

SECOND CALIFORNIA COMMUNITY  
FOOD SECURITY SUMMIT



**Taking Back the Food System:  
Organizing for Food Justice in California**

June 10-11, 2004

University of Southern California (USC)

Los Angeles

Co-hosted by the California Food and Justice Coalition  
and Community Food Security Coalition

## THURSDAY, JUNE 10, 2004

Registration, Morning Sessions, Breakfast and Lunch will take place in Upstairs Café located in the Commons Building

8:00 AM	<b>REGISTRATION AND CONTINENTAL BREAKFAST</b>	3:00 PM	<b>BREAK</b>
9:00 AM	<b>WELCOME</b> by Tracey Brieger, <i>Californians for Pesticide Reform/CFJC Steering Committee</i>	3:30 PM	<b>CONCURRENT SESSION TWO</b>
	<b>INVOCATION</b> by Rev. Kathy Cooper-Ledesma, <i>CA Council of Churches</i>	5:00 PM	<b>FREE TIME</b> Please remember to visit the exhibits in the Commons Building
9:30 AM	<b>KEYNOTE ADDRESS The New Face of Agriculture: Linking Justice with Sustainability</b> by Anuradha Mittal, <i>Founder &amp; Executive Director, The Oakland Institute</i>		<i>The Mercado La Paloma is just a short walk from campus. Groups will leave from the front steps of the commons building at 5:30 and 6:00.</i>
10:30 AM	<b>BREAK</b>		<b>THURSDAY EVENING DINNER AND CELEBRATION</b> <b>"A Healthy Taste of Los Angeles"</b> at the Mercado La Paloma Co-hosted by: <i>California Food and Justice Coalition and the Los Angeles Food Justice Network (please see dinner program for directions, menu and speaker information)</i>
10:45 AM	<b>ROUND TABLE: Linking the food justice movement in California</b> <b>Panelists:</b> <ul style="list-style-type: none"><li>• Leslie Mikkelsen, <i>Strategic Alliance/Prevention Institute</i></li><li>• Jessica Bartholow, <i>California Hunger Action Coalition</i></li><li>• Thomas Nelson, <i>California Sustainable Agriculture Working Group</i></li><li>• <b>Moderator:</b> Joy Moore, <i>Berkeley Public Health/Berkeley Food Policy Council</i></li></ul>	6:00 PM	<b>RECEPTION AT MERCADO LA PALOMA.</b> Join friends and colleagues for a night of great food and joyful celebration. Musical entertainment provided by Blacksmith Records.
12:00	<b>LUNCH</b>	6:30 PM	<b>DINNER</b> will feature a delicious and healthy selection of Mexican foods prepared with local and seasonal farm products by the family owned restaurants at the Mercado La Paloma.
	<b>WEAVING THE FOOD WEB POWER POINT PRESENTATION</b> by Jered Lawson, <i>Community Alliance with Family Farmers</i> Heather Fenney, <i>California Food and Justice Coalition/CFJC</i>	7:30 PM	<b>SHORT DINNER PROGRAM</b> highlighted by an address from Karen Bass, an activist from South Central Los Angeles and Democratic candidate for the 47th State Assembly district.
1:30 PM	<b>CONCURRENT SESSION ONE</b>	8:30 PM	<b>ENTERTAINMENT, DESSERT AND NETWORKING</b> continues until 9:30 pm

## FINDING THE SUMMIT AT USC

The opening sessions on Thursday and Friday, and meals will take place in the Upstairs Café in the Commons Building. Exhibits and information tables will be located in the Garden Court, directly across the hall from the Upstairs Café. Registration will take place in the lobby at the entrance of the Commons Building. Directions to the Thursday night dinner and celebration, "A Healthy Taste of LA" can be found in your registration packet in the dinner program. Summit participants staying on campus will be staying in Pardee Tower (labeled PTD on USC maps), located directly next to the Figueroa Street Parking Plaza at McCarthy Way and Figueroa St.

