



## 2013 SUMMER MEETING MINUTES

July 17<sup>th</sup> 2013 | Cornell University | 12:30 PM – 4:40 PM

**Council Coordinator Sarah Johnson** opened the meeting of the New York State Council on Food Policy (NYS CFP) by welcoming the audience and Council members.

**NYS CFP members and/or representatives in attendance include:**

- **Barbara Dennison**, New York State Department of Health
- **Jackie-Moody Czub**, New York State Department of Agriculture and Markets
- **Jorge Montalvo**, New York State Department of State, New York State Office for New Americans
- **Raymond Denniston**, BOCES Broome-Tioga; NYS Farm to School Coordinating Committee
- **Eleanor Wilson**, Price Chopper Supermarkets, Inc
- **Julie Suarez & Nicole Willis**, New York Farm Bureau
- **Michael Hoffman**, Cornell College of Agriculture and Life Sciences
- **Linda LaViolette**, Empire State Development
- **Patricia Race**, New York State Department of Health
- **Kimberly Vumbaco**, New York State Education Department, Child Nutrition Program Administration

**Council members then introduced themselves and provided updates from their organizations.**

❖ **Linda LaViolette**

- Fresh Connect Program has grown (100 sites)- expanded focus to youth markets- many benefits
  - Fresh Checks- similar to Health Bucks Programs- 2\$ coupon for every 5\$ in EBT spent at the market
  - Fresh connect website launched
- Buy NY program – partnering with large distributors to buy NYS products
- Working with Farm B and SLA
- ESD working with AGMKT to support specialty livestock industry by identifying markets for small to midsize meat processors





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## ❖ Jackie Moody- Czub

- NYS chosen to pilot Greek yogurt in schools: New York State will be participating in a pilot program created by the U.S. Department of Agriculture to test if it is cost effective to incorporate Greek yogurt into school lunch programs (see press release: [Governor Cuomo Announces New York Selected as one of Four States to Participate in National Greek Yogurt Pilot Program](#))
- [www.OpenNY.gov](http://www.OpenNY.gov) has been launched to help public locate fresh and local food.

## ❖ Ellie Wilson

- Working with OTDA for SNAP Outreach in food retail
  - Not using brochures; but rather palm cards, posters, shelf talkers in food retail
  - Total counties = 14 in 7 counties for pilot; being repeated again in March
- Farm Day

## ❖ Ray Denniston

- Updates on the Farm to School Grant Project
- Fruit and vegetable program in Binghamton granted by SED

## ❖ Patricia Race

- Shared a PowerPoint presentation highlighting the *HPNAP Locally Grown Produce Initiative*
  - HPNAP received a one-time allocation of \$2 million for the 2012-13 contract year which was divided among the eight regional food banks for purchase of New York State grown fresh produce.
  - Aligning with the Governor's "Fresh Connect" program, the intent of this initiative is to increase access to local, fresh, nutritious produce in the emergency food network.
  - For more on this presentation, please see the *presentation appendix*.





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## ❖ Mike Hoffmann

- Agricultural Experimentation Stations
  - 7 farms around NY
  - Manage 4 acres of greenhouses on campus; growth chambers; 55 staff
  - “Culture of Sustainability”
  - Progress on energy conservation
- Recorded webinar on Agriculture and Climate change:  
<https://cornell.webex.com/cornell/lsr.php?AT=pb&SP=EC&rID=11618082&rKey=af0ac9c3e5f7ddd3>

## ❖ Jorge I. Montalvo (ONA and DOS)

- On March 11, 2013, Governor Cuomo launched the Office for New Americans, the first statewide office with a sole focus to assist our state's immigrants in their efforts to contribute to the economy and become a part of the family of the New York.
- The cornerstone of the Office for New Americans is a network of 27 neighborhood-based Opportunity Centers, hosted within existing community-based organizations, throughout the State. The Opportunity Centers help New Americans learn English, prepare them for the U.S. citizenship exam, and help them start and grow businesses so they can fully participate in New York State’s civic and economic life.
- The Office has also launched a New American Farmer Education Project in the Southern Tier, which helps immigrants agriculturalists start their own farm business

## ❖ Barbara Dennison

- Working with local contractors and local agencies who have used whole or part of the NYSCFP food procurement guidelines
- Working on 5 year implementation plan by estimating resources, etc, through fall 2013.

