

Summary Report

Cabarrus County Food Policy Council

2014 Retreat and Planning Session

Saturday January 25th, 2014

9:00pm – 2:00pm



FPC Members in Attendance:

Erin Bayer

Marcia Brashear

Jessica Castrodale

Trish Cramer

Jim Dudley

Frank Fiorella

Wade Holland

Brenda Johnson

Chris Jones

Lynn MacDougall-Fleming

Penny Perkins

Dani Rowland

Megan Shuping

Dawn Simone

Keila Sneellings

Staff & Guests in Attendance:

Jared Cates

Thomas Gentry

David Goforth

Francis Koster

Maia Landey

Emily McKay

Aaron Newton



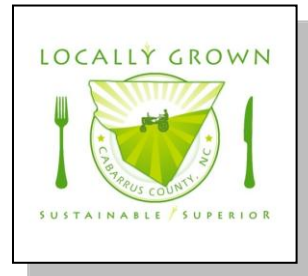
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Retreat Agenda:

1. 8:15 Coffee and Light Breakfast
 2. 9:00 Call to Order and Introductions
 3. 9:20 CONNECT Presentation – Jared Cates
 4. 9:45 Review of Food Policy Council Milestones and Accomplishments
 5. 10:00 Executive Committee Presentation
 6. 10:20 FPC Project Planning Session
 7. 11:00 FPC Project Breakout Groups
 - Food in Schools (School Gardens & Pilot Cafeteria Menu Development)
 - Long Term Food Security Planning
 - Incentives Policy for Local Food Business Development
 8. 11:45 Lunch – Presentation by Dr. Francis Koster
 9. 12:15 Cabarrus County Local Foods Presentation Development Session
 10. 12:45 FPC Development Break Out
 - FPC Improvement Character
 - Membership
 - Leadership
 - Partnerships
 - FPC Events
 - Local Food Speed Dating Event(s)
 - DIG IN Kannapolis Demonstration Garden Opening Ceremony
 - 2014 Outreach and Awareness Event
- 1:45 Wrap Up & Adjournment

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Food Policy Council Membership and Leadership Development Session Summary:

Erin Bayer
Trish Cramer
Dani Rowland
Megan Shuping

FPC Membership Categories:

- Food Production
- Food Preparation
- Food Distribution
- Finance
- Education
- Medical Industry
- Hunger Relief
- At-Large



Goals:

1. Actively recruit members to fill existing vacancies and future vacancies.
2. Ensure existing members become FPC ambassadors

Strategies:

1. Actively advertise the need for FPC members
 - FPC website
 - Facebook
 - Newspaper
2. Begin potluck meals at meeting starting in March
3. Discuss possible members at each FPC monthly meeting

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Partnership Development Session Summary:

Marcia Brashear
Thomas Gentry
Wade Holland
Chris Jones
Penny Perkins
Dawn Simone

Key Concepts:

- Existing and potential partnership identification
- Partnership Development Strategies

Existing Partnerships:

- Cabarrus Health Alliance
- Charlotte School of Law
- Carolina Food Stewardship Association
- Piedmont Farmers Market
- Cabarrus County Cooperative Extension
- American Culinary Federation
- Sysco



Potential Partnerships:

- Government
 - Small Business Administration
 - Department of Social Services
- Youth Groups
 - Future Farmers of America (FFA)
 - 4-H (thru cooperative extension and consumer services)
 - Boy Scouts/Girl Scouts
- School Systems
 - Cabarrus County Schools

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- Kannapolis City Schools
- Cabarrus County School Student Health Advisory Committee
- Home School Association
- Charter schools

- CMC Northeast

- Educational/Academic
 - College of Health Sciences
 - North Carolina Research Campus
 - RCCC

- Food sales associated
 - North Carolina Restaurant Lodging Association
 - Supermarket corporations local to NC (Food Lion, Aldi, Harris Teeter)

- Charitable Organizations
 - St. Andrews Gleaners
 - Cooperative Christian Ministries

- Food Policy groups
 - Mecklenburg Food Policy
 - Upper PeeDee Farm and Food Policy
 - Bread Riot

- Slow Foods

Partnership Development Strategies:

