

ACFPC Retreat
February 27, 2017

Participants: Terra Adams, Bicky Redman, Gail Witwer, Cherry Arvin, Subarna Sijapati, Amy Dailey, Kim Davidson, Megan Shreve, Kathy Gaskin, Vicky Corbett, Etta Saltos, Bridget Schell, Beth Mulewich, Season Miller

Retreat Objectives:

- Reflect on the history and accomplishments of the council.
- Come to consensus about what it means to be an ACFPC member.
- Determine the direction of the ACFPC for the next few years.

HISTORY AND ACCOMPLISHMENTS OF ACFPC

Kathy Gaskin welcomed everyone to the retreat and gave brief overview to the day's agenda. Kim Davidson kicked off the retreat by giving a presentation on the history of how the ACFPC was created and compared our work and structure to that of other food policy councils in the country.

SUCSESSES AND CHALLENGES

Successes and challenges within the three categories of what we do were discussed:

Access

Successes:

- Healthy food access became a common goal for the community – which led to collaboration
- Listening to constituents and making it a priority (Circles, SCCAP, HO Leaders)
- Making connections to agriculture community

Challenges:

- Are we still getting feedback from people in need?
- Collaboration – making sure program times aren't overlapping, linking people to what is already existing
- Making sure referral organizations know where to point people to meet their needs
- Reaching people in need – FINI is an example + time, transport
- Lots of small funding streams
- Connecting to other organizations

Farm to Institution

Successes:

- Local distributor
- Connection to state farm to school via Audrey
- Background research done, we know most of the barriers

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Challenges:

- Whole chain needs to be local
- Institutional policies
- Distribution, storage, cooking capacity, availability of produce
- Financial costs

Local Foods

Successes:

- Food Guide (more robust, more ads, valued by farmers, wanted by businesses and libraries)
- Linking volunteers to local foods, farm and markets
- Tourism and local people's awareness of agriculture rich county
- Growing of local food (PTF)
- Connecting people – changing demographics at the market

Challenges:

- Educating about value
- Getting people to the market
- Division of the two markets, moving locations
- Connecting farmers to local store, restaurant, institution
- For FPC – our membership, time, resources is limited

Overall FPC

Successes:

- Collaboration
- Leveraging community resources (college, SCCAP, HAC)
- Evidence- based action
- Shared mission
- Well-connected community
- We are doing what PA Blueprint lays out
- Council gets along

Challenges:

- Better connection to farmers
- Getting to know community in new ways
- Better coordinate resources and time
- Awareness of our work – new connections, new funding, showing relevance to other's work, website

- Connecting to state and regional initiatives (alliances, hubs etc.)
- How do we sustain ourselves as a council?
- Education of local officials

PROCESS/PARTNERSHIP

What does it mean to be part of the council?

- Links between organization, personal values, families and students
- Build justice
- Personal commitment
- Referrals/connections for events/fundraising
- We are greater than the sum of our part
- Helping to piece together resources (pros and cons of having a paid position)

How do we foster ownership in the work of the council?

- Language of “we should” instead of “you should”
- More formalized committees
- Consider coalition involvement agreements
- Asking for commitments from personal and organizational perspectives

ACTION ITEMS

- How to get new members oriented faster?
 - Welcome packets
 - Mentor/buddies
- How do we make our work relevant to others?
 - Engaging leadership of organizations
 - Stories for families, farmers, leaders, community
- How to foster organizational buy-in
- Education at different levels
 - Publicity, social media, presentations, campaigns, tying in family stories, social capital messaging

FOCUS AND DISSEMINATION

- Messaging around collective impact
 - Consistent story for donors, leaders, organizations, community
 - Website support

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- Social media presence
- Stories for response to state and fed policies
- Map successes/stories to see overlap through family, farmer, etc. (e.g. videos, profiles)
- Using collective impact framework
 - Common agenda
 - Comment progress measures
 - Mutually reinforcing activities
 - Communication
 - Backbone organization
- Supporting the Council and Current Initiatives
 - Welcome packet (Jen, Kathy, Etta, Kim)
 - Supporting Healthy Options
 - Market and vendor needs
 - Referrals
 - Activities and community leaders
 - FINI
 - Extension
 - Post-evaluations by phone and email, incentive
 - Coordination of application pick-up
 - Planning Bryant Terry visit (Bicky, Amy, Bridget, Subarna)
 - Marketing (Megan, Bicky, Vicky, Jen, Bridget, Tara)
 - Coalition involvement agreements (Megan)
 - Food Guide
 - Elizabeth – Finish updating and laying it out
 - Vicky—Gettysburg Times
 - Bridget and Camille—editing
 - SNAP education
 - Connect with Philly Farm Trust
 - Connect with Debi Boyd