

Roots of Change NETWORK SUMMIT

*Policy in Service
of Innovation*



**October 6–8, 2010
Los Angeles, CA**

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Roots of Change

NETWORK SUMMIT

Policy in Service of Innovation
October 6–8, 2010 | Los Angeles, CA

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WELCOME

Greetings

Welcome Participants to this Roots of Change convened Summit!

When you ask Google the definition of “summit,” it offers as its first definition: “highest level or degree attainable; the highest stage of development.” I was glad to see this. It captures exactly the motivation for convening this meeting of leaders in the movement for healthy food and agriculture. The conditions require that we take another step in our evolution toward that metaphorical summit.

The purpose of Roots of Change is to serve you, the network transforming food and agriculture. Our common vision is for a food system that ensures that life will prosper on earth for as far as we can imagine into the future. That is easy to envision, but very hard to achieve. The physical infrastructure, economic, political and social relations that define food and agriculture are hugely complex. The means to impede change are ubiquitous. The challenge requires that we all bring good hearts, clear minds, and undaunted spirits into a common cause more powerful than current reality.

Since its launch in 2002, ROC has used the bulk of its funds (over \$8.5 million so far) to seed the cells of community within the State to undertake transformative, meaning scalable activity. From smaller, regularly scheduled meetings to build consensus in a single community to larger, one-time events with a singular theme or purpose, we have sought to overcome conflicts and breakdown myths that divide. We have supported complex, collaborative projects to demonstrate that win-win scenarios will work. It is actually a very practical strategy.

The Legislature cannot pass budgets because it cannot arrive at super majorities of sixty-six percent. Counties and cities cannot enact revenue programs for the same reason. It is imperative that we form super majorities around healthy food and agriculture if we hope to serve the full spectrum of stakeholders: black, brown and white people; producers and eaters; conservatives, moderates and progressives; rich and poor; urban, suburban and rural; north, central and south. The deadlock of government clarifies that past approaches will not work. We need new thinking and methods to unleash innovation in every sphere of civil society.

If we seek to form super majorities, the movement must morph. We must move from a disparate set of individual entities with relatively weak links and limited coordination into a broad-based, highly collaborative, strategically minded, and adaptive organism. But how?

The truth is I am not sure. Perhaps, like me, you have some ideas. Or perhaps you think any attempt is naïve. Some say there are too few resources, too many gross and fine points that divide, and too much fear and distrust. But I am possessed by a deep conviction that without a new level of collaboration, based on inclusion and acceptance of complexity, our chance of working through the huge social, economic and ecological challenges before us is nil. Or perhaps, you too have hope and see opportunity because of what is happening in cities, counties and states that are refocusing on their food and farms.



It is with faith in people that ROC has invited you here to move closer to the summit as Google defines it. We have scheduled speakers to inspire thinking and spark dialog. We have brought new tools: a food systems dynamic map that reveals powerful levers of change as well as a draft policy platform for California. Both tools were forged by a diverse set of stakeholders with the hope that you will make them better and then use them in concert with many others.

These tools are the culmination of ROC's first 5-year plan. They are fully informed by years of listening to veteran advocates from all sides: 60 ROC Fellows, many project partners, and the thirteen consensus building processes that ROC has so far funded.¹ We sincerely hope that your daily realities are reflected in these tools and that they give additional aid as you create the changes you seek.

In closing, I offer sincere thanks to you for accepting our invitation to attend. Also, I feel deep appreciation to those who patiently and iteratively planned and are managing the Summit: the ROC Council, our team of Consultants, including California's most talented convening experts from Ag Innovations Network and Innate Strategies, and, of course, the smart and vibrant ROC Staff.

I want to thank those who have underwritten this event. For without them it could not have been done. The Summit sponsors — led by The California Endowment, Visa Inc., and Whole Foods Market, and an amazing range of additional agricultural, business and philanthropic interests — indicate that we are coalescing into a super majority that will succeed.

I am more convinced than ever that we will create a healthy food and agriculture in one generation. By 2030 our food and farms will be better for all Californians and those outside the State who buy food from us; for farmers, ranchers, and entrepreneurs large and small who now compete globally in a place that already demands more from them than anywhere else on the planet; for farm and food workers who still carry the heaviest burdens and risks while receiving the least recognition and benefits; for all those suffering from mal-nutrition, particularly our kids and communities of color; and even for our embattled policymakers hobbled by inflexible ideologies and the need to fund obscenely costly campaigns. The emerging healthy food and agriculture that we are creating will clearly be better for the soil, air, water, and climate and all the wild and domestic plants and animals upon which our lives depend.

