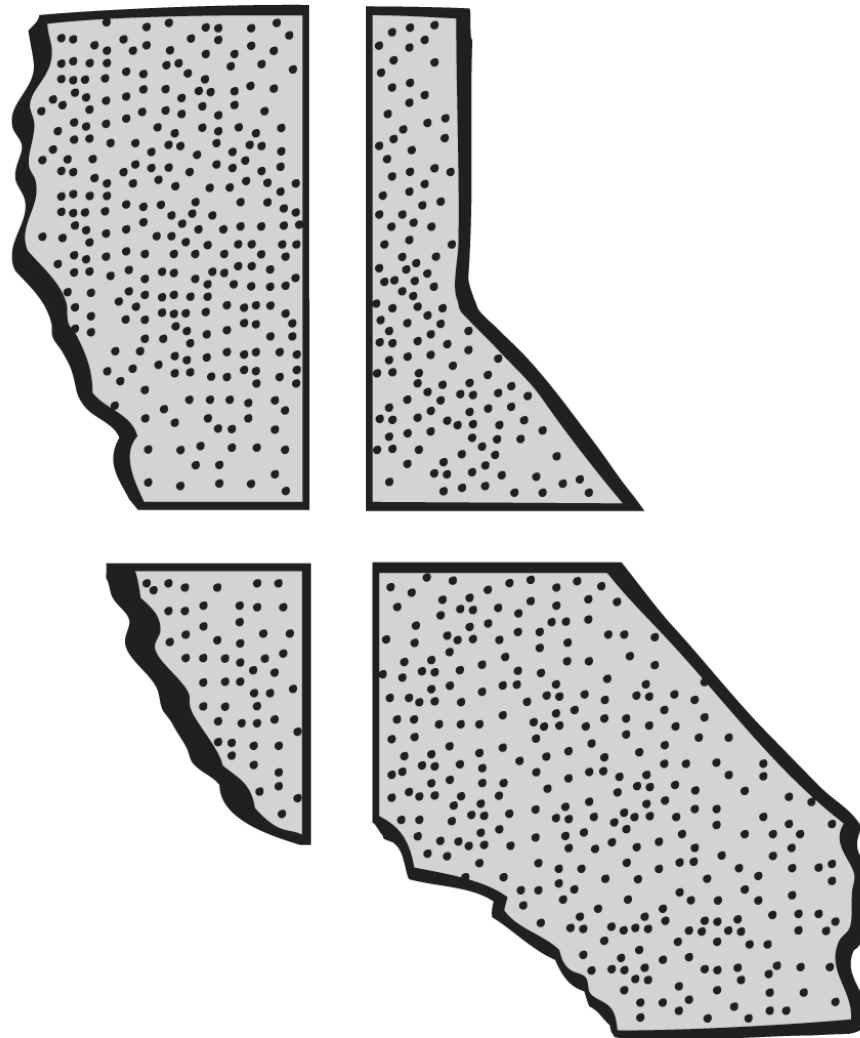


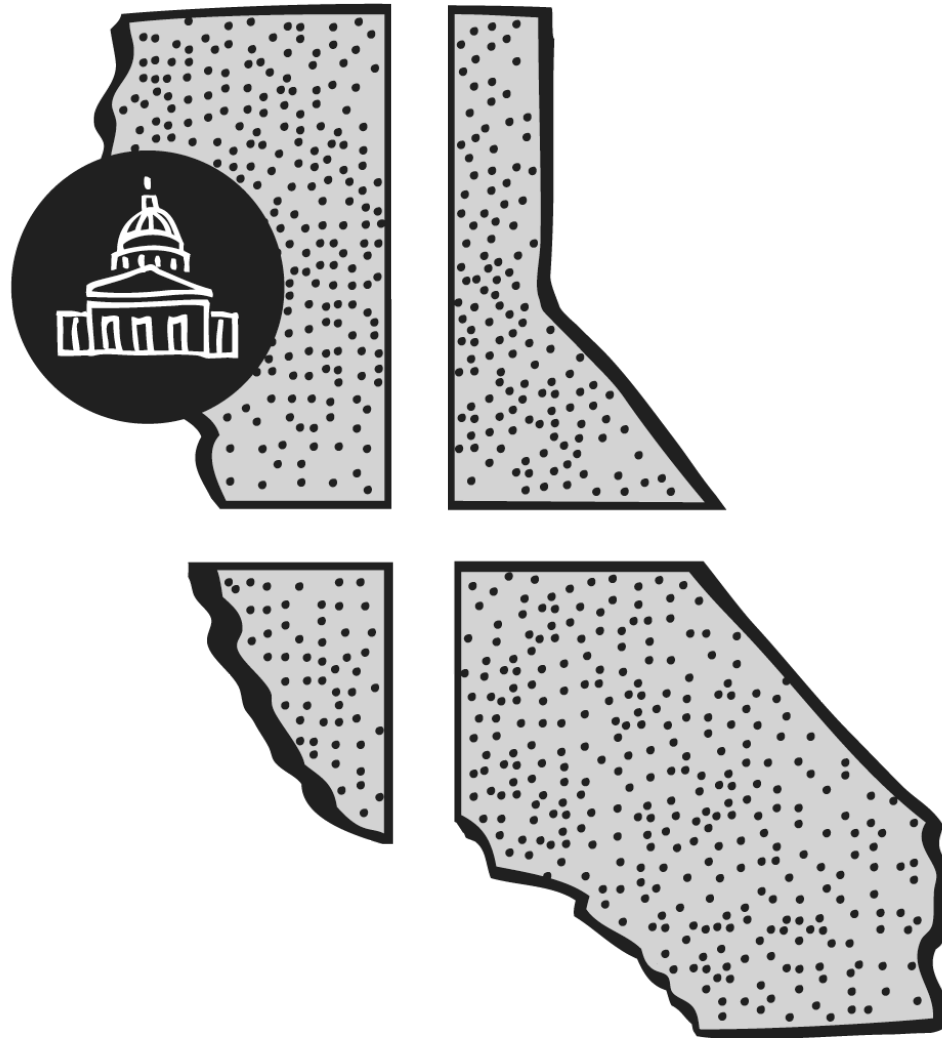
# Our Whole



# Our Parts



# Public Sector



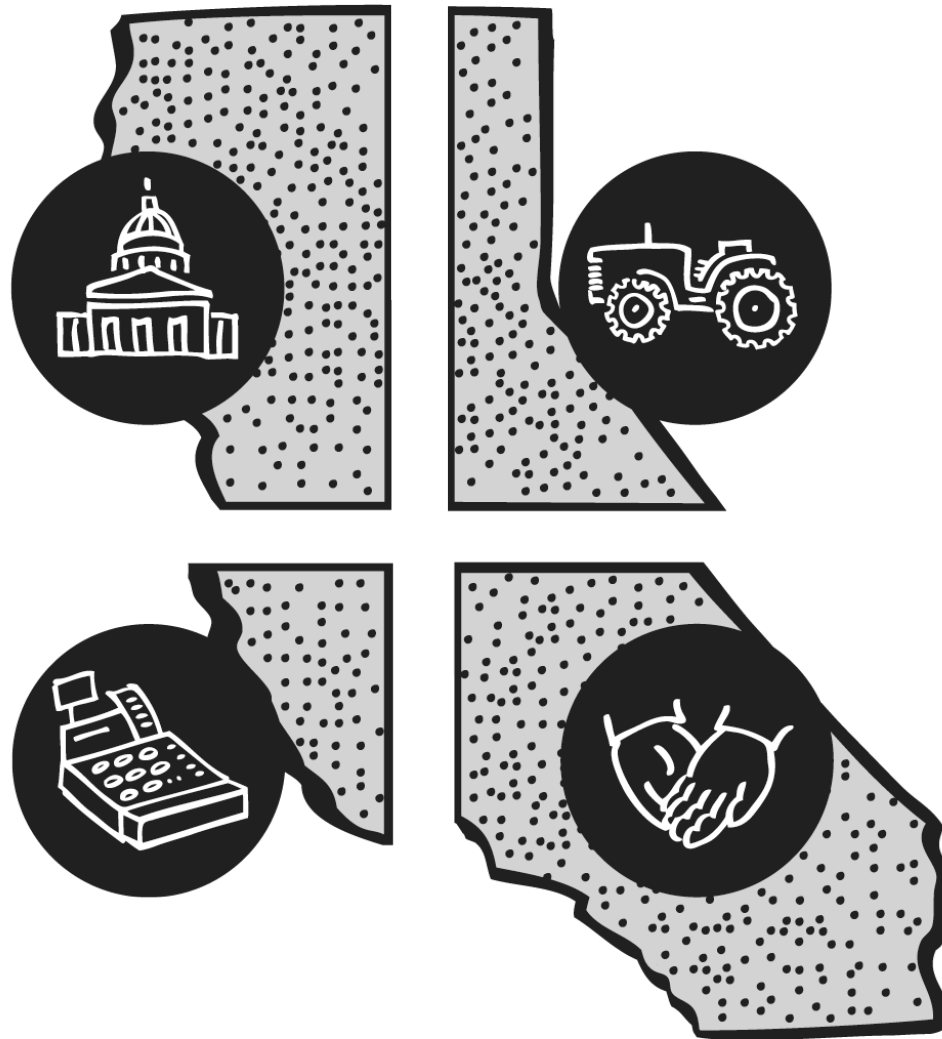
# Farmers & Ranchers



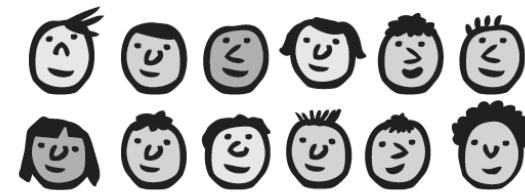
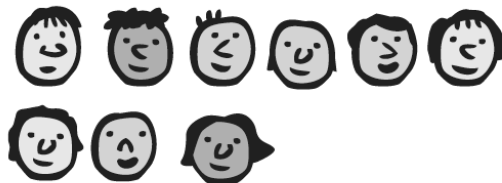
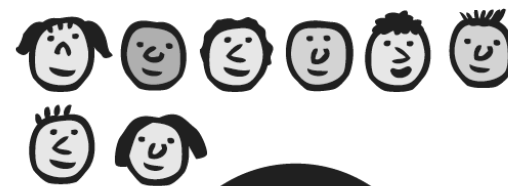
# Business



