

RESILIENT FOOD SYSTEMS CONFERENCE

May 8 - 9, 2015



A gathering of industry and community leaders from across the food and agricultural landscape who are helping to build a more resilient food system through their innovative enterprises.



Hosted by California Polytechnic State University, San Luis Obispo

RESILIENT FOOD SYSTEMS CONFERENCE

Welcome



We are delighted to host a unique gathering of food system leaders from across California at this time of blossoming interest in food and farming. Our hope is that the perspectives speakers offer at this event will provide a deeper understanding of the current status of our food and agricultural system to the professional and lay person alike. As we look to the future, new challenges to the health and productivity of the food/agriculture sector are apparent, yet so are new opportunities to strengthen the resilience of the environmental, economic and social fabric that undergirds food production and distribution. One of the goals

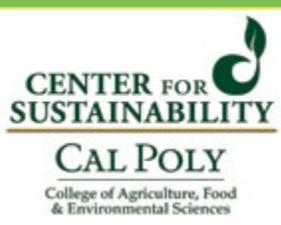
of this conference is to focus on solutions-oriented approaches to meeting today's needs – from urban gardens, to school kitchens, to small farms and ranches, to some of our nation's largest food purveyors.

The resilience of a system refers to its ability to adapt to and thrive in changing conditions. The concept of resilience is often applied to natural ecosystems, yet given changes and uncertainties in today's agriculture and marketplace, it has relevance when applied to food systems. Ideally, working towards resilience in the food system will enhance its adaptive capacity, thus helping to reduce vulnerability to shocks. Given the complexity of the global food system, this is no small task. It is engaging some of the best minds from across many disciplines and challenging us to rethink our relationship to food and agriculture. We are very fortunate to have several food system pioneers with us at this conference and we thank them for their participation.

The Center for Sustainability is exceedingly grateful to the Harold J. Miozzi Charitable Trust for funding which has made this conference possible, along with several other community and professional development events being hosted by the Center this year. We would also like to thank our many industry and community partners who have helped support this event, in particular, the Healthy Communities Work Group of HEAL-SLO (Healthy Eating Active Living SLO) and OutsideIn SLO, a new initiative of the San Luis Obispo County Public Health Department and the California Department of Public Health, which supports personal lifestyle choices to improve health and to limit climate change. Special appreciation goes to our event partner, OutsideIn SLO, for having invited the keynote speaker for the conference, California's Secretary of Agriculture, Karen Ross.

While the complete range of activities and issues inherent in the food system is enormous and goes beyond the scope of one conference, we hope that the diversity of speakers and topics we have included will inspire you to learn more about the roles we can all play in working towards a more sustainable and resilient food system!

Thank You



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RESILIENT FOOD SYSTEMS CONFERENCE

DAY 1: May 8, 2015 • 8:00 a.m. - 5:00 p.m.



8:00	Reception & Orientation Hunter Francis (Director, Center for Sustainability)
8:20	Welcome Andy Thulin (Dean, College of Agriculture, Food & Environmental Sciences)
8:30	I Love Farmers Scott Vernon (Professor, Cal Poly Agricultural Education & Communication Department)
8:45	Regenerative Agriculture: A Whole Systems Approach Paul Dolan (Owner, Dolan Family Ranches)
9:30	A Grower's Response to the Emerging Organic Market Gerald Davis (PCA and Agronomist, Crystal Organic/Grimmway Farms)
10:15	Break
10:30	Climate & Agriculture: Challenges and Opportunities in California Renata Brillinger (Executive Director, California Climate Agriculture Network)
11:15	Food Artisan Connection / Pastured Meat Production Mark Klever (President, Belcampo Farms)
12:00	Lunch Break
1:00	Re-Assembly and Introduction of Secretary Ross Dean Andy Thulin Kathleen Karle (Division Manager Health Promotion, SLO County Public Health Department)
1:15	KEYNOTE: Health, Climate Change and Resilient Food Systems Karen Ross (Secretary of Agriculture, California Department of Food and Agriculture)
2:00	Implementing Food System Sustainability: Sector Responses to a Changing Landscape Ann Thrupp (Executive Director, Berkeley Food Institute)
2:45	Break
3:00	Transparency and Labeling at Whole Foods Market Matt Rogers (Global Produce Purchasing Coordinator, Whole Foods Market)
3:45	The Urban-Ag Interface: The New Renaissance in Agriculture A.G. Kawamura (Founding Member, Orange County Produce/Co-Chairman, Solutions from the Land)
4:30	Adjourn for Networking



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DAY 2: May 9, 2015 • 9:00 a.m. - 12:00 p.m.