1. Formalize partnerships currently in place.
2. Clarify mutual expectations and benefits; consider access to resources of each group, linkages to websites, forum invitations.
3. Prepare short guide (bullets) and outline of FPC mission and an area for customized approach
4. Consider monthly blog, twitter, and databases of people to show growth and provide potential resource for volunteers for events such as fair, gala.
5. Direct traffic to the FPC website.
6. Increase exposure for FPC at a local and statewide level.
7. Develop volunteer database

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Incentives for Local Businesses Session Summary:

Erin Bayer
Marcia Brashear
Trish Cramer
Dani Rowland
Megan Shuping
Keila Snellings

Key Concepts:

- Incentives
- Marketing
- Education
- Partnerships



Goals:

1. Build **Locally Grown** Brand
2. Create Partners
3. Education of
 - Businesses
 - Farmers
 - Customer marketing

Strategies:

1. Develop Speed Dating Event(s) to help connect different local food businesses
2. Develop campaign for personal visits to local food business owners with the purpose of sharing information about the **Locally Grown** brand and delivering applications.

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Long Term Food Security Planning Session Summary:

Jim Dudley
Thomas Gentry
Wade Holland
Chris Jones
Penny Perkins

Key Concepts:

- Education
- Policy Recommendations
- Partnerships

Goals:

1. Increase food security through change in local government policy.
2. Educate citizens about food security and ways they can participate in the effort to increase food security.
3. Educate the FPC and citizens about the importance of hunger relief programs like SNAP & WIC – why they exist and what efforts might replace these programs if they are dismantled.

Strategies:

1. Introduce policy recommendations to local government aimed at increasing food security.
2. Develop closer partnerships with other groups and organizations with the similar goal of increasing food security. Possible examples include: FFA, 4H, CCM, First Assembly, etc.
3. Create links to relevant information on the FPC website. Also create a listing of organizations already involved in food security and provide that listing on the FPC website.
4. Develop comprehensive education campaign for sharing with citizens how to cook with healthy, quality food and where to source it.
5. Develop future FPC efforts with attention paid to how much effort is focused on food “supply” and how much effort is focused on food “demand.”

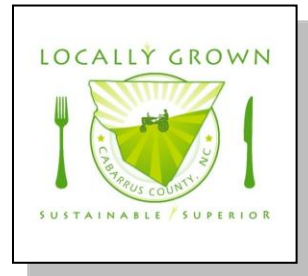
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Food in Schools Session Summary:

Jessica Castrodale
Frank Fiorella
David Goforth
Brenda Johnson
Lynn MacDougall-Fleming

Key Concepts:

- Education
- Food Served on School Campuses
- Gardens in Schools



Barriers to change:

- Cost
- Student participation
- Good Agricultural Practices(GAP) local farm certification
- Lack of staff trained in higher maintenance food preparation
- Lack of equipment in some cafeterias

Facts:

- All Food served in school cafeterias is regulated by USDA guidelines for healthy, nutritious food. Vending machines and food at afterschool events are not regulated by the USDA.
- USDA policy coming out in July 2014 will address all food sold during schools hours including cafeteria, vending, a la carte, etc.

Clarifications needed:

- What would be accomplished by offering local food in schools?
- What would be accomplished by having school gardens in schools?
- What regulations govern food in school?
- What is included in past FPC work on Food in Schools and what conclusions come from that work?

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Goals:

1. Support education through culinary classes.
2. Develop school gardens.
3. Review efforts to effect change in the food served on school campuses.

Strategies:

1. Connect culinary curriculum instructors with local food businesses including farmers.
2. Identify funding for K-12 staff training by culinary professionals on healthy, interesting foods for cafeterias.
3. Investigate partnerships with regional culinary programs (i.e. Johnson and Wales)
4. Determine budget needs to building pilot cafeteria promoting more local foods.
5. Develop a plan for recipe submissions for the development of healthy, inexpensive recipes within cafeterias.
6. Monitor food regulatory legislation and offer comments if given the opportunity.
7. Investigate options for change in school food policy at the federal and state level.
8. Identify the people and organizations already working on schools gardens in our community and host a forum.