# 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**, Manger, 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

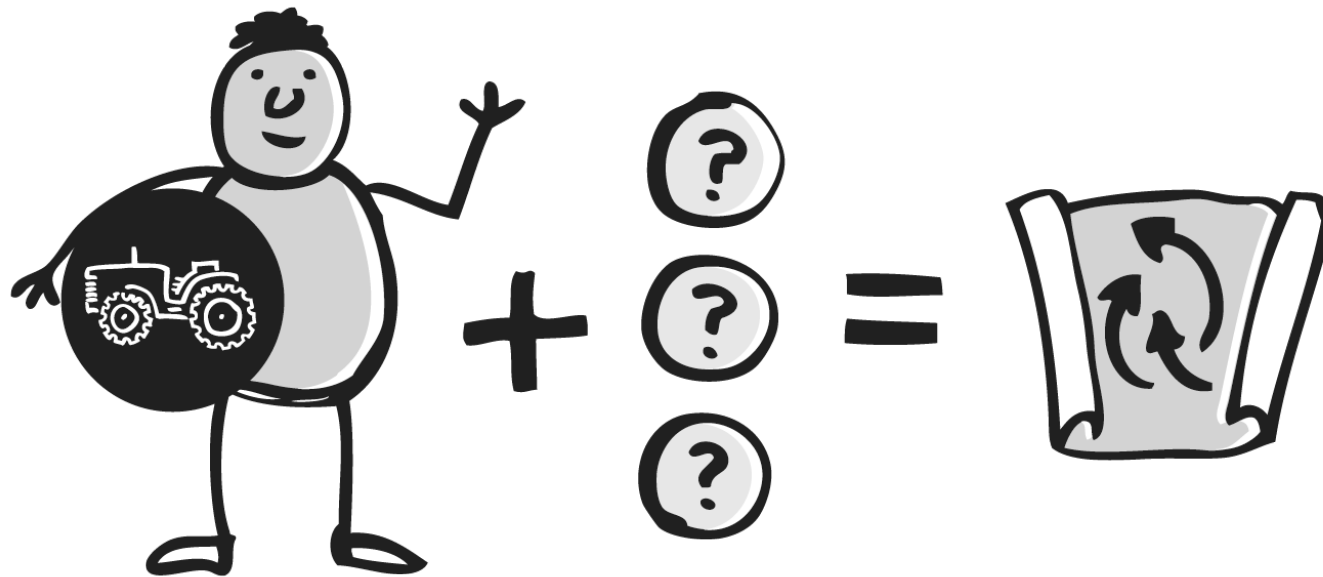
# Non Profit Perspectives



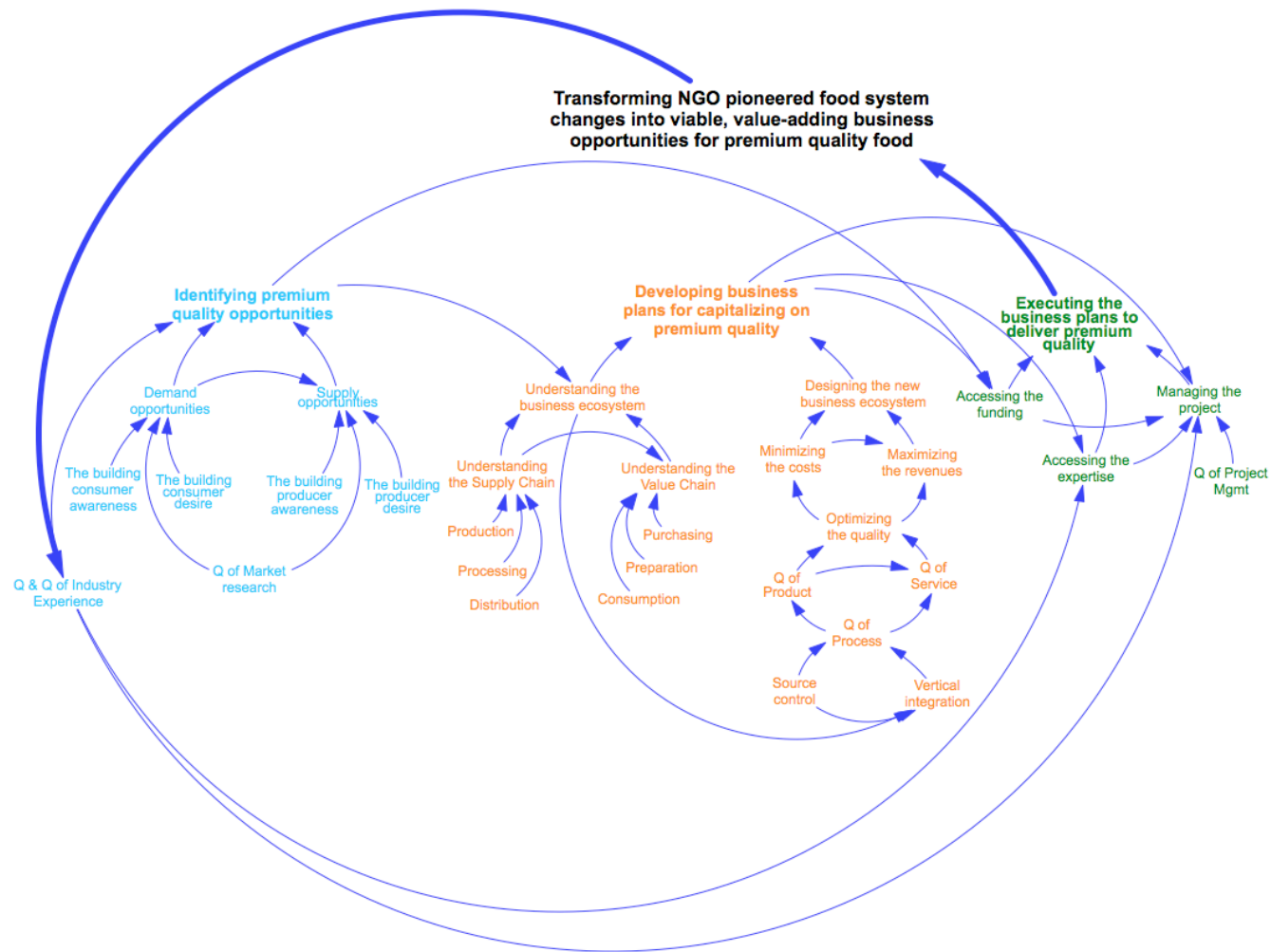
## Non Profits

- **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