Concurrent session on Thursday afternoon and committee meetings on Friday will be held in Taper and Waite Philips Halls, both are a short walk from the Commons Building. To get to Taper Hall (THH) and Waite Philips Hall (WPH) exit the Commons Building to the Right, go Left at the first walkway (Trousdale Parkway), Taper Hall is on the Left just before West 34th Street, Waite Philips Hall is on the Right. Sessions in Taper Hall are on the first, second and third floor. Sessions in Waite Philips Hall are in the basement

## ABOUT THE FOOD

All of the meals will showcase vegetables and fruits grown sustainably on farms in and around Southern California, donated by growers who sell at area farmers' markets. Continental breakfast, lunch and refreshments are included with full and day only registrations. Thursday's dinner is included with full summit registration, or could have been purchased separately upon registration. Tickets for the Thursday night dinner and celebration "A Healthy Taste of LA" can still be purchased at the door. Please check your registration packets for a detailed menu.

## JUNE 10TH, CONCURRENT SESSION ONE DESCRIPTIONS

1:30 PM – 3:00 PM

### **FARM TO SCHOOL: Successes and Challenges**

Farm to School meal programs represent a potentially significant piece of the solution to both the childhood obesity epidemic and the family farm crisis. These programs connect school cafeterias with local farms—providing fresh, healthy, and appealing options in school cafeterias and providing California family farmers access to institutional markets typically closed to them.

This promising model is being demonstrated in an estimated 100 schools, in 20 California school districts. Farm to school project staff will describe key operational features of farm to school programs, and discuss the opportunities and challenges of making farm to school connections a reality.

#### **Presenters:**

Tommie Callageri, *Compton Unified School District*

Judy Blue, *Community Alliance with Family Farmers/Goldcoast Growers Collaborative*

Marilyn Godfrey, *Ventura Unified School District*

Melanie Okamoto, *Berkeley Unified School District*

**Moderator:** Marion Kalb, *Community Food Security Coalition/National Farm to School Program*

**Room:** Taper Hall, Room 101

### **BREAKING THE MOLD: Creating community food security in inner cities and rural communities**

Californians living in limited resource and socially disadvantaged communities experience the greatest food insecurity and are disproportionately effected by type 2 diabetes and obesity. Families and individuals who live in marginalized urban and rural communities across the state experience limited access to the fresh fruits and vegetables that help fight these preventable diseases. This panel will showcase innovative community based programs that are improving access by building relationships with small-scale farmers. Learn how these programs are reinvigorating local food systems, reconnecting people to agricultural traditions, improving health, and driving community based economic development.

#### **Presenters:**

David Sloane, USC, *Community Health Council*

Sandy Beale, *Tulare County Food Bank*

David Roach, *West Oakland Food Project*

**Moderator:** Joy Moore, *Berkeley Food Policy Council*

**Room:** Taper Hall, Room 102

### **GLOBAL VS. LOCAL: How does the global food system affect local food security**

Continued growth of the global food system is leaving farmers and rural communities in crisis. Family and independent farmers in California are being shut out of the market place and struggling to get their products to consumers. While a growing concern for healthy and fresh products has many consumers seeking out organic wholesome foods, the majority of Americans' food travels nearly 2000 miles before it reaches their table. This session will give an overview of the effects of growth of the global food system on California's agriculture industry and explore the benefits of going local. Come learn about vertical integration and corporate consolidation and how it's shutting out family farmers, local businesses and marginalizing workers and then learn from farmers and activists about how they are working to build community food systems, increase awareness and insure community access and farmer viability.