Let us do this important work together and help the great State of California transform the world.

Michael Dimock
President, Roots of Change

¹ The Vivid Picture Project; California Roundtable on Agriculture and Environment; Workforce Workgroup; Ventura County Ag Futures Alliance (AFA); Kern County AFA; Merced County AFA; San Benito County AFA; Yolo County AFA; San Mateo County Food System Alliance (FSA); Declaration for Healthy Food and Agriculture; San Francisco Urban-Rural Roundtable; Sonoma County FSA; Los Angeles Urban-Rural Roundtable; and the Food Systems Dynamic Map.

AGENDA

Wednesday, October 6, 2010

- 1:30–3:30pm** **Summit Registration at Omni Hotel**
- 6:00–9:00pm** **Opening Reception: Good Food For All | A Taste of the Los Angeles Foodshed**
with local Chefs, Farmers, Non-profits and community members
- with The Honorable Antonio Villaraigosa, *Mayor of Los Angeles* (invited)
-

Thursday, October 7, 2010, Changemakers Day

- 7:00–8:00am** **Breakfast and Summit Registration**
- 8:30–9:00am** **Welcome & Opening Remarks**
ROC Co-chairs:
- Edith Jessup, *Program Development Specialist, Central California Regional Obesity Prevention Program,*
 - Maricela Morales, *Director, Central Coast Alliance United for A Sustainable Economy*
- 9:00–10:30am** **ROC Network Systems Dynamic Mapping Project: Leverage points for the road ahead**
Moderated by Scott Spann, *Founder, Innate Strategies* and Panel (tba)
- 10:30am** **Break**
- 11:00–12:00pm** **Game Changer Panel: Nexus of health and food systems work**
Moderated by Judi Larson, *Program Manager, The California Endowment*
- Ken Kaplan, *Chief Strategy Officer, MIT Collaborative Initiatives*
 - Claire Haskell, *Director of Disease Prevention and Health Advancement, UnitedHealth Group*
- 12:00–1:00pm** **Lunch**
- 1:00–1:30pm** **Introduction: “California Healthy Food & Agriculture Platform”**
Hosted by:
- Maria Echaveste, *Former Deputy Chief of Staff, Clinton Administration and Co-founder Nueva Vista Group*
 - Harold Goldstein, *Executive Director, CA Center for Health Policy Advocacy*
- 1:30–1:45pm** **Break**



1:45–3:15pm	A Holistic Strategy for Food Systems Change
3:15–3:45pm	Break
3:45–5:00pm	Working Sessions on the California Healthy Food & Agriculture Planks
5:00–6:00pm	Free Space for spontaneous gatherings
7:00–9:15pm	Progressive Dinner Event and ROCK Talks <ul style="list-style-type: none">• Veggie Rx & Community Health Centers, Michel Nischan, <i>Co-Founder and Executive Chef, The Dressing Room and President Wholesome Wave Foundation</i>• The Food Commons, Larry Yee, <i>Director UC Cooperative Extension Emeritus and Co-Founder of the Food Commons</i>• Food Craft Enterprise Creation, Anya Fernald, <i>Founder of Live Culture and Eat Real Festival, Former Executive Director of Slow Food Nation</i>

Friday, October 8, 2010, Policy Day

7:30–8:30am	Breakfast
9:00–9:30am	Policy in Service of Innovation Award <ul style="list-style-type: none">• A.G. Kawamura, <i>Secretary of the California Department of Food & Agriculture</i> (invited)
9:30–10:00am	Food and Our Future: ROCK Talks with Tim Galarneau and youth leaders of Live Real
10:00–10:15am	Break
10:15am–1:00pm	Platform Convention Engaging with the California Healthy Food & Agriculture Planks
1:00–2:00pm	Closing Lunch

PRESENTERS & FACILITATORS

Michael Dimock

Michael Dimock is President of Roots of Change. ROC develops and provides resources to a network of leaders and institutions in California who agree to collaborate in pursuit of a sustainable food system to be in place by the year 2030. This network involves food producers, businesses, nonprofits, communities, government agencies and foundations that share strategies, objectives, and a commitment to changing mental models, markets, and policies that shape the food system. Since 2002, ROC has invested nearly \$8.7 million directly and attracted nearly \$5 million in match for its programs and projects.

