

Food Systems Resiliency Webinar Series

Please review the details about how everything will work today until we begin at 10:00 AM.

- This event will be recorded for educational or promotional use by the University of California.
- Please post your questions** in the “**Q&A.**” Questions will be addressed at the end of the program.
- Use the “Chat” for non-question conversations or comments.** Be sure to change the “To” if needed to ensure your Chat is sent to those who you want to send it to.

Options:

“Panelists” if want to send a Chat only to the speakers

“Everyone” if you’d like all to see your Chat message

Food Systems Resiliency Webinar Series

UC ANR Strategic Initiatives
joint effort to **reimagine** our
food system



Production

Processing

Accessibility

UNIVERSITY OF CALIFORNIA
Agriculture and Natural Resources

Food Systems Resiliency Series objectives:

Tour different parts of the Food System to:

- Improve knowledge and understanding
- Identify and share available existing electronic information (resource kits)
- Identify information gaps
- Brainstorm
- Recruit additional participants

Food Systems Resiliency Webinar Series #3

August 11 10 to 11

The ins and outs of niche marketing
meat

: <https://ucanr.edu/survey/survey.cfm?surveynumber=31755>

Kamaljeet Khaira

Director of the CalFresh, Healthy Living program



CalFresh and Nutrition Programs, Resources, and Services



Brian Kaiser, Chief

CalFresh and Nutrition Programs Bureau

Brian.Kaiser@DSS.CA.GOV

July 28, 2020





COVID Response

- **Record High Caseload** – 4.7M people in 2.6M households (!) as of 5/2020
- **Eligibility and Ops Waivers** – Increase program access; help counties
- **ABAWD time limit** – Temporary suspension of the statewide work requirement
- **EBT Online** – Amazon.com and Walmart.com
- **Emergency Allotments** – Increased CalFresh Food benefits to the maximum benefit allotment available based on household size
- **P-EBT** – Assistance for families with children who receive free or reduced priced school lunches...\$365/child (!)

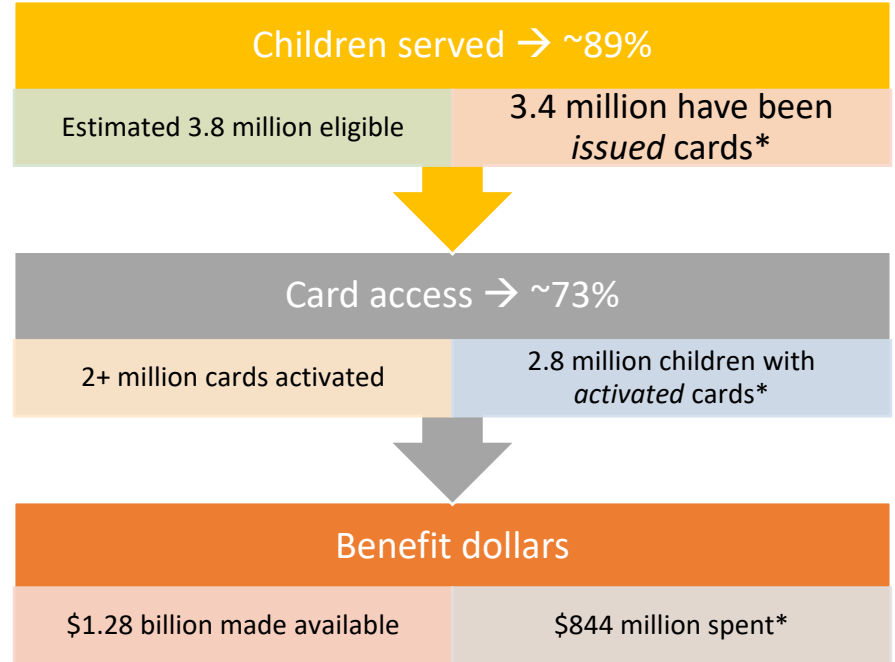
Pandemic EBT Program Reach



Get help buying food while schools are closed

Families can receive up to \$365 per child to spend on groceries in addition to pick up meals from school through a new program called Pandemic EBT or P-EBT.

Visit ca.p-ebt.org/info to learn more!