#### **Panelists:**

Katy Mamen, *International Society for Ecology and Culture*

Gail Wadsworth, *Richmond Farmstands*

Jim Churchill, *Gold Coast Growers' Collaborative*

Dave Runsten, *LA Alliance for a New Economy*

**Moderator:** Karrie Stevens Thomas, *Community Alliance with Family Farmers*

**Room:** Taper Hall, Room 202

### **MEDIA ADVOCACY: A vehicle for social and political change**

The news media have a strong influence on what issues a community considers important and what they decide to do about these issues. This workshop will explore how to take advantage of that influence and use it to promote healthy food policy. Participants will learn about media advocacy, the strategic use of mass media to accelerate and amplify community organizing and policy advocacy, including how to know when media advocacy can help (or hurt) your efforts and the importance of framing an effective message. Dr. Dorfman will guide the participants through an interactive exercise and discussion to directly apply the concepts of media advocacy to their own organization's work.

**Facilitator:** Lori Dorfman, *Berkeley Media Studies Group*

**Room:** Taper Hall, 301

### **COMMUNITY ORGANIZING: Tips and tools for growing the movement**

Most people don't think of themselves as community organizers, and often times are struggling to involve more community residents in their projects. Common questions are:

- How do I get more people to come to our meetings?
- How do I convince people to take action on a particular issue?
- How do I do outreach in ethnically diverse communities?

Come learn from experienced grass-root community organizers how to integrate organizing into your work through a hands-on workshop: Community Organizing 101. This workshop is designed for people working on community food projects who want to expand the number of people involved in food issues at a community level. Learn how to create a realistic community outreach plan that will meet your projects' current staff and funding capacity.

#### **Facilitators:**

Francesca de la Rosa, *Center for Food and Justice*

Jenny Shegos, *Association of Community Organizations for Reform Now (ACORN)*

**Room:** Waite Philips Hall, Room B28

### **COMMUNITY FOOD ASSESSMENTS: A Tool for Creating a Better Food System**

Communities across California are designing innovative food assessments that are generating new programs and policies to address issues such as hunger, obesity, and food insecurity. A Community Food Assessment is a tool for identifying food-related needs and resources, promoting community participation and collaboration, and addressing challenges within food system. This session will feature a panel of grassroots leaders who guided community-driven assessments in 2003. Panelists will describe their assessment projects, findings, and the programs and policies that resulted, highlighting effective strategies.

#### **Panelists:**

Neelam Sharma, *Community Services Unlimited Inc.*

Frank Tamborello, *LA Coalition to End Hunger and Homelessness*

Phuoa Moua, *Fresno Metro Ministries*

**Moderator:** Raquel Bournhonesque, *Community Food Security Coalition*

**Room:** Waite Philips Hall, Room B27

## JUNE 10TH, CONCURRENT SESSION TWO DESCRIPTIONS

3:30 PM – 5:00 PM

### **IMPROVING FOOD ASSISTANCE PROGRAMS IN CA: Best practices for community food security**

Hunger and food insecurity is a persistent problem in California. In the midst of California's abundant agricultural production, it is estimated that over 5 million people in the state are food insecure. Federal nutrition assistance programs provide the purchasing power that enables many families to make healthy choices and to buy fresh foods. By putting Food Stamp benefits in the hands of low-income households as well as reimbursements to schools for meals and snacks, the federal nutrition programs are an essential link to better diets for millions of Californians. This session's speakers will provide practical examples of what is happening in California to improve delivery and access to federal food assistance programs. Learn about organizing that is going on to increase participation in the Food Stamp program; how farmers' markets are working to get on-line to accept the new Golden State Advantage card; and how to get healthy food to residents in need.

#### **Panelists:**

Matt Sharp, *California Food Policy Advocates*

Penny Leff, *The Ecology Center*

Pompea Smith, *Hollywood Farmers' Market/SEE-LA*

Jessica Bartholow, *Alameda County Community Food Bank/CHAC*

**Moderator:** Frank Buck, *California Nutrition Network for Healthy, Active Families*

**Room:** Taper Hall, Room 101

### **FARMING FOR SOCIAL CHANGE: Activist farmers addressing hunger and improving community food security**

Farmers produce the food we eat, and yet they are often overlooked when we talk about hunger and food assistance—the focus is on the hungry. What is the farmers' role in food security? From farmers markets, to community supported agriculture and community education programs, the farmers on this panel are making connections with limited resource consumers to address hunger, improve nutrition and increase community connections to agriculture. Come learn how small scale farmers are helping to address food insecurity in California in an environmentally and economically sustainable way.