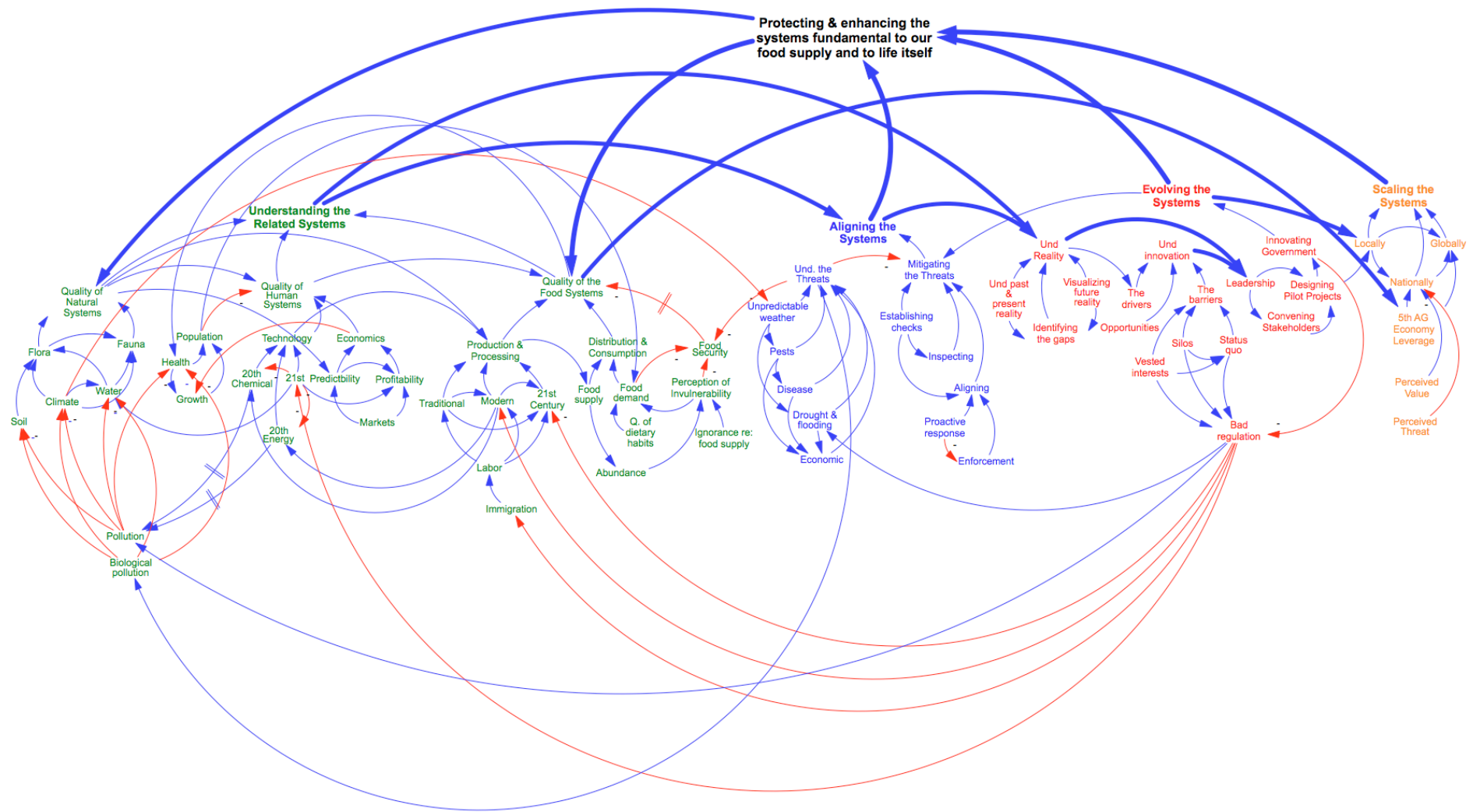
# 35 Individual Maps



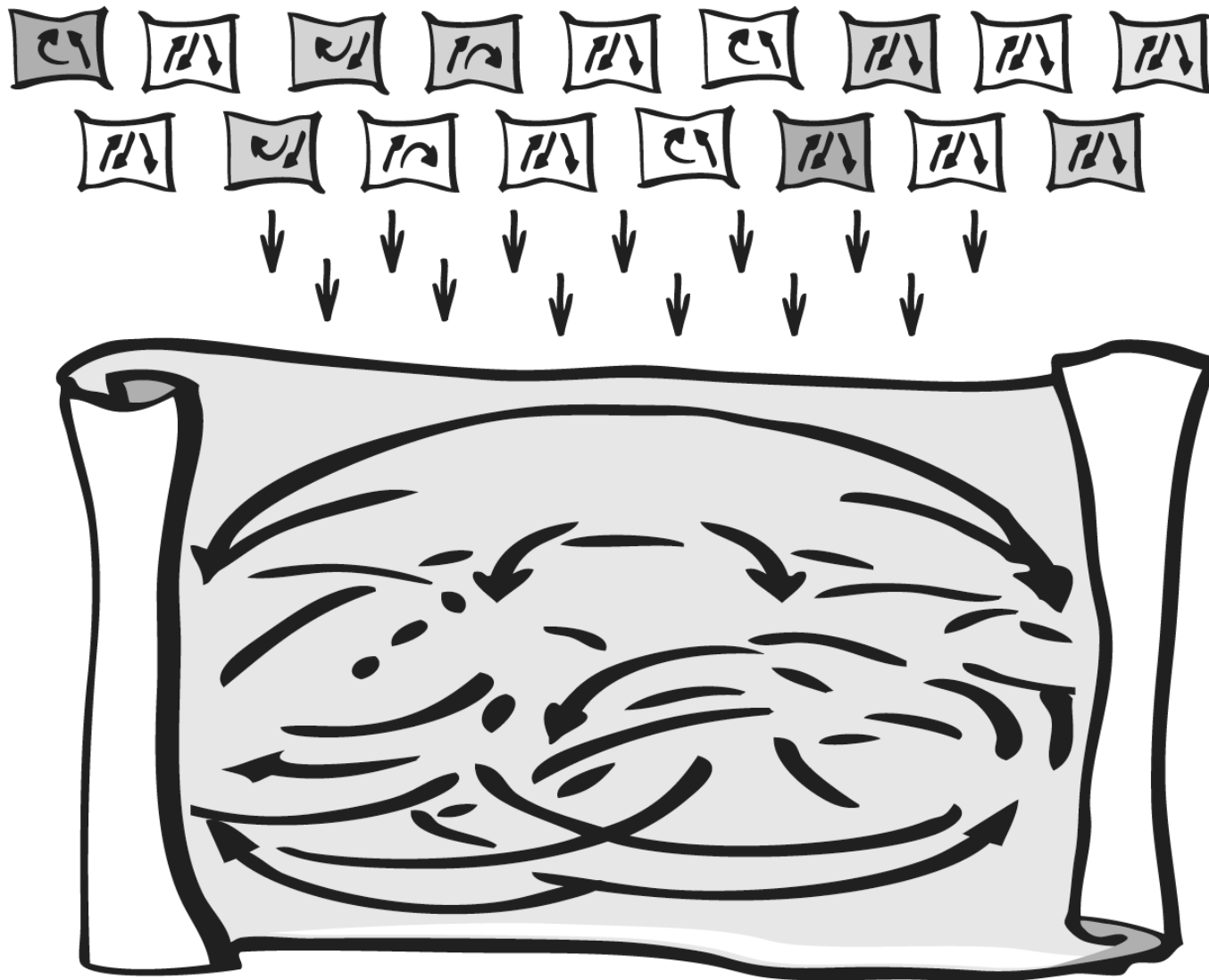
# Anya Fernald



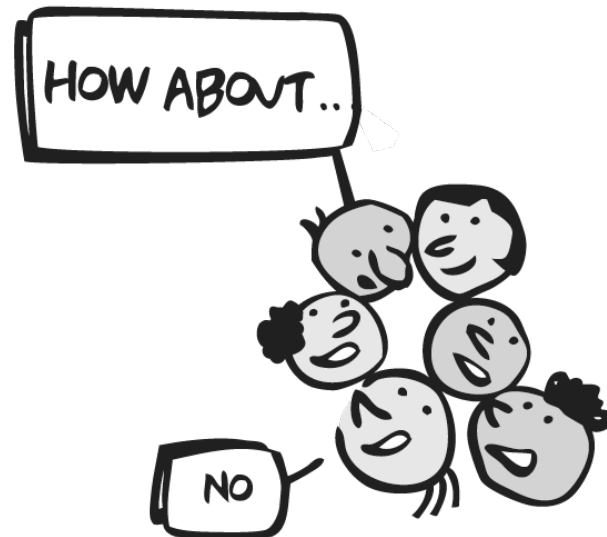
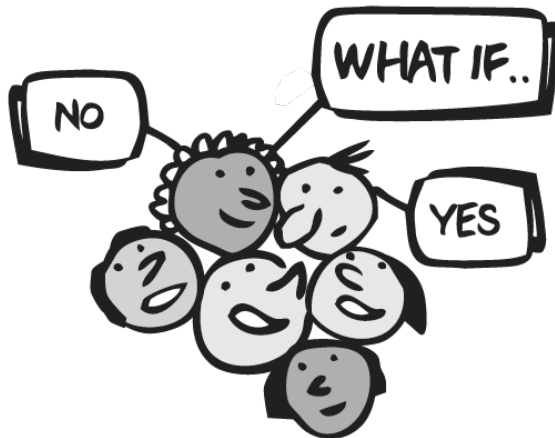
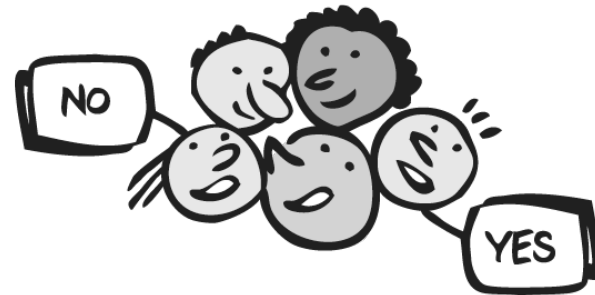
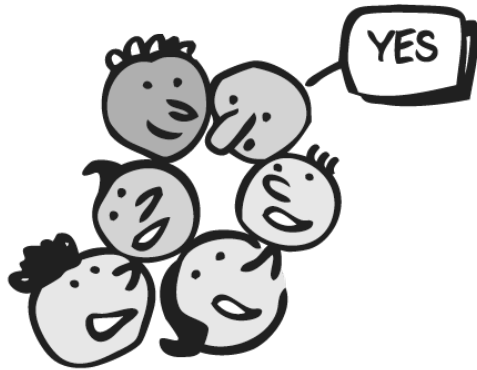
# AG Kawamura



