

COUNTY OF SUFFOLK

KARA HAHN
MAJORITY LEADER
LEGISLATOR, FIFTH DISTRICT

COMMITTEE CHAIR
ENVIRONMENT, PLANNING
& AGRICULTURE



VICE-CHAIR
PARKS & RECREATION

MEMBER
ECONOMIC DEVELOPMENT
EDUCATION & INFORMATION
TECHNOLOGY
GOVERNMENT OPERATIONS,
PERSONNEL & HOUSING
PUBLIC SAFETY

COUNTY LEGISLATURE

**TO: Members of the Food Policy Council:
All interested parties**

FROM: Honorable Kara Hahn

DATE: December 12th, 2017

RE: Food Policy Council Meeting Agenda

INTRODUCTIONS:

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1) PRESENTATIONS

1. Sara Fisler, Scott Bloodworth and Steve Reeves present on What's Good

a. History

- i. Food technology company founded by Matt Tortora, a chef and a technologist who wanted to develop a system to get fresh local food into restaurants (happened when the chef noticed that the calamari that the restaurant purchased was sourced from China)
- ii. The company uses online technology to bridge between purchasers and farms

b. Goals/Mission

- . Using the website they have developed, they are able to connect the purchaser directly to the farmer
- i. Both the farmer and the purchaser must set-up their own account
- ii. Purchaser can notify the farmer if they are interested in purchasing from the farmer and they can arrange the pricing and pick up location
- iii. Connect smaller buyers with bigger "anchor" institutions (create clusters)
- iv. Membership is free for purchasers but there is a 1.5% transactional fee for farmers (sellers)
- v. 90% is wholesale (produce and protein)
- vi. Become part of the Farmers Market Federation of New York to get access to 700 + farmers market in the area

2. Michael Winik presents on OurHarvest

. History

- . The founder started the company when he noticed that the produce he purchased at Whole Foods was not locally grown
- i. He created an online farmers market and grocery store that connects consumers to their local farmers
- ii. Been in business for 3.5-4 years

a. Goals/Mission

- Bridging the gap between the farmer and the customer
- i.** The company will arrange pickup at the farm and then bring it to a central pickup location for consumers
- ii.** Help farmers extend their reach, provide fresh produce to consumers and help the local community through donations to local food pantries (the donations are mostly in the form of “seconds”)
- iii.** The website allows the customer to view the produce and learn about each individual farm/farmer
- iv.** As a business model, they hold very little inventory since freshness and “local” are paramount but they still have holding storage facilities
- v.** 98% of the food that comes from the farm is within 200 miles of NYC (most of it is from Long Island)
- vi.** Meals or purchases greater than \$25 they donate to a local food pantry
- vii.** No additional fees for pickups at designated community centers
- viii.** Stressed importance of nutrition education to inform public about local produce
- ix.** No real marketing or promotion budget – all “word of mouth” and social media
- x.** The initial challenge was securing local farmer participation and establishing pickup and delivery logistics. Now that the company is up and running, the next step is generating more interest and recognition among existing and potential consumers

2) SUBCOMMITTEE UPDATES

1. Community Gardens

- a.** They applied for a \$25,000 from NY Agriculture and Markets grant and are now waiting to hear back to see if they received the grant

2. Food Equity

- Push to advance “healthy corner store” initiatives.
- a.** Sustainable Long Island was a large part of the Food Equity subcommittee but they closed doors recently. However Cohen Children’s Hospital is interested in helping out with the corner store initiative

3. Why Buy Local?

- Meat processing facility proposal closed without receiving an acceptable bid. Next steps are being evaluated.

- a. Planning and Design continues for the Suffolk County Farm in Yaphank and construction of the new Agricultural Visitor Campus to promote agricultural tourism, sustainability, and for Cornell Extension

4. Agricultural Education

- .2 deadlines for federal and state Farm to School grants recently passed
- a. Not sure if any local schools have applied for these grants
- b. Discussion about Brentwood planning grant → how to utilize the grant for what it's intended for

1) VACANCIES

- 1. Michele Gervat filled one position on the Suffolk County Food Council Policy Board - community organization
- 2. Vacancies for "food retailer", "LI Farm Bureau", and "Community Group"

4) SET 2018 MEETING SCHEDULE (2nd Tuesday of the second month)

- 1. Will consider one or two alternate locations to host some meetings
- 2. Contact Augie with ideas concerning new locations or new speakers
- 3. 2018 Schedule is as follows:

February 13th , 2018

April 10th , 2018

June 12th , 2018

August 14th , 2018

October 9th , 2018

December 11th , 2018