#### **Panelists:**

Judith Redmond, *Full Belly Farm, Guinda, CA*

Shyaam Shebaka, *Ecovillage Farm, Richmond, CA*

Maria Inez Catalan, *Catalan's Laughing Onion Farm, Salinas, CA*

**Moderator:** Jered Lawson, *Community Alliance with Family Farmers*

**Room:** Taper Hall, Room 202

### **GRASSROOTS POLICY ADVOCACY: Tools and rules for grassroots lobbying**

Whether you are a timid newcomer or an experienced advocate, you can make a difference in your community. And it doesn't have to take a lot of money or celebrity status. This workshop will cover what grassroots advocacy is, the key elements of a successful grassroots campaign, how to develop a convincing message, how to communicate effectively with policy makers and the do's and don'ts of grassroots advocacy for nonprofits. Be prepared to get involved; participants will practice delivering their message, role play visits to legislators and help each other become better advocates.

#### **Panelists:**

Nancy Berlin, *Los Angeles Coalition to End Hunger and Homelessness*

Jim Collin, *Chief Consultant, California State Assembly Agriculture Committee*

**Moderator:** Thomas Forster, *Community Food Security Coalition*

**Room:** Waite Philips Hall, Room B28

### **REPARATIONS AND LAND REFORM: It's a food justice issue**

This panel will explore the issues of racism, land theft, ownership and reform as one critical piece in the movement for reparations for descendants of Africans and Indigenous Peoples in California and how these issues relate to the community food security and food justice movements. It is intended that this panel will lay the context for a concrete discussion about a programmatic agenda to address land access issues and attendees will be encouraged to participate in the Land Access Organizing Committee meeting on Friday morning.

#### **Panelists:**

Hu'acan Vidal, *United Confederation of Taino People*

Micheal Harris, *Black Farmers and Agriculturalists Association*

Rashid Nuri, *African American Food Association*

Rebecca Thistlethwaite, *Agriculture & Land-Based training Association*

Ashley Berendt, *California FarmLink*

**Moderator:** Neelam Sharma, *Community Services Unlimited, Inc*

**Room:** Waite Philips Hall, Room B27

### **CONNECTING THE PIECES: Big picture issues in food safety**

Since the advent of the Green Revolution, agriculture has become increasingly industrialized, centralized and globalized. Agricultural and food handling practices such as toxic pesticide use, genetic engineering and food irradiation serve only to perpetuate and prop up this paradigm. In addition to direct human health impacts on individuals, systemic "disease" in our food system also plays a role in health. Through the lens of pesticides, irradiation and genetic engineering, we will explore the structural problems with our industrial agricultural system. We will also hear about successful community organizing projects, and discuss ways to integrate these issues into grassroots and policy work.

#### **Panelists:**

Tracy Lerman, *Public Citizen*

Renata Brillinger, *Californians for GE Free Agriculture*

Martha Arguello, *Physicians for Social Responsibility*

**Moderator:** Stacie Clary, *CA Sustainable Agriculture Working Group*

**Room:** Taper Hall, Room 102

### **FOOD POLICY COUNCILS: Platforms for changing your food system**

In many cities, and a growing number of states, food policy councils are being formed to address problems in the food system. These councils bring together dedicated individuals from the private and government sectors to work together to promote innovative solutions that address hunger, increase food security and strengthen the local agriculture economy. This workshop will highlight the achievements of councils in and outside of California, examine the strategy of bringing together diverse stakeholders and the benefits of building relationships with government.

