

Traducción al español disponible, vaya a la mesa de registro para obtener más detalles.

Collaborative Innovation for food justice in the Silicon Valley



Santa Clara University
Department of
Environmental
Studies & Sciences



Vegetarian appetizers
by CHIKEN'S TAMALES



Environmental Studies and Sciences Seminar

Wednesdays, 11:45a-12:50p, in SCDI 3302



Collaborative Innovation for Food Justice in Silicon Valley

Wednesday, April 10, 11:45 AM, SCU's Locatelli Center



Jocelyn Dubin

Lead Nutritionist, SCCPHD

**Research into Practice:
Public Health Nutrition in
Santa Clara County
April 24th**



Katie Grant

University of Southern California

**Plants & Metal
Contamination
May 8th**



Hillary Angelo

UC Santa Cruz

**Urbanized Nature,
Garden Cities to
Climate Justice
May 22nd**



Travis Alongi

U.S. Geologic Service

**Earthquakes & Faults
June 5th**

Veggielution & Panelists:

**Antonio Amore Rojas '23
Emily Schwing
Claudia Damiani**

**Collaborative Innovation for
Food Justice in Silicon Valley
April 10th, *Locatelli***

In compliance with the ADA/504, please direct your accommodation requests to Cory Gong (cgong@scu.edu) at least 72 hours prior to the event.



Next up for EJ and Common Good

See scu.edu/ej for information and links to register

Information Session for SCU Faculty & Staff

April 11, 2 PM, SCU Williman Room

Learn how to collaborate with the Initiative to advance your EJ teaching and research

Youth Making a Change in Times of Climate Change

April 18, 7 PM, SCU Recital Hall

Film screening of Fruits of Labor and conversation with filmmaker Emily Cohen Ibañez and youth climate activists

PFAS and Emerging Contaminants in Drinking Water Serving California Tribes

May 30, Time & Location TBA

One-day conference on academic and community research collaborations on tribal drinking water issues

Agenda for today

1. Introductions
2. Presentation
3. Panel discussion
4. Networking and Tamales (12:50-1:15 pm)



Summary

Veggielution and Santa Clara University EJ & Common Good Initiative's Food and Climate Justice Program representatives discuss a new partnership and project that aims to create a more diverse, equitable, and resilient regional food economy in the South Bay Area

Project funded by the County of Santa Clara Food Systems Resiliency Grant Program.

Panelists



Antonio Amore Rojas

Veggielution

Coop Manager



Chris Bacon

**Chair & Associate Professor
of Environmental Studies**



Claudia Damiani Fontana

Veggielution

Program Director



Emily Schwing

Veggielution

Acting Executive Director

Santa Clara County Food System Work Plan

Est. 2021

It provides a roadmap for the development of the County's Food, Restaurants, Agriculture, and Health Access Initiative that will guide County actions towards creating a more resilient, equitable, and sustainable food system.

- **Equity & Justice**
- **Resilience**
- **Food Sovereignty**
- **Ecological sustainability and climate mitigation**



Santa Clara County Food System Work Plan

7 strategic goals

Goal 1

Enhance food system
coordination and
leadership

Goal 2

Increase community
engagement toward
greater food
sovereignty

Goal 3

Maintain farmland,
increase agricultural
opportunities, and
enhance farm viability

Goal 4

Build a strong
regional food
economy where
communities and
individuals prosper

Goal 5

Improve food security
and public health
through access to
nutritious, culturally
relevant, and
affordable food

Goal 6

Expand food recovery
and composting

Goal 7

Build a constituency
for a strong regional
food system by
increasing food and
agricultural
education



Santa Clara County Food System Work Plan

Goal #4

**Build a strong regional food economy where
communities and individuals prosper**



Reduce barriers and promote opportunities for independent food businesses, restaurants and food workers

4.5 Reduce barriers for aspiring or new, small, local food entrepreneurs

4.6 Foster creation of food and agricultural cooperatives

Santa Clara County Food System Work Plan

Goal #7

Build a constituency for a strong regional food system by increasing food and agricultural education

Coordinate educational opportunities and expand awareness of nutrition, agriculture, and equity in the food system

7.3 Support food justice and food sovereignty through education about the root causes of inequities in the food system





What is a Food System...at Veggielution



Share



Watch on  YouTube





Veggielution

Veggielution connects people from diverse backgrounds through food and farming to build community in East San Jose'

Our Guiding Principles

- Our community is a place of belonging, connection, and agency.
- Local economic opportunities take root in agriculture.
- Community food systems are levers of local power.
- Everyone understands and nurtures their connection to the land.
- Food is a human right.





East San Jose- Mayfair



"A VIBRANT MAYFAIR"