*As of 7/20/2020



Food Bank Support:

- \$75M for state-funded **food boxes** → assist 2.7 million families thru SFY 2021.
- Federal **TEFAP augmentations** via FFCRA and CARES → ~3x funding for admin and food in FFY 2020
- **Volunteer support** via CalGuard and CalVolunteers
- **PPE** shipments → masks, sanitizer, and thermometers delivered to food banks
- **Tribal** connections

CalFresh Outreach:

- Online EBT and P-EBT **toolkits** and **website updates**

CalFresh Health Living:

- **Programming changes** for our State and Local Implementing Agencies – more digital

CalFresh Employment and Training (E&T):

- Implementation of **Cell-Ed** and other investments in technology such as **CalFresh Confirm**



Accessing Farm-Fresh Produce during
COVID-19 Pandemic: AIM's Farmers
Markets

Andy Naja-Riese, MSPH
CEO, Agricultural Institute of Marin

July 28, 2020



WHO WE ARE

- 501(c)(3) educational non-profit in operation for 37 years
- Operate 7 Bay Area year-round Certified Farmers Markets, a seasonal market and a mobile produce market
- Represent over 350 family farmers, fishers, ranchers, food purveyors, and artisans
- Promote a viable and sustainable food system focused on food access and food equity
- Building a new Center for Food & Agriculture for local and regional food access and experiential learning opportunities



Essential Farmers Market Programs

Three Options to Access Farm-fresh produce during COVID-19

Certified Farmers Markets

- 7 Open-air markets, every Thursday, Saturday, Sunday in Hayward, Newark, Oakland, San Francisco, San Rafael
- Strict social distancing guidelines for producers and shoppers.
- Accept CalFresh (EBT), Pandemic EBT, up to \$10 daily in Market Match, and Bonus Bucks.
- Partnerships with Local Health Department, County Ag Department, Cities and Towns are critical for market operations and outreach.
- Learn more at www.agriculturalinstitute.org



Growth in CalFresh & Market Match due to Covid-19: June 2019 vs June 2020

	Jun-19					Jun-20				
	Total CalFresh Transactions	Total CalFresh Distributed (\$)	Total CalFresh Redeemed (\$)	Total Market Match Incentives Distributed (\$)	Total Market Match Incentives Redeemed (\$)	Total CalFresh Transactions	Total CalFresh Distributed (\$)	Total CalFresh Redeemed (\$)	Total Market Match Incentives Distributed (\$)	Total Market Match Incentives Redeemed (\$)
Clement Street Farmers Market (SF)	177	\$1,933.00	\$1,562.00	\$1,650.00	\$1,426.00	448	\$6,661.00	\$4,142.00	\$4,216.00	\$2,353.00
Grand Lake Farmers Market (Oakland)	122	\$1,815.00	\$1,599.00	\$1,096.00	\$763.00	347	\$6,531.00	\$4,459.00	\$3,233.00	\$2,049.00
Hayward Farmers Market	121	\$1,561.00	\$1,323.00	\$1,116.00	\$862.00	294	\$4,171.55	\$3,326.00	\$2,776.00	\$2,140.00
Newark Farmers Market	134	\$1,733.00	\$2,486.00	\$1,203.00	\$1,931.00	300	\$3,898.00	\$5,890.00	\$2,840.00	\$4,712.00
Stonestown Farmers Market (SF)	192	\$2,042.00	\$1,546.00	\$1,853.00	\$1,910.00	385	\$5,108.00	\$4,064.00	\$3,709.00	\$2,838.00
Sunday Marin Farmers Market	107	\$1,888.00	\$2,037.00	\$996.00	\$1,080.00	224	\$4,020.00	\$5,754.00	\$2,177.00	\$3,958.00
Thursday Marin Farmers Market	61	\$794.00	\$1,175.00	\$547.00	\$902.00	188	\$3,780.00	\$4,297.00	\$1,755.00	\$1,896.00

The Rollin' Root mobile farmers market



- Serves senior housing sites and underserved communities across Fairfax, Mill Valley, Marin City, Novato, Pt. Reyes Station, San Geronimo, San Rafael, and Tomales every Monday, Thursday, and Friday.
- The Rollin' Root operates with public health guidelines for social distancing.
- Accepts CalFresh (EBT & P-EBT) and offers up to a \$10 Market Match, Senior Farmers Nutrition Program Senior Bonus Bucks, and Senior Covid-19 Relief Bucks'
- See the full schedule and learn more at www.rollinroot.org