9:00	Strategies in Community-Based Food System Development Luis Sierra (Assistant Director, California Center for Cooperative Development)
9:30	Building Resiliency in Regional Food Systems Paula Daniels (Founder, Los Angeles Food Policy Council)
10:15	Break
10:30	SLO City Farm & Community Food System Initiatives Nicki Anderson (Farm Manager and Educator, Central Coast Grown)
10:45	Strengthening Food Security within Food Banks: Access, Education and Promoting Health Equity in Underserved Communities Sarah Ramirez (Executive Director, Foodlink for Tulare County / Co-founder, BeHealthyTulare)
11:30	California Thursdays: Fresh, Healthy Meals for Students and a Win for California Agriculture Adam Kessleman (Rethinking School Lunch Program Manager, Center for Ecoliteracy / Founder, The Lunch Trust)
12:15	Adjourn

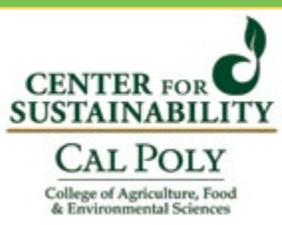
Following the conference, please join us at the

LOCAVORE RECEPTION & TASTING

May 9, 2015 at 12:30

Featuring local foods and wines!

Food & Wine Tasting Benefit at Cal Poly's Performing Arts Center



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Speaker Biographies



Keynote Speaker

Karen Ross
Secretary of Agriculture
California Department of Food and Agriculture

Health, Climate Change and Resilient Food Systems

Karen Ross was appointed Secretary of the California Department of Food and Agriculture by Governor Edmund G. Brown Jr. on January 12, 2011. Secretary Ross has deep leadership experience in agricultural issues nationally, internationally, and here in California. Prior to joining CDFA, Secretary Ross was chief of staff for U.S. Agriculture Secretary Tom Vilsack, a position she accepted in 2009. Before her time at the United States Department of Agriculture, Secretary Ross served more than thirteen years as President of the California Association of Winegrape Growers (CAWG), based in Sacramento. During that same period she served as the Executive Director of Winegrape Growers of America, a coalition of state winegrower organizations, and as Executive Director of the California Wine Grape Growers Foundation, which sponsors scholarships for the children of vineyard employees. Among Secretary Ross' many achievements at CAWG was the creation of the nationally-recognized Sustainable Winegrowing Program, which assists wine grape growers in maintaining the long-term viability of agricultural lands and encourages them to provide leadership in protecting the environment, conserving natural resources, and enhancing their local communities.



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Speaker Biographies



Nicki Anderson
Farm Manager and Educator
Central Coast Grown

SLO City Farm & Community Food System Initiatives

Nicki Anderson has found her dream job as Farm Manager and Educator at City Farm starting in 2015. California is where she was born and raised (Los Gatos), and where she began farming (Green String Farm in Petaluma), and Massachusetts is where she has been farming for the last three years, most recently as Production Manager at Brix Bounty Farm in Dartmouth, MA. She values farming as an effective and powerful tool for

community development and is thrilled to be applying her passion for growing healthy, nutrient-dense food to the educational and community-focused City Farm.

Renata Brillinger
Executive Director
California Climate Agriculture Network

Climate & Agriculture: Challenges & Opportunities in California

Executive Director, California Climate Agriculture Network

Renata Brillinger is the co-founder and Executive Director of the California Climate and Agriculture Network (CalCAN). For the past seventeen years, Renata has worked on sustainable food systems projects in a variety of capacities, and has served in numerous non-profit administrative roles since 1992. Prior to CalCAN, she was Program Director at the Climate Protection Campaign, focused on renewable energy and on agriculture. For seven years she served as the Director of Californians for GE-Free Agriculture, a coalition of sustainable agriculture and environmental organizations that provided education on genetic engineering in agriculture. She serves on the steering committee of the California Rangeland Conservation Coalition, the steering committee of the Center for Sustainability at Cal Poly University in San Luis Obispo, and the advisory board of UC Davis Agricultural Sustainability Institute.



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Speaker Biographies



Paula Daniels
Founder
LA Food Policy Council

Building Resiliency in Regional Food Systems

Paula Daniels is the founder of the Los Angeles Food Policy Council, a policy based collective impact initiative of food system leaders working toward an environmentally sustainable, equitable and regionally based food system. The Council and its staff serve as the backbone of over 100 active and 500 connected individuals and organizations. Its key initiatives are: a coordinated healthy foods strategy, with a focus on neighborhood

market conversions; and a Good Food Purchasing Policy, a multi-faceted and comprehensive policy with metrics and guidelines for large institutional food purchasers. An attorney, she has been actively engaged in California environmental policy issues since 1989, when she first became involved with the environmental group Heal the Bay. Daniels was also commissioner with the California Coastal Commission, and a gubernatorial appointee on the governing board of the California Bay-Delta Authority. She has a faculty affiliation at the Institute of the Environment and Sustainability at UCLA, and was the 2013 Theodore B. and Doris Shoong Lee Distinguished Professor of Real Estate Law and Urban Planning at UC Berkeley.