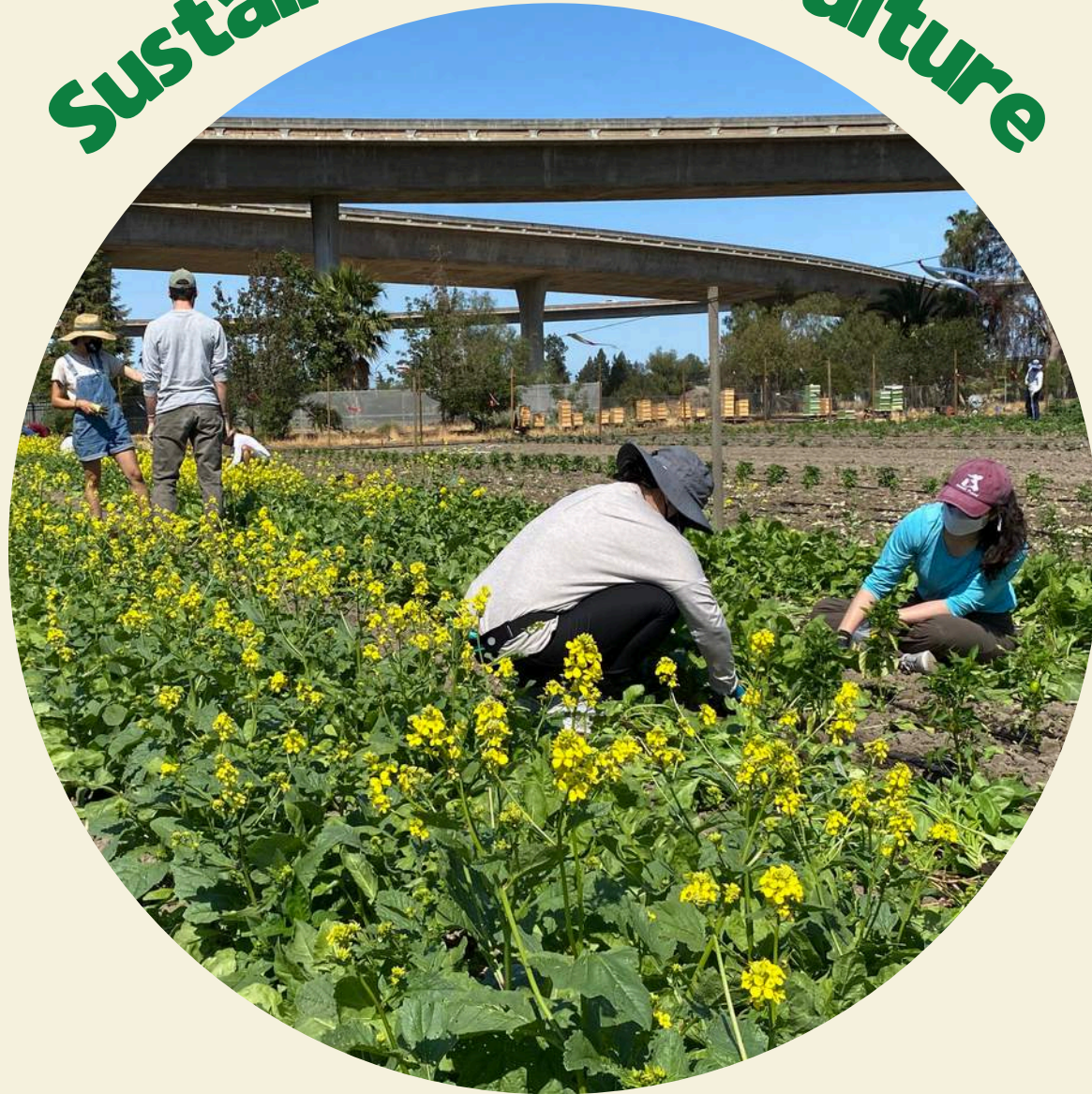


Our Strategies

Economic Mobility



Sustainable Agriculture

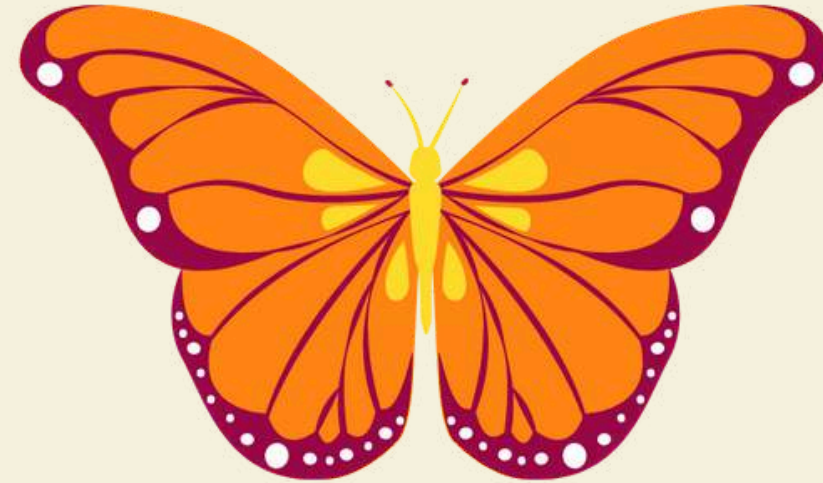


Policy Change





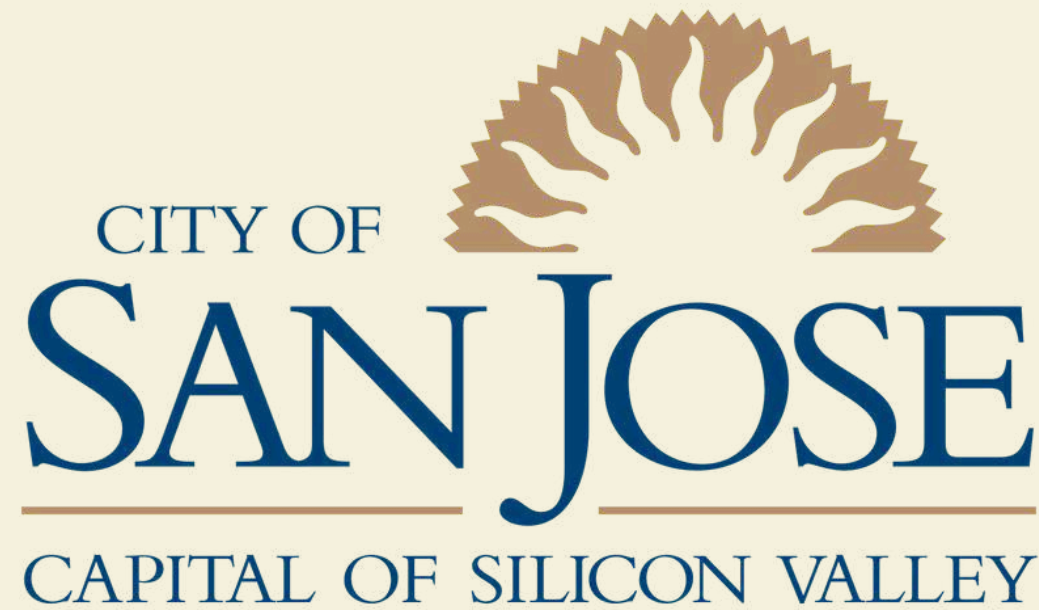
Our Partners



iSÍ SE PUEDE!
COLLECTIVE



**Santa Clara
University**



**URBAN GROWERS
NETWORK**

SJSU SAN JOSÉ STATE
UNIVERSITY



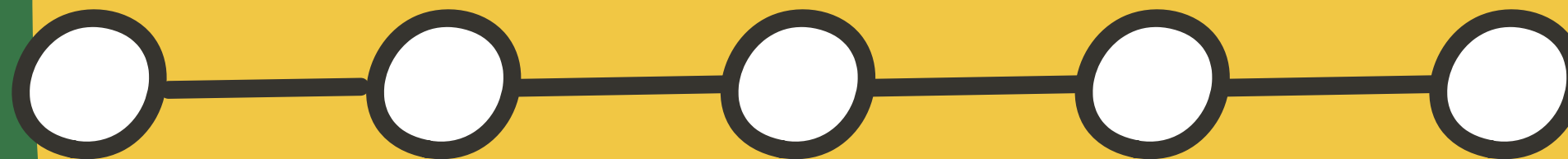
Eastside Grown



Cocina

Food Truck

Jobs to Grow



**HomeGrown
Talent**

Food Carts





Eastside Grown

Program Goals

- Connect local food entrepreneurs to each other and to infrastructure and resources that increase social connection, knowledge, and economic mobility
- Build upon local traditions and knowledge, from recipes to business models.