CalFresh Expansion & Farmers Market Senior COVID Relief Bucks

Partnership with Interfaith Sustainable Food Collaborative has provided for nutrition incentives to purchase fruits and vegetables at AIM's Farmers Markets and the Rollin' Root:

1. SSI CalFresh Expansion Bucks
2. Farmers Market Senior Covid Relief Bucks

Did you enroll in CalFresh After June 2019?

Welcome to CalFresh! Through a special partnership between now and 3/31/2020, seniors new to CalFresh can get 2 for 1 on fruits and vegetables at the 2 local farmers markets and the Rollin' Root. This short-term incentive means you can get up to \$20 dollars in CalFresh Bonus for using CalFresh to purchase fruits and vegetables. (See market locations and times on the other side of the CalFresh Bonus or below.) Please bring the bottom of this page to exchange for the CalFresh Bonus at the Rollin' Root or a market location.

Also, throughout the year, when you use CalFresh to purchase fruits and vegetables the Market Match program at Farmers Markets allows you to get \$10 of free produce for every \$10 you swipe!

AIM Market Dates
Civic Center Farmers Markets San Rafael:
Marin Civic Center @ Civic Center Dr.—Sunday 8 am-1pm
Marin Civic Center @ 10 Ave. of the Flags-Thursday 8 am-1pm

Rollin' Root Stops and Dates
Novato: Marin Valley Mobile Country Club @ 100 Marin Valley Dr.—Thursday 11 am-12 pm
Mackey Terrace @ 525 Owens Dr.-Friday 10:30 am-11:30 am
Hamilton Church @ 5400 Nave Dr.-Friday 2:30 pm-3:30 pm

Marin City CDC @ 441 Drake Ave.—Thursday 1pm-2 pm
Point Reyes Station, Walnut Place @ 600 A Street—Monday 12:30 pm -1:30 pm
San Geronimo Valley Community Center @ 6350 Sir Francis Drake Blvd—Monday 2:30 pm-3:30 pm
San Rafael: Martelli House @ 1327 Lincoln Ave.—Thursday 9 am-10 am

FOR FRUIT & VEGETABLES ONLY

For Use at Farmers Markets
Listed on Revenue
NO CHANGE GIVEN

Valid April 23, 2020—August 31, 2020
\$10-20-1680

Farmers Market Senior COVID Relief

FOR FRUIT & VEGETABLES ONLY

For Use at Farmers Markets
Listed on Revenue
NO CHANGE GIVEN

Valid April 23, 2020—August 31, 2020
\$10-20-1627

Farmers Market Senior COVID Relief

FOR FRUIT & VEGETABLES ONLY

For Use at Farmers Markets
Listed on Revenue
NO CHANGE GIVEN

Valid April 23, 2020—August 31, 2020
\$10-20-1626

The Bounty Box

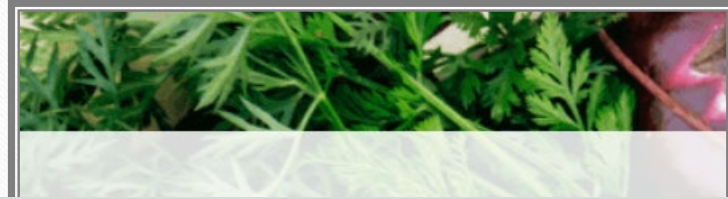
- Assorted fruit and veggie boxes from the farmers markets.
- Pre-order online for weekly curbside contactless pickup at the Thursday Marin, Saturday Oakland, and Sunday Clement St (SF) Farmers Markets
- Boxes are 50% off for CalFresh customers thanks to Bank of America.*
- Orders at www.agriculturalinstitute.org



*CalFresh customers can pre-order a box online, but they must swipe their EBT card at pickup.

