



AGRICULTURAL SUSTAINABILITY INSTITUTE

College of Agricultural and Environmental Sciences

AGRICULTURAL SUSTAINABILITY INSTITUTE AT UC DAVIS (ASI)

EXTERNAL ADVISORY BOARD ANNUAL MEETING

LODI, CALIFORNIA

20 NOVEMBER 2012

MEETING REPORT

Prepared by: Joanna Friesner and Thomas P. Tomich

Summary

The fifth annual meeting of the Agricultural Sustainability Institute's (ASI) External Advisory Board was held November 20, 2012. Twelve of the 26 board members were able to participate in the meeting in addition to ten ASI staff members, and eight guests including six from UC Cooperative Extension: Brenna Aegerter, Joe Grant, Brent Holtz, Chuck Ingels, Michelle Leinfelder-Miles, and Paul Verdegaal; and two guests that gave presentations on SAREP-funded projects: Matthew Hoffmann of the Lodi Winegrape Commission and Janelle Orsi of the Sustainable Economics Law Center. Kelli McCune and Daniel Mountjoy of Sustainable Conservation led one of the sites visits and also joined the meeting. Ashley Boren served as chair, standing in for Howard-Yana Shapiro who had a last-minute travel delay. The board meeting was notable in that it was the first held away from the UC Davis campus. San Joaquin County Director Brent Holtz hosted our visit at the Wine and Roses Hotel in Lodi, California.

Participants



Top Row: Barbara Allen-Diaz, Tom Tomich, Dianne Stassi, Carl Johnson, Rich Rominger, Mark Van Horn, Joe Grant, Michelle Leinfelder-Miles, Mary Delany, Paul Verdegaal, Chuck Ingels, Brent Holtz, Kate Scow, Bev Ransom, Brenna Aegerter; **Middle Row:** Joanna Normoyle, Rachel Surls, Cornelius Gallagher, Amparo Perez-Lemus, Gail Feenstra, Nita Vail, Karen Ross, Sonja Brodt, Katharina Ullmann, Michael Dimock; **Kneeling:** Eve Hightower, Joanna Friesner, Martha Guzman-Aceves, Ashley Boren, Janelle Orsi, Matthew Hoffman

Director's update— (Tom Tomich)

External Advisory Board

2012 transitions

- New board member:
 - **Nita Vail** (California Rangeland Trust)
- Ex officio transitions
 - **Mary Delaney**, Interim Dean, for **Neal Van Alfen**, Outgoing Dean, CAES, UC Davis
 - **David Wehner** (Cal Poly SLO)
 - **Katharina Ullmann**: Graduate Student Representative
- Addition to Executive Committee (*updated: January, 2013*)
 - **AG Kawamura**, Orange County Produce

Some Highlights of the Year

Agriculture, Resources & Environment: SAREP

- **Food & Society:** regional food procurement is increasing in four California school districts in which SAREP is active in farm-to-school programs.
- **Agriculture, Resources and Environment:** new USDA funding was received to develop a SAREP Solution Center focused on nutrient and water management and climate change. This is a direct outcome of the California Nitrogen Assessment, which is nearing completion of its scientific review process.

Cross-cutting Initiatives

- **Sustainable Sourcing of Global Agricultural Raw Materials:** systematically developed conceptual frameworks and rigorously identified global sustainability issues and approximately 1,984 indicators pertaining to agriculture and supply chains.
- **Farmworker Initiative:** a new \$100,000 grant from the Department of Pesticide Regulation will fund a study of farmworker activity to update pesticide exposure data.

Russell Ranch

- Integrated alfalfa into an annual farming system to investigate reducing tillage and increasing carbon inputs.
- Completed ten-year soil sampling survey of Century Experiment plots.
- Launched soil biology initiative.

Student Farm

- Students involved in field-based learning experiences increased by more than 50%.
- More than 40 students have declared the Sustainable Agriculture and Food Systems (SA&FS) major.
- 2 students received SA&FS Bachelor of Science in 2012.
- Van Vlierden Scholarships awarded.