Catering Cooperatives

Cocinando Con Amor

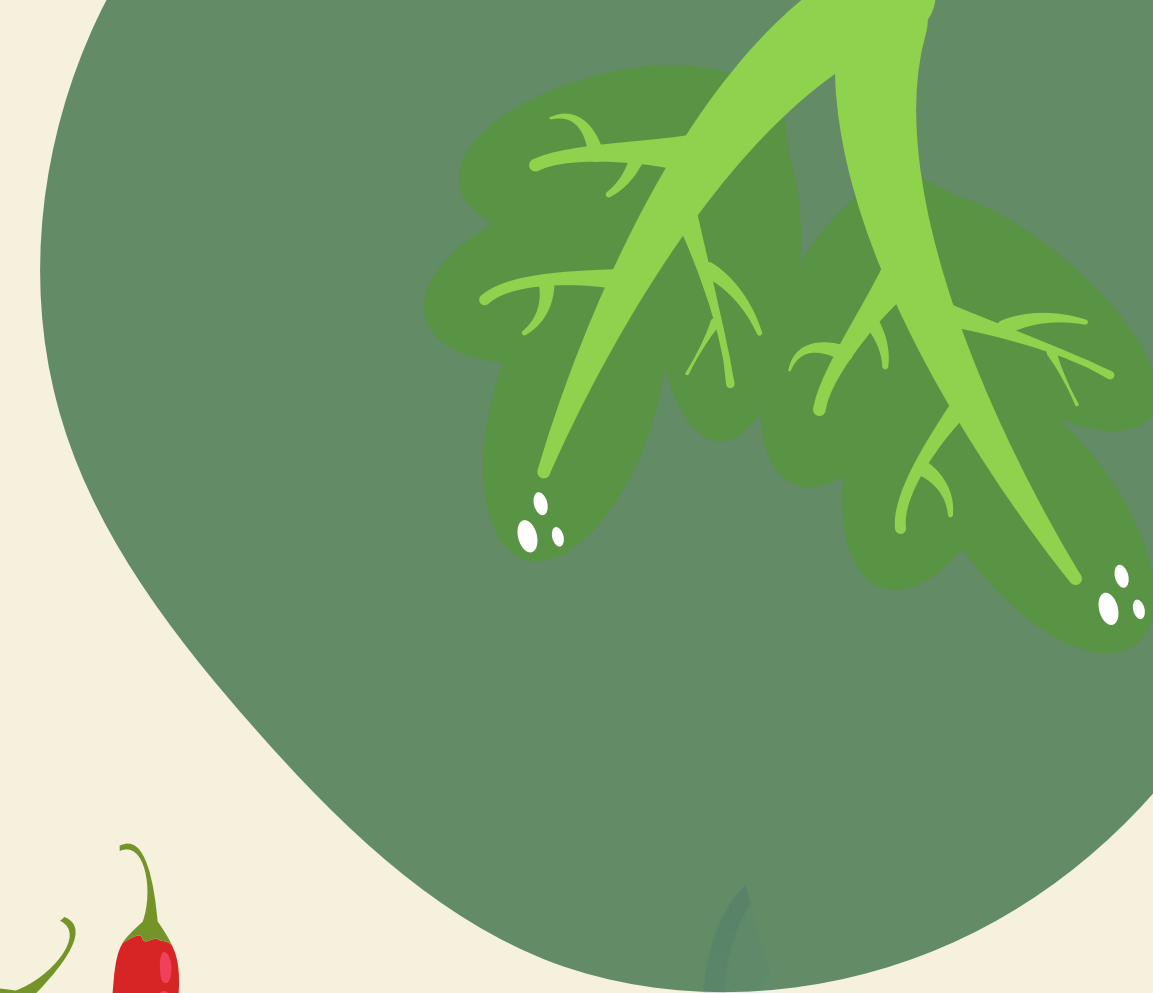


Quelites





Cooperative Development Program



What is a Coop?

A business owned by its workers,
producers or both

Structured Democratically
one worker = one vote



What is the program?

Veggielution Pilot aiming to launch a successful coop that creates a baseline for our future small business incubator.

Program Goals

- Share Coop, Catering & Promotora Fundamentals with community program participants
- Launch a Successful Coop after 1.5 years of incubation (200k in Revenue)
- Create the baseline for the future Small Business Incubation Program





How will these goals be accomplished?

The program has 3 phases



Phase 1:

3 Month Course

- 12 - 15 Participants
- Coop, Catering & Promotora Workshops
- Participants make group proposals for Veggielution Funding


Phase 2:

Coop Incubation

- Selected group is guided to legally create Coop
- Develop menu, apply for permits, create brand
- Launch coop with public event

Phase 3:

Coop Launch

- Coop is legally created and open for business
 - Previously secured anchor client contract begins
 - More clients are secured
- 



Phase 1: Cooperative Pilot Course



12 Person Cohort, all must be EG Graduates



Finance templates to invoice for contracts



Coop, Catering & Promotora Workshops

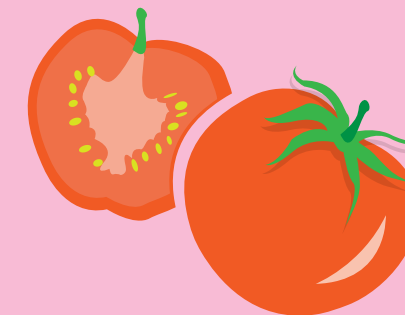


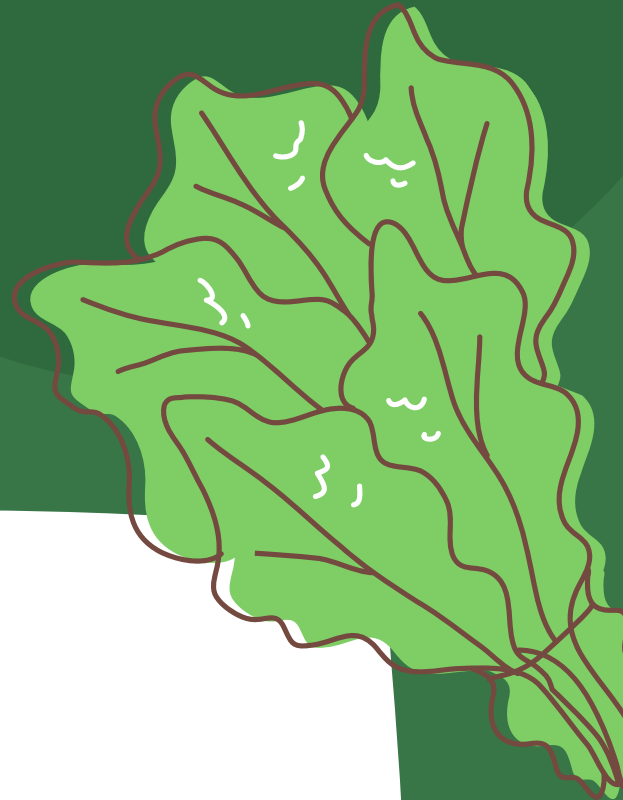
Proposal to receive Veggielution Funding



Including Workshops on:

- Coop Fundamentals
- Steps toward legal creation
- Components of an Operating Agreement
- Governance
- Finances
- Pricing
- Computer Literacy
- Menu Development





