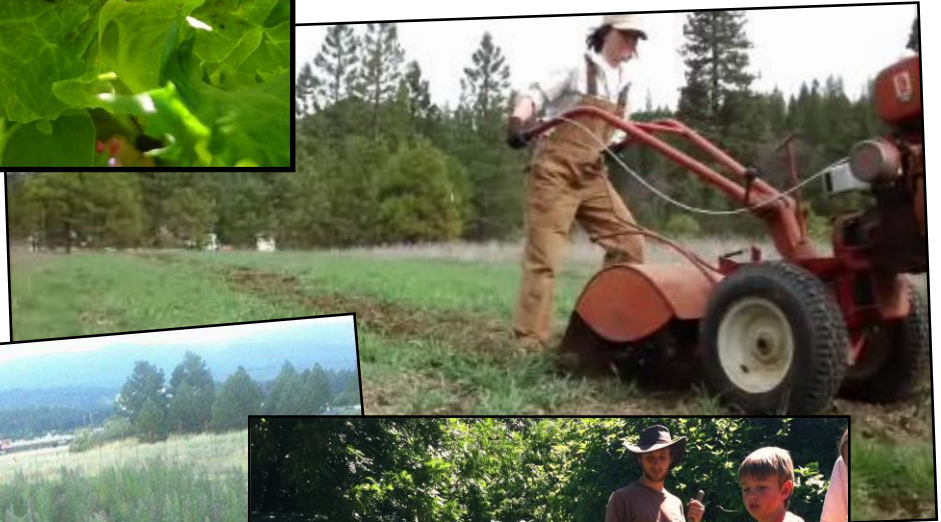


**Plumas-Sierra**

**Community  
Food Council  
Strategic Plan**

**2013**



*Plumas-Sierra Community Food Council*

*Written By Tom Neill, Dorette English, Kristi Jamason, Elizabeth Powell and Zachary Revene*

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*This publication is provided for general information as a living document intended to be updated in the future.*

# **Plumas-Sierra Community Food Council Strategic Plan 2013**

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## Executive Summary

The Plumas-Sierra Community Food Council (the Council) seeks to increase community access to healthy food through active development of the local food system. Participation by a diverse group of community stakeholders ensures that the work of the Council addresses multiple community needs in Plumas and Sierra counties. This strategic plan outlines the issues that the Council works to address, our work to date, and our action plan for future activities.

The Plumas-Sierra Community Food Council is committed to improving food security in Plumas and Sierra counties. Our mission is to increase community resiliency by fostering vibrant local agriculture and increasing access to healthy food for everyone in the Plumas-Sierra region. We believe that all residents should have access to food and education that supports and inspires healthy lifestyles. We will accomplish these ideals by raising awareness in our communities about the accessibility and benefit of local agricultural production, and ensuring that this production is resilient in the event of natural disaster, market fluctuation, and other challenges.



To document conditions in the region, Council partners assessed trends in food security through the Mountain Community Food Security Assessment for Plumas and Lassen counties. The results of this assessment informed the activities of the Mountain Bounty Project, which focused on providing increased education and access to healthy foods regionally. The Council provided food policy language for the Plumas County General Plan, improved the supply chain increasing the quantity and quality of healthy food to local food pantries, and gauged the interest of commercial food buyers to purchase locally produced food.

Food Security is compromised by a variety of factors. Demographically, Plumas and Sierra counties experience higher than average rates of unemployment, and employment opportunities are limited. In Plumas County, the highest unemployment spike in recent years was 22 percent in February 2010. Although these two rural county populations are declining in number, the amount of CalFresh (formerly Food Stamps) open cases continues to increase. Senior Nutrition Programs provide vital services to an increasing aging population. Local food production is currently limited, and the majority of food is imported and made available in a small number of conventional grocery store outlets. Travel distance in this sparsely populated and mountainous region, and limited public transportation options, often hinder the ability of residents to access healthy food.

The Plumas-Sierra Community Food Council seeks to address these challenges. An Action Plan has been developed to focus Council activities and nurture collaborative partnerships to effect positive change in Plumas and Sierra counties and the regional food systems. Proposed actions include increasing the viability of local agriculture by identifying available arable land, and identifying strategies and actions to improve the supply chain. Education about food, nutrition, and local agriculture will be promoted and disseminated through local publications, collaborative partnerships with educators and others, and contact with producers and consumers. Policy and planning will be addressed through research, advocacy and contact with regional decision makers. Advocacy will focus on the local and regional food systems. Capacity to improve local food systems will be maintained through regular meetings of the Council, and the convening of semi-annual local food summits.

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## Background

The Council was first organized and convened in 2007 by Plumas Rural Services, a nonprofit corporation, to address food security concerns in Lassen and Plumas counties. The initial members and participants assisted in collection of data and reviewed the Mountain Community Food Security Assessment for Plumas and Lassen counties. The Assessment process, developed with United States Department of Agriculture's (USDA) Community Food Project program funds, entailed a year-long series of participatory events including community forums, focus groups, and survey administration.

**COMMUNITY FOOD SECURITY** is a condition in which all community residents obtain a safe, culturally acceptable, nutritionally adequate diet through a sustainable food system that maximizes community self-reliance and social justice.

*-Mike Hamm and Anne Bellows,  
Community Food Security Coalition*

The Assessment<sup>1</sup> findings revealed that many families in the area struggle with food insecurity and experience hunger on a regular basis. In response, the Council established three priorities to improve food security across the region that were included in the Assessment's recommendations.

### Food Security Priority Areas

- Increasing **accessibility and affordability** of quality food, especially for low-income community members;
- Increasing **educational opportunities** on food production, preparation and preservation; and
- Increasing the **financial viability of local farms, gardens and ranches.**

### Mountain Bounty Project

To address the Priority Areas and initiate a response to the Assessment, Plumas Rural Services implemented the Mountain Bounty Project to increase regional food security. The Mountain Bounty Project supported with a three-year USDA grant utilized a multi-pronged approach which included:

- Regional educational workshops on cultivating, preparing, and preserving foods;
- Coordination of Think Local First marketing efforts;
- Production of an annual Local Food & Ag Guide;
- Developed and expanded school and community gardens;
- Created multi-producer High Altitude Harvest CSA (Community Supported Agriculture) operation;
- And provided coordination for the Council.

### Additional Activities and Accomplishments

In the years since its formation in 2007, the Community Council:

- Contributed extensive policy language to the Plumas County General Plan update on the topics of agriculture, local food systems and related planning concepts.
- Facilitated conversations between local food pantries and the Food Bank of Northern Nevada that led to the creation of a more efficient monthly delivery and pick-up system.
- In 2011, conducted a preliminary Institutional Buying Survey to gauge local cafeteria and restaurant interest in purchasing produce from local farmers.



<sup>1</sup> The entire Assessment can be found at <http://bit.ly/Mountainfoodsecurityassessment2008>

- Evaluated the potential for farm-to-institution linkages in Plumas County with Council participants conducting surveys of local produce growers to estimate available supply, and of local cafeterias and restaurants to identify barriers to purchasing locally grown food and potential demand.
- The Institutional Buying Survey and additional research identified the following needs:
  - Farmer Training/Farm Incubation: Increased local produce production (total volume, number of growers and length of growing season)
  - Distribution Center: Development of a distribution system or aggregation hub that would consolidate local produce and provide one convenient point of contact for institutions to purchase safe, clean, locally grown foods.
- The Council incorporated Sierra County, becoming the Plumas-Sierra Community Food Council in 2012.

