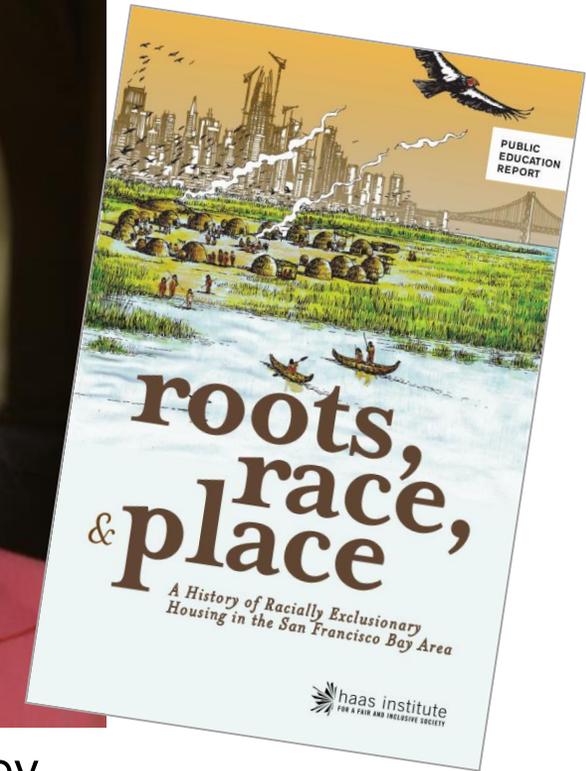
Javier Zamora,
Farmer/Owner, JSM
Organic Farms

Webinar 2

Roots of Inequity: Farms and Housing // Raíces de la inequidad: granjas y vivienda



Cecilia Tsu, UC Davis



Nicole Montojo, UC Berkeley

Webinar 3

Food: Culture and Power // Comida: Cultura y Poder



Kristyn Leach
Founder of Namu Farm and
Second Generation Seeds /
Fundadore de Namu Farm y
Second Generation Seeds



Rupa Marya
Physician / Médica
Founder of Deep Medicine
Circle / Fundadora de Deep
Medicine Circle

Webinar 4

Community-led Approaches to Food Work // Trabajo Alimentario Liderado por la Comunidad



Dawn DiFiore
Director of Community
Partnerships,
Good Shepherd Food
Bank of Maine



Lauralyn Clawson,
Director of Operations,
Urban Growers
Collective





Concluding Event: Community Gathering

O'Donohue Family Stanford Educational Farm
Stanford University



Evaluation Approach

After every webinar assessed:

- Change in awareness of topics covered
- New knowledge gained
- New skills gained
- Changes to opinions or attitudes; and
- Confidence in their capacity to change the food system

At final event asked:

- Change in knowledge of specific topics
- Capacity to change food system; and
- Open-ended questions
 - How they have used information
 - How they will use information
 - Interest in future opportunities

Evaluation Results

Reach: 292 webinar participants; 48 people attended the in-person gathering, representing 35 organizations

Increased knowledge:

- Equitable food systems (81%);
- The historical roots of inequity in land access and housing in Silicon Valley (81%);
- Diverse cultural food traditions (80%); and
- Strategies for promoting equity and community-led solutions (82%).

98% of respondents indicated they would take action – or had already taken action – as a result of the series, including:

- Increased networking and collaboration;
- Implementing values-based procurement;
- Sharing learnings with others, including program participants and colleagues; and
- Advocating for systems-level change.



What comes next?

South Bay Food Justice Collaborative

- Strategic Planning
- Local procurement
- Land access



A large group of approximately 40 people, including students and staff, are posing for a group photo in front of a modern wooden building. The building has a sign that says "ON BARN". The group is diverse in age and appearance, and many are wearing hats and casual clothing. The photo is taken outdoors on a sunny day.

Thank you!

Lucy Diekmann, PhD
Urban Agriculture &
Food Systems Advisor
lodiekmann@ucanr.edu

Laura Vollmer, MPH, RD
Community Nutrition &
Health Advisor
lvollmer@ucanr.edu

Strategic Focus

April 18, 2024

F3 – Food Farm Future



Helle Petersen

Regional Director Local Farm and Food Innovation

F3 Farm Food Future

F3 Innovate:

- Commercialization & Business Acceleration
- Industry Leadership & Global Identity
- Innovation
- Talent Pipeline Coordination

Integrator, navigator and champion of the cluster; tech-based economic development

Goals: Diversified regional economy; higher quality jobs; increased exports; sustainable food production

AgTEC Workforce:

- Industry-Aligned, Interdisciplinary Curriculum
- Competency Based Education
- Connecting Talent to Industry