Phase 2: Coop Incubation

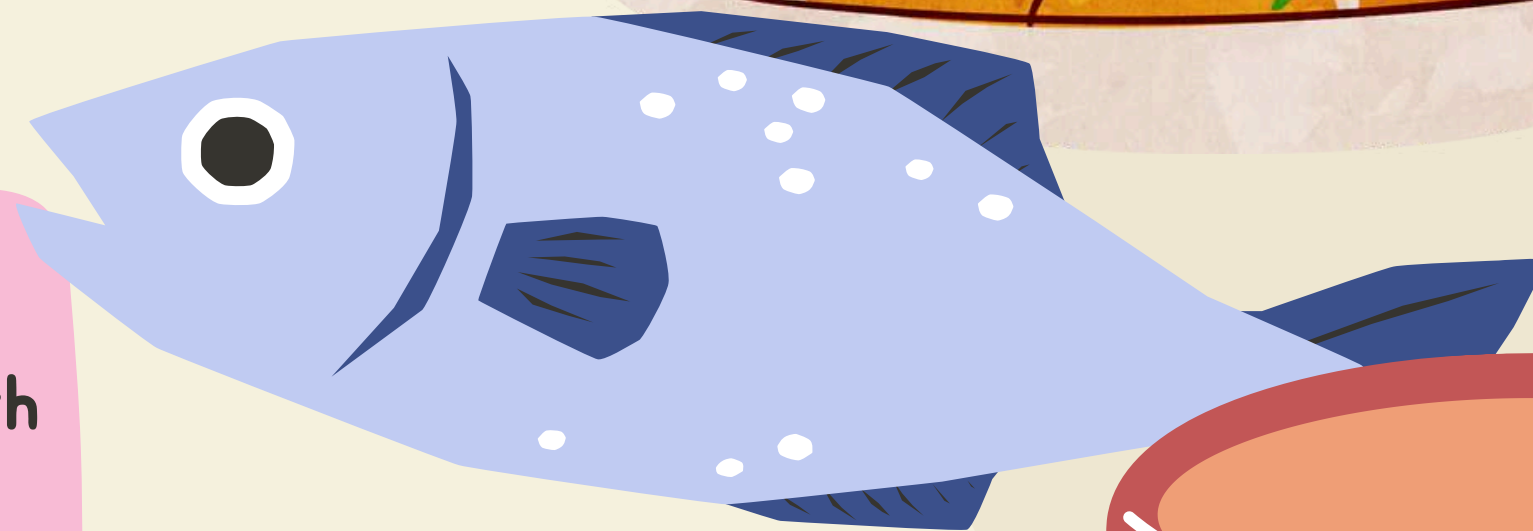
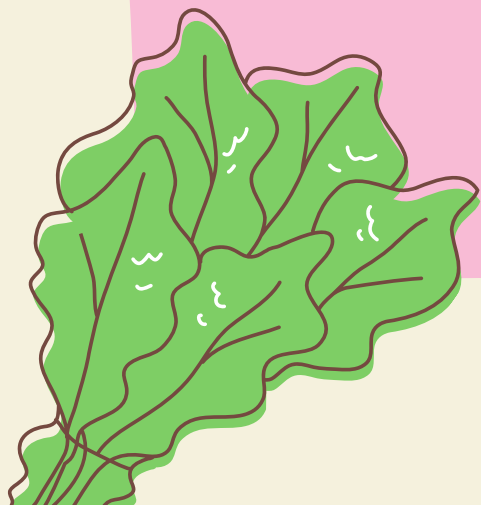
In this Phase, selected participants will:

- Legally create the Coop with the state
- Establish Operating Agreement & Governance Commitments
- Create their brand with assistance of a marketing consultant
- Develop the menu the Coop will serve
- Develop excel templates for income and invoicing