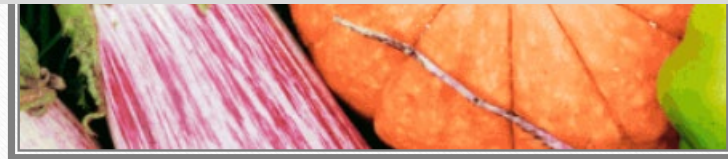
USDA Farmers to Families Program

- AIM is part of the Bay Area Farm Fresh Food Relief Program, a collective of 9 organizations supporting more than 20 farmers and 40 distribution sites around the SF Bay Area in 7 counties.
- The FFFR Emergency Food Hub is distributing free boxes of locally grown, fresh produce to low-income families while providing financial support to small to mid-size growers.
- To date, AIM has distributed 1085 boxes that are reimbursed through the USDA Coronavirus Food Assistance Program (Farmers to Families Program)
- Learn more at:
<https://www.farmfreshfoodrelief.org/>



Partner Testimonial: Trybe

The Bounty Boxes from AIM have been a critical lifeline for families because there are very few food supports on weekends. Not only do residents in need such as seniors, families with young children and Covid-positive households, get a box of produce delivered on a Saturday after, but they are getting the freshest vegetables and fruits picked within the last 24 hours. The AIM Bounty Boxes are the best food item Trybe distributes. These 50 boxes lift up spirits, inspire healthy cooking, to try out new recipes, and feel good about what children are consuming. Examples of meals made with the bounty boxes are pupusas (with the squash and potatoes), tacos (with vocados, lettuce, and white onion), rice infused with golden beets cooked with corn on cob in the rice cooker, kim chee and cabbage salad for fried fish, and just plain but tasty steamed vegetables that even the kids will eat.





Keep in Touch

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CALIFORNIA FOOD FOR CALIFORNIA KIDS[®]

Leyla Marandi

Program Manager, Center for Ecoliteracy



CENTER FOR
ECOLITERACY

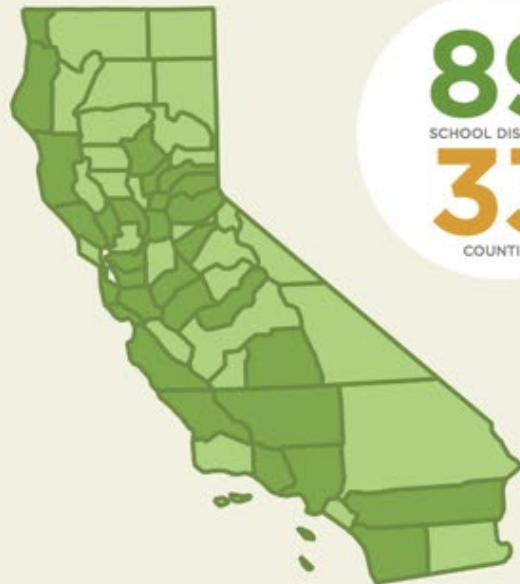












2,007,681

TOTAL ENROLLMENT IN PARTICIPATING DISTRICTS

334,269,024

TOTAL MEALS SERVED ANNUALLY IN PARTICIPATING DISTRICTS



NOVEL CORONAVIRUS DISEASE 2019 (COVID-19)

School Food Service Safety Precautions

for
SCHOOL NUTRITION PROGRAMS



©LunchAssist 2020



Face Mask Safety Precautions

COVID-19 BASICS for SCHOOL NUTRITION PROGRAMS



A Collaborative Resource from
Center for Ecoliteracy, LunchAssist
and Eat REAL

Putting on a Mask is as Easy as... 1, 2, 3!



Step 1:

Clean hands for 20 seconds with soap and water or hand sanitizer.



Step 2:

Inspect the mask and check that it is clean and there are no tears or holes. Determine which side of the mask is the top, and which side is the front.



Step 3:

Masks with ear loops: Hold by the ear loops and place around each ear.

Masks with ties: Hold by the ties. Bring the mask to nose level. Secure ties with a bow behind your head.

Masks with bands: Pull the straps over your head and secure comfortably.



Do not touch mask while wearing it, even when talking to others. If you do, wash or sanitize hands and change gloves.

Tip: Make sure masks are fitted over your face and nose with no gaps between your face and mask.

REMOVING YOUR MASK

Clean hands before removing and do not touch the front of your mask.

