

Food Day SFPB Suggestions
22 October, 2013

Outreach:

- Wording of materials is not attractive to as many people as you want: “the high availability and consumption of [AFFORDABLE] local, fresh, and quality sustainably-produced food”. Without the word “affordable” many people think “this is not for me”.
- Critical need for simplification of ideas and issues with a focus ‘beyond’ the high emotion... or using the high emotion of food to convert the energy to change that has a positive focus “we all benefit from this”
- Participation/Communication – ‘good food as a fundamental right’
- Community engagement and outreach – need PR marketing and an obvious focus on inclusion/diversity
- Might focus on churches, personal contacts, old fashioned flyers and door-to-door
- Need to find a way to change the image of ‘foodies’. Good food is not just for rich people.
- Innovative, culturally appropriate real access spaces (as designed by neighborhoods)
- Permanent farmers market

Increasing food production:

- Focus on jobs and infrastructure
- Watershed ordinance
- Increasing local (and regional) food production for equitable consumption – especially small scale
- Technical support for gardeners/growers

Food Policy 101 & the Sustainable Food Policy Board Mandate



The SFPB Mandate:

Evaluate and monitor residents' access to an affordable, diversified local-food supply and recommend measures to improve food security and nutrition.

The SFPB is charged with recommending policies that facilitate:

1. equitable access to healthy food that will end hunger in Austin and Travis County;
2. the high availability and consumption of local, fresh, and quality sustainably-produced food;
3. culture of good food as a fundamental right [local governments help create conducive environments];
4. robust and just local economy through the strengthening of all five sectors of the food system; and
5. the preservation of agricultural land and family farming in Austin and Travis County

How Food Policy Works

There is no one place where citizens might address the wide range of "seed to table" issues that make up our food system.

Instead of many advocates working on the isolated problems related to the food system, food policy councils like SFPB attempt to establish platforms for coordinated action at the local level and create a context to better facilitate community work towards a healthy food system.


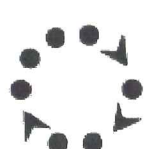



Policy work is spread across numerous governmental departments and functions which provides lots of opportunity for community collaboration (and sometimes challenges to action).

If a food issue...		If a food issue...	
- affects local level policy debates		- needs a special program to address it	
- connects multiple sectors that wouldn't otherwise work together		- needs staffing or funding to fix it	
- brings local food policy into mainstream politics		- requires legal changes at the state level	
- boosts local food economies and combats poverty		- doesn't affect a broad range of Austin/Travis Co. residents	
...SFPB may be able to help!		...SFPB may not be the right candidate for the job	
Can you join a working group to be part of the solution?			



Storyboard

Time & Topic	Goal	Method	Why this method?	Steps / Timing	Notes
H. Introduce board – “We are doing things differently” Experience participation and increase energy 25	Get acquainted; hear multiple views of participants; start to co-create the boundaries; form loose connections across functions	 Impromptu Networking M	Signals that everyone is invited & unleashed to join in the work; the solutions are widely distributed (we don't know the local solutions in advance)	3 rounds in pairs, (5 minutes for each exchange); 5 minute debrief.	<i>Why did you choose to attend our forum today?</i> <i>What do you hope to give to and get from this group?</i>
Formal Welcome + Stage Setting 30-40	Provide Policy 101 context Make goals explicit	Hildreth – welcome Policy 101 Success Stories R&P M request help	Create a common level of knowledge about food policy Request help	Present SFPB mandate Explain policy and our role Present examples of past success	
What's Up in Austin/ Travis County? 20 How to invite? 20 + 20	Engage everyone in generating questions, ideas, suggestions	1 - 2 - 4 - All  M	You can access know-how and imagination that is distributed widely in places not known in advance. Ideas and solutions are sifted in rapid fashion.	1-2 Silent reflection (notes) 5 – Generate ideas in pairs 5 share ideas from your pair in foursomes 5 “what is one idea that stood out from your conversation?” Write ideas on poster board - H	<i>What do you see as the most important food issue right now?</i> <i>How would you invite and include more people to make healthy food more accessible?</i>
Debrief	Summarize Thank everyone	 What's debrief	Enables every voice to be heard, eliminates unproductive arguments, continues to build action	<i>5 minutes each in this order:</i> <i>What?</i> <i>So What?</i> <i>Now What?</i>	