Healthy Daily Menu

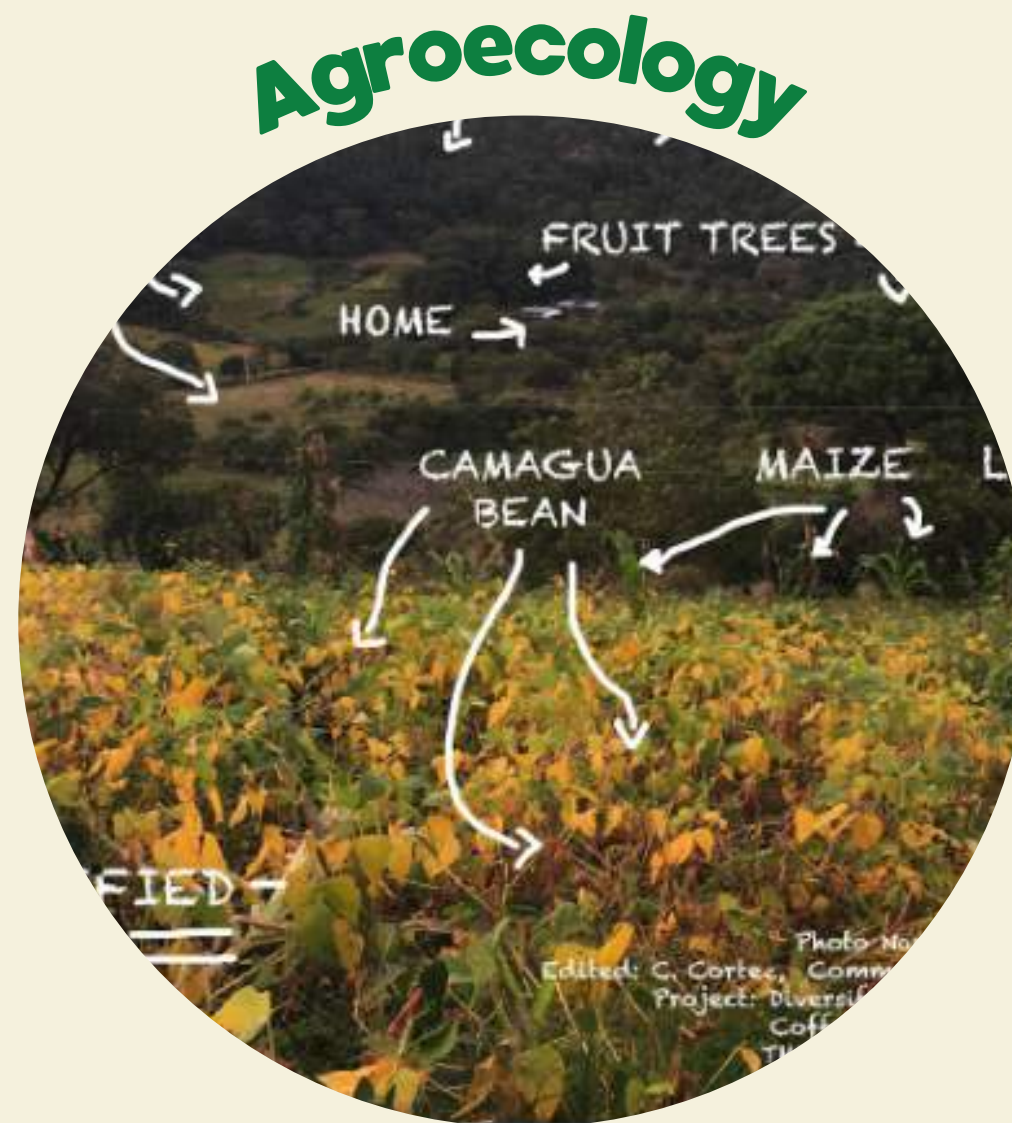
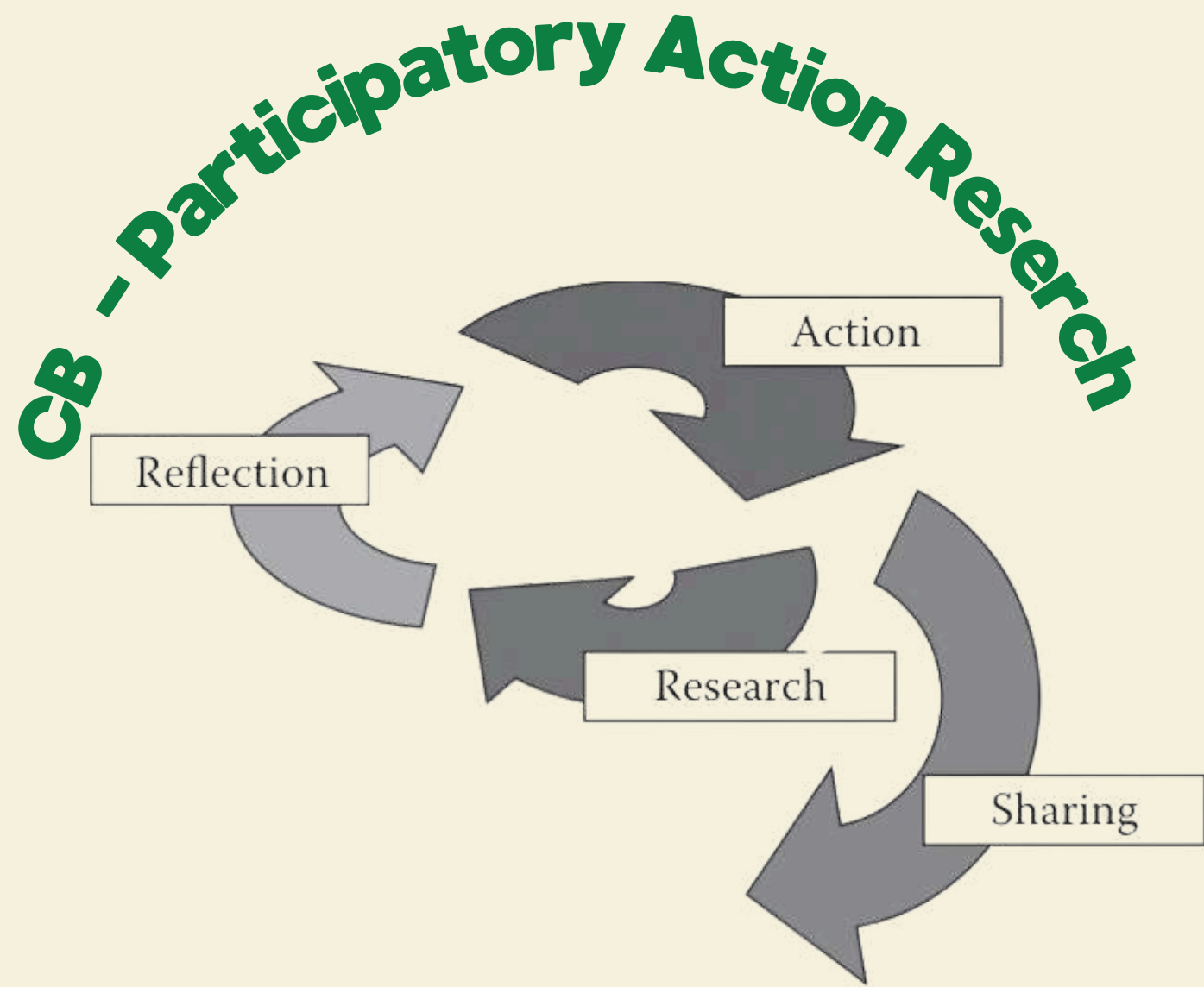
Phase 3: Coop Launch

- Start satisfying anchor clients
- Establish structures for future growth
- Induct new members into the Coop
- Create Committees to handle parts of the business
- Obtain new business





Our Strategies





Food access responses during hazardous times: a partial timeline

May 2021

SOUTH BAY FOOD JUSTICE WORKSHOP

March 6, 2020 8:30 am to 1 pm, Santa Clara University

Workshop objectives:

1. Build relationships among groups whose work touches on food justice, food security, and institutional food systems change.
2. Learn about each other's work and develop a shared understanding of needs and opportunities
3. Identify high-priority areas for collaboration and resource sharing in the short (1-2 years) and medium (3-5 years) term.
4. Inspire action for a South Bay food justice coalition.



8:30 – 8:40 am **Welcome and Introduction**

Chris Bacon, Santa Clara University

8:40 – 9:15 am **Situating Food Justice in the South Bay**

Maria Catalán, Catalan Family Farm

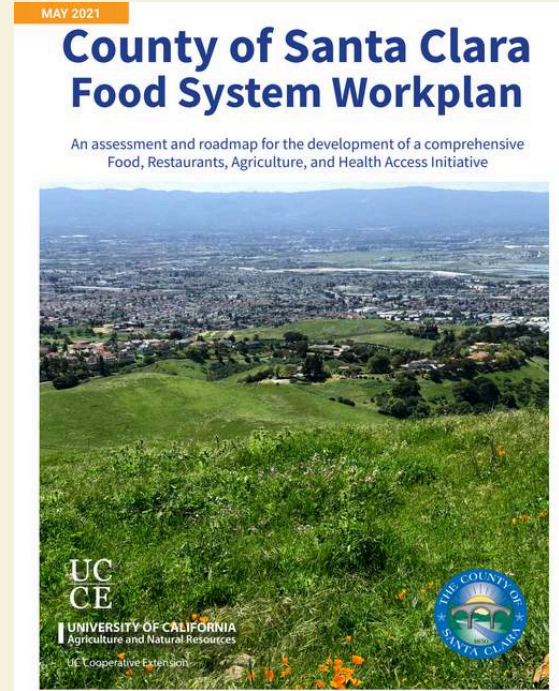
Carlo Francisco-Catimbang, La Mesa Verde


Local food box programs and emergency food assistance
2020 onward

Advocacy for universal free school meals



The USDA Farmers to Families Food Box Program began in May of 2020 and ended in May of 2021 having distributed more than 173 million food boxes of fresh produce, milk, dairy, cooked meats and seafood worth over \$5 billion to Americans across the country.