### Current Status

In 2013, the Plumas-Sierra Community Food Council continues its focus on improving community food security through advocacy, policy, and grassroots programs that shape the region's food system and the health of its residents. The Council's work related to shaping the regional food system is grounded in efforts towards reestablishing locally produced food supply chains in Plumas and Sierra counties with the added potential for related economic development. With political support and economic incentive, we believe this is possible even with the challenges of a high altitude climate.

The Council includes stakeholders representing diverse interests in Plumas and Sierra Counties including vegetable, grain and meat producers; Environmental Health and Public Health; non-profits; Feather River College; Social Services; food pantries; Head Start; and others (see Appendix).



There are four standing independent work groups networking and coordinating efforts through the Council. The standing work groups are:

- Policy and Regulation,
- Farmer Education and Economic Development (FEED),
- Team Zero (Home scale food production), and
- Youth Education.

To be transparent in its structure, activities and purpose, the Plumas-Sierra Community Food Council membership created this Strategic Plan for communication about planned collaborative activities to improve the regional food system.

To accomplish its mission, the Council embraces a multi-strategy approach that includes local infrastructure improvement for agricultural production, consumer and producer education, and policy development. Activities include promoting projects and policies to increase the viability of local agriculture, social equity, healthy food availability, and food, nutrition and agricultural education.

The Council utilizes on-the-ground projects as well as research and advocacy for regulations and policies that are friendly to locally-based food systems, and develops policy recommendations when needed. The group strives to foster collaboration and diverse community participation of food system stakeholders, including nonprofit organizations, government agencies, educators, grassroots groups, individuals, local business owners and agricultural producers.

## Mission

The mission of the Plumas-Sierra Community Food Council is to increase community resiliency by fostering vibrant local agriculture and increasing access to healthy food for everyone in the Plumas-Sierra region.

## Vision

The vision of the Plumas-Sierra Community Food Council is a thriving local food system in which:

- Community members value and actively support local agricultural production;
- All residents have access to food and education that supports and inspires healthy lifestyles;
- A diversity of local food production is sustained, including family farms and ranches, community and school gardens, and home-scale growing;
- The percentage of locally grown food being consumed steadily increases; and
- Our food supply is resilient in the event of natural disasters, changes in global markets, and other challenges.

## Core Values

The core values of the Plumas-Sierra Community Food Council are as follows:

- A. All residents should have access to healthy food
- B. We value the work of farmers
- C. We value a culture of food in which residents have an understanding and appreciation of food and where it comes from.
- D. We value the role of education in creating sustainable food systems and empowering people to make informed choices.

## Context for Strategic Action

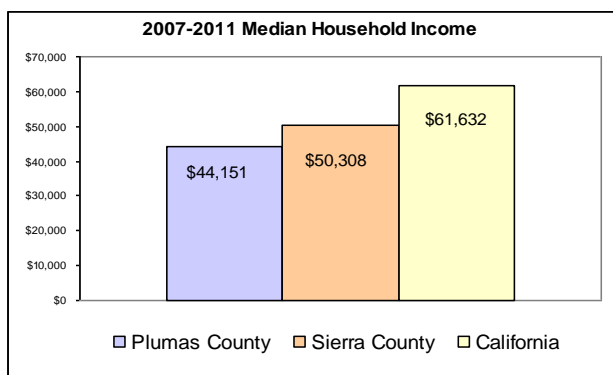
### *Needs Assessment and Demographic Profile*

This section presents a summary of demographics and socioeconomic conditions related to food security, consumption and production in Plumas and Sierra counties. This profile highlights needs and assets considered to provide the background context for the 2013 Strategic Plan.

### *Demographics*

#### Population

Since 2000, Plumas and Sierra counties have experienced a population decline of -6.8 percent in Plumas County, population 19,399 (2012) and -14.8 percent in Sierra County, population 3,086 (2012) according to the US Census (2013). During the same period, California's population has increased by 12.3 percent. There are vulnerable populations with characteristics and situations that increase their risk for food in-security including: the federally recognized and unrecognized Maidu Indian population and other local tribal members (3.1 % of the population), Adults over 60 (30.4% of the population), Hispanic population (8.5 %), Social Economic Status (SES) below federal poverty level



(12.1 %),<sup>2</sup>Veterans (11.8 % of the population),<sup>3</sup> adults experiencing food insecurity (35.8% of adults)<sup>4</sup> and those under the supervision of the correctional system ( 5% of the population).

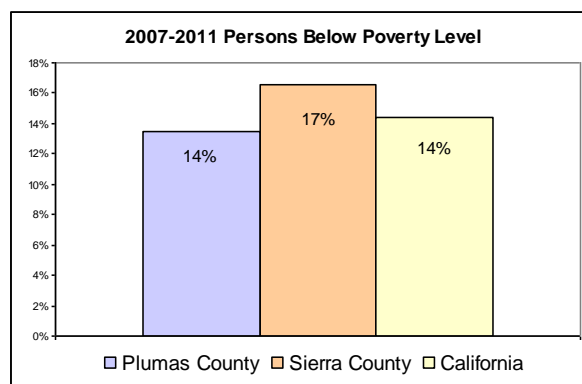
Chart Source: <http://quickfacts.census.gov/qfd/states/06/06063.html>

### Household Income and Poverty

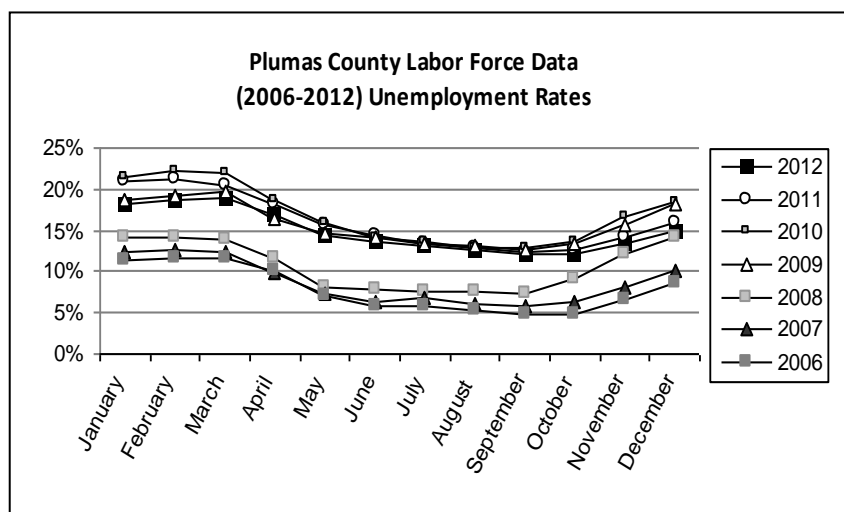
For the period of 2007-2011, median household income in Plumas County was 28 percent less than the California average and that of Sierra County was 18 percent less than the state average. From 2007-2011, the percentage of persons living below poverty in Plumas County is 0.9 percent less than the state's average, while the Sierra County percentage is 2.2 percent higher than California's average.

