



**Piedmont Triad Regional Food System:
Comprehensive Food System Assessment and Regional Food Council Meeting
Tuesday, August 21, 2018**

2:00pm - 4:00pm || 1398 Carrollton Crossing Dr, Kernersville, NC 27284

This group is working to build a regional network that provides structure for collaboration and collective action across the Piedmont Triad foodshed.

Desired Outcomes

- Input on data sources and regional network development for regional gathering
- Shared understanding of food council challenges
- List of potential strategies/actions for 2019

Attendees: Joe Furstenberg, Betty Huskins, Jen Hames, Gini Knight, Anne Edwards (PTRC, Information Services Manager), Jesse Day

NOTES

Welcome/Introductions

Updates

- Forsyth Food Summit, Sep 20
- Q3 Regional Call for Food Councils - Mon, Aug 27, [agenda and notes](#)
- Triad Regional Gathering for Food Councils - Tue, Nov 13
 - [Draft Regional Gathering Agenda](#)
 - There is interest in Regional Collaboration and Resource Sharing. What ideas do we have?
 - Anne - uses census data the most, consistent data, state or federal sources. We have data that are asking by law. We're not sure how they come up with food insecurity, maybe it's based on housing, cost of living, incomes, etc. With land use data, we use Ag Census data. NC Dept of Ag - economic development. A lot of statewide data is not being collected anymore because of budget cuts.
 - Health Dept - community health assessment in Davidson Co - do you eat 5 FnV a day? If no, then ask why not?
 - ~1200 people so far for Davidson Co; it's up to the counties to determine the questions. Sometimes folks use the same survey. Not the same questions per county.
 - If you can justify why you can ask questions, then they may be interested in adding or updating questions.
 - Do have #s of WIC, food stamps
 - What do we want to share with this group about the regional council?
 - Overview, official launch, encourage more participation/membership

- Update on the assessment (USDA grant)
 - Work group involvement
 - Maybe a video - Carolina CORE?
- What would resource & data sharing look like? What could you share?
 - [County Health Rankings data](#) (2 or 3 years old) (Jen doesn't use it b/c it's old)
 - Fresh Fruit & Vegetable Inventory - Dept of Public Health
 - USDA - food desert data
 - EDA - Stats America, statsamerica.org - USDA data and others
 - Feeding America / FRAC
 - Tracking free lunches; Meals on Wheels; Nutrition in schools - DPI
 - Thomasville - Universal breakfast, lunch, and now summer programs, and snacks for ball games

Regional Food System learnings (Betty)

- Matthew & Betty when to Wallace Center Good Food Network Conference in 2010/2011 in Sacramento, through Association of Regional Councils
 - City of Sacramento realized that a lot of food was being shipped and transported out.
 - They did a serious study to try to get farmers to keep food within the region and not ship it out to other states, etc.
 - Started a business/company to build more **regional transportation and infrastructure** systems for local food
 - Starting **communication between cities and rural areas**, RUCs (Rural Urban Connections)
 - Monthly meals in restaurants in different locations to **celebrate the farmers, eating local** instead of shipping it 1000s of miles away
 - **Sharing knowledge** was really important; sharing models and knowledge/experience between farmers
 - Bring in **financial resources and capacity builders**. Wallace Center brought in some money, as well as several other sources
 - Consider connecting with Wallace Center for funding sources & resources
 - Used ERA Economics and BAE Urban Economics, really clear about crop production
- Upcoming months: Chesapeake Foodshed (Sep), Danville Region (Oct), Vermont Farm to Table (Nov)

Food Councils Challenges & Support (Joe/Gini)

- Share recently noted [FC challenges](#)
- Review past food system project failures (Joe)
 - Cold storage in Pilot Mountain Pride
 - Rockingham County [Local Foods Coalition](#)
 - Company Shops, Burlington Co-op closed
 - Ask: In your experience, why do you think these didn't succeed?"
 - No community buy-in
 - Not enough stability, has to be an anchor for funding and promotion and word to get out
 - Communication, consistent support, talking with the end-users, leadership issues
 - Yes, we should include case studies (lessons learned) in our RFP for the assessment.

2019 Action Planning

- Review vision, priorities, and what we do.
- **Who is in your circle of influence (customers)?** Who are the people whose lives are affected, for better or worse, by the actions of this group?
 - **Elected officials (x6)**
 - **Food Council Leaders (x6)**
 - **Gov't Agencies, public health, etc. (x4)**
 - **Foundations (x2)**
 - Grocery stores
 - Community based organizations + NGOs
 - Convenience stores
 - Business owners
 - Lenders
 - Farmers
 - Restaurants
 - Community health organizations
 - Food distributors
- **How can we measure if they (customers) are better off?** Often %, outcomes.
 - Is anyone better off? We voted on top 3 most important measures
 - **Food Councils are funded, resourced (x5)**
 - **Local food impacts incorporated into planning (land use and zoning) ((local policy)) decisions (x3)**
 - **Elected officials and decision makers are aware of and connected to local food leaders, coalitions, and opportunities**
 - **Each county has a food council (representation) (x3)**
 - Each county is represented on the regional food council (x2)
 - Active, engaged regional council (x2)
 - Elected officials champion the importance of local food (x2)
 - Funders/agencies have more info on how systems work and using funds for food networks (x2)
 - Food councils are connected and know each other's work
 - Food councils are collaborating to the extent it makes sense
- **What works to do better going into 2019 for the next year**, including low cost and no cost ideas? *what are the actions and strategies associated with each of these?*
 - Move assessment forward
 - Funded
 - Work groups populated
 - Build relationships with foundations + government agencies,
 - Education about who we are, what we are doing
 - Public relations - involving community + elected officials in assessment
 - Celebratory events, annual
 - Farm tours
 - Wineries
 - Inviting key stakeholders to regional food council gatherings and food councils
 - Building relationships, sharing info
 - Promoting regional food council w/ community partners and potential food council members

- Next meeting: Prioritize actions

Next Steps / Closing

- Next meeting: Tue, Sep 18, 2-4pm
- Prioritize actions/priorities - **What do we propose to do?**
 - Rate actions on specificity/clarity, leverage, values, and reach/impact
 - Have folks take one action that they are excited about, and start to rate the action based on the criteria.
- **How are we currently doing on the most important** of these measures?
 - Create a baseline/graph of the most important measures. What's the history/trend, and where you are heading if you don't do anything or anything different
 - Tell the story behind the curve. Why are things getting better or worse? What causes or forces are at work?
 - **Who are the partners** who have a role to play in doing better?
 - Identify where you need better data

Past Meeting Notes:

- June Meeting
- [May Meeting](#)
- [Piedmont Triad Regional Council Overview](#)