

North Central Washington Food Coalition Meeting Notes  
June 10, 2010 10:00 a.m. – 1:00 p.m.  
Twisp Public Development Authority

Participants: Amy Stork, Marilyn Lynn, Michael Pilarski, Sherri Schneider, Carey Hunter, Maureen Sheimo, Eileen Wicks, Vicky Welch, Vicki Matthews, Kristi Laguzza Boosman, Fernne Rosenblatt, Laura Clark, Cheryl Dawes, Allison Neher, Nancy Warner

Marilyn Lynn gave a recap of the second meeting (March 11 in Bridgeport) and pointed out that the group's consensus to focus on the question: "How can the NCW feed itself?" led into the strategic planning session planned for this meeting.

Nancy Warner gave an overview of the *Gathering Our Voice* project, Foodways & Byways, and requested help with finalizing the interview guide.

Amy Stork began the strategic planning session asking the question that would help the group explore and prioritize: What are we best suited to do given our existing resources? Discussion ensued based on the following topic headings:

#### Production/Distribution

- Need to strengthen and broaden what we know about production.
- Coalition would enable us to go for joint grant application that could address both issues.
- Wenatchee has a small distribution system, already provides some training for farmers and could put together a packet for farmers in other parts of the region
- Need to use technology to spread education throughout the region – IRIS?
- Need analysis of existing distribution systems
- Research and grant writing needed to enable this analysis – good to involve kids
  - Resources needed – paid staff
- Host events such as farmer consumer potlucks to makes connections
  - Resources needed – connections and information sharing, database
- Advocate for connections to map and develop better system, e.g. EDD
- GROUP ACTION: Figure out a scope of work for an assessment of regional food distribution systems

#### Production

- Share information about educational opportunities for producers
- Plan for food independence; regional food group scopes and hand-offs enable others such as the EDD to get involved
- Do we know where the gaps are in production?
- Role of Coalition is about education and connections
- GROUP ACTION: tell other groups where the holes are and develop a scope of work for distribution and production assessment

## Promotion/Education

- Purpose of Coalition – mechanism for communications, speak as one region and build community around food
- Create vision and connections to make it happen – create circles of connection OR be the educators and resource for the public
- What type of staffing would it take to do the former?
- Dynamic of sharing
- Audiences include producers, activist, organizations, leaders, public agencies, funders, local organization empowerment
- Functions include communication within the movement or coalition and reducing confusion within community of funders and businesses
- Connect farmers to consumers
- Resources needed include connections, graphic design, website, writing and statistics needed to tell the tale
- Create network that includes web portal, blogs, links, newsletters, information about local/regional food resources
- Adapt existing tools such as Local Harvest, calendar of events, Chef’s Collaborative, Slow Food Movement, to our regional/local needs
- Don’t rely only on technology; provide face-to-face opportunities as well
- Identify what is not duplicative and focus energy on that, e.g., get people to use these resources and promote the use of tools to connect them with resources
- GROUP ACTION: Create educational plan for strengthening food system

## Policy Development

- Coalition presents a shared voice once we know what we want through research and prioritization; individuals carry voice of the Coalition, info sharing
- Talk to policy makers as part of the development of a scope of work for production and distribution assessment
- Get our respective boards to endorse membership in food coalition
- Translate analyses into “easy speak”
- Be a resource for providing speakers
- Articulate vision including that of a sustainable economy

Amy led the group through a priority setting exercise with the following results:

Prioritization & Rankings:

Production = 206

Distribution = 255

Education = 254

Networking = 274

Policy = 246

Potential Coalition Strategies:

- Use existing portals
- Strengthen/form NCW regional slow food
- Adapt the Bellingham strategy, i.e., Sustainable Connections

Next meeting:

Hosted and facilitated by Laura Clark, Okanogan Conservation District, **September 15** from 10 a.m. to 1:00 p.m.

Between now and then subcommittees meet to narrow down priorities:

- Networking: Maureen, Nancy, Michael, Cheryl
- Distribution: Carey, Sherry, Nancy, Laura
- Education: Maureen, Nancy Laura, Amy
- Policy: Marilyn, Maureen, Vicky Welch, Vicki Matthews

The meeting was adjourned with many participants participating in a tour of the Classroom in Bloom garden at Liberty Bell School.