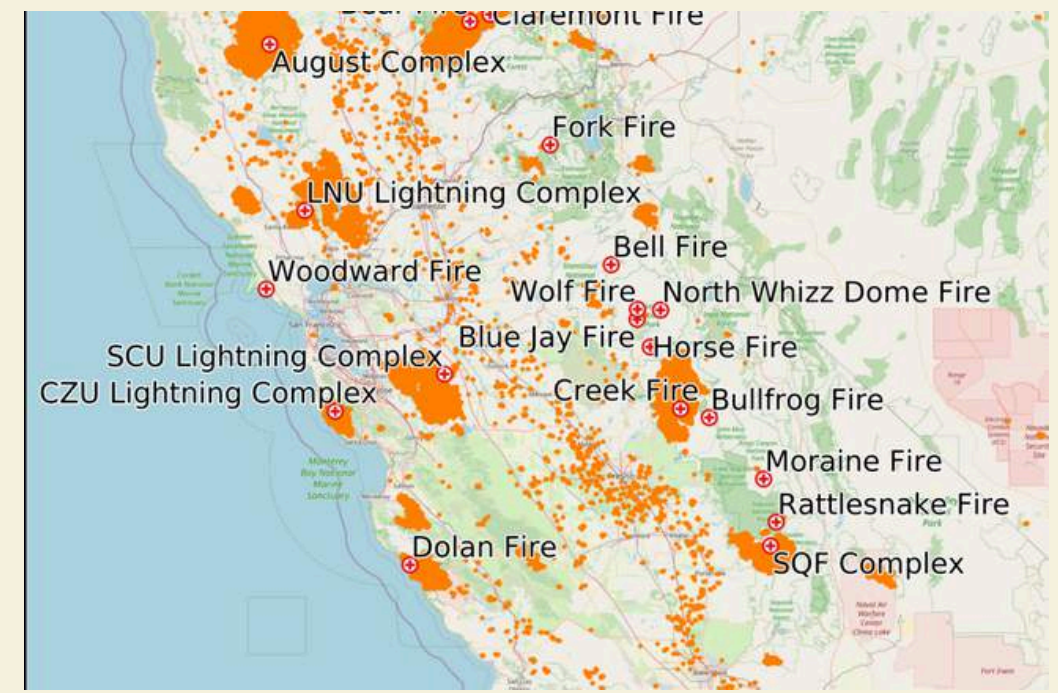

**March 12 2020:
Covid-19 Pandemic
lockdown**



Percent Change in Food Needs Since February, 2020 <i>Santa Clara & San Mateo County</i>		
	Avg. March - June % Increase vs. February	Peak Month % Increase vs. February
Call Volume - Food Connection Hotline	+614%	+989% (April)
CalFresh Applications	+101%	+182% (April)
Lbs. / Meals Served by Second Harvest	+54%	+85% (June)

Sources: Second Harvest Silicon Valley; CalFresh Data Dashboard | Note: Calls to Food Connection Hotline include the number of people that Second Harvest referred to a food distribution program site (places where Second Harvest provides food, as well as School/Summer Meal site), and sometimes to a special-purpose distribution (e.g., diapers or baby food) or other non-food assistance programs.

<https://jointventure.org/images/stories/pdf/food-insecurity-report-2020-10.pdf>



CA wildfires in Bay Area 2020, e.g. Santa Clara Unit Lightning Complex Aug - Sept.



Assessing & supporting a food justice response

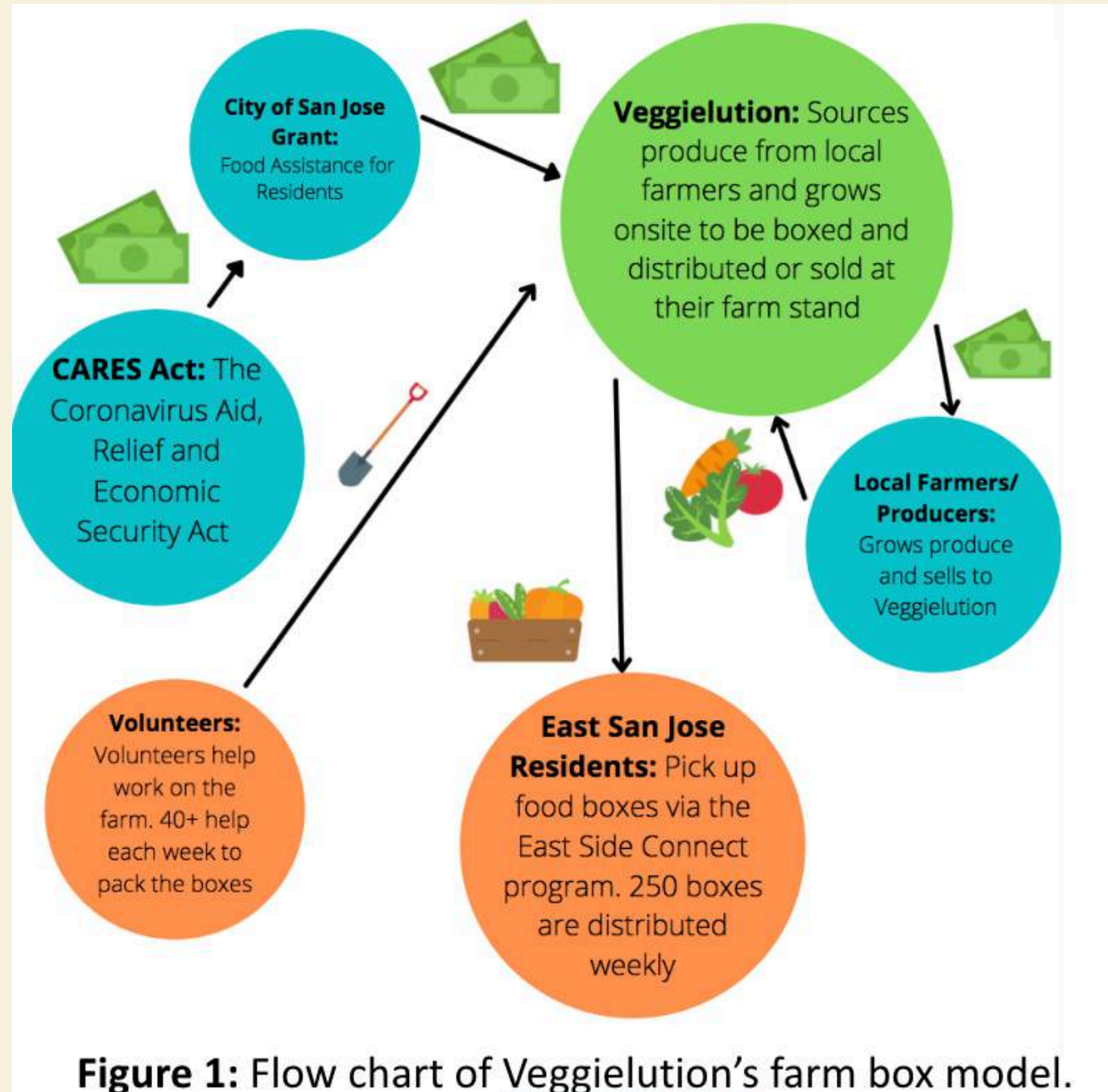


Figure 1: Flow chart of Veggielution's farm box model.