Chart Source:

<http://quickfacts.census.gov/qfd/states/06/06063.html>



### Employment Trends



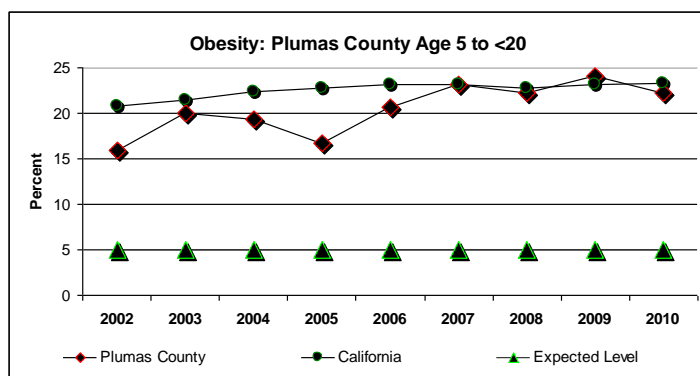
According to the California Employment Development Department (EDD), Plumas County had a 14.9 percent average unemployment rate during 2012 with a high of 19 percent in March. California unemployment rate for 2012 was 10.5 percent (4.4 percent less than the Plumas County average). High unemployment directly affects the ability of Plumas County families to provide regular, healthy meals to their families.

Chart Source:

<http://www.labormarketinfo.edd.ca.gov/cgi/dataanalysis/labForceReport.asp?menuchoice=LABFORCE>

### Health and Wellness

Obesity is prevalent in Plumas County peaking at 24 percent for children aged 5 to <20 in 2009. Numerous Food System elements contribute to and can be leveraged to reduce the high level of childhood obesity. Vegetable Gardening contributes to both increasing access to healthy foods, social opportunities and increased physical activity.



<sup>2</sup> <http://quickfacts.census.gov/qfd/states/06/06063.html>

<sup>3</sup> [http://www.va.gov/vetdata/Veteran\\_Population.asp](http://www.va.gov/vetdata/Veteran_Population.asp)

<sup>4</sup> California Food Policy Council/California Health Interview Survey(CHIS 2007)

In 2009 Sierra County had an adult obesity rate of 23.9 percent and diabetes rate of 8.9 percent, while Plumas had an adult obesity rate of 24.1 percent and diabetes rate of 8.9 percent.<sup>5</sup>

Obesity is associated with access to healthy foods and other food security issues, as well as current social-economic indicators such as food stamp caseload, poverty, and under-employment, as well as to the historic socio-economic events that have resulted in long term decreased employment opportunities, indigenous people isolated from traditional natural food resources and cultural health practices, and high risk employment found in the wildfire suppression, construction and the timber industries.

Chart Source: CDC Pediatric Nutrition Surveillance System (PedNSS) Data, 2000-2009. (Accessed 11/29/12). [www.dhcs.ca.gov/services/chdp/Pages/PedNSS2009.aspx](http://www.dhcs.ca.gov/services/chdp/Pages/PedNSS2009.aspx)

### Food Security And Economic Forces

Based on the 2007 Mountain Food Security Project Needs Assessment for Plumas and Lassen counties:

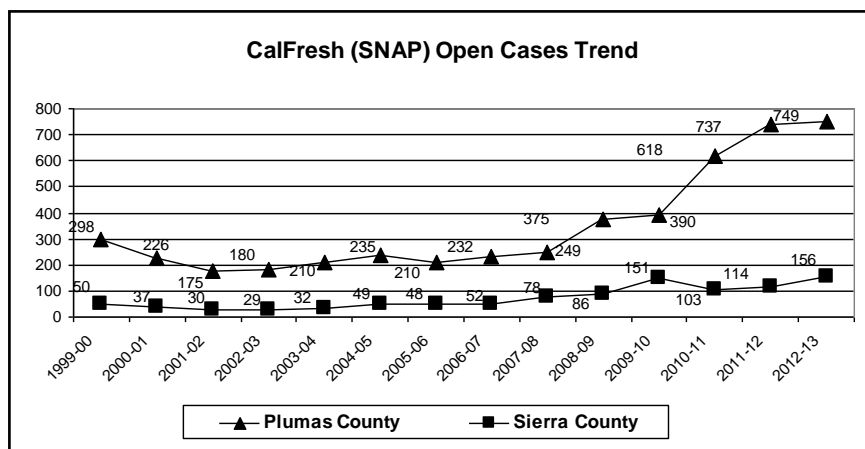
- 68 percent of low-income respondents surveyed said they sometimes or often could not afford to buy fresh fruits and vegetables every week.
- 30 percent of low-income adults surveyed hadn't eaten for a whole day during the previous 12 months because they didn't have enough money for food.
- 14 percent of surveyed low-income families with children said that their children didn't eat for a whole day within the previous 12 months because there wasn't enough money for food.

According to Feeding America's "Map the Meal" Gap Study, 17.6 percent of Plumas County's population and 16.5 percent of Sierra County's was food-insecure in 2011. The rate of food insecurity for children was much higher with Plumas at 26.9 percent and Sierra at 29.2 percent. In both counties, the cost of food is higher than the national average (See Appendix A).

### ***Retail and Subsidized Food Consumption***

#### CalFresh –Supplemental Nutrition Assistance Program (SNAP)

CalFresh participation by eligible people provides health and social indicators for food security.



Plumas County Social Services has seen the number of open Cal Fresh cases grow from 2008 to the present. This indicates that Plumas County families are struggling to make ends meet and provide healthy food for their families. The recent elimination of using personal assets as an eligibility test allowed more individuals and families to have access to CalFresh

without liquidating personal assets and property during periods of food insecurity.

<sup>5</sup> United States Department of Agriculture. *Food Environment Atlas*. <http://www.ers.usda.gov/data-products/food-environment-atlas/go-to-the-atlas.aspx>

CalFresh was previously known as Food Stamps referencing the unique paper stamps or vouchers used to purchase food. CalFresh now utilizes an electronic benefit card similar to a credit card,



reducing stigmatization of participants. Yet, stigma, misinformation about eligibility, and the past history of a formerly daunting application process that involved mandatory fingerprinting, continue to hinder CalFresh participation. In 2011, state leaders made several policy changes to CalFresh which eliminated excessive paperwork and removed mandatory trips to the local county administrative office in order to receive benefits.<sup>6</sup>

***CalFresh dollars may be used to purchase edible vegetable and fruit plants, and seeds, encouraging home and community gardening to increase access to healthy foods.***

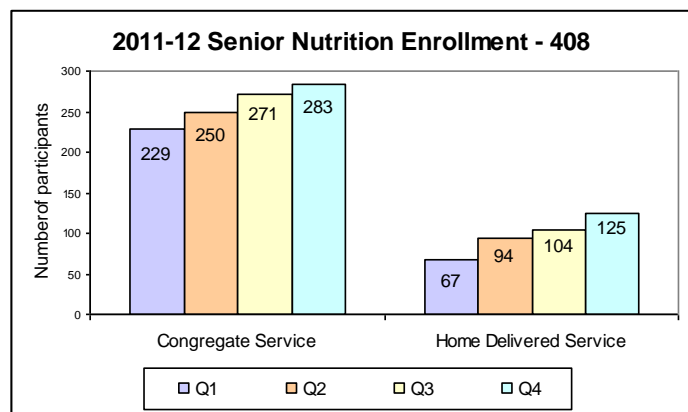
An analysis by the California Food Policy Advocates (CFPA) estimates that CalFresh use in 2011 among low-income individuals who may be eligible ranks Plumas County at 45th out of California's 58 counties. According to CFPA, if CalFresh reached all of the eligible low-income individuals in Plumas County, an estimated \$1.77 million in additional federally funded nutrition benefits would be received by local residents each year. Those benefits would potentially result in \$3.16 million in additional economic activity.<sup>7</sup>

Plumas Unified School District/ Plumas County Office of Education (PUSD/PCOE) teamed up with Plumas County Social Services and the Public Health Agency to update the local 2013-14 National School Lunch Program (NSLP) application for free and reduced-price meals "Express Lane Eligibility" section. The changes offer parents the options to not only apply for Medi-Cal, but also CalFresh with less paperwork. The Express Lane Eligibility options may be expanded statewide in the near future.