## ❖ Lisa Irving (OTDA)

- In year 3 of a five year contract for SNAP Outreach and are currently working with not for profit providers to expand reach in NYC and upstate to assist with raising awareness about the SNAP program as a supplemental nutrition assistance program to help low-income families put more healthy food on the table.
- Working with the Food Industry Alliance to initiate a regional SNAP Awareness Campaign this fall in select grocery stores. This will be the second year that we have worked with the Food Industry Alliance and community partners on the SNAP Awareness campaign and we are hopeful that we will have the same success that we did last year. The campaign will feature recently designed posters designed to catch the attention of families and older adults and which highlight the SNAP program as a ‘nutrition assistance’ program. The posters also advertise the [myBenefits.ny.gov](http://myBenefits.ny.gov) website as the easiest way to screen and apply for the SNAP program. In addition to the posters, we will be running radio advertisements, provide brochures and palm cards, and have in-store outreach and/or food demonstrations. This year, the food demonstrations will focus on ‘Making Half your Plate Fruits and Vegetables’ and ‘Rethinking Your Drink’





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in an effort to increase fruit and vegetable purchases at the grocery store with SNAP Benefits and encouraging shoppers to reduce the consumption of Sugar Sweetened Beverages by choosing low-fat dairy and water as drink substitutions.

- In the process of reviewing 65 plans for the Eat Smart New York Program – our SNAP Nutrition Education Program under the Federal SNAP Nutrition Education Program. Our goals for this year’s program will be to 1) Encourage the consumption of Fruits and Vegetables among SNAP Eligibles 2) Reduce the consumption of Sugar Sweetened Beverages among SNAP eligibles and 3) Promote Physical activity and calorie balance as part of a healthy lifestyle. We will be working with Cornell Cooperative Extensions, the Department of Health, and regional Food Banks. Additionally, all of our partners will be working together to foster environmental change in low-income communities to support these program goals.
- Our agency continues to be sensitive to counties impacted by severe weather related events. We are being proactive in assisting those counties to prepare for SNAP outreach and administrative actions that can assist SNAP families who have suffered food loss due to displacement and power outages resulting from flooding and hurricanes.
- As with other agencies, we are anxiously awaiting positive action and closure on the Farm Bill.

**After member updates, the Council discussed next steps regarding 2014 Listen Sessions.** The objectives of these listening sessions include identifying new priorities and connecting with NYS food policy stakeholders and advocates.

## PLANNING THE LISTENING SESSIONS

- ❖ Must visit the North Country + Rochester for geographic locations
- ❖ Should consider audiences such as food production companies, distributors, food hubs
- ❖ Review best practices; identify; share
- ❖ Reach out to co-chairs of Regional Economic Development Council to attend the listening session; plan session dates accordingly
- ❖ Listening tour invitation document and NYS CFP Survey should include open ended questions to help identify top 3 concerns per geographic location
- ❖ Food safety & GAP should be discussed



## NYS CFP SURVEY

The Listening Tour dialogue provided the perfect segue way into the NYS CFP survey discussion. The survey, ***Identifying Local Food Policy Efforts in NYS to Expand the Dialogue between Government and Grassroots Initiatives***, will be administered to statewide food policy advocates as an avenue to identify local food policy councils and organizations in New York State that focus on anti-hunger, farm, nutrition and other food-system related issues.

- The Council will create a public report to publish on the NYS CFP website, share with stakeholders and utilize as an information portal to connect with and enlighten food system advocates around NYS.



## PRESENTATIONS

A series of presentations were given the meeting. To view the presentations in full, please visit the *presentation appendix*.

- ❖ ***“Climate Change and Agriculture: No Longer Business as Usual”*** presented by **Mike Hoffmann** illustrated the challenges and opportunities of climate change and agriculture for NYS; what is needed to adapt to these changes; reducing greenhouse gas emissions; and more.
- ❖ ***“Adopting Healthy Habits: Leveraging Cooperative Extension to promote environmental change”*** presented by **Jamie Dollahite** developed a model for Cooperative Extensions to engage in site-specific environmental change initiatives with partner agencies and larger communities that make healthy habits easier for low-income families.
- ❖ ***Case Studies on Local Food Supply Chains*** presented by **Miguel I. Gomez** illustrated research questions such as: *What factors influence structure and size of local food supply chains? How do local food supply chains compare to mainstream supply chains for key dimensions of economic, environmental, and social performance?*
- ❖ ***Supporting Food Systems as an Arena for Civic Engagement and Collective Impact: An Ecosystems Approach*** by **Jeff Piestrak** presented the importance of collective impact, knowledge ecosystems, and questions such as: *“How can we leverage existing resources/assets more effectively for the greater good? How can we empower communities and leaders with the tools and resources they need to make good decisions?”*

## PUBLIC COMMENT & OPEN DIALOGUE

Public attendees introduced themselves and engaged in open dialogue with the Council about next steps, objectives, and current initiatives.