-Disproportionately left out small-and mid-sized farms -Changes in procurement policies without prioritization of small and mid-sized farms

-Neglected to support women and minority-owned farms-The program did not make sufficient efforts to ensure equity for minority and women-owned farms

-Making low price the sole criterion

Veggielution's Farm Box Program:

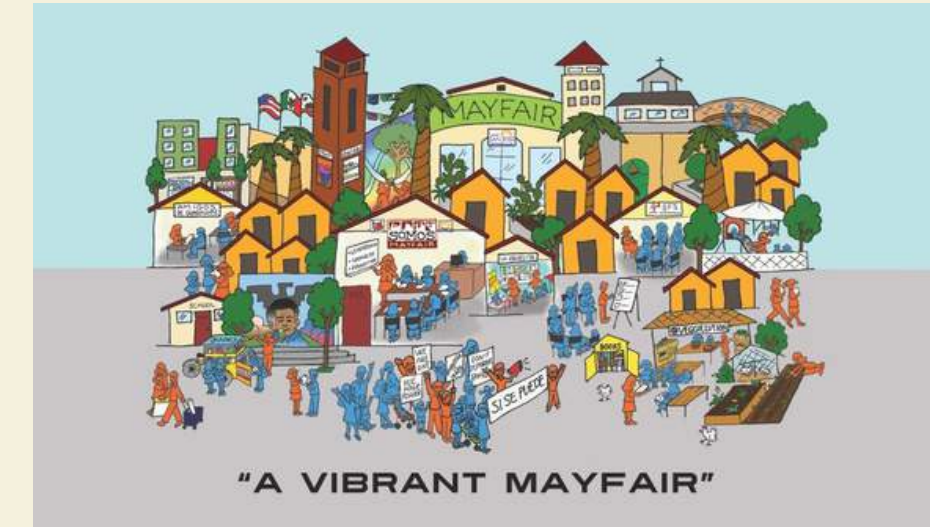
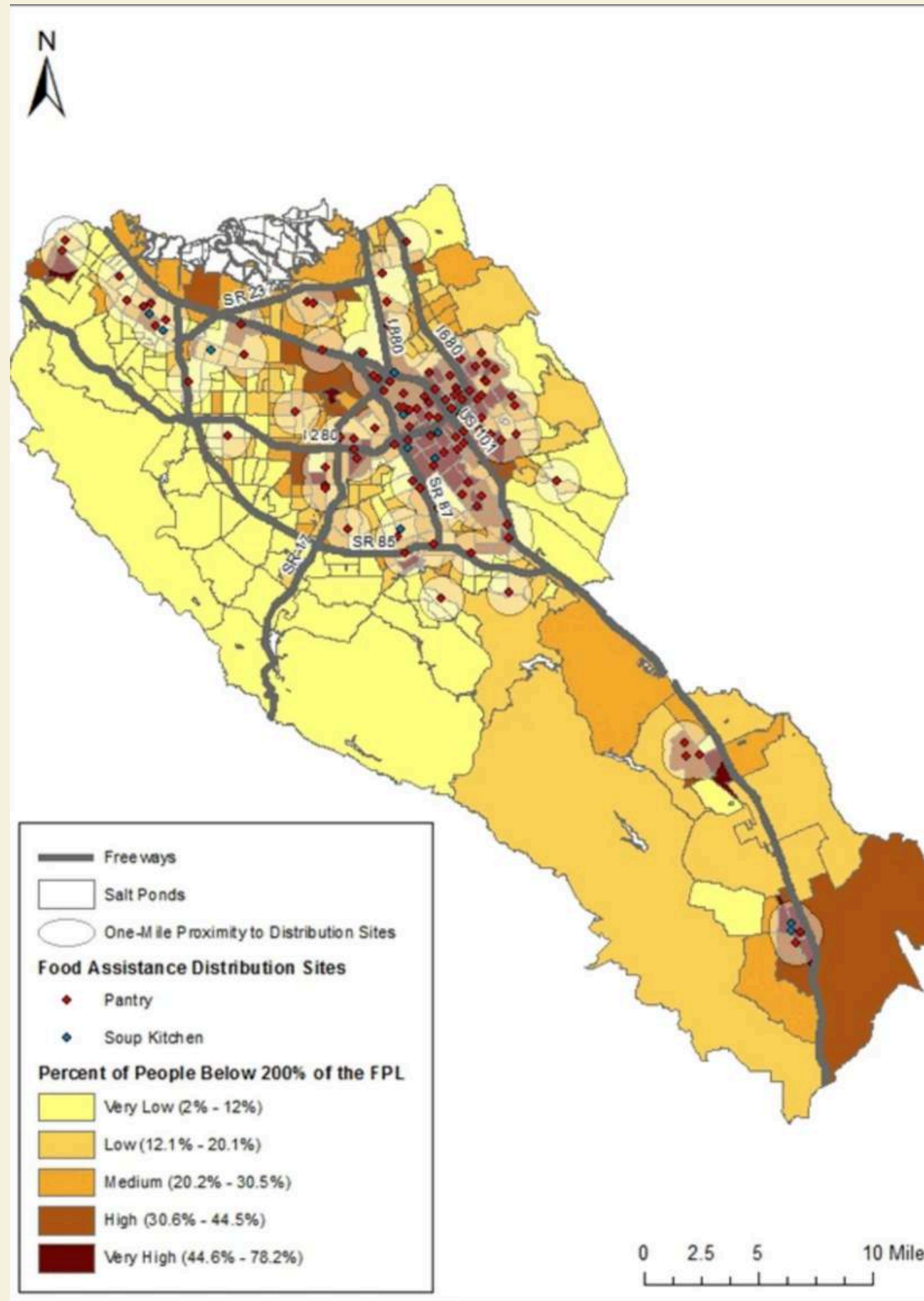
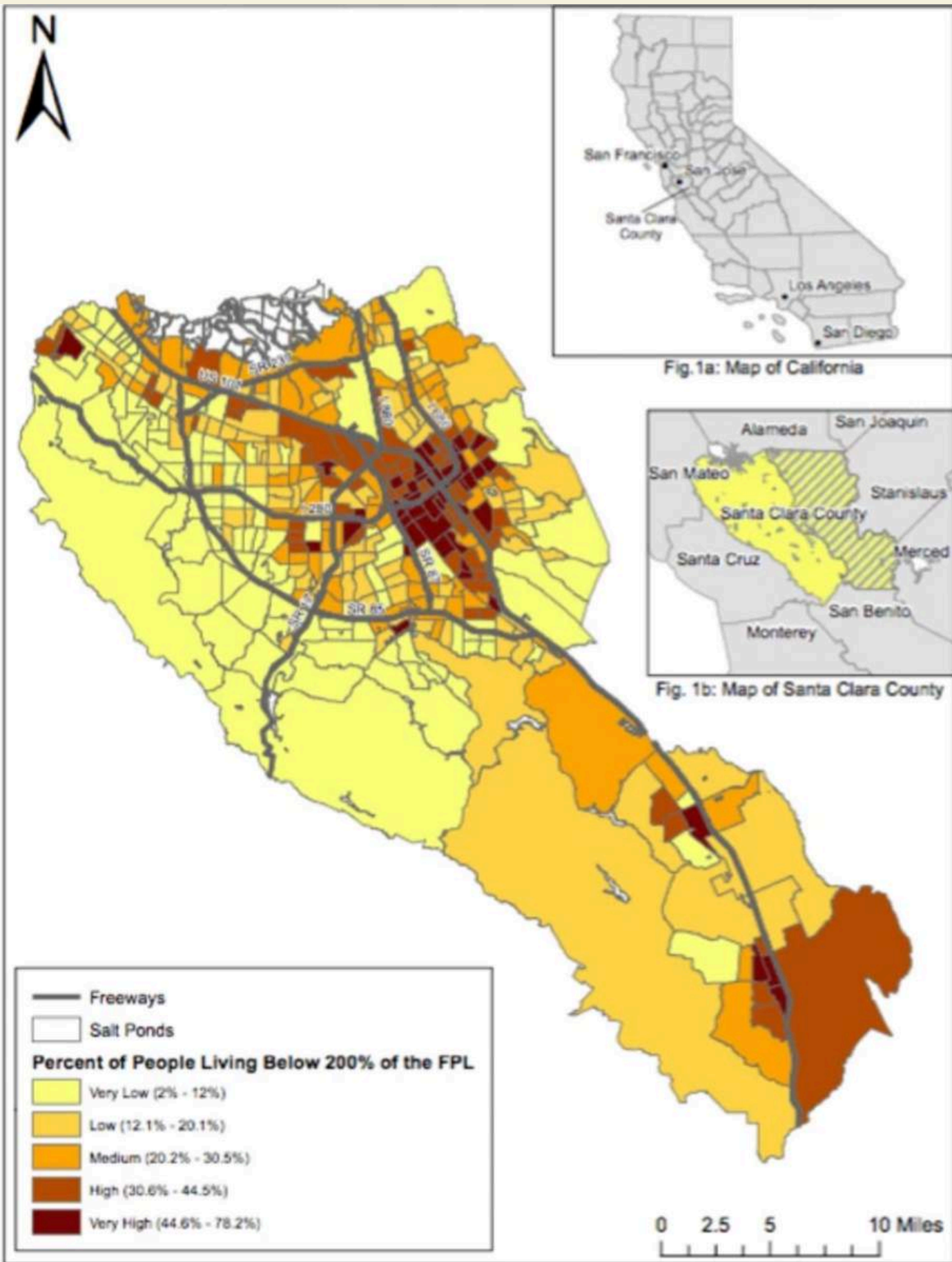
-Of the 23 farms Veggielution has sourced from over the past year, all are considered to be small farms- All farms are within local proximity to Veggielution's headquarters in SJ