### Plumas County Senior Nutrition Program and Senior Food Access

The Plumas County Senior Nutrition Program, a division of the Plumas County Public Health Agency, had a total enrollment of 408 individuals in 2011-12. In 2011-12, the Senior Nutrition program served 45,365 meals in nutrition sites and by home delivery across Plumas County.

Most who participated are regular customers. When customers do not attend regularly, they cited reasons such as access, no transportation to and from the site, weather, illness, and the menu.

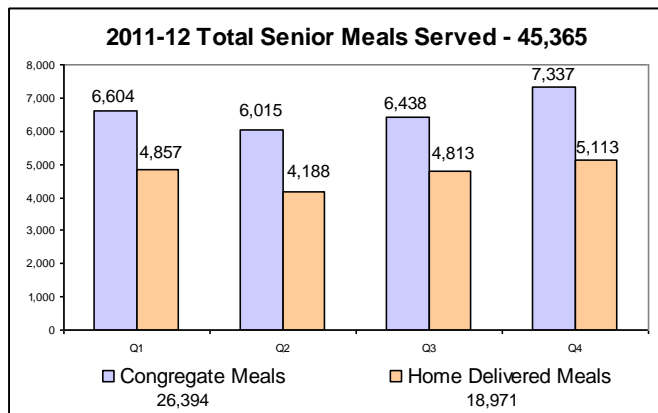


<sup>6</sup> UCLA Center for Health Policy Research 2012, accessed 9/13/13.

<http://healthpolicy.ucla.edu/publications/Documents/PDF/FoodPBrevised7-11-12.pdf>

<sup>7</sup> California Food Policy Advocates. <http://cfpa.net/lost-dollars-empty-plates-2013>

Plumas County Senior Transportation Services provides transportation to and from the sites and home delivery of the meals prepared by the Nutrition program reaching 125 individuals in 2011-



12. A donation of \$2.50 per meal is suggested for those 60 and over, and \$6 from those under 60.

Senior Nutrition sites located in Chester, Quincy, Portola and Greenville serve meals five days a week and once a week in Blairsden.

Tax revenue shortfalls resulted in a \$100,000 cut in Plumas County General Fund revenue to the Senior Nutrition and Transportation programs in 2012-13. This

resulted in elimination of the kitchen and cooking staff at the Indian Valley site. The Quincy provided cooking and transported meals to the Greenville Senior Nutrition site and home delivery customers.

National Free or Reduced Price Meal Program

In 2012, 46.8 percent of Plumas County school children and 48.8 percent of Sierra County school children were eligible for the Free or Reduced Price Meal Program (FRPM). The program provides adequate nutrition for students from low-income households. Food insecurity among low-income students is decreased, which can improve students' physical health (including obesity), behavior, school performance, and cognitive development, research suggests.

Student eligibility for the FRPM program serves as a proxy measure of family poverty, as the federal poverty threshold tends to underestimate the extent of poverty, particularly in high cost areas. Research indicates that families in California can earn two or more times the federal poverty level and still struggle to meet their basic needs. A child's family income must fall below 130 percent of the [federal poverty guidelines](#) (\$29,055 for a family of four in 2011-2012) to qualify for free meals, or below 185 percent of the federal poverty guidelines (\$41,348 for a family of four in 2011-2012) to qualify for reduced cost meals.)<sup>8</sup>

Women's, Infants, and Children (WIC) Program

WIC in Plumas and Sierra counties serves families that are at or below 185 percent of the poverty level, pregnant women and postpartum women, infants, and children up to the age of five. The set caseload that WIC can serve is 475 in Plumas County and 80 in Sierra. In 2012-13, both counties were serving approximately 85 percent of their caseload: Plumas serves 385 and Sierra serves 65. In 2011, there were only a couple of months that the number of clients exceeded the set caseload.

The WIC food package includes a monthly check for a \$10 cash value to buy either fresh, frozen or canned fruits or vegetables. The only thing excluded is white potatoes (not enough nutritional content). In addition, participants receive a new check for 1 pound of a whole grain food (100% whole wheat bread, whole wheat tortillas, brown rice, or oatmeal).

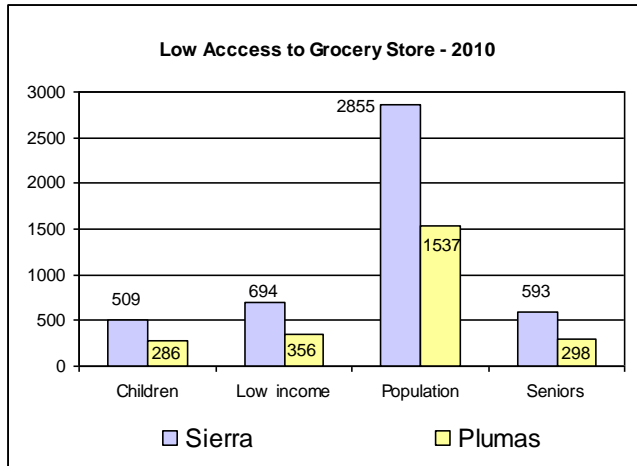
<sup>8</sup> KidsData.Org <http://www.kidsdata.org/data/topic/dashboard.aspx?cat=39>

WIC also gives a coupon booklet worth \$20 for fruits and vegetables for the Quincy Farmer's Market when it is open. The WIC clients that live outside of Quincy may have difficulty getting to the Farmer's Market because of geographic distance and transportation. The rest of the monthly WIC food package checks are for milk, cheese, eggs, cereal, peanut butter, beans and juice. The total cash value is about \$85 a month for a pregnant woman and about \$65 a month for a child.

Access to Grocery Stores

According to the USDA Food Environment Atlas Data, in 2010 nearly 8 percent (1,537) of residents in Plumas County had low access to grocery stores. Sierra County, with a very sparse population, had 88 percent (2,855) of its residents with low access to grocery stores. The group labeled "population" in the graph includes a combination of children, seniors, households with no car, and individuals with low incomes. In Sierra County almost 600 seniors had low access to grocery stores.

Source: <http://www.ers.usda.gov/data-products/food-environment-atlas/go-to-the-atlas.aspx>



Emergency Food Pantries

A network of four emergency food pantries provides free supplemental food to residents of Plumas County who are food-insecure. In 2012-13, food pantries in Plumas County provided food to 3,396

FOOD BANK LOCATION	PEOPLE (unduplicated)	SERVICE EVENTS	FBNN FOOD (lbs.)
Quincy - Community Action Network	577	1,858	118,509
Portola – Eastern Plumas CAN	1,958	5,874	74,285
Indian Valley Food Pantry	574	3,928	54,976
Chester - ABC Center -	287	2,677	56,416
<b>Total – Plumas County</b>	<b>3,396</b>	<b>14,337</b>	<b>304,186</b>

unduplicated individuals. The Feeding America affiliate, the Food Bank of Northern Nevada (FBNN), reported that it provided 304,186 pounds of food to

Plumas County food pantries in 2012-13. Food, labor and donations for these pantries come from a variety of sources.