#### **Panelists:**

Melanie Steeples, *Contra Costa Food Security Council*

Frank Tamborello, *Los Angeles Food Justice Network*

**Moderator:** Mark Winne, *Kellogg Food and Society Policy Fellow*

**Room:** Taper Hall, Room 301

## FRIDAY, JUNE 11, 2004

Registration, the morning panel, afternoon sessions, breakfast and lunch will take place in the Upstairs Café in the Commons Building

	REGISTRATION and CONTINENTAL BREAKFAST	COMMITTEE	MEETING ROOM
7:30 AM		State Food Policy Council	Upstairs Café/Commons Building
8:30 AM	<b>WELCOME and SETTING INTENTIONS FOR THE DAY</b> by Heather Fenney, <i>California Food and Justice Coalition/CFSC</i> Dana Harvey, <i>Environmental Science Institute/CFJC</i> <i>Steering Committee</i>	Ensuring Access to Healthy Foods Farm to School Land Reform: Access to Land for Food Production	THH 102 THH 202 THH 301
8:45 AM	<b>KEYNOTE</b> by Valeria Brown, <i>Deputy Secretary,</i> <i>California Department of Food and Agriculture</i>	12:30 PM <b>LUNCH</b> <i>Organizing committees are encouraged to meet over lunch to continue developing an action agenda for each committee and prepare for report back to the Coalition</i>	
9:15 AM	<b>POLICY MATTERS: How policy shapes the food system</b> This panel will feature state policy makers and grassroots policy experts in a dialogue on current state policy issues that impact food, agriculture and nutrition in California. Panelists will give insights as to the political atmosphere in Sacramento regarding these issues, and explore how statewide policy change translates to change at the community level. <b>Policy Makers:</b> Jim Collin, <i>Chief Consultant, Assembly Agriculture Committee,</i> on behalf of Assemblywoman Barbara Matthews, <i>Chair,</i> <i>Assembly Agriculture Committee</i> State Assemblywoman Hannah-Beth Jackson, <i>35th Assembly District, (invited)</i> State Senator Gil Cedillo, <i>22nd Senate District, (invited)</i> <b>Grassroots Policy Advocates</b> Claudia Reid, <i>CA Sustainable Agriculture Working Group</i> Matt Sharp, <i>California Food Policy Advocates</i> Anupama Joshi, <i>Center for Food and Justice</i> <b>Moderator:</b> Robert Gottlieb, <i>Urban and Environmental Policy Institute, Occidental College</i>	1:30 PM <b>REPORT BACK: Organizing for Food Justice in CA</b> <i>Organizing committees report back on their action plans, report on how the committee will continue to work together to implement these plans and get endorsement from full Coalition.</i>  2:30 PM <b>CLOSING COMMENTS</b> by Heather Fenney, <i>California Food and Justice Coalition/CFSC</i>  <b>CALL TO ACTION</b> by Rev. Alexia Salvatierra, <i>Clergy and Laity United for Economic Justice</i>	
10:45 -	<b>BREAK</b>	2:45 PM <b>CLOSE SECOND CALIFORNIA COMMUNITY FOOD SECURITY SUMMIT</b>	
11:00 AM	<b>COALITION CAMPAIGN AND ACTION PLANNING</b> Coalition organizing committees meet to develop goals and action plans around coalition campaign areas. Participants are encouraged to join a committee that they would like to continue to work with after the summit. <i>(See Organizing Committee Descriptions)</i>	3:30 PM <b>FIELD TRIP: The State of Urban Gardening in Los Angeles</b> Travel with the members of the LA Food Justice Network and LA Garden Council to community gardening and urban farming sites in Los Angeles. Tour stops will be: • The Los Angeles Regional Area Food Bank Community Garden on 41st and Alameda • "Urban Oasis", the beautiful 1 acre garden at Crenshaw High School • The "Milpa" at Normandie Avenue Elementary School Tour Leaders: Members of the Los Angeles Food Justice Network  6:30 PM <b>VANS RETURN TO USC</b>	

## EXHIBITS

Explore the fabric of community food security in California. Visit the tabletop displays presented by organizations participating in the summit in the Garden Court in the Commons Building, directly across from the Upstairs Cafe.

