

**GOOD FOOD CENTRAL FLORIDA
(GFCF)
Strategy Session #3
Agenda**

DATE: Monday, November 20th, 2013

TIME: 1:00-4:00 PM

PLACE:

Winter Park Health Foundation
220 Edinburgh Drive
Winter Park, Florida 32792

<p>Meeting Objectives: -Approval of GFCF Vision and Mission statements; -Review and synthesize initial community input; & -Select the top 5 priorities/goals (Tentative Year 1 Goals)</p>			<p>Facilitator: Colleen Perdue</p>
WHAT	HOW	WHO	TIME
WELCOME AND ICEBREAKER	The <i>Story Time</i> game	Colleen	1:00-1:10 pm
REVIEW OF AGENDA	<p style="text-align: center;">Review agenda for the day and norms.</p> <p style="text-align: center;"><u>NORMS:</u> Have fun!</p> <ul style="list-style-type: none"> ○ Start on time and end on time; ○ Cell phones off or on vibrate; ○ Follow the agenda - stay on track; ○ Actively participate and listen in each meeting; ○ Be open to new ideas by respecting the opinions of others; ○ Treat each other with respect; ○ Be concise so everyone has an opportunity to participate; <ul style="list-style-type: none"> ○ Step-up Step-back; ○ Only one person talks at a time; ○ Be supportive; ○ Don't make assumptions/assume good will; and ○ No disruptive side conversations. 	Colleen	1:10-1:15 pm
DEBRIEF OF WEBINAR	Identify and share take-aways and insights.	Colleen	1:15-1:45 pm
APPROVAL OF VISION STATEMENT	<p>Members will review, discuss & approve the proposed VISION STATEMENT: PROPOSED: <i>We envision a vibrant local food economy that supports access to affordable healthy food in every neighborhood.</i></p>	Colleen	1:45-2:05 pm
APPROVAL OF MISSION STATEMENT	<p>Members will review, discuss & approve the proposed MISSION STATEMENT: PROPOSED: <i>GFCF advocates for policies and programs that support a healthy equitable and economically viable food system. We seek to:</i></p> <ul style="list-style-type: none"> • <i>Create access to and understanding of the foods that promote health;</i> • <i>Educate the public about our regional food system; and</i> • <i>Foster collaboration and build capacity among all sectors of the local farm-to-table network (consumers, distributors, government, growers, non-profits, retailers, processors, and waste recyclers.)</i> 	Colleen	2:05-2:25 pm

BREAK	10 minutes	N/A	2:25-2:35 pm
ADDITIONAL COMMENTS	<p>WEBSITE:</p> <ul style="list-style-type: none"> → Add “<i>imagine statements</i>” section - Lisa Portelli to send out suggestions to the GFCF team; → Add a video section (Erika); → Need hyperlinks on key words to further details; → Need an “about us” section; and → Talk about environmental issues. 	Dave, Lisa & Mary	2:35-2:45 pm
REVIEW AND SYNTHESIZE COMMUNITY INPUT	<p>Members will review the input from the earlier community session which includes community strengths, weaknesses and opportunities before proceeding to the development of goals and priorities.</p> <p style="text-align: center;">⚙</p> <p>What is already going on in the community regarding food?</p> <ul style="list-style-type: none"> • Lack of nutrition education in schools and amount of minimally nutrition foods in schools; • Local food categories and sustainability plans (cities and county); <ul style="list-style-type: none"> • Second Harvest Food Bank; • Community Food and Outreach Center; • Lack of access to food after school; • WPHF community gardens grants & Keep Winter Park Beautiful & Healthy Central Florida; <ul style="list-style-type: none"> • The Slow Food Movement; • Community markets and gardens; <ul style="list-style-type: none"> • Meals on Wheels; • HFUW alleviating hunger and homelessness cabinet; <ul style="list-style-type: none"> • Hunger action month; • OCPS innovative school nutrition efforts; • FDACS school nutrition/farm 2 school efforts & community eligibility option; <ul style="list-style-type: none"> • Soup kitchens and food pantries; • Local government planning efforts; • Food inspection and food borne illness inspection programs; • Coordinated approaches to food issues through organizations like Nemours (children’s) & Florida Hospitals <ul style="list-style-type: none"> • City pilot chicken program & urban gardening; • East End Market and distribution company; • School pantries & weekend food backpacks; <ul style="list-style-type: none"> • Decrease in # of farms; • Neighborhood lunch(es); <ul style="list-style-type: none"> • Food drives; • DCF outreach to communities; • Mobile food distribution; & • Nutrition education for adults <p style="text-align: center;">⚙</p> <p>What do we wish we had more of?</p> <ul style="list-style-type: none"> • Community urban gardens and distribution programs for unemployed; <ul style="list-style-type: none"> • Research info on local food; • Inexpensive healthy food in convenient stores; • Nutrition and cooking education and practice; <ul style="list-style-type: none"> • More coordination among food providers; <ul style="list-style-type: none"> • More options to avoid food waste; • More cross system learning opportunities; <ul style="list-style-type: none"> • More funding; • Farmers markets with local food focus; <ul style="list-style-type: none"> • Gardening education-FREE; 	Colleen	2:45-3:15 pm