**Commercial and Institutional Buyers**

Quincy Natural Foods Cooperative Local Produce Purchases

Started in 1978 as a buying club, Quincy Natural Foods (QNF) Cooperative's mission is to bring affordable, healthy foods to the residents of Plumas County. In 2013, the Cooperative expanded purchasing the inventory of a store in Portola and retaining its existing staff.

An October 2012 survey found QNF member-owners choose to support and augment these top three activities of 18 options: 1) increase the local and regional food offerings; 2) improve quality of food in our schools; and 3) expand healthy eating education in schools.

YEAR	QNF WHOLESALE VALUE LOCAL PRODUCE
2009	\$15,094.30
2010	\$12,432.57
2011	\$13,641.83
2012	\$14,367.39
<b>TOTAL</b>	<b>\$55,446.09</b>

The table displays the wholesale value of locally grown food purchased by the QNF and sold to the public between 2009 and 2012.



### 2011 Community Food Council - Institutional Buying Survey

In 2011, the Council conducted a preliminary Institutional Buying Survey to gauge local cafeteria and restaurant interest in purchasing produce from local farmers. Ten restaurants and five cafeterias were surveyed. Of those, four were currently purchasing produce from local growers and nine indicated being interested in starting to or continuing to purchase from local farms. Since 2011, two buyers that were surveyed have gone out of business, and one is no longer serving food.

The greatest barriers to purchasing locally grown food for these accounts were availability, cost, and consistency. The most important factor for making food purchasing decisions was cost, followed closely by food safety considerations and ease of ordering and receiving. The most common types of produce ordered by these restaurants and cafeterias were: Head and leaf lettuce, Carrots, Onions, Tomatoes, Spring Mix / Salad Mix, Potatoes, and Apples.

A concurrent survey of local growers and commercial buyers showed a gap between production and demand. For instance, growers indicated a potential available supply of spring mix totaling 50 to 70 lbs. per week, whereas accounts surveyed indicated a demand of up to 120 lbs. per week. Unfortunately, there was also a large gap between what growers needed to charge for their product and what the restaurants and cafeterias are currently paying.

## ***Agriculture and Food Production***



### Cottage Food Operations

The Cottage Food Operations law became effective January 1, 2013. A Cottage Food operation (CFO) is an enterprise at a private home where a limited list of non-potentially hazardous food products can be prepared or packaged for public consumption. Plumas County and Sierra County Environmental Health departments have provided staff and technical assistance involving the Council in scoping for local Cottage Food Operations policies and regulations. In the first year, about a dozen cottage food operations have applied for permits.

### Agricultural Operations

Plumas and Sierra County both have alpine valleys where the bulk of food and agriculture production occurs. Ranchers and townspeople continue to fish, hunt deer, turkey and other wild game to augment personal food supplies. An updated USDA farm census will be released in February 2014.

### Sierra County

Sierra County which holds the largest alpine valley in the Sierra Nevada Mountains, the total market value of agriculture production in 2007 was \$2,003,000. This production included \$586,000 in crops and \$1,418,000 for livestock, poultry and their products (primarily, cattle, calves, sheep and lambs). Top crop items included 2,406 acres in forage land used for all hay and haylage, grass silage, and greenchop, with an undisclosed number of acres in apples. Other agriculture products included horses and ponies, layers, nuts, berries, bee colonies, and goats.

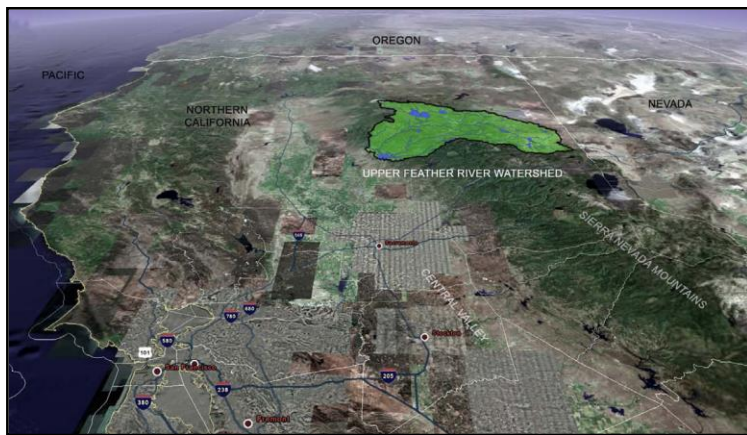
The average size of a Sierra County farm fell by 49 percent, from 1,128 acres in 2002 to 576 acres in 2007. The number of acres in farms fell by 51 percent from 58,649 acres to 28,782 acres.

The average age of the Sierra County farmer was 61.5 with 36 primary operators making farming their primary occupation and 14 having another primary occupation. Forty-four were male and six female primary farm operators. With a maximum of three operators per farm, 72 were White, three American Indian or Alaska Natives, 12 of Spanish, Hispanic or Latino origin and one of mixed race.<sup>9</sup>

### Plumas County

The total market value of Plumas County agriculture production in 2007 was \$7,337,000. This production included an undisclosed individual market value in crops, livestock, poultry and their products (primarily, cattle, calves, sheep and lambs). The top crop items included 7,654 acres in forage land used for all hay and haylage, grass silage, and greenchop, 8 acres in vegetables for sale, 4 acres in lettuce, and an undisclosed number of acres in apples. Other agriculture products included horses and ponies, layers, goats, and greenhouse production.

Value of sales in 2007 by commodity groups includes: cattle and calves \$7,508,000; poultry and eggs \$17,000; vegetables, melons, potatoes, and sweet potatoes \$61,000; and sheep, goats and their products \$39,000. The average size of a Plumas County farm decreased 29 percent, from 1,201 acres in 2002 to 847 acres in 2007. The number of acres in farms fell 29 percent, from 170,521 acres to 120,253 acres.



The average age of the Plumas County farmer was 59.7 with 70 primary operators making farming their primary occupation and 72 having another primary occupation. Of all primary operators, 108 were male and 34 female. With a maximum of three operators per farm, there were 241 White, nine American Indian or Alaska Native, 20 of Spanish, Hispanic or Latino origin and four of mixed race.<sup>10</sup>

## ***Hydrology and Climate Effects***

Plumas and Sierra counties comprise most of the land area for the Upper Feather River Watershed, which provides water for 25 million users. This section will be developed in future editions of the Strategic Plan. The effects of climate, such as heat events, wildfires and drought have substantial impacts on agriculture and food security that bear further research and knowledge to inform food policy, education, supply chains and local production.

<sup>9</sup> USDA 2007 Census of Agriculture – Sierra County Profile

<sup>10</sup> USDA 2007 Census of Agriculture – Plumas County Profile

# Plumas-Sierra Community Food Council SWOT analysis

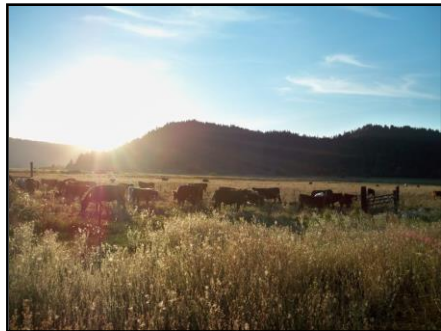
An analysis of Strengths, Weaknesses, Opportunities, and Threats for the Plumas-Sierra Community Food Council were conducted during the strategic planning process in the winter of 2012-13.

