

CHAMPAIGN COUNTY LOCAL FOODS POLICY COUNCIL

Minutes for meeting held June 26, 2013, 5:45 P.M.
URBANA FREE LIBRARY, 210 W. GREEN ST., URBANA, IL
SATTERTHWAITE ROOM

Members present: Chris Henning, Tod Satterthwaite, Zach Kennedy, Steve Herriott, Becky Roach, Maya Bauer, Cathe Capel

Members absent: Mel Farrell, Brad Uken

Guests present: Patsi Petrie

1. The meeting was called to order at 5:45 in the Satterthwaite room of the Urbana Free Library.
2. There were no additions or corrections to the Agenda
3. Maya moved that the minutes from June 12 be approved. Becky seconded. The minutes were approved by voice vote.
4. Public Participation: Patsi Petrie indicated that the committee will receive a line on the County budget for incoming and outgoing funds at the meeting of County Board to be held in July. Checks should be given to Deb Busey and made out to CCLFPC
5. Chris Henning provided a follow up report on the visit to Arthur. This was a joint project of U of I Housing and the Edible Economy Project. Chris said the auction was interesting, as were the farm visits. Housing is currently in discussions with Central Illinois Produce (CIP) to act as an aggregator for local foods for them. CIP indicated they are also willing to act as an aggregator for other organizations/buyers. They are currently working to develop the local food aspect of their business. Henning discussed pros and cons and mentioned that distance is an issue and that Amish farmers are hesitant to develop new relationships because of existing they might come at the expense of existing relationships and markets. Volume and inventory are also lower than what U of I housing is looking for.

Henning reported that Dining Services is planning to partner with 0% to solve some timing problems with their food donation program. They will begin using the service next week, and Chris

Finally, Henning told the committee that Dining Services has earned a membership in EPA Smartway. They have benchmarked their carbon footprint from trucking and transportation, and Henning believes this could incentivize delivery consolidation and use of alternative-fuel transport among vendors.

A brief discussion followed Chris's presentation about other institutions that could be using more local foods: schools, Carle, the County Nursing Home, and the County Jail were mentioned as possibilities.

6. Maya Bauer reported on progress on the website project. She said two of the possibilities got a lot of interest—they are both attractive and user friendly. Maya asked Patsi whether the County will provide hosting for the website, and Patsi indicated that hosting through the county is not possible. The website will have to be hosted by a cost-free host and the county provide links to the website. Discussion followed, and it was decided that the website would be relatively static, with few changes required over time. The website will also include a feedback/contact form.

Homework was assigned to provide content for the various tabs/categories that the website will cover as follows:

About/mission: Becky,
CC Local Foods (restaurants, etc.): Zach and Tod,
Farmers: Cathe,
Purchasing: Chris,
Policy: Maya,

Orgs: Tod and Zach,
Events and Education (links to sites with information): Patti,
Deadline for turning in information to Maya is July 5th, 2013.
Zach encouraged everyone to check out the Extension Small Farms website for content ideas.

7. Zach provided a follow up report on the Strategic Plan presentation to County Board planned for August 27. The time limit is 10 minutes. Discussion included some suggestions for creating a concise and effective presentation. (Photos; thank the board information on our role, process, and how we got there; use handouts for supplementary information such as a list of speakers and a one-page quarterly report; discuss advisory group, website, key actions, and projects that have developed synergistically.) Zach will provide a more solid outline at the next meeting.
8. Guest Commentary progress. Cathe reported she has 3-4 more hours of work on this and will send out a draft when completed 9 (before the next meeting).
9. A discussion on what we would expect an Advisory Board to do for us began with the question of whether it would be a focus group with a finite lifespan or an actual advisory board with members serving staggered terms. At the last meeting, each member was asked to come up with three ideas about the role of the advisory board, and results are as follows.
 - a. Zach: policies and guidance; discuss major barriers to increasing local food; best way to disseminate information to local food producers
 - b. Steve: ways to make producers business more profitable; connecting farmers and consumers; regulations, labeling
 - c. Becky: outsider range of issues to attach; accountability; approval and encouragement; bullshit meter; suggestions for more resources; diversity
 - d. Maya: Bring stakeholders together as a mechanism to coordinate and collaborate with existing organizations; information about programs; liaison with county board
 - e. Chris: provide direction and focus; help facilitate liaison between us and consumers and farmers; help identify real hurdle in Champaign county as far as lack of inventory/production volume
 - f. Tod: Policy or projects? Priorities? Best way to make an impact? Two-year time frame or longer?
 - g. Patti discussed some ideas Brad had mentioned. At the Farm Bureau land use committee meeting last week, a FB economist from Bloomington indicated a strong interest by FB in determining the actual value of farmland. Includes externalities like equipment, etc. He has an intern. The advisory committee could brainstorm what an acre of farmland in Champaign County actually contributes to economy of Champaign County and provide a list of variables. The latest Ag census is coming out in early 2014.

A discussion about the decrease in consumer participation at the Urbana market ensued. Chris suggested the increase in the price of commodities and availability of food at big box stores probably had some effect. He said that ground beef prices had increased 3-4x over 4-5 years. Stan Schutte (Triple S Farms) told Patti that it was high prices and limited food budgets. Other ideas: The Coop is nearby and provides a shorter time commitment, convenience, and availability; home gardening is on the rise; there are more small farmers markets.

Homework: Focus group or standing committee?

10. Maya provided a legislative update. She reported on a workshop she attended in Bloomington put on by Illinois Stewardship Alliance about a GMO labeling bill currently under consideration in the state legislature. Discussion followed.
11. Announcements: Tod reminded everyone of the Local Flavors dinners in C-U being put on this summer by Illinois Stewardship Alliance. Information on the website.

The next meeting will be held July 10, 2013, at the Extension Office, 801 North Country Fair Drive, Suite D, Champaign, IL at 5:45 pm.

12. There was no other business

13. The meeting was adjourned at 7:40 pm.