<p>REVIEW & SYNTHESIZE COMMUNITY INPUT</p>	<ul style="list-style-type: none"> • Political muscle, community to influence policy will; <ul style="list-style-type: none"> • Subsidies for good food growers; • Funding-innovative ways & coops kick-starters; <ul style="list-style-type: none"> • More gleaning/changes in ag policy; • Public health campaign-unified collaborative message across whole community; <ul style="list-style-type: none"> • More waste management companies involved; <ul style="list-style-type: none"> • More clean food producers; • More rules and regulations at farmers markets; • User friendly access to SNAP program and more info summer feeding; <ul style="list-style-type: none"> • Farmers markets accept SNAP; • More access to healthy food; • More volunteer support; • More composting opportunities; • More weight loss initiatives; • Urban farming social entrepreneurship; • More transportation options and partner collaboration for distribution; <ul style="list-style-type: none"> • Mobile education truck go where people are; & <ul style="list-style-type: none"> • More outreach. <p style="text-align: center;">⚙</p> <p style="text-align: center;">What do we want to achieve?</p> <ul style="list-style-type: none"> • The right representation and engagement; <ul style="list-style-type: none"> • Broad grassroots participation; • How do we define our service area; • More government buy in-counties, cities, more \$; <ul style="list-style-type: none"> • Reduce food insecurity; • Increase education-nutrition, preparation & access; <ul style="list-style-type: none"> • Advocate healthy eating in schools; • Development of mobile access; • Acceptance of farm/local produce; <ul style="list-style-type: none"> • Affordable; • Utilizing our abundance; • Achieve clarity of our system now and understanding and what we want to achieve; <ul style="list-style-type: none"> • Community driven community values; <ul style="list-style-type: none"> • Affect policy; • Achieve visibility or awareness of the food council; <ul style="list-style-type: none"> • Create website/resource center; • Better way to identify where the needs are; <ul style="list-style-type: none"> • Better coordination amongst sectors; • Metrics and indicators to measure success; • Revision of zoning codes-urban/ag to increase food production; and <ul style="list-style-type: none"> • Economic incentives for farming. <p style="text-align: center;">⚙</p> <p style="text-align: center;">What resources do we already have and what ones do we need?</p> <p style="text-align: center;">HAVE</p> <ul style="list-style-type: none"> • UF extension (IFAS); • Climate (long growing season); <ul style="list-style-type: none"> • Food desert map; • Second Harvest Food Bank; <ul style="list-style-type: none"> • Arable urban ag land; • Community markets; <ul style="list-style-type: none"> • Grant funding; • DCF/SNAP/WIC food security programs; • Community food and outreach services; <ul style="list-style-type: none"> • Food navigators; • UCF research and data; <ul style="list-style-type: none"> • 4H and FFA; 		
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<p>REVIEW & SYNTHESIZE COMMUNITY INPUT</p>	<ul style="list-style-type: none"> • Some political interest; • Farm to school; and • Access to media. <p style="text-align: center;">☀ NEED</p> <ul style="list-style-type: none"> • Food access hotline; • Policy zoning to address urban ag lacking; • Food entrepreneurship resource center; <ul style="list-style-type: none"> • Consolidate research; • Mobile food pantry/markets/farmers; • Education canvassing/PSA/awareness; <ul style="list-style-type: none"> • Political will/trust; • Nutrition education in schools; <ul style="list-style-type: none"> • Access to land via policy; <ul style="list-style-type: none"> • \$ capital funding; • Safety and stop gap food access while in application for DCF/SNAP; <ul style="list-style-type: none"> • Education for EBT merchants; • Baby and toddler demographic needs more attention; <ul style="list-style-type: none"> • Parent education about resources; • Schools-parent/admin/student nutrition education buy-in; <ul style="list-style-type: none"> • Legislative agenda to actually take o; • Limit the # of fast food; and • Drive-through healthy and whole foods. 		
<p>PRIORITIES/ GOALS</p>	<p>Members will reflect on the following strategies, initially prioritized, and</p> <p style="text-align: center;">☰☱☲☳☴☵☶☷</p> <p style="text-align: center;">SELECT THE TOP FIVE (5) PRIORITY GOALS/STRATEGIES:</p> <ul style="list-style-type: none"> • Address food deserts; • Nutrition Education->Policy Impact; <ul style="list-style-type: none"> • Obesity Prevention; • Home Economics; • Elevation of Agriculture, food policy, food choices into land use, transportation, etc.; • A world where food is valued and leaders are thoughtful about it; <ul style="list-style-type: none"> • City/County procurement practices; • Eliminate barriers to food systems; <ul style="list-style-type: none"> • Research and regulation; • Access to healthy food for low-income *transportation disadvantaged; • Empowerment of farmers; • Influence and activate Statewide Food Policy Council; and <ul style="list-style-type: none"> • Simplify healthy food messaging. 	<p>Colleen</p>	<p>3:15-3:45 pm</p>
<p>EVALUATION & NEXT STEPS</p>	<p>→ What worked and what would you change?</p> <p>→ Overview of next steps for January, 2014.</p>	<p>Colleen</p>	<p>3:45-4:00 pm</p>