<b>SWOT Analysis</b>	
<p style="text-align: center;"><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Five years of experience working as a CFC</li> <li>• Bi-county support</li> <li>• Experienced members</li> <li>• Professional diversity</li> <li>• Strong foundation of previous work by Elizabeth &amp; PRS projects</li> <li>• General Plan successes</li> <li>• Community support</li> <li>• Working group success: Farmer Education &amp; Economic Development (FEED); Team Zero; Youth Education; Policy</li> <li>• Great diversity locally - much expertise through small producers</li> <li>• Innovative ideas</li> <li>• Farmer Training Program – SIFT</li> <li>• Member representation from diverse sectors of food system/ economy</li> <li>• Community collaborations</li> <li>• Public/Private Partnerships</li> <li>• Volunteer organization</li> </ul>	<p style="text-align: center;"><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• No funding</li> <li>• Low geographic representation</li> <li>• Volunteers members – potential commitment issues</li> <li>• Diverse membership with diverse concerns</li> <li>• Geographic diversity of communities and farms</li> <li>• Lack of community awareness about CFC</li> <li>• Lack of awareness of advantages to local produced foods</li> <li>• Limited CFC meetings during growing season</li> <li>• Limited county government buy-in/ validation</li> <li>• No paid coordinator</li> <li>• No stipends for distant members to attend meetings</li> <li>• Limited capacity to spearhead initiatives</li> <li>• Lack of political clout</li> <li>• Little to no long-term vision and strategies</li> <li>• Communicate about our community's food system</li> <li>• Limited geographic participation on council</li> </ul>
<p style="text-align: center;"><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Develop Board of Supervisors connection</li> <li>• Economic Development</li> <li>• Local Food/ Buy Local movement</li> <li>• Increase farmers, markets, and CSAs</li> <li>• Food, nutrition, and healthy lifestyles education</li> <li>• Multiple points of access for education: PUSD, FRC, PRS, FRLT, Passages, Sierra Farmstead, Community kitchen, QNF</li> <li>• Invest in community, youth garden programs at schools, fairgrounds, 4-H</li> <li>• Farmer Education &amp; Collaborations - FRC, PUSD, FFA, PRS, FRLT</li> <li>• Upstate California Economic Development Council regional strategy to focus on small producers and processors</li> <li>• Greenhouse/garden at the jail for inmates</li> <li>• Areas to build gardens/raised beds for residents in housing complexes</li> <li>• Farmer Aggregation Network</li> <li>• Local Food Hub</li> <li>• Stronger connections between producers and consumers</li> <li>• Increase supply to reduce costs</li> <li>• Increase farms and farmers to improve supply</li> <li>• Connecting food system work with new economy work</li> <li>• Raise community awareness about local Ag, inform community</li> <li>• Built environment, healthy communities, policy</li> <li>• New cottage food law</li> <li>• Farm to Table programs- Institutions/ Restaurants / Schools</li> <li>• Work with food banks to distribute more fresh produce</li> <li>• Advocate for policy change to improve our community's food system</li> <li>• Develop programs that address gaps in a community's food system</li> <li>• Research and analyze existing conditions of community food system</li> <li>• Communicate information about our community food system</li> <li>• Emergency preparedness</li> <li>• Develop sustainable certificate or degree program with FRC</li> </ul>	<p style="text-align: center;"><b>Threats</b></p> <ul style="list-style-type: none"> <li>• Economic Development – developing arable land</li> <li>• Public policy - Built Environment/ Land Use</li> <li>• Lack of community education</li> <li>• Lack of consumer awareness</li> <li>• Short growing season</li> <li>• Transportation</li> <li>• Fuel costs</li> <li>• Limited availability of new markets</li> <li>• Lack sustainable financial backing</li> <li>• Legislative/Policy barriers</li> <li>• Market demand</li> <li>• Sustaining internal capabilities</li> <li>• Emergency preparedness – evacuation site for other areas – influx of people – limited food supply</li> <li>• Lack of arable land – especially 1 acre and above</li> <li>• Limited access to irrigation</li> </ul>

# Problem Statement

## Community Needs

The vast majority of food is imported, making the region almost entirely dependent on an unsustainable system of industrial agriculture. Additionally, many of our community members have not had access to education or the economic means to prepare nor grow nutritious whole foods for their families. At the same time, most local farmers and ranchers subsidize their agriculture operations with outside income; too few are operating financially viable farm-based businesses.



Because of the mountain climate, the growing season is short. Despite a history of very successful agricultural production of diverse produce and grains, as well as dairy products, both Sierra and Plumas counties are now for the most part dependent upon imported foods. This puts residents at risk of food insecurity, particularly during winter months. In 1997, for example, massive winter storms in California caused the Feather River to flood cutting Plumas County off from the imported food supply chain and other essential resources. Eventually food and other resources had to be delivered by helicopter until the existing supply chain was reestablished.

## Contributing factors and root causes

Most families no longer depend on their own gardens and animal husbandry for their food supply, so methods and knowledge have not been passed from one generation to the next as they were in the past in rural areas. Public education has stopped or greatly decreased its offering of courses related to agricultural production and house-holding, or domestic science education. This dearth of information on food production and preparation compounds a lack of unprocessed and whole foods available at affordable prices in a region that is primarily dependent on tourism, and seasonal extraction of natural resources and energy production, and subsequent services and retail operations. Local commercial food production is typically aimed at exporting to markets that are out of the area.



The local production of foods for local consumption, and the supply chain that made a viable local food sector possible in the past have benefitted from recent revival attempts. Yet, federal subsidies and other financial enhancements and resources enjoyed by industrialized agriculture, are a challenge to reestablishing a viable local agriculture economy among independent food producers and consumers.

## Assessment of community readiness

The negative health, environmental, economic, and social impacts of the food system have typically been addressed in a piecemeal fashion, with food sectors working independently. In contrast, the Council comprehensively evaluates opportunities and impacts through systems-thinking approaches that bridge food system sectors. The Council has diverse stakeholders and brings them together to solve problems, and in doing so, ensures that local food system policies and programs reinforce each other.

As individuals and organizations respond to climate change and the effects of industrialized food production on health, the local economy and resources, there is a growing interest in local food production and ecologically sound practices across economic and social strata.

Assessment of existing leadership and resources

The Plumas-Sierra Community Food Council provides local governments, as well as residents, information and recommendations about various policies and programs that support a regionally-based food system.



The Council leadership, since 2007 to the present has developed the membership and a platform to convene residents and stakeholders in the regional food system. The membership and represented organizations have engaged in ongoing projects and activities to emphasize, strengthen, and make visible the relationships among producers, distributors, and consumers of food at the local and regional levels. Plumas Rural Services provided initial support to convene and facilitate the work of the Council over many years into the present. As more opportunities and interest have developed, a diversity of organizations and individuals has

become more engaged – resulting in a variety of resources available to continue the work of the Council.

In 2012, the Council adopted an informal governance structure with elected volunteer officers and an executive committee. The membership represents a group of dedicated individuals and organizational resources to compliment and move its mission forward. Projects are generally based with organizations and individuals, who have historically independently developed financial and other resources. However, the Council and its membership have provided mutual support and collaboration across agencies and projects to achieve common desired results and outcomes.

# Action Plan

## Strategies

The strategies adopted include

- Local infrastructure improvement for agricultural production,
- Consumer and producer education, and
- Policy development.