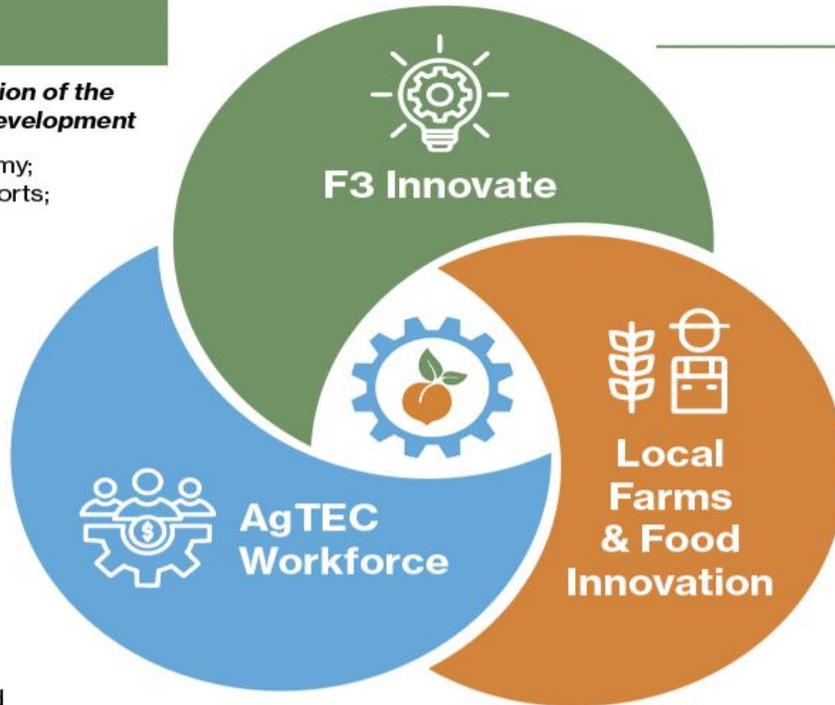
Regional skilled workforce pipeline ready for the future

Goals: Industry-recognized skilled talent pipeline; removing barriers to upskilling; wage growth; creating & filling jobs

Partner Integration & Collective Impact

- Coordination of Lead Applicants
- Community engagement
- Measurement & evaluation

Complementary Investment:
CA High Speed Rail: Connecting the region to Silicon Valley's innovation resources

Local Farms & Food Innovation

- Food Entrepreneurship
- Small Farm Market Access
- Technology Testing & Adoption
- Business Support

Industry adoption and investment in small BIPOC farms & entrepreneurs

Goals: Inclusive, resilient local food systems; small business growth; small-to-large producer-informed innovation; sustainable tech adoption

Goals: Integrated, leveraged network of civic actors in support of cluster

Program Partners

UC ANR Internal Partners



Sustainable Agriculture
Research and Education
Program (SEREP)



Kearney Agricultural Research
and Extension Center (KARE)



UC Organic Agriculture
Institute (OAI)



THE VINE

Community Partners



CAFF
COMMUNITY ALLIANCE
with **FAMILY FARMERS**



FRESNO METRO
— MINISTRY —
CELEBRATING **50** YEARS OF COMMUNITY
INVESTMENT

UNIVERSITY OF CALIFORNIA
Agriculture and Natural Resources

F3 Local – Food

The Food and Food Processing Innovation Program

- ❖ Focuses on creating value-added products from locally grown and climate-adaptable crops.
- ❖ Develops market-ready offerings, monitors trends, and innovates in processing equipment
- ❖ Aims to expand local and global markets for enhanced food landscape

Local Food Hub Program

- ❖ Aggregates, distributes, and markets source-identified products to diverse consumer markets
- ❖ Strengthens regional economies by creating a centralized distribution point, fostering trade among local farmers and producers

Food to Share Hub

- ❖ Expands food recovery, storage, and distribution capacity in Fresno/Clovis metropolitan area
- ❖ Includes a commercial kitchen and space for cooking training



Community Kitchen Facility

- ❖ Provides a vibrant shared space with a state-of-the-art kitchen for mobile food vendors.
- ❖ Offers on-site business support, fostering a collaborative environment for culinary innovation

Food Entrepreneurship Academy

- ❖ Provides comprehensive technical assistance in business planning, marketing, finance, and food safety
- ❖ Equips entrepreneurs to establish and grow successful food businesses

Food Innovation Program - Jujube Berries



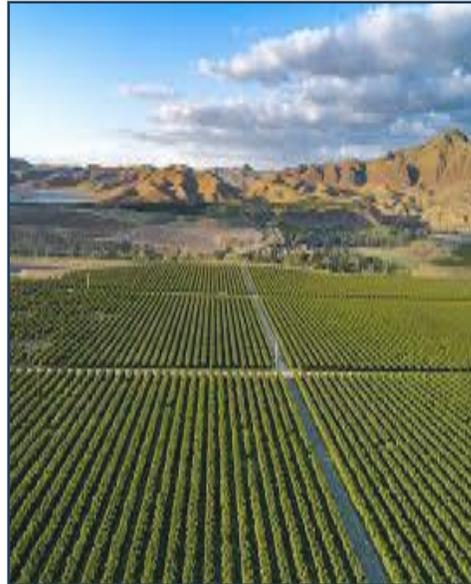
F3 Local – The Program - Farm

Equipment Lending Program

- ❖ Dedicated resource hub for agricultural tools and equipment.
- ❖ Supports small-scale farmers who lack means for equipment purchase and maintenance.