Funding and Endowment Highlights (Nov. 2011 – Oct. 2012)

- **ASI's budget:** on its way to exceed \$3.75 million for 2012/13, an increase of more than 20% over last year.
- **TomKat Charitable Trust:** A \$200,000 leadership gift launched a drive to raise \$1 million by December 2014 to create an endowed Professorship in Agroecology
- **Del Monte Foods:** adopted the first acre in the limited-time opportunity to 'Adopt-an-Acre', to build an endowment for the Russell Ranch Sustainable Agriculture Facility.
- **MARS, Incorporated:** Announced additional gifts of \$475,000 to support ASI's Sustainable Sourcing of Global Agricultural Raw materials project for 2012/13.
- The **Sustainable Agriculture and Food Systems** Endowment is within striking distance of the \$25,000 threshold to endow this fund to support all aspects of the ASI program in perpetuity.

MAIN ISSUES FOR DISCUSSION

- Performing Strengths, Weaknesses, Opportunities, and Threats (SWOT) evaluation
- Implications for proposed World Food Center for ASI's strategies and fundraising prospects
- Most effective use of the External Advisory Board and accelerating ASI's endowments

SWOT Analysis- facilitated by Joanna Normoyle

- *Strengths*
 - ASI's capacity for comprehensive study and access to experts.
 - ASI's two unique tangible facilities: Russell Ranch and Student Farm.
- *Weaknesses*
 - ASI's visibility within the UC system, and beyond CAES could be higher.
- *Opportunities/Threats*
 - Recruitment of new CAES Dean- opportunity to provide input to new Dean selection that will be a strong ASI supporter, strengthen CAES, and grow the ASI endowment. Input by EAB members into this process will be important.
 - *Karen Ross and Howard Shapiro are search committee co-chairs.*
 - *Barbara Allen-Diaz has the opportunity to interview the finalist pool and talk about issues for Cooperative Extension, etc.*
 - The External Advisory Board as an important resource (*described separately*)
 - Proposed World Food Center at UC Davis (*described separately*)
 - Opportunity for additional interactions, including work group meetings, between ASI experts and others, such as CE experts, across California. Intent: to facilitate knowledge transfer; develop and maintain relationships.

ACTION ITEM: EAB members encouraged to convey comments to Barbara Allen-Diaz regarding candidate pool for new CAES dean.

Proposed World Food Center at UC Davis

- *Preliminary information on WFC was shared with EAB members prior to the board meeting.*
- Discussion on value of ASI taking part in dialog with Chancellor and staff to discuss ASI's involvement, and as potential leaders, particularly for California aspects.
- Potential effects on ASI's fundraising efforts, including potential overlap with donors.
- Importance of communication to put ASI's agenda on the campus radar.

ACTION ITEM: Tom to coordinate meeting with Mary Delaney, Christine Schmidt, Melissa Haworth and Shaun Keister, UCD's Vice Chancellor for development and alumni relations.

Update: meeting held 30 January 2013, which led to several points for follow up.

ACTION ITEM: Tom to brief Howard Shapiro and make sure what was expressed at meeting is conveyed (e.g. regarding the World Food Center proposal discussion re: ASI).

ACTION ITEM: All present should ensure that we keep each other informed on WFC ideas to collectively shape the ideas and ensure ASI involvement/leadership.

More effective use of the External Advisory Board

- Discussion on importance of the valuable input ASI receives from the EAB, and ASI's continual efforts to interact most effectively with members, including providing the EAB with sufficient information on ASI's complex activities and many achievements.
- Fundraising discussion with EAB:
 - Developing passion for ASI so that ASI becomes a focal point for donors.
- Input into newly-funded Solutions Center: making relevant knowledge and solutions available online for practitioners: recently-funded Solutions Center at ASI.
 - Note: IPM was put forth as a highly effective example.

ACTION ITEM: Tom to coordinate meeting with Rich Rominger, Howard Shapiro, and Ashley Boren to discuss strategies to (1) get fuller use of the board and (2) bring in new members that possess needed fundraising expertise.

January 2013 addition: include new Executive Committee member AG Kawamura.