Michael has focused on agriculture and food since 1989. He was a marketing executive in Europe for agribusiness, farmed organically for three years in Sonoma County, and in 1992 founded Ag Innovations Network, where he began his work on community consensus building and strategic planning to create healthier food and agriculture. In 2001, Michael graduated from the California Ag Leadership program, Class XXXI. From 2002 to 2007, he was Chairman of Slow Food USA and a member of Slow Food International's board of directors where he worked with Carlo Petrini, Slow Food's founder, on international strategy.

Michael's love for food systems grew from experience on an 11,000-acre cattle ranch in Santa Clara County in the late 1960s and a development project with Himalayan subsistence farmers in Nepal in the late 70s. He has worked in television and film production and was a political advanceman for then California Governor Jerry Brown in his failed bid to become a US Senator in 1982. He received a BA in History with Honors at UCLA in 1983 and a Masters in International Affairs at Columbia University in 1988.

Maria Echaveste

Maria Echaveste joined University of California's Berkeley School of Law as a Lecturer after co-founding a strategic and policy consulting group, serving as a senior White House and U.S. Department of Labor official, and working as a community leader and corporate attorney. She is also a Senior Fellow with the Law School's Chief Justice Earl Warren Institute on Race, Ethnicity and Diversity.

From 1998 to 2001, she served as assistant to the president and deputy chief of staff to President Bill Clinton. In this capacity, Echaveste managed domestic policy initiatives that focused on education, civil rights, immigration and bankruptcy reform. She also developed communications, legislative and public outreach strategies. In another area, she coordinated relief efforts within the White House for foreign and domestic disasters, and specialized in international issues related to Latin America.

Anya Fernald

Anya Fernald has worked for over a decade with small- and medium-scale food producers and chefs in business and market development and has worked on sustainable food projects in over 30 countries. Anya began her career in food developing and implementing a business and marketing plan for artisan cheesemakers in rural development in southeastern Sicily for the Consorzio Filiera Lattiero Casearia.

Anya then directed programs for the Slow Food Foundation in Italy, developing and implementing a micro-investment program that supported small-scale artisan food producers in over 30 countries as diverse as Madagascar, Sweden, Ecuador, and Bosnia. Anya returned to her home state of California to lead a Farm-to-School program, a social venture produce distribution company, and the California Buy Fresh, Buy Local Campaign for CAFF. Anya launched the inaugural edition of Slow Food Nation in San Francisco in 2007, serving as the organization's Executive Director.

Anya founded Live Culture in 2008 to advise and support the development of profitable, values-driven food businesses. Since 2008, Live Culture Company has a strong track record of creating market-based change by developing creative and viable business and program plans for values-driven food businesses and for businesses seeking to integrate quality food into their work. Through its work, Live Culture has emerged as a unique service provider at the intersection of artisan, sustainable and quality food. Through continued profitable growth and directed success of value driven food businesses, Live Culture works to make good food the standard for everyone and to engage people in food and agriculture. A subsidiary of Live Culture Company, Live Culture Productions was founded in 2009. Live Culture Productions manages the Eat Real Festival and is developing an Eat Real iPhone application and various other media projects. Live Culture Productions projects support the work of the Live Culture Company by engaging thousand of consumers in the issues and values of sustainable, quality food.

A graduate of Wesleyan University, Anya spent a post-graduate year of study as a Thomas J. Watson Fellow studying traditional cheesemaking. She has co-authored two books with Slow Food, and has written for numerous publications. Anya is a regular judge on the Food Network's Iron Chef America and a season judge on the 2009 season of The Next Iron Chef.



Tim Galarneau

Tim is a past Roots of Change Fellow who works as an education and research program specialist on social issues for the Center for Agroecology & Sustainable Food Systems (CASFS) focusing on farm to institution, community food systems, and student education and empowerment. He also serves as an advisor to campus farm to college efforts as a Board member for the California Student Sustainability Coalition and the Association for the Advancement of Sustainability in Higher Education. In addition, Tim is a co-founder of the Real Food Challenge that is working to shift over \$1 billion in annual food procurement and consumption in colleges and universities in the United States by 2020 toward greater sustainability. Most recently, Tim is part of a diverse network of young leaders across the country, known as Live Real, that are creating a new “move-entity” for empowering youth and vulnerable communities toward changing their food systems.