Masks with ear loops: Hold both ear loops and gently lift and remove mask.

Masks with ties: Untie bottom bow first then untie top bow and pull mask away from you.

Masks with bands: Remove bottom band first then the top band and pull mask away from you.

This is unofficial guidance based on best practices as of 4/3/20 for using face masks in school nutrition settings.

CARING FOR YOUR MASK

Fabric masks: Clean with soap and hot water after each use.

Single-use or fabric masks that can't be immediately washed: Store in a paper bag for 3-4 days before reusing.

Replace single-use masks if they become dirty, damp, wet or hard to breathe through.

School Food Service Safety Precautions

COVID-19 BASICS for SCHOOL NUTRITION PROGRAMS

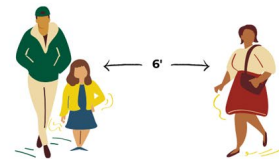


A Collaborative Resource from
Center for Ecoliteracy & LunchAssist

With Expert Guidance from
School Meals That Rock

STAY 6' APART

- Stay 6-feet apart from others, including coworkers and families.
- Set up prep stations, work areas, carts, and tables so that people can stay 6 feet apart.
- Educate families and staff about social distancing through signs and social media.



HYGIENE HABITS

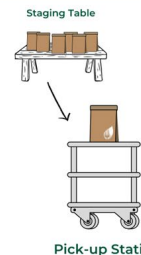
- Wash hands frequently.
- Sanitize hands when hand washing is not possible.
- Wear disposable gloves and change them frequently.
- Wear aprons that are single-use or laundered daily.
- Clean and sanitize high-touch surfaces regularly.
- If you choose to wear a mask, you must know how to use it properly.
 - Wear masks that are single-use or sanitized daily.
 - DO NOT use medical-grade masks, save them for healthcare workers.

Practice no contact hand-offs. When you give food to families, don't touch or reach into vehicles, or make physical contact with others.

- Eat REAL

POINT OF SERVICE

- Serve meals outdoors. If not possible, serve meals at the entrance of a building.
- Use traffic cones or tape to space people 6-feet apart.
- Arrange separate tables or carts for food staging and food pickup. Space them more than 6-feet apart.
- Transfer only enough meals for one family to the pick-up station.
- For drive-thru meals, use a cart or a tray to pass meals to families. Practice no contact hand-offs.