## Goals & Objectives

### GOAL 1. Viability of local agriculture

*Objective a: Increase available land sites suitable for agriculture*

*Objective b: Identify strategies and actions to improve supply chain*

### GOAL 2. Robust food, nutrition, and agriculture education

*Objective a: Provide Feather Publishing with quarterly column content*

*Objective b: Utilize SNAP- CalFresh mailings to educate participants*

*Objective c: Support food production education efforts for producers and consumers*

### GOAL 3. Policies friendly to locally based food systems

*Objective a: Participate in General Plan Update and Zoning process*

*Objective b: Research and disseminate food system information to policy decision makers*

### GOAL 4. Strong Structure and Capacity for Food System Improvement

*Objective a: Facilitate Council governance, meetings and organizational operations*

*Objective b: Convene Semi-Annual Summit for local food system stakeholders*

## Evaluation

Evaluating the impact of the Council's activities is of particular importance. Very few food council's are able to quantitatively demonstrate their impact on food access, food policy, public health, or economic development due to a lack of data or evaluation procedures. There is a clear need to evaluate to determine the effectiveness of the Council in meeting its stated goals, and its broader effect on the food system as a whole.



The credibility of food councils and private and public investment in the future depends on effective evaluation and documentation of results. It is crucial for the Plumas-Sierra Community Food Council to design an effective evaluation framework and establish baseline data to measure the effects of its activities.

Clear evaluation steps will be developed for each goal and objective, specifying evaluation metrics, baseline conditions, target outcomes or results, time intervals for measurement, and method of documentation and dissemination of the results.

## ***Plumas-Sierra Community Food Council Action Plan***

**Mission:** To increase community resiliency by fostering vibrant local agriculture and increasing access to healthy food for everyone in the Plumas-Sierra region.

<b>Goals</b>	<b>Objectives</b>	<b>Action</b>	<b>Timeline</b>
<b>I. Viable local agriculture</b>	1.a. Increase available land sites suitable for agriculture	Identify and mapping of potential sites, identify, tools and mechanisms for land/water/energy use agreements, and cooperatives.	TBD
	1.b. Identify strategies and actions to improve supply chain	Identify food distribution system development priorities and next steps	TBD
<b>II. Robust food, nutrition, and agriculture education</b>	2.a. Provide Feather Publishing with Quarterly Column content	4 volunteers write columns - designated	Quarterly
	2.b. Utilize SNAP- CalFresh mailings to educate participants	Partner with Health Agency and others on SNAP-Ed outreach	Quarterly
	2.c. Support food production education efforts for producers and consumers	Promote education programs and gardens at Feather River College, schools, community, and correctional facility.	Ongoing
<b>III. Policies friendly to locally based food systems</b>	3.a. Participate in General Plan Update and Zoning process	Review materials and process, participate in planning activities, provide policy and zoning recommendations	Ongoing
	3.b. Research and disseminate food system information to policy decision-makers	Review materials on projected climate change impacts that effect local agriculture and food security – create white paper for distribution	Ongoing
<b>IV. Strong structure and capacity for food system improvement</b>	4.a. Facilitate Council governance, meetings and organizational operations	Monthly meetings September through May Ongoing Workgroups	Ongoing
	4.b. Convene Semi-Annual Summit for local food system stakeholders	Council members and partners plan and implement Summit	2014/2016/2018

## **APPENDICES**



**APPENDIX A**

**FOOD INSECURITY IN NORTHERN NEVADA AND CALIFORNIA**



# PLUMAS COUNTY



19,399 (2012 Census Pop.)

**FOOD INSECURITY RATE (2011)**



**17.6%**  
of county population  
**3,560**  
food insecure people

**CHILD FOOD INSECURITY RATE (2011)**



**26.9%**  
of children in county, or  
**1,000**  
food-insecure children

**Subsidized School Meal-Eligible Children (SY 2012-2013)**

**54%**  
=  
**1,165**  
children

89% below      11% over      Prog. Eligible

**FOOD-INSECURE WHO CANNOT APPLY FOR FEDERAL FOOD AID**



**42%** can apply for food stamps (CalFresh)      **58%** cannot apply for food stamps (CalFresh)

Children in Poverty (2009-11): **14.8%**  
 CDC Adult Diabetes Rate (2009): **6.6%**  
 CDC Adult Obesity Rate (2009): **23.9%**  
Unemployment (April 2013):  
**1,248** unemployed residents  
**13.6%** of population

MEAL GAP (number of meals)	AVERAGE COST OF A MEAL	MEAL GAP (\$ per year)
<b>580,377 meals</b>	<b>\$ 3.71</b>	<b>\$ 2,153,200</b>
<p><b>X      =</b></p> <p><b>FOOD BUDGET SHORTFALL (per person, per week)</b></p> <p style="border-top: 1px solid black; text-align: center;"><b>\$19.94</b></p>		

\*Data derived from Current Population Survey (CPS) questions asking respondents about their food expenditures and food budget shortfalls

**PERCENTAGE OF LOW-INCOME PEOPLE WITHOUT ACCESS TO GROCERY STORE: **2%****

---

**PERCENTAGE OF ALL RESTAURANTS THAT ARE FAST-FOOD ESTABLISHMENTS: **26%****

See: [www.countyhealthrankings.org](http://www.countyhealthrankings.org)

**PLUMAS COUNTY COST OF FOOD INDEX (CFI): **1.390****

The Nielsen Company-developed relative price index to allow for comparison of local food prices to the national average.

Food Bank of Northern Nevada, Inc. ♦ 550 Italy Drive, McCarran, NV 89434 ♦ 775-331-3663 ♦ [www.fbnn.org](http://www.fbnn.org)

FOOD INSECURITY IN NORTHERN NEVADA AND CALIFORNIA



# SIERRA COUNTY



3,086 (2012 Census Pop.)

## FOOD INSECURITY RATE (2011)



**16.5%**  
of county population  
**540**  
food insecure people

## CHILD FOOD INSECURITY RATE (2011)



**29.2%**  
of children in county, or  
**160**  
food-insecure children

Subsidized School Meal-Eligible Children (SY 2012-2013)

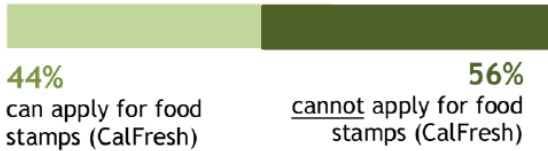
**45%**  
=  
**173**  
children

53% below

47% above

Prog. Eligible

## FOOD-INSECURE WHO CANNOT APPLY FOR FEDERAL FOOD AID



**44%**  
can apply for food stamps (CalFresh)

**56%**  
cannot apply for food stamps (CalFresh)

Children in Poverty (2009-11): **13.6%**  
CDC Adult Diabetes Rate (2009): **6.9%**  
CDC Adult Obesity Rate (2009): **23.4%**

**Unemployment (April 2013):**  
**205** unemployed residents  
**14.0%** of population

MEAL GAP  
(number of meals)

AVERAGE COST  
OF A MEAL

MEAL GAP  
(\$ per year)

**88,034 meals**



**\$ 2.93**



**\$ 257,940**

**FOOD BUDGET SHORTFALL**  
(per person, per week)

**\$15.75**



\*Data derived from Current Population Survey (CPS) questions asking respondents about their food expenditures and food budget shortfalls

PERCENTAGE OF LOW-INCOME PEOPLE WITHOUT ACCESS TO GROCERY STORE: **21%**

PERCENTAGE OF ALL RESTAURANTS THAT ARE FAST-FOOD ESTABLISHMENTS: **33%**

See: [www.countyhealthrankings.org](http://www.countyhealthrankings.org)

SIERRA COUNTY COST OF FOOD INDEX (CFI): **1.097**

The Nielsen Company-developed relative price index to allow for comparison of local food prices to the national average.

