

## **Piedmont Triad Region Food Council Call**

Thursday, April 13, 2017

3:00pm - 4:30pm

Co-facilitated by Gini Knight and Liz Jernigan

Conference Line: (641) 715-3580, Access Code: 466038

Online meeting: [join.freeconferencecall.com/gini\\_knight](http://join.freeconferencecall.com/gini_knight)

### **Attendees:**

Liz Jernigan; Gini Knight; Joe Furstenberg; Anne M.; Ben Grandon; Joey Peele

### **Agenda & Notes**

#### **3:00 Welcome / Agenda Overview**

- Quarterly calls in six regions across the state to stay connected

#### **3:05 Introductions**

- Liz; Piedmont Triad Regional Council (PTRC)
- Gini; Community Food Strategies
- Joe; PTRC - helped on a Master's project addressing a regional food system
- Anne; Alamance Food Collaborative (Local Food Policy Council)
- Ben; Horticulture Agent in Randolph County, works with small farmers & considering local foods council and figuring out what other folks are doing.
- Joey Peele, Catalyst for Rockingham County

#### **3:20 Updates from councils and partners**

- Alamance Food Collaborative
  - Continued developing action plans that complements strategic plan released last October.
  - Council is growing, and has ~30-45 consistent members show up every other month
  - On the off-months, work groups meet and develop plans
  - 23 Elon students work on selected strategies (i.e. label that identify Alamance made products; working with Alamance Parks for healthier vending options through mobile van; marketing for SNAP at Farmers Market; videoing of farmers in the area and telling their stories (presenting May 9th); plan on continuing that partnership.
  - Working with large organization contracting with AraMark to consider more local foods purchases
  - Searching for funding for Market Manager position under Healthy Alamance structure.
  - Partnering with Piedmont Conservation Council - assist in looking for funding for large-scale strategies in action plan.
  - Partnering with Local Foods, Local Places - take what food collaborative has put together and focus on that municipality, Graham
    - USDA Grant - Renaissance is handling it.
    - Community meetings in May

- Creating access points, looking for more markets, more initiatives like healthy corner, best practice recommendations for a robust and well-organized food system.
    - How to plug-in with what we've done so far and how we can do what we've identified already in a better way.
    - Gini: Greater High Point, Henderson & Rocky Mount are other past/current participants of the LFLP grant and technical assistance
- Caswell Local Foods Council
- Davidson Local Food Systems Network - Increase awareness of local foods in general:
  - Facilitated billboard signage for Thomasville and Lexington Farmers Market for 2 months during June and July.
  - Facilitated small quarter size stickers for Farmers to put on their produce to remind people where they bought the items.
  - Working with local chefs and other volunteers to put on Farm to Table event for June 8 - Goal is to use as much Davidson County farm produce and meat as possible. Was able to secure \$1000 for marketing through health department.
  - Planning a spring Farm Tour 2018 with Davidson County Coop Extension - this is a big deal because we have had minimal buy-in (one staff member) and there are new staff members who are working to improve community relations and awareness and who really do want to work with us.
  - Advising the new aquaponics and hydroponic projects at Yadkin Valley Academy, experimental high school -
  - Leveraging the magazine Davidson County magazine to increase awareness about farms in Davidson County
- Forsyth Community Food Consortium
- Greater High Point Food Alliance
- Guilford Food Council
- Randolph County
  - Meeting with stakeholders, Healthy Randolph
    - Basic goals for the group
    - Infant stage of figuring out whether we need a separate group
    - Could utilize an existing advisory group (like Cooperative Extension advisory committees) and incorporate into other groups
      - **Joe - will forward the report to Ben with recommendations**
      - **Ann - will send Healthy Alamance structure and how they progressed; not excluded anyone from the process.**
- Rockingham County, Joey Peele
  - Gini: similar place as Randolph
    - Infancy stages
    - Hosting a Food Council 101 meeting in middle of May
    - Had kinda a food council / local foods coalition a number of years ago and later dissolved, partially do to lack of funding for a particular project
    - Hope to reinvigorate with new leadership
  - Joey: Looking forward to May meeting, a year in the making
    - Came to regional food council policy meeting

- Discussion and interest in local food coalition (Piedmont Local Foods dissolved)
  - Reconvening original stakeholders and other partners from economic development and tourism to churches & pantries.
  - Feed Rockingham - dynamic group with great infrastructure - working collaboratively
  - Consider new direction in addition to distribution
  - Catalyst - funded through KBR Charitable Trust (after Community Transformation Grant dissolved) - working on critical care issues.  
\*Healthy Places NC
- Community Food Strategies
  - 13 applicants from the Central Region for representative on the state-level Local Food Council of NC (LFCNC) . Reps will be contacted in the next few weeks.
  - Released [2016 Annual Report](#)
  - [Continuing to create and release toolkits](#)
    - Strategic networking and policy action
    - Food council development
    - Candidate Forum
    - Public or Community Forum
  - [Collecting and sharing food council stories](#) - video, blog post, etc
  - Statewide food council gathering - tentative date of Nov 30 - Dec 1
- Piedmont Triad Regional Council
  - Finalized Apprentice for the summer, supporting creation Baseline food Assessment for Triad region
  - Storyboard using Arc GIS platform, visualization platform
  - Consider having next quarterly networking meeting as an in person meeting in Kernersville (PTRC)

### **3:50 Questions for each other and thoughts about future calls/gatherings**

### **4:00 Closing**

- Joey - yes call is beneficial, in favor of an in-person meeting
- Ben - call was helpful, figuring out who we need to collaborate with and share ideas with from other people who are doing it around the state are important. Great way to communicate and get ideas across.
- Ann - regional lens will make significant changes down the road and help regional funding opportunities.
- Joe - Worthwhile, keep pursuing food councils and regional food council, important to keep having these meetings.
- Gini - Interesting connections that wouldn't have happened otherwise, more regional collaborations. Great opportunity to hear what's going on. Reiterate Anne and Paul were willing to work with Liz, Gini & Matthew on what that summer meeting will look like.
- Liz - certainly valuable from a regional standpoint. Otherwise difficult to connect with all the counties.

**Next call/gathering - June/July**

- We'll be sending a Doodle Poll to capture best availability.

**Action Items:**

- Joe sent Ben regional report
- Ann - will send Healthy Alamance structure and how they progressed; not excluded anyone from the process.
- Liz and Gini will connect about dates and plan for a summer gathering.