Harold Goldstein, DrPH

Harold Goldstein, DrPH is the Executive Director of the California Center for Public Health Advocacy, which he founded in 1999. CCPHA is a nationally recognized leader in advocating for public policies to address the social, economic, and community conditions that perpetuate the obesity epidemic. CCPHA has lead statewide campaigns resulting in enactment of state laws getting soda and junk food out of schools, getting first-ever funding for school physical education, and establishing the nation’s first state menu labeling law. Harold has a Bachelors degree in physiology from UC Berkeley and both Masters and Doctorate degrees in public health from UCLA.

Claire Haskell

Claire Haskell is Director of Disease Prevention and Health Advancement for UnitedHealth Group. Her work is focused on tobacco cessation, and the prevention and treatment of obesity. She leads UnitedHealth Group’s internal public health activities, and also manages the company’s partnerships with external organizations to address these important population health challenges.

Ken Kaplan

Ken Kaplan became an architect after a career as a psychiatric social worker. These two professions give him a unique perspective on how systems and people work and interact. Kaplan is Chief Strategy Officer of MIT Collaborative Initiatives, an incubator for projects that rethink the way we think about complex problems. The Collaborative engages experts from engineering, design, business, medicine, and the hard and soft sciences to design innovative models for tackling big-picture social issues. Projects emerging from the Collaborative have developed a comprehensive strategy for improving the stroke treatment cycle of care and proposed a strategic design for curbing childhood obesity. A current project will develop a systems-based strategy for improving the treatment of military post-traumatic stress.

Judi Larsen, MPH

Judith Larsen has worked for The California Endowment for eight years both at the local level in San Diego, Imperial, and Orange counties; and now works at a state wide level working on policies to advance and food and physical activity opportunities for underinvested communities. Mrs Larsen is a Program Manager at The California Endowment, a private, statewide health foundation established in 1996 to address the health needs of Californians. Prior to joining The California Endowment, Mrs. Larsen worked on community health projects for the University of California, San Diego, School of Medicine and Community Pediatrics in partnership with community based organizations. Mrs. Larsen’s career has worked to promote policy and environmental solutions in some key areas: school health, obesity prevention, and environmental justice.

She is an alumna of San José State University where she earned a Bachelor of Science degree in Kinesiology, and completed her Master of Public Health in Health Promotion at San Diego State University. She has completed two certificate programs in Health Executive Leadership at University of California, San Diego and Nonprofit Management and Leadership at the University of San Diego.

PRESENTERS & FACILITATORS (Continued)

Katy Mamen

Katy Mamen is Director of Statewide Roundtables for Ag Innovations Network. She leads the California Roundtable on Agriculture and the Environment, the California Agricultural Water Stewardship Initiative, and the newly forming roundtable on agriculture and water. Prior to joining Ag Innovations Network, Katy was a consultant to various food and agriculture organizations around California and previously coordinated the US Local Food Program at the International Society for Ecology and Culture. Katy is a Fellow of the Oakland Institute, and has authored numerous works and public education tools promoting healthy food and agriculture systems. Katy has worked with farmers in Europe, Latin America and Asia to promote farmers' rights and agricultural viability. Katy lives with her husband and daughter in an intentional community in rural Sonoma County, a site which is also home to the Occidental Arts and Ecology Center.

Katy holds a BS in Physical Geography from McGill University in Montreal, and an M.S. in Holistic Science from Schumacher College in the UK, a groundbreaking international program that focuses on understanding and working with complex systems.

Joseph McIntyre

Joseph McIntyre is president of Ag Innovations Network, a United States based non-governmental organization, focused on the sustainability of the food system. Ag Innovations Network convenes and facilitates multi-stakeholder efforts to improve the performance of the food system for producers, consumers, and participants in local, regional, and global food supply chains. These efforts focus both on policy changes and on direct improvements on farms, processing sites, and food outlets. Mr. McIntyre is a trusted intermediary between diverse interests in agriculture and has consulted/facilitated processes with large global entities such as Sodexo, cutting-edge companies such as Clif Bar, environmental organizations including National Resources Defense Council and Community Alliance with Family Farmers, prominent NGOs including Roots of Change and Sustainable Food Lab, government entities including California Department of Pesticide Regulation, trade associations such as California Association of County Agricultural Commissioners, and community groups such as Poder Popular. He is the leader of the Food System Alliance project, a California-based effort to create county-level associations of producers and community members to preserve the long-term viability of the food system in the State and the California Roundtable on Agriculture and the Environment, the State's most prominent effort to align the interests and needs of agricultural producers and environmental organizations around a common policy platform. Mr. McIntyre holds an M.A. in economics from the University of Rhode Island and an M.A. in psychology/organization development from Sonoma State University. Ag Innovations Network is based in Sebastopol, CA.