ACTION ITEM: Tom to follow up with Martha Guzman-Aceves and Karen Ross, to explore other sources (e.g. AB 32 funds) of extension funding stream.

ACTION ITEM: Tom, Howard and Carl: target top 10 food companies to develop those relationships for endowment efforts.

ACTION ITEM: Tom and Barbara Allen-Diaz: coordinate work on solution centers with nitrogen and irrigation as focal points, including Doug Parker and other relevant participants.



EAB Members with ASI Director Tom Tomich: Barbara Allen-Diaz, Tom Tomich, Carl Johnson, Rachel Surls, Cornelius Gallagher, Rich Rominger, Amparo Perez-Lemus, Mary Delany, Ashley Boren, Nita Vail, Karen Ross, Katharina Ullmann, Martha Guzman-Aceves; **Not pictured:** Michael Dimock

HIGHLIGHTS OF SAREP-FUNDED GRANT PROJECTS

Food and Livelihoods Legal Project (Janelle Orsi, Sustainable Economics Law Center)

Purpose

- Project to provide legal advice to low-income, small-scale members of food system.

Process

- Facilitated workshops w/volunteer law students
- Perform research about legal issues on food production and provision: wrote AB 1616- CA homemade food act and outlined a model state law to remove barriers to sale of homegrown produce

Resource

- Urbanaglaw.org: urban agriculture legal resource library

Next Project

- Resilient community café, for information exchange. Janelle referenced 'Practicing law in the sharing economy', a book they've published.

Expanding Regional Markets for SE Asian and other Small Farmers in Sacramento: Linking Farmers, Processors and Buyers (Chuck Ingels, UCCE Sacramento County)

Purpose

- To expand market opportunities and increase off-farm sales for SE Asian and other farmers.

Background

- Mostly Mien, some Hmong; 2-12 acre farms; sell primarily in roadside stands; family farming; no refrigeration, limited resources.

Process

- Annual meetings for 15 years with growers. This year: tour with Gail Feenstra to meet distributors.

Learning Pathways for Sustainable Vineyard and Winery Management (Matthew Hoffmann, Lodi Winegrape Commission and UCD Graduate Student, Geography Department)

Purpose

- To leverage the knowledge network to maximize the benefits of social learning.

Process

- Performed social network analysis of viticulture workers to evaluate and visualize the connections.
- Concluded: average 'centrality' (or, center for linkages) for dual grower and outreach professionals averages twice as many connections as individual practitioners or outreach practitioners.

Next Project

- Possibly create a portal to leverage knowledge; hold monthly grower meetings; experiment w/blog posts and biographies of researchers, growers etc.; help guide growers to others that they don't know of yet, for key information exchange.

TWO LOCAL SITE VISITS

Hoffman Ranch Restoration Site (Hosts: Kelli McCune & Daniel Mountjoy, Sustainable Conservation; Matthew & Tom Hoffman, Heritage Oak Winery)



EAB Member Ashley Boren, with fellow Sustainable Conservation members Daniel Mountjoy and Kelli McCune (not pictured) describe their collaborative effort with the Hoffman family, owners of Heritage Oak Winery, to encourage and increase restoration of local habitat.

ASI Deputy Director Kate Scow and Internship Coordinator and Undergraduate Advisor Joanna Normoyle engage in discussion with Kelli McCune (not pictured) during the Hoffman Ranch Restoration site visit



Liberty Gallo Vineyard trials (Hosts: Paul Verdegaal, Viticulture Advisor, & Brent Holtz, County Director and Farm Advisor, UCCE San Joaquin County)



Paul Verdegaal describes grape trials performed over a number of decades in San Joaquin County.



Daniel Mountjoy and Mark Van Horn discuss the extensive grape varieties planted throughout the plots.