Farm Innovation Program

- ❖ Serves as a conduit for communicating farming community needs to the broader research and development ecosystem, driving transformative solutions in agriculture
- ❖ Drives progress in agricultural technology and sustainable farming practices.



VINE

- ❖ Commercialization support to agtech startups
- ❖ Connections to demonstration, investment and industry connections

Small Farm Technology Innovation Alliance

- ❖ Network involving project partners, community-based organizations, small- to medium-scale family farmers, and ag-tech companies
- ❖ Works with researchers and industry to address challenges in food production, processing, and regulations.
- ❖ Aims to reduce barriers for small-scale farmers and food businesses to enter new markets

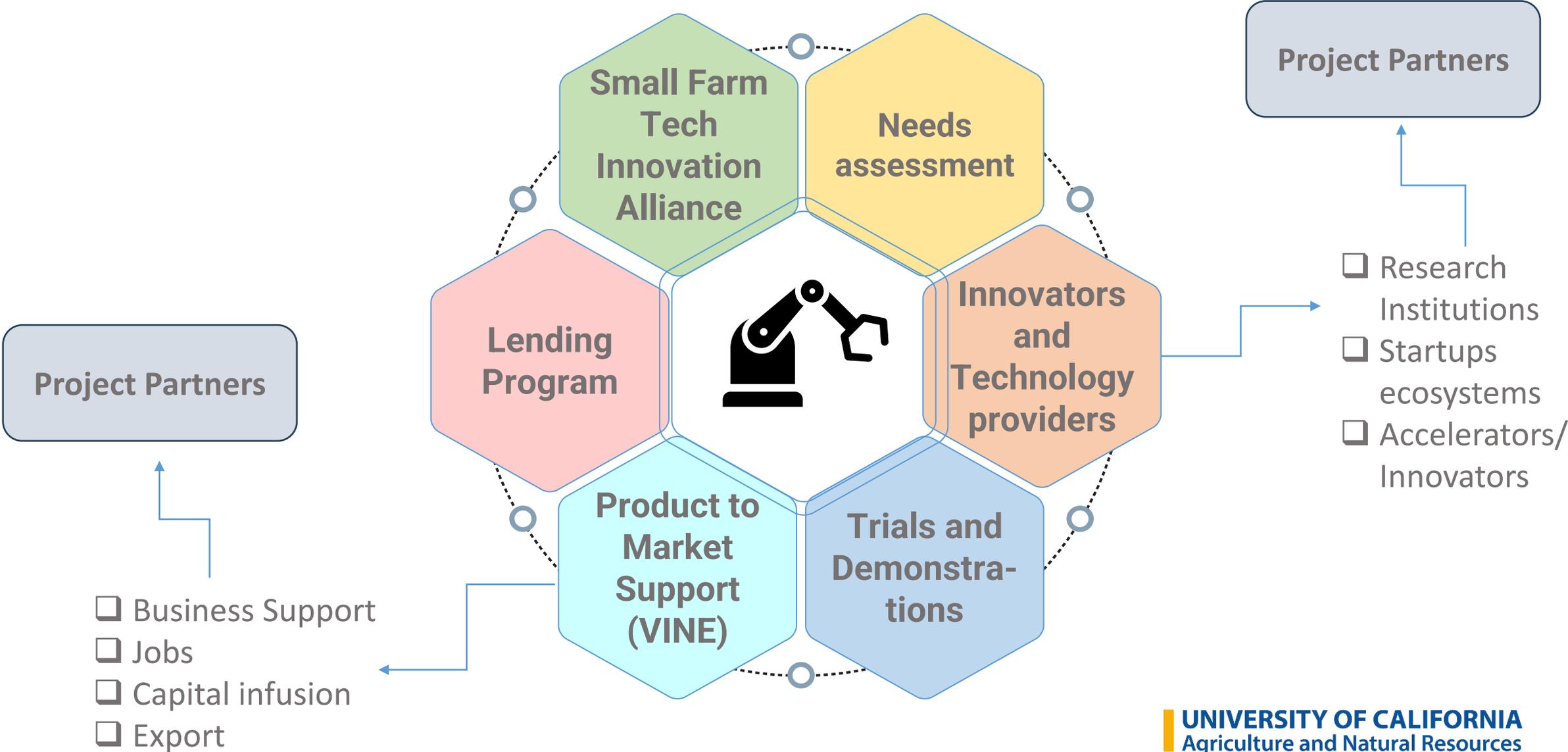
Farm to Market Support

- ❖ Offers tools, marketing materials, and resources tailored to expand market reach and grow businesses
- ❖ Provides technical and marketing support for farmers and guidance for institutions to incorporate locally sourced ingredients