# An Integrated Map

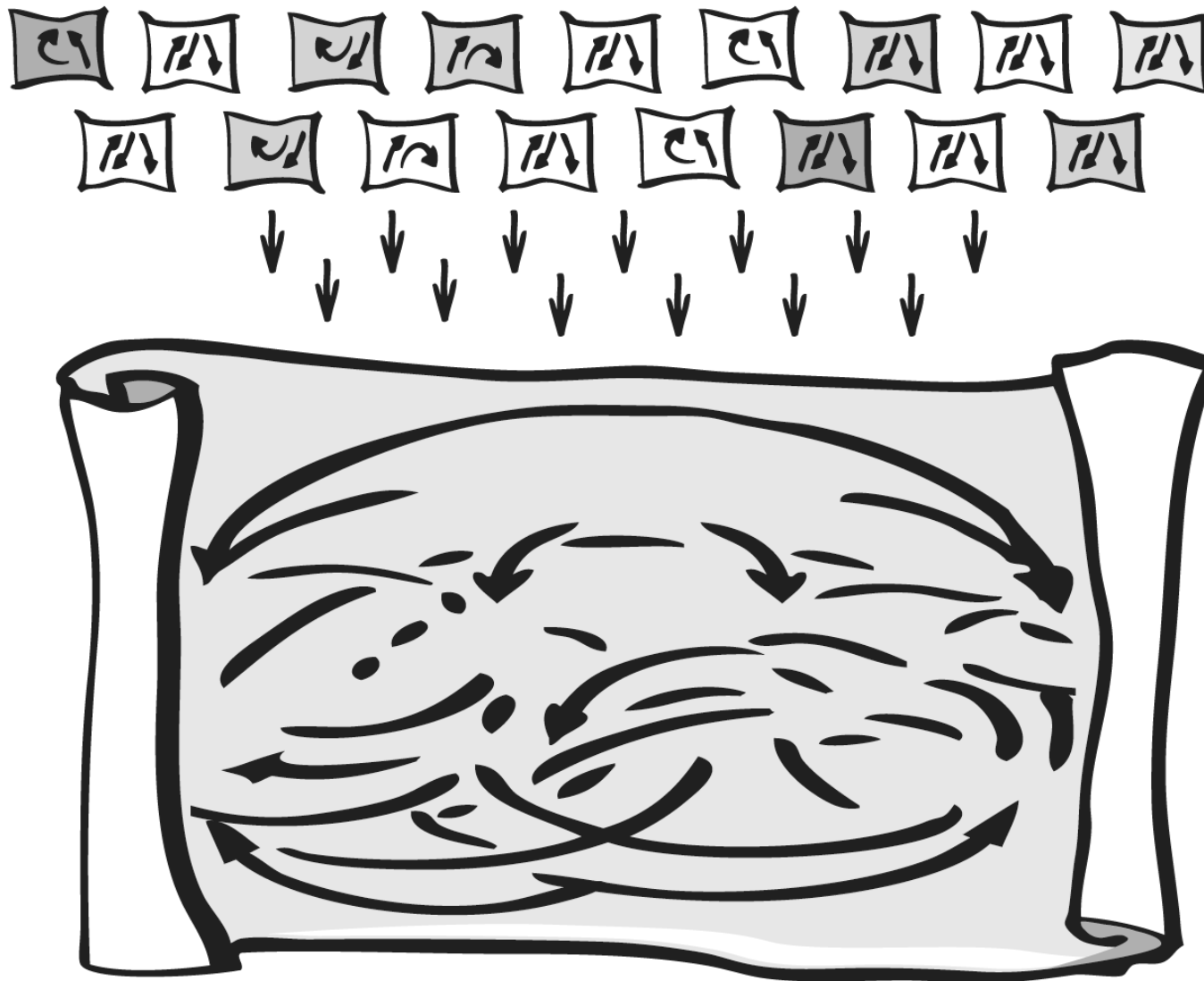


# Deep dive on key themes

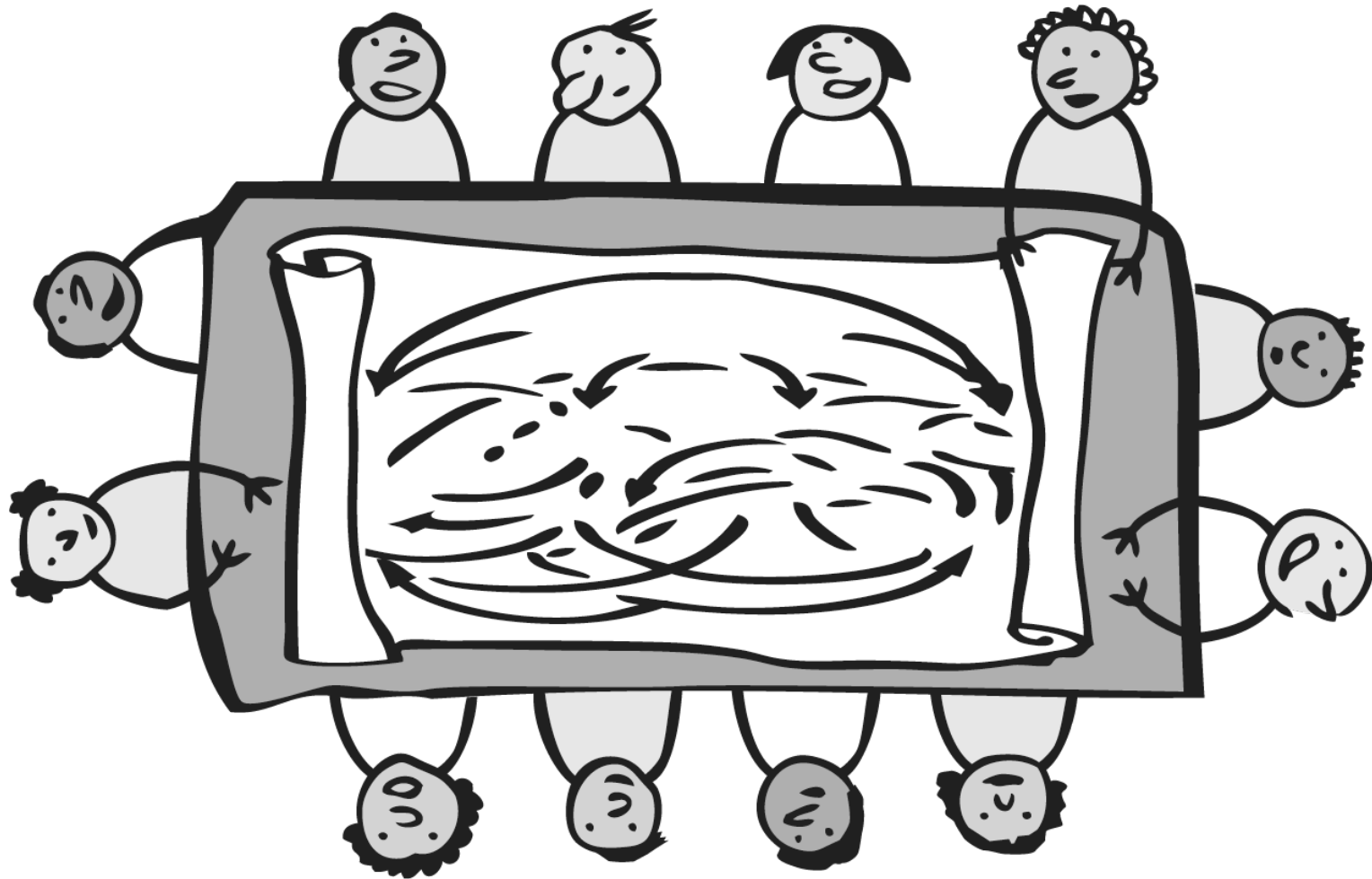




# A Validated Map & Analysis



# 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

# Our Strategy Map

*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

*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, Diverse & Distributed Production & Distribution

% Accessible Restorative, Diverse & Distributed Food

% Accessible Depletive, Aggregated & Uniform Food

% Healthy

People

Place

Farm & Ranch Land

Water

Environmental Land

Restorative means that which restores health to people, place, planet & profit, optimally.

