Our Whole
Our Parts
Public Sector
Farmers & Ranchers
Business
Non Profits
A 360° Perspective
Public Sector Perspectives

Public Sector

- **AG Kawamura**, Secretary, CA Department of Food and Agriculture, Sacramento and Orange County
- **Ken Grimes**, Soil Conservationist and Community Outreach Coordinator for Small Farmers, USDA and Technical Advisor for the African American Farmers of California, Fresno
- **Kimi Watkins-Tartt**, Director, Nutrition and Community Health Service, County of Alameda Dept. of Public Health, Oakland
- **Mary-Ann Warmerdam**, Director, CA Department. of Pesticide Regulation, Sacramento
- **Pete Price**, Legislative Director, Speaker of the CA Assembly, Sacramento
- **Steve Gliessman**, Ph.D., Clarence E. Heller Endowed Chair for Agroecology, UC Santa Cruz, Santa Cruz
- **Tom Tomich**, Ph.D., UC Davis, Ag Sustainability Institute & WK Kellogg Endowed Chair for Sustainable Agriculture and Food Systems, Davis
Farmer/Rancher Perspectives

Farmers/ Ranchers

- **Al Montna**, President, State Board of Food and Agriculture, Monta Farms, Yuba City
- **Chukou Thao**, Executive Director, National Hmong American Farmer’s Association, Fresno
- **George Work**, Owner, Work Ranch, Central Coast
- **Jim Poett**, Owner/Operator, Poett Ranch, Santa Barbara County
- **Mark Borba**, CEO, Borba Farms, Fresno
- **Noelle Cremers**, CA Farm Bureau Federation, Sacramento
- **Paul Muller**, Owner & Operator, Full Belly Farm, Yolo County
Business Perspectives

Business

- **Anya Fernald**, Founder, Live Culture and Eat Real Festivals, Oakland
- **Cesár Hernandez**, Manager, Strategic Labor Initiatives, Reiter Affiliated Companies, Oxnard
- **Corny Gallagher**, Ag Business Executive, Bank of America Merrill Lynch, Roseville
- **Jan Birk**, Partner, San Miguel Produce, Oxnard
- **Jason Peltier**, Chief Deputy General Manager, Westlands Water District, Fresno
- **Jennifer Hernandez**, Partner, Cultivo Consulting, Covina
- **Maisie Greenwalt**, Vice President, Bon Appétit Management Co, Palo Alto
- **Peter Liu**, Founder, New Resource Bank, San Francisco
- **Richard Spezzano**, President, Spezzano Consulting Service, Inc. and former Chairman of the Produce Marketing Association in 1995, Monrovia
- **Walter Robb**, Co-CEO, Whole Foods Market, Oakland
Non Profits

- Daniela Simunovic, Field Organizer, Center for Race, Poverty & Environment, Fresno
- Diane Del Signore, Executive Director, Community Alliance with Family Farmers, Davis
- Edie Jessup, Program Specialist, Central CA Region Obesity Prevention Project, Fresno
- Erik Nicholson, National Vice President, United Farm Workers, Tacoma, WA
- Harold Goldstein, Ph.D., Executive Director, CA Center for Public Health Advocacy, Davis
- Jonathan Kaplan, Agriculture Specialist, NRDC, San Francisco
- Larry Martin, No. CA Governor, Slow Food USA & CEO Food & Wine Trails Travel Company, Santa Rosa
- Nikki Henderson, Executive Director, People’s Grocery, Oakland
- Peter Glieck, Ph.D., Founder, Pacific Institute, Berkeley
- Steve Schwartz, Executive Director, CA Farmlink, Sebastopol
- Sue Sigler, Executive Director, CA Association of Food Banks, Oakland
35 Individual Maps
Anya Fernald
AG Kawamura

Protecting & enhancing the systems fundamental to our food supply and to life itself

Aligning the Systems

Evolving the Systems

Scalining the Systems
An Integrated Map
Deep dive on key themes
A Validated Map & Analysis
A Strategy Session
Strategy Participants

Public Sector
• Mary-Ann Warmerdam, Director, CA Department of Pesticide Regulation, Sacramento

Farmers/ Ranchers
• Noelle Cremers, CA Farm Bureau Federation, Sacramento
• George Work, Owner, Work Ranch, Central Coast
• Paul Muller, Owner & Operator, Full Belly Farm, Yolo County

Business
• Corny Gallagher, Ag Business Executive, Bank of America Merrill Lynch, Roseville
• Jason Peltier, Chief Deputy General Manager, Westlands Water District, Fresno

Non Profits
• Edie Jessup, Program Specialist, Central CA Region Obesity Prevention Project, Fresno
• Nikki Henderson, Executive Director, People’s Grocery, Oakland
• Sue Sigler, Executive Director, CA Association of Food Banks, Oakland
By 2017, 70% of Californians will have access to food produced in ways that are clearly on a path to long-term sustainability with 80% of the California agricultural and food system having access to that market.
By 2017, 70% of Californians will have access to food produced in ways that are clearly on a path to long-term sustainability with 80% of the California agricultural and food system having access to that market.

Restorative means that which restores health to people, place, planet & profit, optimally.
By 2017, 70% of Californians will have access to food produced in ways that are clearly on a path to long-term sustainability with 80% of the California agricultural and food system having access to that market.

Restorative means that which restores health to people, place, planet & profit, optimally.
By 2017, 70% of Californians will have access to food produced in ways that are clearly on a path to long-term sustainability with 80% of the California agricultural and food system having access to that market.

Restorative means that which restores health to people, place, planet & profit, optimally.
By 2017, 70% of Californians will have access to food produced in ways that are clearly on a path to long-term sustainability with 80% of the California agricultural and food system having access to that market.

Restorative means that which restores health to people, place, planet & profit, optimally.
By 2017, 70% of Californians will have access to food produced in ways that are clearly on a path to long-term sustainability with 80% of the California agricultural and food system having access to that market.

Our Strategy Map

Restorative means that which restores health to people, place, planet & profit, optimally.
By 2017, 70% of Californians will have access to food produced in ways that are clearly on a path to long-term sustainability with 80% of the California agricultural and food system having access to that market.

Restorative means that which restores health to people, place, planet & profit, optimally.
By 2017, 70% of Californians will have access to food produced in ways that are clearly on a path to long-term sustainability with 80% of the California agricultural and food system having access to that market.

Restorative means that which restores health to people, place, planet & profit, optimally.
By 2017, 70% of Californians will have access to food produced in ways that are clearly on a path to long-term sustainability with 80% of the California agricultural and food system having access to that market.

Restorative means that which restores health to people, place, planet & profit, optimally.
By 2017, 70% of Californians will have access to food produced in ways that are clearly on a path to long-term sustainability with 80% of the California agricultural and food system having access to that market.

Our Strategy Map

Restorative means that which restores health to people, place, planet & profit, optimally.
By 2017, 70% of Californians will have access to food produced in ways that are clearly on a path to long-term sustainability with 80% of the California agricultural and food system having access to that market.

Holistic strategy map

Restorative means that which restores health to people, place, planet & profit, optimally.
An opportunity to move from parts...
…to a healthy whole