Michel Nischan

As a leader in the sustainable food movement and chef with over 30 years of experience working with local producers and farmers, two-time James Beard Foundation award winner Michel Nischan wears many hats. Nischan is the owner/founder of Dressing Room: A Homegrown Restaurant, located at Westport (CT) Country Playhouse, as well as President/CEO of Wholesome Wave Foundation. The nonprofit organization's mission is to overhaul the nation's food system by increasing access to healthy, fresh and affordable locally grown food. Wholesome Wave and Dressing Room work in tandem to create grassroots initiatives that celebrate local food systems and heritage recipes.

Tiffany Nurrenbern

Tiffany Nurrenbern is currently Network Relations Manager at Roots of Change where she works to bring diverse groups of stakeholders to the table with the goal of ensuring abundant safe, healthy, fresh, affordable food for everyone now and in the future. Tiffany has a history of fostering positive social and environmental change. She understands and caters to people's motives for taking action, and works to build awareness through innovative communications strategies. As a student, educator and consultant, she has consistently worked to engage the public through strategic outreach and grassroots organizing. As an associate at Gigantic Idea Studio, Tiffany managed social marketing, outreach, and media campaigns promoting sustainable behavior for government agencies and non-profit organizations. Prior to that, she developed and implemented communications plans for progressive candidates, causes, and organizations as with Effective Strategies Consulting Group. As part of her work there, she organized elected officials, environmental organizations, and business leaders in Orange County in support of clean water and open space initiatives. She attended UCLA for her Master's work and before that UCSC, where she majored in history. She prides herself on her solid research background and her creative problem solving skills.



Scott Spann, MPH

Scott Spann, MPA, Founder of Innate Strategies. Scott is working to create deep, lasting impact in Business and in Society. His work is inspired by his experience with business leaders — trying to do the right thing in complex, competitive situations; his work with Social leaders in NGO's and government — seeking to satisfy diverse stakeholders in ways that benefit the whole; his career as a Rolfer and trauma psychotherapist — witnessing people recover from the injuries that life and humanity too often deal us; and his time in nature as a cowboy, hunter and sailor.

Scott's experiences range from consulting with Arthur Andersen & Co. to launching the Texas office of the Nature Conservancy; serving as Managing Vice President of RPC, a small national consulting firm to leading the Rolf Institute as Executive Director; Vice President for ARC, International, a global consulting firm specializing in leadership development and cultural change to working for Stone Yamashita Partners, a leading branding and strategy firm. And he continues to learn by working with Business and Social leaders through Innate Strategies.

Miriam Volat

Miriam Volat is the Alliance Program Director at Ag Innovations Network, a United States based non-governmental organization, focused on the sustainability of the food system. Ag Innovations Network convenes and facilitates multi-stakeholder efforts to improve the performance of the food system for producers, consumers, and participants in local, regional, and global food supply chains. These efforts focus both on policy changes and on direct improvements on farms, processing sites, and food outlets. Miriam has an M.S. in Vegetable Crops from U.C. Davis, taught Food Systems and Small Farm production to B.A. and M.A. students for 7 years and co-ran a communications and team building company for 15 years. Miriam has worked as a consultant with many of the producers, food systems and Ag support organizations in California. Ag Innovations Network is based in Sebastopol, CA.

Larry Yee

Larry Yee currently serves as the interim CEO for the Food Commons, a new enterprise whose vision is to become the leading system for localized food economies. Larry is retired from the University of California where he was the director of the Ventura County UC Cooperative Extension office and the UC Hansen Trust, which operates the UC Hansen Agricultural Center. For the past 25 years he has worked nationally on sustainable agriculture and food systems.

In 1996 and for the next 3 years, he worked closely with Dee Hock, founder and CEO Emeritus of VISA, on innovative organizational structures. This led to the development of Community Alliances of Interdependent Agriculture (CAIA), which was the precursor to the Association of Family Farms (AFF launched in 2002). Larry served as the co-founder and chair of AFF and now he serves on the executive committee and national board. In 2003-04, Larry was appointed to a one-year assignment at USDA as National Program Leader for Food Marketing Systems Innovations. He has been involved with the Ag-of-the Middle national initiative and currently serves on the national coordinating committee. Larry is also past co-chair of the California Roots of Change (ROC) and a board member of the Food Alliance. He served on the Los Angeles Food Policy Task Force and has now been appointed to the coordinating committee for the new LA Food Policy Council.

Roots of Change

a sustainable food system by 2030

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