Overview of Action Items:

- **EAB members urged to send comments on new Dean candidates to Barbara Allen-Diaz**
 - *(P. 4; Follow up: Rich, Howard)*
- **Tom to set up meeting with Mary Delany, Christine Schmidt, Melissa Haworth and Shaun Keister**
 - *(P. 4; Follow up: Tom, Melissa)*
- **Tom to brief Howard Shapiro on EAB discussion of World Food Center proposal and potential effects on ASI, and involvement by ASI**
 - *(P. 4; Follow up: Tom)*
- **All: ensure EAB and staff keeps everyone informed on World Food Center ideas to ensure ASI involvement/leadership**
 - *(P. 4; Follow up: Tom)*
- **Tom to set up discussion with Rich Rominger, Howard Shapiro, Ashley Boren, and AG Kawamura on strategies for EAB input and fundraising expertise on the board**
 - *(P. 5; Follow up: Tom, Melissa)*
- **Tom to talk with Martha Guzman-Aceves and Karen Ross on extension funding streams**
 - *(P. 5; Follow up: Tom)*
- **Tom to talk with Howard Shapiro and Carl Johnson about targeting top 10 food companies for endowment.**
 - *(P. 5; Follow up: Tom, Melissa)*
- **Coordinate ASI/SAREP Solution Centers development with ANR initiatives.**
 - *(P. 5; Follow up: Sonja, Tom)*

CONTACT LIST

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2012 EXTERNAL ADVISORY BOARD

**Executive committee*

Current members (in alphabetical order):

Marcus Benedetti, President & Chief Executive Officer, Clover Stornetta Farms, Petaluma, CA

Ashley Boren*, Executive Director, Sustainable Conservation, San Francisco, CA

John Diener, President, Red Rock Ranch, Five Points, CA

Michael Dimock, Executive Director, Roots of Change, San Francisco, CA

Greg Drescher, Vice President, Strategic Initiatives & Industry Leadership, Culinary Institute of America, St. Helena, CA

Cornelius Gallagher, Senior Vice President, Food, Agriculture and Wine Executive, Bank of America, Roseville, CA

Martha Guzman Aceves, Deputy Legislative Affairs Secretary, Office of Governor Edmund G. Brown, Jr., Sacramento, CA

Carl Johnson, Executive Vice President, Brands, Del Monte Foods, San Francisco, CA

Jonathan Kaplan, Senior Policy Specialist at the Natural Resources Defense Council (NRDC), San Francisco, CA

AG Kawamura*, Founding Member, Orange County Produce, Irvine, CA

Craig McNamara, President, California State Board of Food and Agriculture, Sacramento, CA; President, Sierra Orchards; and Co-Founder, Center for Land Based Learning, Winters, CA

Haider Nazar, Chief Executive Officer, Verliant Energy Partners, Walnut Creek, CA

Amparo Perez-Lemus, AP Lemus & Associates Marketing and Public Relations, Davis, CA

Judith Redmond, Owner and Partner, Full Belly Farm, Guinda, CA

Richard Rominger*, Rominger Farms, Winters, CA

Karen Ross, Secretary, California Department of Food and Agriculture, Sacramento, CA

Howard-Yana Shapiro*, Director, Plant Science & External Research, Mars Inc, and Co-founder, Seeds of Change, McLean, VA and Davis, CA; ASI Board Chair

Rachel Surls, Sustainable Food Systems Advisor, UC Cooperative Extension Los Angeles County, Los Angeles, CA

Thomas Turini, Vegetable Crops Farm Advisor, UC Cooperative Extension Fresno County, Fresno, CA

Nita Vail, Chief Executive Officer, California Rangeland Trust, Sacramento, CA

Paul Wenger, President, California Farm Bureau Federation, and farmer, Modesto, CA

Ex officio members (in alphabetical order):

Barbara Allen-Diaz, Vice President, Agriculture and Natural Resources, University of California, Oakland, CA

Mary Delany, Interim Dean, College of Agricultural & Environmental Sciences, University of California, Davis

Katharina Ullmann, Student Representative, UC Davis Graduate Student, Department of Entomology

David Wehner, Dean, College of Agriculture, Food and Environmental Sciences, Cal Poly, San Luis Obispo

Kase Wheatley, Student Representative, UC Davis Undergraduate, Sustainable Agriculture & Food Systems