# Our Strategy Map

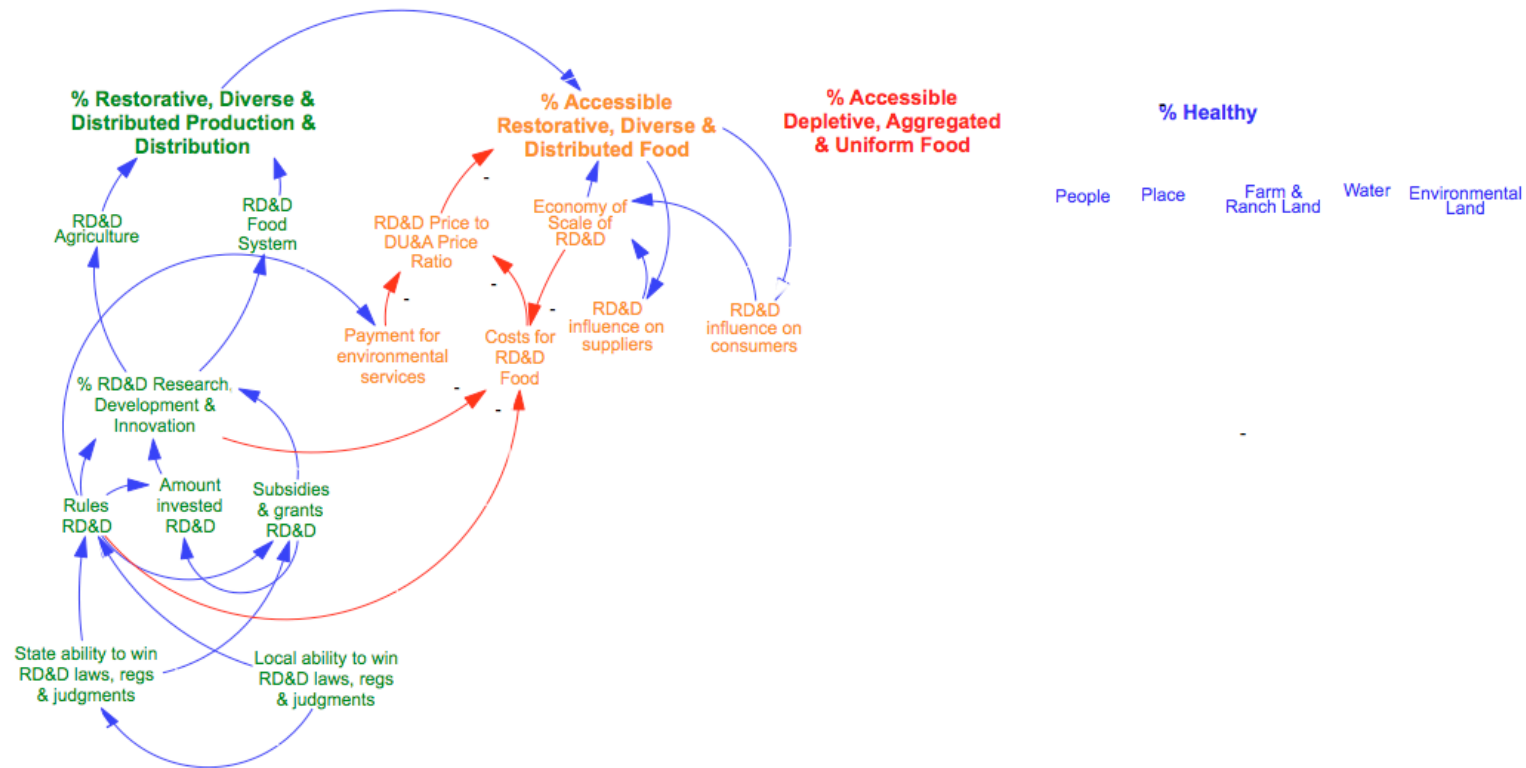
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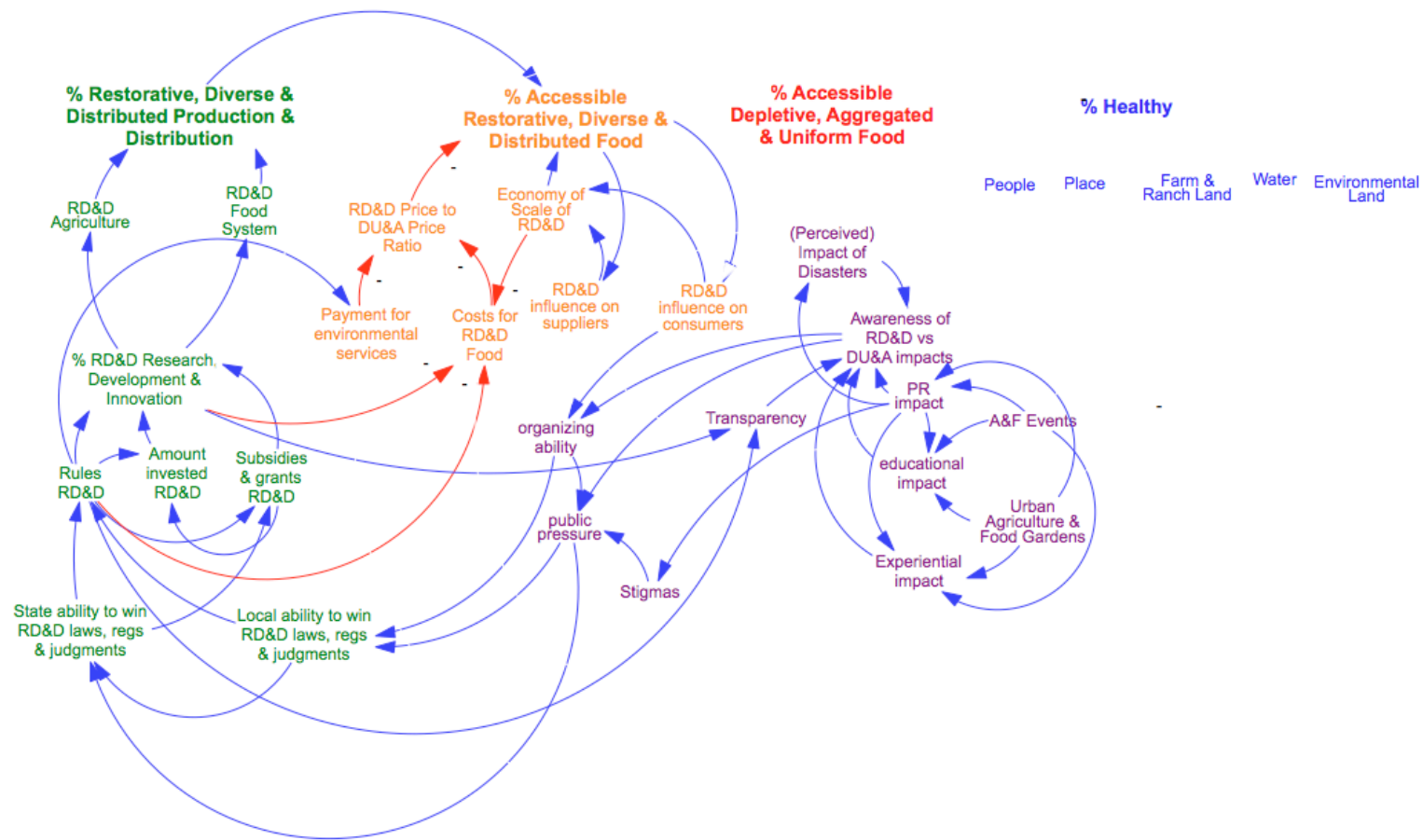
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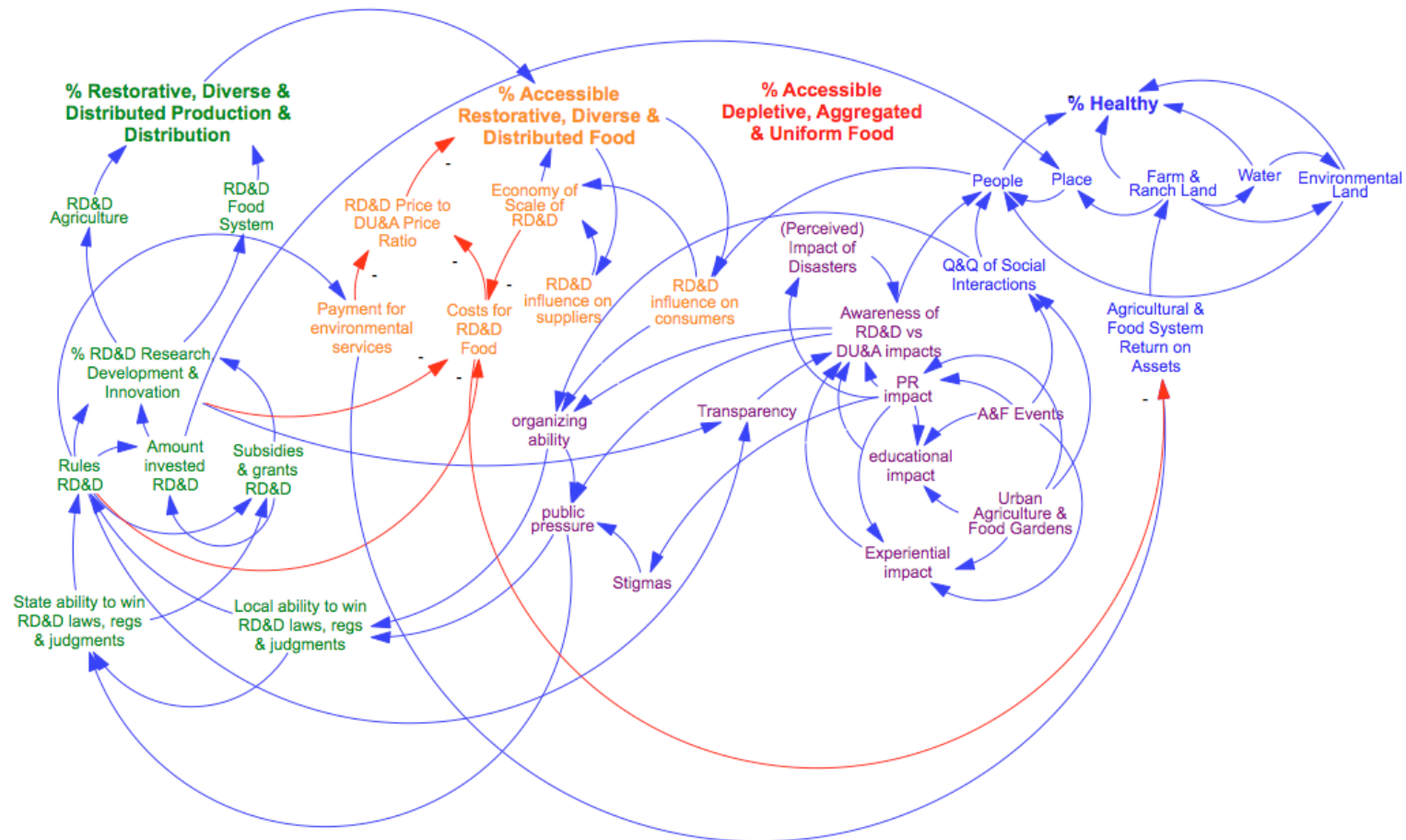