Gerald Davis
PCA & Agronomist
Crystal Organic / Grimmway Farms

A Grower's Response to the Emerging Organic Market

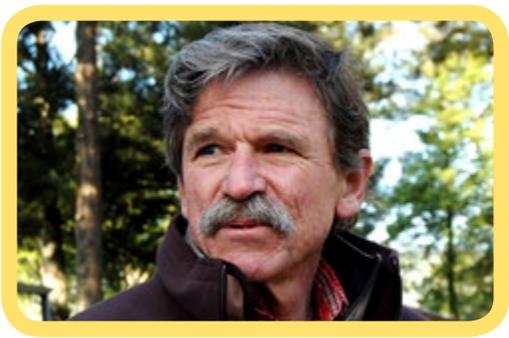
Gerald Davis has worked as an agronomist and pest control advisor for Crystal Organic and Grimmway Farms in Bakersfield, California, since 2001, where he oversees crop rotations and fertilization practices for 35 different types of vegetable and fruit crops. He has supervised and directed the growing and harvesting of potatoes, as well as in-house seed potato operations. He is also technical advisor for on-farm compost production.

Prior to his work with Grimmway, and its predecessor Cal-Organic Farms, Davis was owner and operator of the Connolly Orchard in Tehachapi, California. He holds a bachelor's degree in horticulture from Oregon State University and currently resides in Tehachapi, California. Davis is a former member of the National Organic Standards Board. He has a passion for biological farming techniques, which he puts into practice for the organic division of Grimmway Farms.



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Speaker Biographies



Paul Dolan
Owner
Dolan Family Ranches

Regenerative Agriculture: A Whole Systems Approach

Paul Dolan believes that business leaders can help make a better world, and he sees Mendocino County, California, as fertile ground to grow this vision. During his 27 years at Fetzer Vineyards, 12 as president, he led a transformation that put the company at the forefront of organic viticulture and sustainable business. One of Paul's great passions is winegrowing at his family's Dark Horse Ranch, east of the Russian River in the foothills near Ukiah. He and sons Heath and Jason chose this location because of its diverse natural beauty, dramatic terrain and deep red soils. It has been a family project and a labor of love. Their farming practices are based on a deep respect for the health of the environment in which live and farm. Paul works with a constant focus on quality and expression of Mendocino terroir through regenerative farming practices. Paul and his family have continued to expand their farming activities thru the purchase and development of 3 additional vineyards in the Ukiah area. Additionally they have interest in animal husbandry and a small olive orchard. Paul knows that sustainability is an economic asset and a competitive advantage, as well as an imperative for healthy life on this planet. He is spreading the word – for the good of business, the community and the environment.

Adam Kesselman
Rethinking School Lunch Program Manager
Center for Ecoliteracy / Founder, The Lunch Trust

California Thursdays: Fresh, Healthy Meals for Students and a Win for California Agriculture

Adam Kesselman is the founder of The Lunch Trust, a consultancy dedicated to helping schools operate exemplary food programs. He is a former partner in Acre Gourmet, a provider of healthy lunch programs based on-site at schools, where he endeavored to create and support a strong food culture among area youth. Through his work as a restaurant owner and caterer, he has sought to support local producers and highlight their products to his customers.



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Speaker Biographies



A.G. Kawamura
Founding Member, Orange County Produce
Co-Chairman, Solutions from the Land

The Urban-Ag Interface: The New Renaissance in Agriculture

A.G. Kawamura is the former Secretary of the California Department of Food and Agriculture (2003-2010). He is co-chair of Solutions From the Land, a non-profit project that is facilitating sustainable collaborations for 21st century ag systems. He currently serves on several boards and committees including: The Ag Advisory Committee for the AGree Initiative, a national and global effort to address food and ag policy for the future; the Board on Agriculture and Natural Resources (BANR), a policy arm of the National Academy of Sciences' Natural Resource Council; Ag Advisory Committee for the Chicago Council on Global Affairs; American Farmland Trust; The 25x'25 Alliance, a national alliance of renewable energy stakeholders. He is a former chair and current board member of Western Growers Association. He participates on the Southern CA Water Committee, CA Water ReUse Board and is a founding member of the Delta Vision Foundation. As a progressive, third generation conventional and certified organic farmer, A.G. has a lifetime of experience working within the shrinking rural and urban boundaries of Southern California. He has worked collaboratively for over 30 years with local food banks toward the elimination of hunger in Orange County through pioneering urban ag strategies. Through their company, Orange County Produce, LLC, he and his brother Matt are engaged in building an exciting, interactive 21st century 100 acre agricultural showcase at the Orange County Great Park in Irvine, CA.