Center for Ecoliteracy  
Community Food Security Coalition  
Community Services Unlimited, Inc.  
Risk Management Agency  
UC Santa Cruz - CASFS  
University of California - Coop Extension, Master Gardener Program  
Farm Fresh Choice  
International Society for Ecology and Culture  
Public Citizen  
NextCourse

Center for Food and Justice - UEPI, Occidental College  
Harbor Area Farmers Market  
County of Riverside, Nutrition Services  
Path to Freedom  
Prevention Institute  
Congressional Hunger Center  
Sustainable Economic Enterprises of Los Angeles  
Village Harvest  
Agriculture & Land-Based Training Association  
Friends of the Farmers' Markets

**The Community Food Security Coalition (CFSC)** is a North American organization dedicated to building strong, sustainable, local and regional food systems that ensure access to affordable, nutritious, and culturally appropriate food for all people at all times. We seek to develop self-reliance among all communities in obtaining their food and to create a system of growing, manufacturing, processing, making available, and selling food that is regionally based and grounded in the principles of justice, democracy, and sustainability. CFSC has over 325 members across the U.S.

**The California Food and Justice Coalition (CFJC)** is a statewide membership coalition committed to the basic human right to healthy food while advancing social, agricultural and environmental justice. We are partners of the national Community Food Security Coalition, and collaborate with community-based efforts in California working to create a socially just, ecologically and economically sustainable food supply. We envision a California food system in which all activities, from farm to table, are equitable, healthful, sustainable, and community-driven.

## ACKNOWLEDGEMENTS

The organizers of the summit give many thanks to everyone who participated. In particular we would like to thank the following groups and individuals who without their support this event would not have happened.

All the speakers, presenters and facilitators  
Members of the CFJC Steering Committee  
Members of the Summit Planning Committee  
Members of the Los Angeles Food Justice Network  
The farmers at the Hollywood and Santa Monica Farmers' Markets  
All the food and beverage donors (see menu)  
Laura Avery, Judy Blue and Kate Murphy  
Myrna Jones, Divita Johnson, Mark Baida and USC  
Cecilia Vazquez at the Mercado La Paloma  
David Sloan and the School of Policy, Planning and Development at USC

### CALIFORNIA FOOD AND JUSTICE COALITION STEERING COMMITTEE

Tracey Brieger, Californians for Pesticide Reform  
Frank Buck, CA Nutrition Network, Cancer Prevention and Nutrition Section, CA Dept. of Health Services (DHS)  
Stacie Clary, California Sustainable Agriculture Working Group (SAWG)  
Kate Clayton, Berkeley Food Policy Council  
Melissa Guajardo, Health Education Council  
Dana Harvey, Environmental Science Institute  
Paula Jones, San Francisco Food Systems  
Maggie Haase, Center for Food and Justice (UEPI), Occidental College  
Rick Mantley, Los Angeles Community Action Network  
Neelam Sharma, New Panther Vanguard Movement  
Susan Stansbury, Foundation for Global Community  
Karrie Stevens Thomas, Community Alliance with Family Farmers  
Rebecca Thistlethwaite, Agriculture & Land-Based Training Association

### CO-SPONSORS:

California Hunger Action Coalition  
California Nutrition Network\*  
California Sustainable Agriculture Working Group  
Center for Food and Justice, UEPI, Occidental College\*  
Community Alliance with Family Farmers  
Community Services Unlimited, Inc.\*  
Esperanza Community Housing Corporation  
Friends of the Certified Farmers' Markets  
Foundation for Global Community\*  
Gold Coast Growers' Collaborative  
Los Angeles Food Justice Network\*  
Prevention Institute  
School of Policy, Planning and Development, USC  
Strategic Alliance for Health Food and Activity Environments\*  
Sustainable Economic Enterprises of Los Angeles\*

*\* Participated on the summit planning committee*

### THANK YOU TO OUR FUNDERS:

The Columbia Foundation  
The California Wellness Foundation  
California Nutrition Network with funding support from the National Food Stamp Program, USDA  
Center for Ecological Literacy  
Risk Management Agencies, USDA