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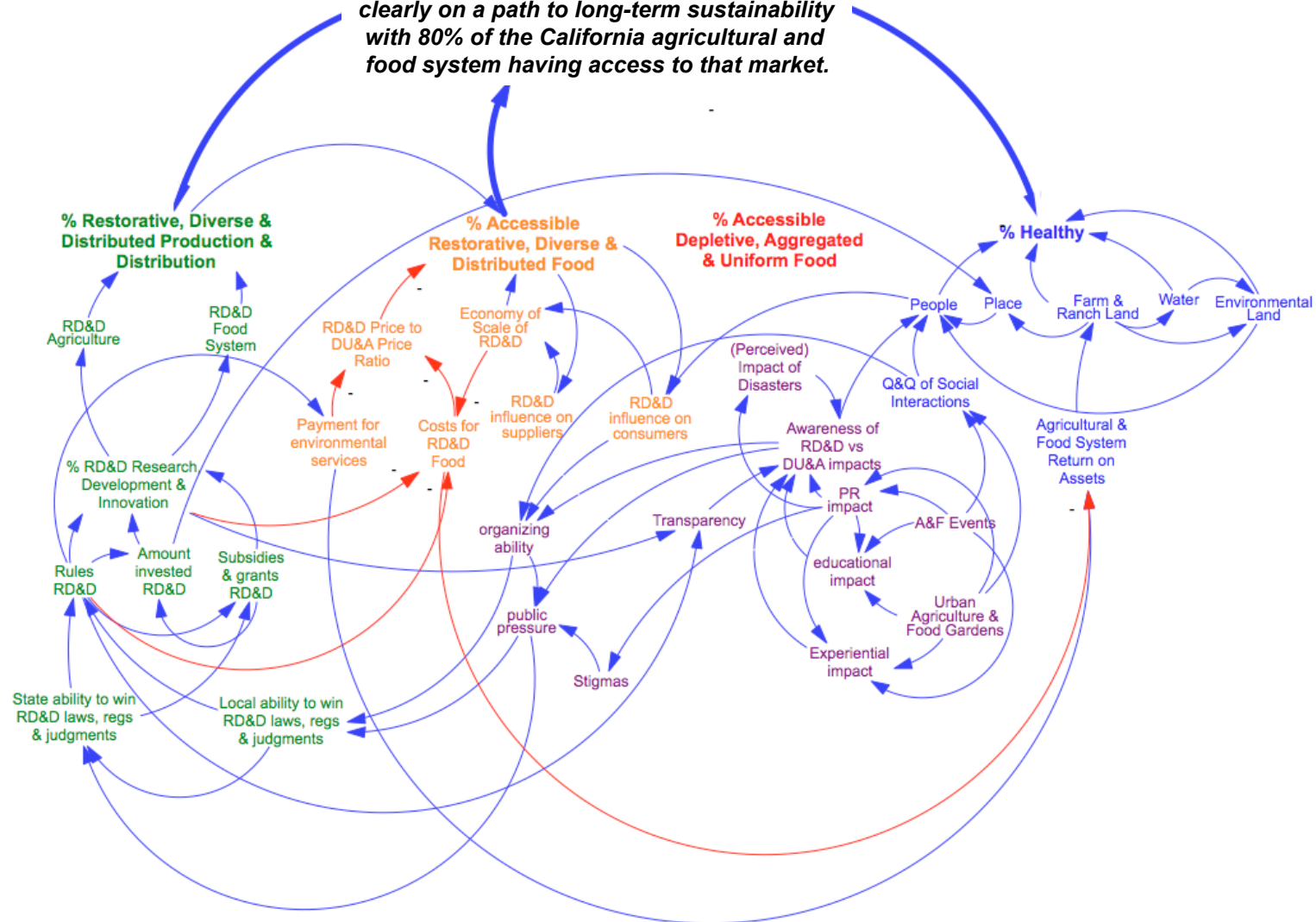
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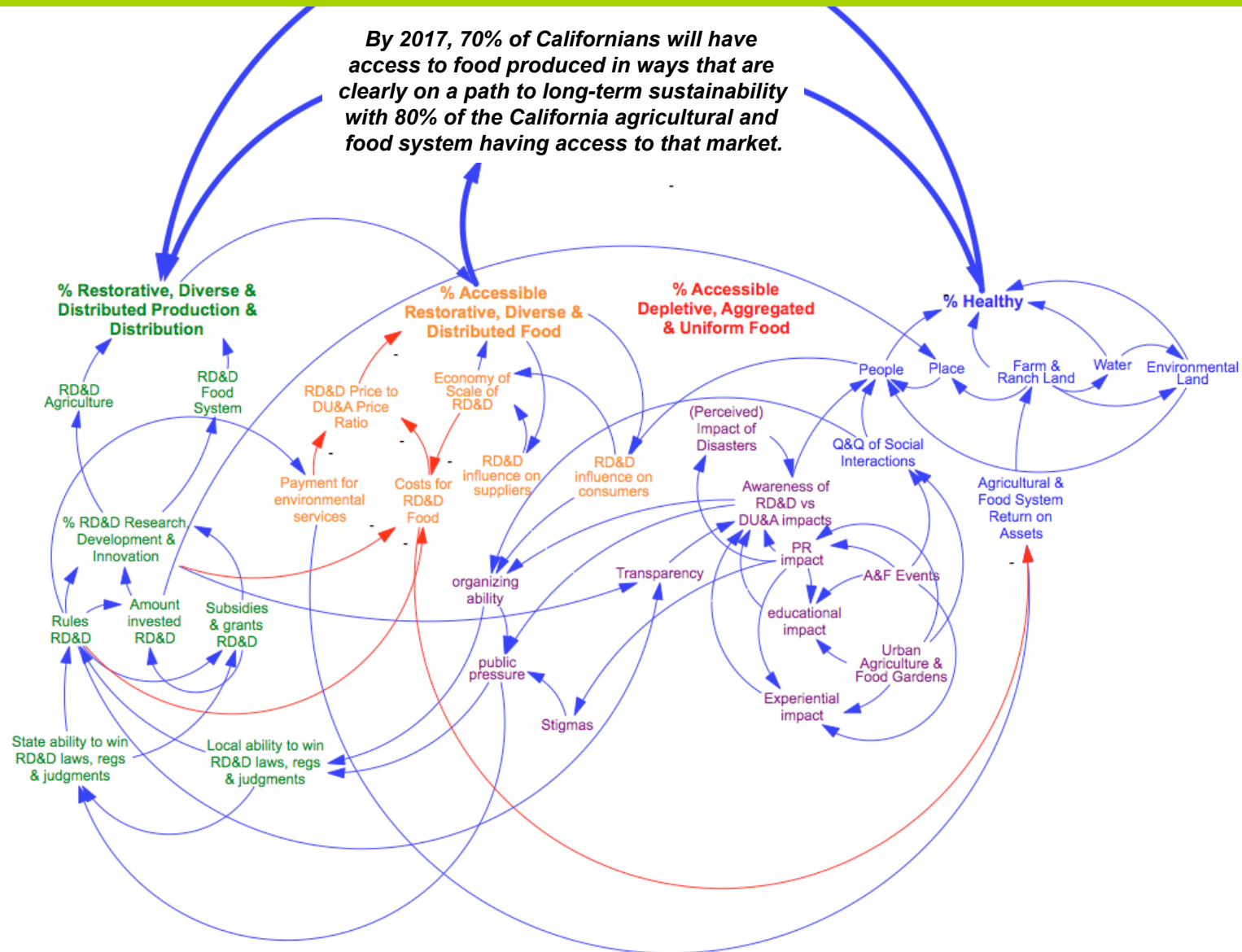