Mark Klever
President
Belcampo Farms



Food Artisan Connection / Pastured Meat Production

Mark Klever's agricultural career began at Cal Poly State University where he earned his Bachelor's Degree in Agribusiness and Master's Degree in Agriculture. His agricultural experience is broad and deep, ranging from hands-on farm work to design of farm utility systems to project management. Today, Mark leads the Belcampo Farms team with a sure hand and a firm commitment to taking care of the employees, animals, land and resources. He strives to build diversity not only among his staff but also with what is grown on and in the soil of the 20,000 plus acres so Belcampo Farms is sustainable now and into the future.

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Speaker Biographies



Sarah Ramirez
Executive Director, FoodLink for Tulare County
Co-founder, BeHealthyTulare

***Strengthening Food Security within Food Banks:
Access, Education and Promoting Health Equity in
Underserved Communities***

Dr. Sarah Ramirez is the executive director for FoodLink for Tulare County. Prior to FoodLink, she was a lecturer in Food Science and Nutrition at Cal Poly, San Luis Obispo, an epidemiologist for Tulare County Public Health, and a health educator. As the daughter of Mexican farm workers, she believes that one of the greatest injustices is that evidence-based tools, resources, and skills that promote health and longevity are not available for low-income, rural, or non-English speaking populations who face chronic structural inequities – poverty, underemployment, and stress – that increase the risk for illness. This commitment to health equity and social change was the driving impetus for co-founding BeHealthyTulare, a community-based approach to create an environment that makes equitable health possible for everyone. BeHealthyTulare has created a community garden, offers hands-on community cooking workshops, leads group fitness, gleans produce, and advocates for food waste reduction. Sarah brings these experiences into FoodLink where she's working to create a secure food system in which individuals have access to healthy sustainable food sources and are empowered with the skills and community support to build a healthier relationship to food.

Matt Rogers
Global Produce Purchasing Coordinator
Whole Foods Market

Transparency and Labeling at Whole Foods Market

Matt Rogers is Global Produce Purchasing Coordinator and works on standards and sourcing for the Whole Foods Market produce team including procurement, supplier relations, and policy and compliance on social, environmental and food safety issues.



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Speaker Biographies



Luis Sierra
Assistant Director
California Center for Cooperative Development

Strategies in Community-Based Food System Development

Luis Sierra is Assistant Director for the California Center for Cooperative Development. He has extensive experience in developing agricultural marketing organizations including agricultural cooperatives, farmers' markets, and privately held distributors. Luis worked with the Rural Development Center in Salinas, CA to train mixed fruit and vegetable farmers and organize their own cooperative and later became an employee of that cooperative. He has extensive experience in coordinating multi-stakeholder initiatives such as food policy councils and conducted feasibility studies for farm-to-institution networks and county food assessments. For two years, he co-hosted and produced Local Dirt, an acclaimed radio show on KDVS focusing on local agriculture and food security issues. He serves as treasurer for Dos Pinos Limited Equity Housing Cooperative, and was a director for the Organic Farming Research Foundation from 2003-2008 and Marina Certified Farmers' Market from 2003-2005.

Ann Thrupp
Executive Director
Berkeley Food Institute

Implementing Food System Sustainability: Sector Responses to a Changing Landscape

Dr. L. Ann Thrupp is the Executive Director of the Berkeley Food Institute, at the University of California, Berkeley, which is aimed to catalyze and support the transformation of food and agriculture systems, to promote sustainability, justice, diversity, resilience and health. Ann has extensive experience in sustainable and organic agriculture and food systems, in the United States and internationally. For over 25 years, she has been a pioneer in this field – i.e., actively involved in pursuing sustainability in agricultural development and agroecology through research, education, public service, and in farming business – long before the topic became popular. She has held leadership positions in non-profit organizations, government, academia, and as a practitioner and educator in sustainable agriculture and natural resource management, and in environmental/food justice.



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Speaker Biographies



Scott Vernon
Professor
Cal Poly Agricultural Education & Communication Dept.

I Love Farmers

Dr. J. Scott Vernon, is a professor in the Agricultural Education and Communication Department at Cal Poly, an award-winning auctioneer, co-owner of a successful auction company (Maximum Benefit Auctions), a professional speaker, and magazine columnist for several national livestock publications. Vernon, along with his colleagues in the Cal Poly Journalism Department, produces an award winning weekly broadcast package about California agriculture for the Rural Evening News and the Morning Market Report aired on RFD-TV viewed in 44 million homes nationwide. He is the founder of the very popular, national non-profit food and agriculture organization “I Love Farmers...They Feed My Soul” which mobilizes thousands of students nationwide to advocate for family farmers and ranchers.

Many thanks to all our our speakers for their contribuitons!



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