



CALIFORNIA FOOD AND JUSTICE COALITION

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June 11, 2010

Ronald Chilcote
The Foundation for Sustainability and Innovation
P.O. Box 149
Laguna Beach, CA 92652-0149

Re: California Food and Justice Coalition final report for 2009 funding of Grow Local Initiative

Dear Mr. Chilcote:

Funding from the Foundation for Sustainability and Innovation in 2009 was instrumental in allowing CFJC to launch our newest campaign, Grow Local. The goal of Grow Local is to increase access to land and food system resources for increased local food production and consumption. To meet this goal, we train and support our grassroots member groups to advocate for the policy change that supports their ground-level work. As stated in our 2009 application, we originally anticipated the following Grow Local outcomes over the course of three years:

- At least one local-level policy will be passed that builds access to land and resources for rebuilding local food systems through farm-land preservation, including viable market creation / support as a way to protect existing farm viability.
- At least three municipalities will include measures to increase access to land and resources for rebuilding local food systems in their climate action plans.
- At least one local-level policy will be passed that builds access to land and resources for rebuilding local food systems by instituting a taxing or funding mechanism.
- At least one local-level policy will be passed that builds access to land and resources for rebuilding local food systems through land use planning / zoning.
- At least 100 grassroots activists will be trained per year on ways to influence policy to increase access to land and resources for rebuilding local food systems.

Grow Local was officially launched in June of 2009, and already, we are well on our way to accomplishing our multi-year goals. The campaign has led to the inclusion of food system localization policy language in the City of Berkeley's Climate Action Plan. CFJC's recommendations were utilized verbatim and comprise a significant portion of the Plan's sustainable land use section. We are now organizing community members and collaborating with to advocate for similar policies through the City of Oakland's Energy and Climate Action Plan, as well as the newly-seated Oakland

Food Policy Council. In an effort to address the food system, economic, and climate change needs of our member organizations, some of the policies we have recommended to the Cities of Oakland and Berkeley are as follows:

- *Promote urban and regional agriculture by making unused public land within city limits (including school grounds, city land, and park land) accessible for long-term / permanent use for personal, non-profit, and micro-enterprise organic and sustainable food production for consumption within city limits. Facilitate access to private land (under-utilized yards, commercial lots, etc.) for food production, prioritizing private land use by projects that create green collar jobs for low-income residents and / or direct food produced to low-income communities through retail, food banks, and schools. Require and supply assistance in soil testing and remediation.*
- *Support the development of existing and new food markets by requiring all food businesses (retail outlets, restaurants, government facilities, hospitals and health care facilities, etc) to locally source a required percentage (TBD) of the food they sell. Provide support to small businesses owned by Oakland residents by creating new ordinances that support producing local food.*
- *Support the development of 'closed loop' local food-based microenterprises including production, processing and marketing by creating five small-scale commercial kitchens in underserved areas of Oakland by 2015 in order to stimulate local food microenterprises to reduce GHG emissions and create green collar jobs. Provide technical assistance to start up small businesses (help with permitting, start-up costs, sharing of equipment, procurement of local produce, etc.). Pilot community cafeterias at at least two commercial kitchens where residents can eat low-priced, locally-grown, locally-prepared, healthy meals while getting to know their neighbors.*
- *Create a training and certification program for new low-tech/low-cost greywater plumbers and food microenterprises including urban micro-farming, processing and distribution.*

We feel certain that the policy models we are working to develop in the Bay Area will be replicable throughout the state, and eventually the rest of the country.

CFJC's \$3000 grant from FSI also helped to fund a series of Grow Local trainings in Southern California. One training for grassroots organizers in San Diego, *It's your City. Is it Your Policy?*, focused on addressing food policy barriers in the San Diego-region, has strengthened and refined the focus of the 1 in 10 Coalition, a nascent local food policy collaborative. *Organizing for Policy Change*, another training in San Bernardino, led to local partnerships between NGOs and government agencies working on land access issues. One participant described the training as allowing her to develop a "holistic understanding of community organizing and public policy for food and justice." In Kern County, we partnered with the Center on Race, Poverty & the Environment to create a training in Spanish and English called *Powerful People, Good Food, and Good Policy*. The workshop brought together Central Valley farmworkers and former farmworkers to learn from South Central Farm organizers about accessing land for cooperative farming and community gardening. Following the training, audience members immediately contacted the South Central Farmers to set-up an informational visit to their farm in Buttonwillow.

These three trainings reached a total of 155 food system organizers, 50% more people than we originally anticipated. The need for the training approach that Grow Local provides is made further evident by the fact that all three local co-host organizations have requested follow-up trainings for 2010. CFJC was also approached by partner groups in Los Angeles and Orange County to develop similar trainings.

FSI funds were used for the following Grow Local expenses:

Postage: \$256

Printing: \$595

Meeting Space Rental: \$856

Travel: \$1293

Organizing for Policy Change, San Bernardino



Rally outside Oakland City Hall calling for just policies in City's Energy and Climate Action Plan



I would also like to announce that CFJC recently hired an incredible new Executive Director, Armando Nieto. Armando is a seasoned executive and development professional, with experience in management and organizational development, membership development, annual giving, foundation prospecting and grantwriting, and special events. Successful capital campaigns include the Environmental Defense Center Cordero Adobe Campaign and Santa Barbara Museum of Natural History Sea Center. He has been Associate Producer of the Kenny Loggins Christmas Unity Telethon since 1999, and prior to joining the CFJC, Armando served as C.E.O. of Redefining Progress, Managing Director with the Center on Race, Poverty & the Environment, and Executive Director at Eagle Eye Institute in Somerville, Massachusetts, Earth Share of California and the Environmental Defense Center.

In 2005 Armando set up the Communications and Community Engagement Department at the Coalition for Clean Air and since 2005 he has served as organizing member of Summit 2007: Diverse Partners for Environmental Progress, and

facilitator and report co-author for the related Western Regional Roundtable in Oakland and Southwest Regional Roundtable in Albuquerque, NM. Professional affiliations include Hispanics in Philanthropy, the National Alliance for Hispanic Health, North American Association for Environmental Education, and Golden State Environmental Education Consortium. He is president of the Tulare County Community Water Center and has served on the Advisory Boards of Just Communities, the PG&E ClimateSmart External Advisory Group, and the Central Coast Alliance United for a Sustainable Economy.

I have also attached Armando's resume for your review. Please feel free to contact him at yanieto@cafoodjustice.org or 510-704-0245.

Thank you for your continued support. Please feel free to contact me with any questions.

Sincerely,

A handwritten signature in black ink, appearing to read "Shereen D'Souza". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Shereen D'Souza