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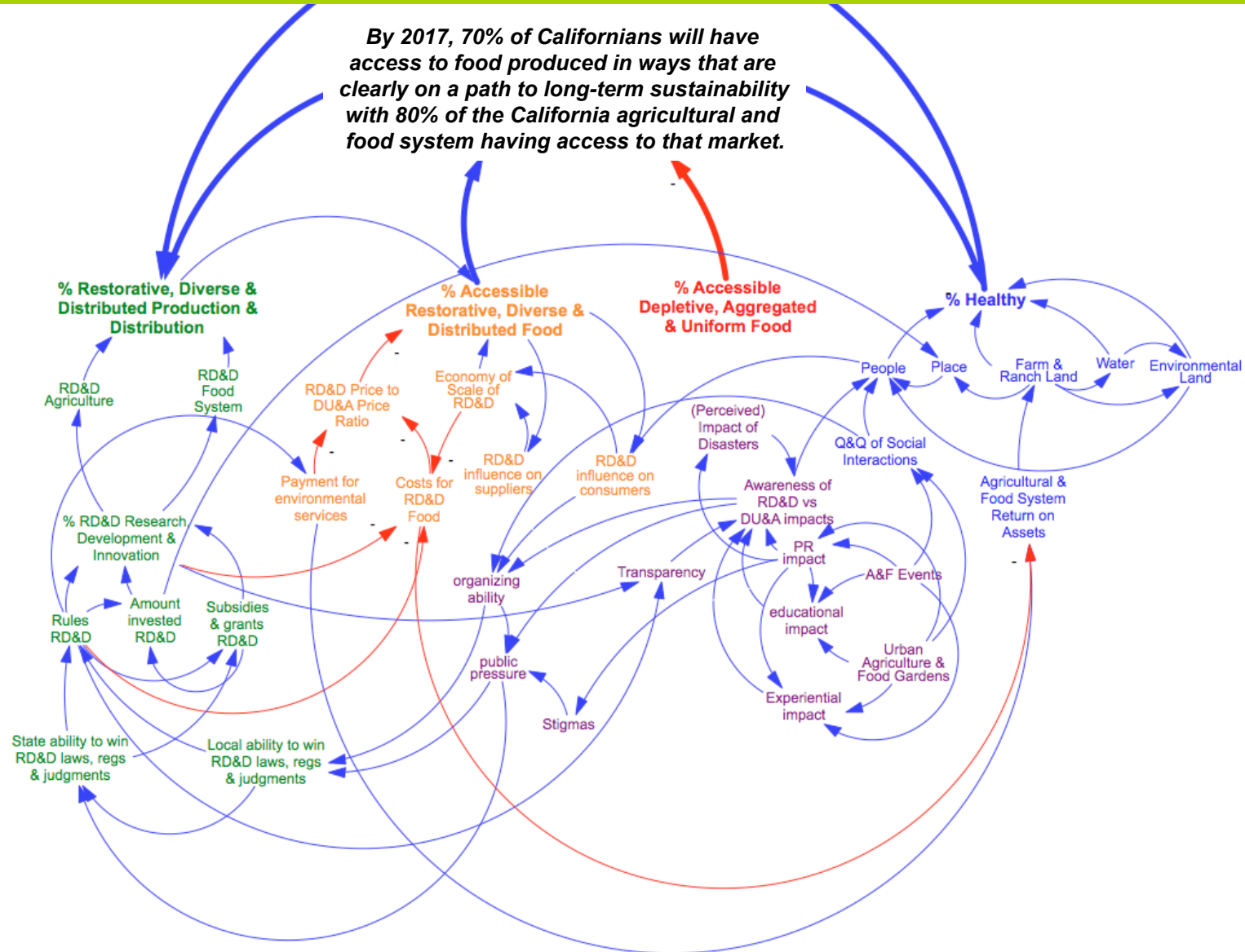
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# Our Strategy Map