Community of Practice Call

COVID-19 Emergency Food Service

Jen McNeil

Founder, LunchAssist

Mickinzie Lopez

Administrative Dietitian, LunchAssist



Leyla Marandi

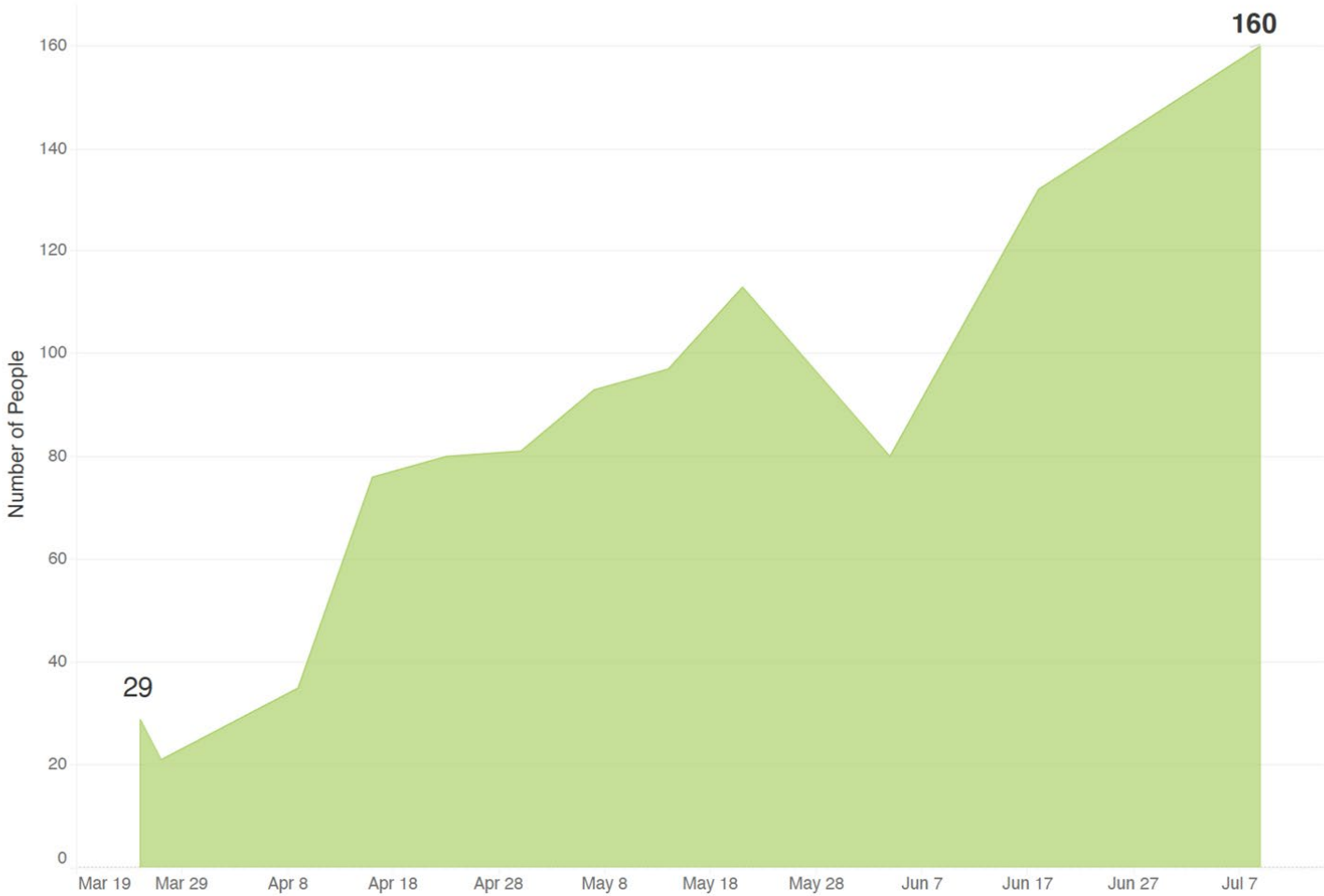
Program Manager, Center for Ecoliteracy

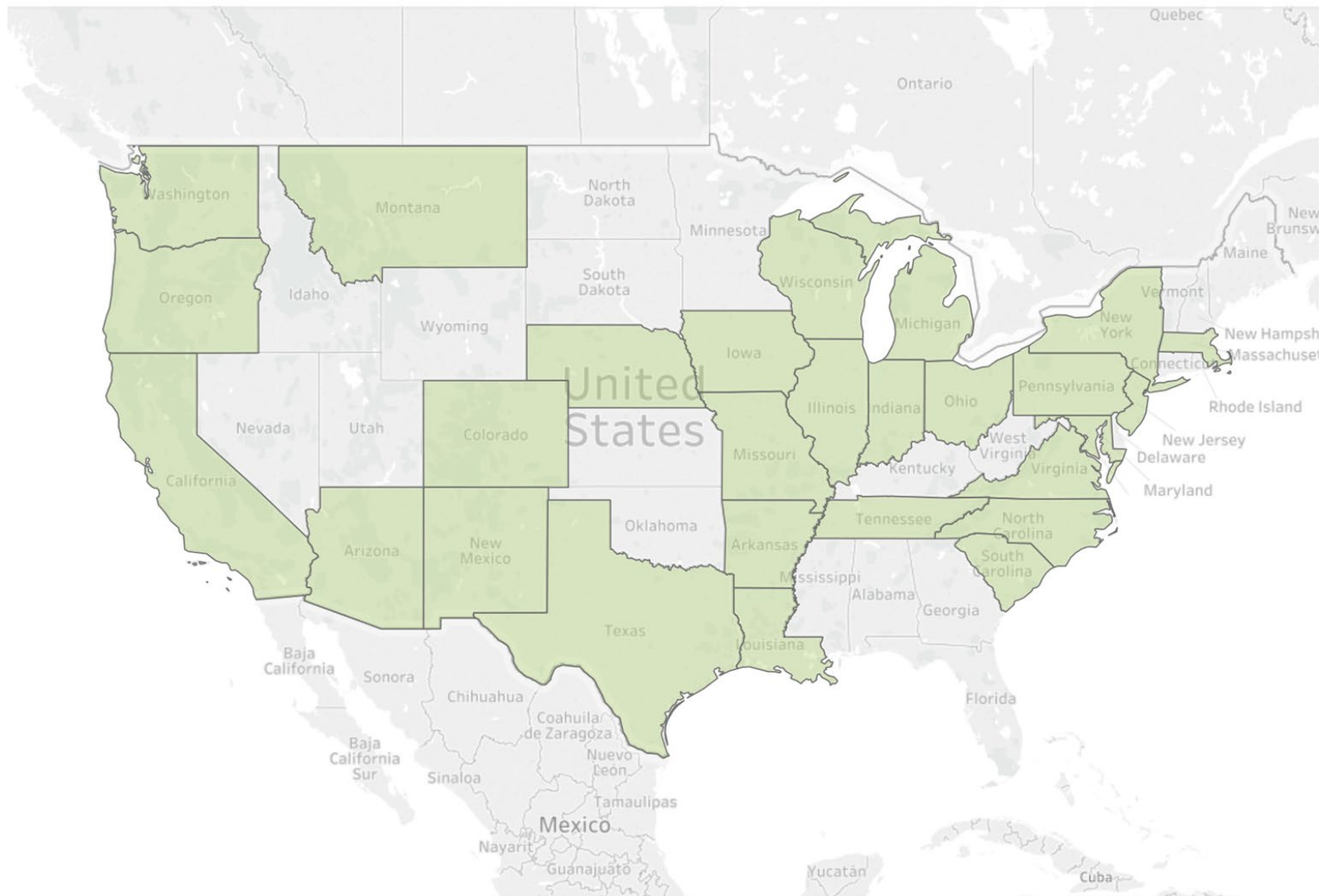


CENTER FOR
ECOLITERACY

CALIFORNIA FOOD
FOR CALIFORNIA KIDS™

Community of Practice Attendance Over Time











state advocacy: emergency school meals funding

CARES act: \$112 million for emergency meal service

\$10 million for CA farm to school programs



COVID-19 RETURN TO SCHOOL PLANNING RESOURCES

COVID-19 planning templates, reopening protocols, and additional resources that support school nutrition programs in return to school planning efforts.



thank you!

leyla@ecoliteracy.org

Transition to Q & A

Polling question

Did the information provided improve your knowledge and understanding of programs, resources and services that can support our children and families during this unprecedented time?

Yes definitely, somewhat, not much, no

Polling question

Were the electronic resources new to you?

Yes definitely, somewhat, not much, no

Polling question

Will you use information from today's webinar with your clientele?

Yes definitely, somewhat, not much, no

Discussion—please type your response into the chat box

Q1 What educational outreach curriculum needs have you identified related to food system resilience?

Discussion—please type your response into the chat box