-Veggielution sourcing:

- 60% BIPOC owned farms
- 20% Female owned farms
- 20% of the BIPOC owned farms intersect with female owned

-Local and organic prioritization of products





Bacon, C. M., & Baker, G. A. (2017). The rise of food banks and the challenge of matching food assistance with potential need: towards a spatially specific, rapid assessment approach. *Agriculture and Human Values*, 34, 899-919.



Our role in project



Phase 1:

- Study Values Based Procurement as strategy to support local FJ and co-op
- Support Staff in Monitoring & Evaluation
- Public Ed. - SCC Food Systems Plan

Phase 2:

- East SJ food systems dashboard
- Early results dissemination + networking
- Urban Agroecology shortcourse

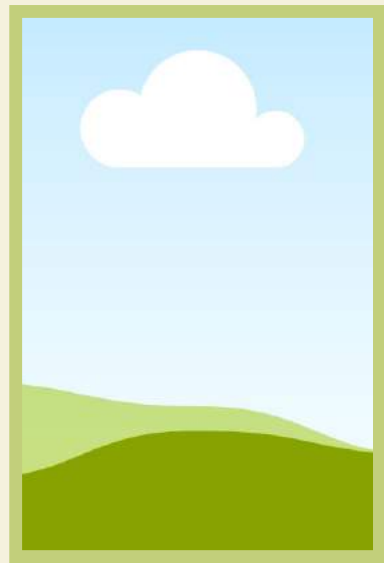
Phase 3:

- Most significant change interviews +
- Data analysis and publications
- Training and results dissemination



Challenges and Possibilities

Collaboration rooted addressing basic needs & rights of people in a place as well as changing the conditions that create those needs and constructing an inclusive food sovereignty



SANTA CLARA COUNTY'S FOOD SYSTEMS WORKPLAN: AN ASSESSMENT AND ROADMAP FOR THE FUTURE

In 2020, after COVID pandemic unveiled the long-standing inequities within the food system, the County of Santa Clara (SCC) approved the development of a food system workplan to improve coordination and build a healthier, more resilient, sustainable, and equitable agriculture and food system. After a robust stakeholder engagement and research process conducted by UC Cooperative Extension in partnership with County agencies, the resulting plan identifies roles for County government as well as and non-profit organizations, businesses, researchers, and city governments to continue updating and implementing it.

What are Sustainable Food Systems?
The food system involves all people, resources, and activities involved in producing, harvesting, processing, packaging, transporting, and distributing our food, in addition to managing our food waste. Our food systems are influenced by broader social, cultural, political, economic, and environmental contexts. Sustainable food systems assure food access to all people as a basic human right, and sustain their services in the face of wildfires, disease, climate change, market shocks, and other hazards.

Workplan Goals:

- 1. Enhance food system coordination and leadership**
Establishing a permanent multi-stakeholder platform, which brings together local government and community organizations.
- 2. Increase community engagement toward greater food sovereignty**
Promote food sovereignty through participatory governance and grassroots initiatives, empowering residents to shape local food policies and projects.
- 3. Maintain farmland, increase agricultural opportunities, and enhance farm viability**
Enhance agricultural viability by protecting farmland, increasing farming opportunities, and addressing challenges like land tenure insecurity and pandemic-related disruptions.
- 4. Build a strong regional food economy where communities and individuals prosper**
Support small businesses, address pandemic impacts, and promote equitable economic development through reduced barriers, cooperative support, and infrastructure investments.
- 5. Improve food security/public health through access to nutritious, culturally relevant, & affordable food**
Enhance federal program support, universal school meals, and for older adults, and pandemic management, while prioritizing affordability, cultural relevance, and nutrition.
- 6. Expand food recovery and composting**
Promote food recovery and composting to reduce waste, cut emissions, improve soil, engage communities, and combat food insecurity.
- 7. Build a constituency for a strong regional food system through food & ag. education**
Increase food and agricultural literacy, launch a public education campaign about local farmers & climate stewardship. Collaborate for food justice and food sovereignty.

What has been done so far?
Selected accomplishments to date include:

- Successful advocacy for universal free school meals.
- Hired agricultural liaison to help local farms and ranches.
- Hired food systems manager for County.
- Launched Good Food Purchasing Program at 3 hospitals.
- Launched food systems resilience grant program.
- Webinar series on SCC food justice & historic inequalities.

Learn more: Scan for Workplan: Updated 4-5-24
Scan for Plan Update:

Factsheet by: [QR Code]

Factsheet created by Environmental Justice & Common Good Initiative and ACRAF Lab with Vegetation. Supported by County Food Systems Resilience Grant

Panelists



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