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# Our Strategy Map



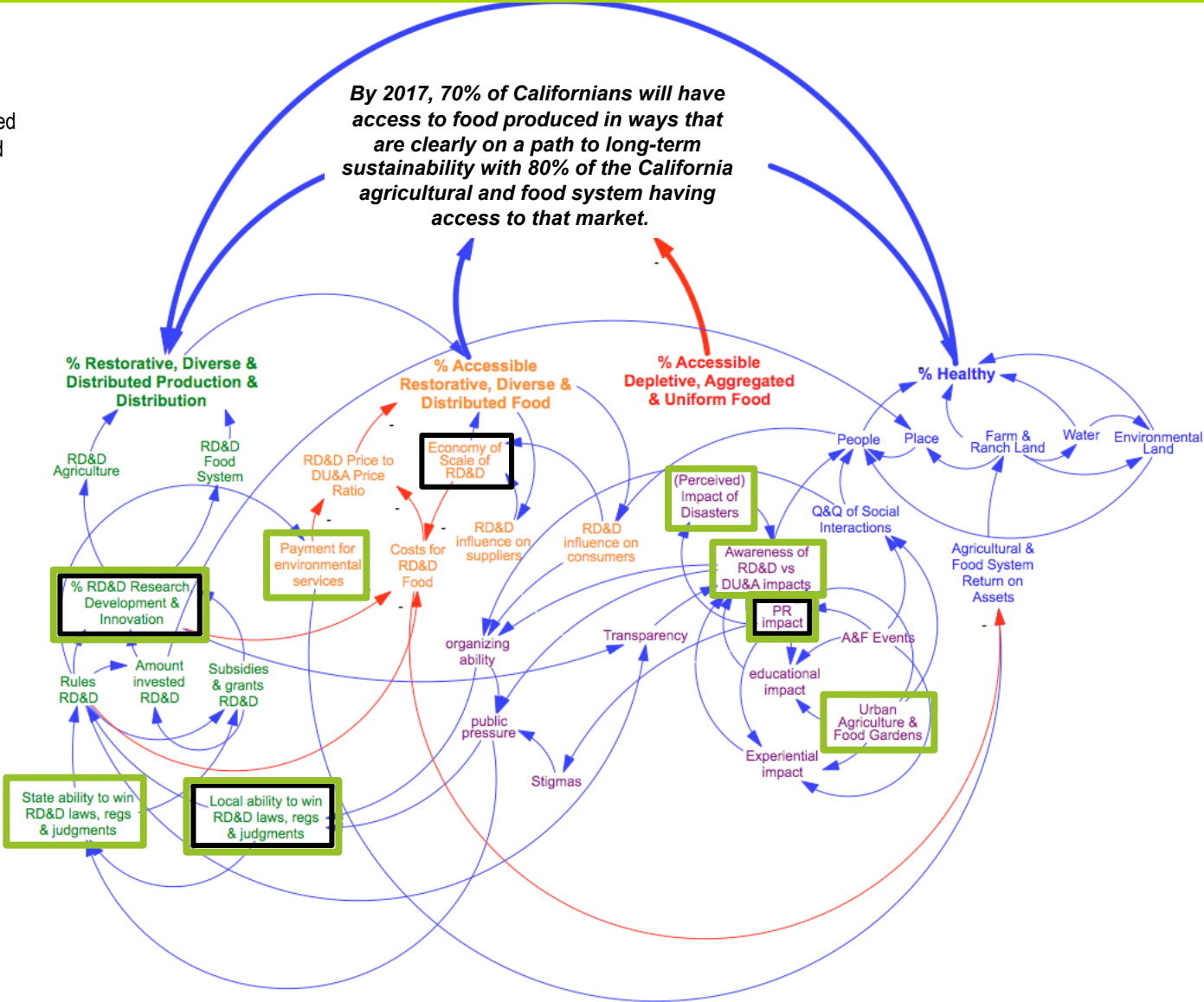
Restorative means that which restores health to people, place, planet & profit, optimally.

# Holistic strategy map

## LEGEND

RD&D	Restorative, Diverse & Distributed
DU&A	Depletive, uniform & aggregated
PR	Public Relations

Mapper's Points  
Stakeholders' Points



An opportunity to move from parts...





...to a healthy whole