Q2 What research gaps exist related to food system resilience?

Discussion—please type your response into the chat box

Q3 Which community partners might be interested in working on food system resilience research, education or solutions?

Discussion—please type your response into the chat box

Q4 Might you consider working collaboratively to develop a research project or educational curriculum related to today's webinar topic?

Discussion—please type your response into the chat box

Q5 Are you available to participate in a future webinar presentation?



Food Systems Resiliency Webinar Series #3
10 to 11 am

The ins and outs of niche marketing meat

Registration at: <https://ucanr.edu/survey/survey.cfm?surveynumber=31755>

Insights to logical analyses to conduct prior to embarking upon providing locally sourced foods.

Larry Forero, UCCE Livestock and Natural Resource Advisor in Shasta and Trinity Counties will highlight key considerations presented in *Niche Beef Production, a beginners resource*.

Dan Macon, Livestock and Natural Resources Advisor Placer-Nevada and Sutter-Yuba counties will highlight a recent article *Does direct marketing add value to meat*.

Vince Trotter, Sustainable Ag Coordinator & Agricultural Ombudsman Marin County will share an excellent resource that provides a stepwise process to achieve proper food processing and safety for meat produced.

Participants will learn about practices and strategies that have led to successful niche marketing and food system delivery during disruptive markets.