Small Farm Tech Innovation Challenge

- ❖ Invites tech-based innovations for small-scale agriculture to enhance competitiveness, resilience, and success

Farm Innovation Program



F3 Coalition - Impact



Regional Impact

Over four years, the F3 Initiative will:



**Increase regional
GDP from
2.1% to 3.0%
annually**



**Attract
\$250 million
in private
investment**



**Create and/or
fill more than
10,000
quality jobs**

F3 Local – UC ANR Impact



Position the Tool-Sharing Program as a model for lending programs and scale the program state-wide to ensure all small farmers in California has access to appropriate technology



Actively contribute to the advancement of food innovation and food processing technologies, and lead California to become a global leader for California grown and processed value-added products



Be the #1 catalyst for transformative change in the agricultural landscape by being translating cutting-edge research and practical, on-farm applications into thriving ventures, resulting on global markets, job creation and economic prosperity



UCANR has established a recognized economic development “arm” focused on inclusive growth in agriculture and food. This initiative aims to create an equitable ecosystem, fostering innovation, supporting businesses, and promoting prosperity.



Have a network of local food hubs that serve as centers of food production, aggregation, and distribution. These hubs will emerge as community-driven enterprises, connecting local farmers with diverse markets and consumers. Each hub will feature state-of-the-art facilities equipped with innovative processing technologies, ensuring the production of high-quality value-added products.

Thank you
Q & A

Save The Date

UC ANR Giving Day

May 16-17 Noon to Noon



LET'S #GIVEBACK!

GIVING DAY

UNIVERSITY OF CALIFORNIA
Agriculture and Natural Resources

MAY 16-17, 2024 | NOON TO NOON
DONATE.UCANR.EDU/GIVINGDAY

24 hour on-line giving campaign supporting our mission to enhance the quality of life and the environmental and economic well being of the citizens of California through research and education.

Emily Delk, Director of Annual Giving & Donor Stewardship
eddelk@ucanr.edu



CAMPAIGN
RESOURCES

In the Media

- **Maurice Pitesky** spoke with [LA Times](#) and several other news outlets about avian influenza killing chickens and stressing the food supply system
- **Brittney Goodrich** was interviewed by [AgNet West](#) about falling pistachio prices
- **Andrew Sutherland** answered a series of questions about bed bugs for [Pest Gnome](#)
- **Niamh Quinn** warned [LA Times](#) readers to protect pets from coyotes during pupping season March-May
- **Hannah Thompson** told [Outside magazine](#) that children's BMI is a poor predictor of future health
- **David Haviland** told the [LA Times](#), "Organic farms can be both a blessing and a curse if they're your neighbor" for pest control

https://ucanr.edu/News/UC_ANR_in_the_news



Mishelle Costa tells KSBY how kids learn to cook

New Hires

Jocelyn	Alvarez Arredondo	UCCE GLENN COUNTY
Jovani	Belman-Acevedo	STATEWIDE IPM PROGRAM
Claire	Beveridge	SUSTAINABLE AG RESEARCH & EDU
Linda	Darby	UCCE BUTTE
Myah	Davidson	UCCE NEVADA_PLACER COUNTY
Elsa	Esparza	NUTRITION POLICY INSTITUTE
Phillip	Fujiyoshi	UCCE CAPITOL CORRIDOR MCP
Albert	Gaynor	IT SERVICES
Haramrit	Gill	UCCE TULARE COUNTY
Mikayla	Hwee	UCCE ALAMEDA COUNTY
Juan	Martinez	KEARNEY REC
Justin	Mickle	UCCE CENTRAL SIERRA NEVADA MCP
John	Miller	NUTRITION POLICY INSTITUTE
Azin	Pourkhalili	UCCE KERN COUNTY
Jessica	Rebholtz	UCCE HUMBOLDT
Alexandra	Stefancich	CALIFORNIA NATURALIST PROGRAM
Jonathan	Tena	UCCE BUTTE
Josefina	Vallejo	INTERMOUNTAIN REC
Katharina	Whitsett	NUTRITION POLICY INSTITUTE
Annese	Wriedt	IMM OFFICE OF HR



Jovani Belman-Acededo



Justin Mickle



Linda Darby



Jessica Rebholtz



Josefina Vallejo



Katharina Whitsett

Other Updates

- UC ANR Moves on May 1
- Lunch and Learn in Hopland REC on May 2

THANK YOU!

The next town hall will be
Thursday, May 16, 2024

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