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## **Food Insecurity County Data Sheet Definitions**

### **Subsidized School Meals**

Subsidized school lunch (and breakfast, when offered) is available to children, depending on household income. Children in households at 130% or below of the federal poverty threshold are eligible to receive free school meals. Children between 130 and 185% of poverty are eligible for reduced-price school meals.

### **Program-Eligible Children**

This two-toned green bar indicates the percentage of food insecure children that are eligible to receive subsidized school meals, WIC and other benefits. The shocking reality is that a high percentage of those struggling with food insecurity are not eligible for federal nutrition assistance.

### **Food Insecure Who Cannot Apply for Federal Food Aid**

The darker-toned area of the green bar shows the percentage of food-insecure residents that are ineligible to even apply for food stamps (SNAP/CalFresh). Amongst those who can apply, there will be an additional percentage that is ineligible.

### **Children in Poverty**

This is the percentage of children in the county living in a household with income below the poverty threshold, which, for a family of four in 2010, was \$22,050/year, or \$1,838/month.

### **CDC Diabetes and Obesity Rates**

Diabetes and Obesity are positively correlated to food insecurity. According to the Food Research and Action Center, "Households without money to buy enough food often have to rely on cheaper, high-calorie foods to cope with limited money for food and stave off hunger. Families try to maximize caloric intake for each dollar spent, which can lead to overconsumption of calories and a less healthful diet." Refined grains, sugar, and fat cost less per calorie than produce.

### **Meal Gap (# of Meals)**

The calculated number of meals/year that corresponds to the food budget shortfall reported by food-insecure individuals in the county. In other words, this is the number of meals the food insecure in this county could not afford to purchase in the year listed.

### **Average Cost of a Meal**

The calculated cost of a meal for one food secure person in this county, based on a USDA definition of a meal plan and typical grocery expenditures in the county.

### **Meal Gap (\$ per Year)**

The dollars needed to fill the meal gap.

### **Food Budget Shortfall**

The weekly budget shortfall for food experienced by food insecure individuals in the county. This question is asked of food insecure respondents by the Census Bureau.

### **Cost of Food Index**

The relative cost of food in the county, compared to the national average. Less than one indicates food is slightly less expensive than the national average. More than one means food is more expensive in this county. (Based on a USDA-defined meal plan and Nielson Company cash-register data.)

### **Percent of low-income population without access to healthy foods**

Limited access to healthy foods measures the proportion of the population who are both living in poverty and do not live close to a grocery store (rural areas: >10 miles). Source: USDA Food Environment Atlas.

## **APPENDIX B**

### **Plumas County Draft General Plan Language Supporting Food Systems**

Agriculture and Forestry Element
----------------------------------

#### ***Policies***

##### **AG/FOR**

###### ***8.1.3 Local Food Supply***

Encourage the development of new small-scale agricultural production on nonagricultural lands where uses are compatible, in order to provide for a fresh, local supply of food.

##### **AG/FOR**

###### ***8.1.4 Right to Farm***

The County shall maintain and support a right to farm ordinance.

#### **GOAL 8.4 Sustainable Food Systems - Promote sustainable food systems within the County**

#### ***Policies***

##### **AG/FOR**

###### ***8.4.1 Healthy Local Food Supply***

Encourage and protect local, organic, grass-fed and/or ecologically sound agricultural practices to increase on-farm income and provide for a healthy local supply of food.

##### **AG/FOR**

###### ***8.4.2 Promote Use of Local Foods and Products***

Promote the use of foods and products from Plumas County to strengthen the local economy, improve health, reduce source to market shipping distances and connect residents with the agricultural community. Ensure the County Zoning Ordinance allows licensed farmers' markets in unincorporated locations and farm stands in agricultural areas.

#### **GOAL 8.7 Education and Awareness - Support education to ensure continued public recognition of the important role that agriculture plays in Plumas County.**

#### ***Policies***

##### **AG/FOR**

###### ***8.7.1 Value of Working Landscapes***

Promote educational programs aimed at informing the general public about agriculture and forestry and the value of working landscapes in Plumas County.

##### **AG/FOR**

###### ***8.7.2 Creating Partnerships***

Work with Natural Resources Conservation Service, Resource Conservation Districts, University of California Cooperative Extension, Farm Bureau and similar organizations to increase awareness of actions that may affect farming, ranching and forestry including the involvement of agricultural and forestry issues in K-12 and Feather River College curriculum.

**AG/FOR**

**8.7.3 Creating Partnerships**

Encourage and support ongoing public education programs by such organizations as the Agricultural Commissioner’s Office, University of California Cooperative Extension, Farm Bureau, 4-H clubs, Future Farmers of America and other related organizations.

**AG/FOR Implementation Measures:**

- 7.
  - a. Develop agricultural permit processing procedures that are rapid and efficient.
  - b. Collaborate with the Plumas-Sierra Farm Bureau, Resource Conservation Districts, the California Cattlemen’s Association, and agricultural interests, agencies and interested parties, to devise strategies to improve economic viability of agriculture.
  - c. Consider the establishment of an Agricultural Permit Coordinator position (“Farm Buds Man”) to assist farmers and ranchers with the permitting process, including assistance with agricultural permitting and standards to facilitate and expedite promising value-added agricultural projects.
  
- 8.
  - a. Promote markets for locally and regionally grown and or prepared food and other products and services.
  - b. The County shall encourage agriculture support businesses and value-added food processing operations, including USDA animal processing facilities and local commercial kitchens and food processing facilities, in order to increase the viability and economic impact of local agricultural industries and increase the supply of locally produced foods.
  - c. Encourage neighborhood grocery stores, farmers markets, community gardens and food assistance programs to increase their use of locally grown/prepared goods.
  - d. Encourage institutions, such as schools, hospitals, colleges, government agencies, businesses, and private food outlets such and grocery stores and restaurants, to provide foods produced locally and in the region.
  - e. Create an advisory Food Policy Council to recommend the creation and implementation of agricultural marketing programs and policy recommendations that create a robust and just food system in the County.
  - f. Create an effective Farm-to- School program to bring fresh locally grown/produced food to school meals and provide farm education programs.

<b>Economic Development Element</b>
-------------------------------------

***Policies***

**ECON**

**5.6.8 Increase in Local Spending to Support More Diverse Local Retail Options**

The County shall encourage economic development which increases the percentage of total personal income spent within the County.

**Implementation Measures:**

4.c. As part of the larger economic development strategy, the County shall consider the establishment of a “local foods” initiative that will help to increase the supply of locally grown food.

Elements of the initiative may include ensuring that existing policies facilitate greenhouse development on agricultural lands; expanding farmers market operations, working with local farmers to determine methods of extending the season, increasing the days per week and considering other locations in the County; making it easier for farmers to establish farm stands for direct sales on agricultural property and supporting programs that promote and assist in the identification and marketing of local products, including outreach to the newspaper, Chambers of Commerce, businesses and any others seeking to improve the environment to foster an effective local foods initiative.

## **Public Health & Safety Element**

### **GOAL 6.8 Healthy Communities**

To support the community values for healthy lifestyles and access to health care facilities among residents of Plumas County through the built environment and land-use decisions that play an important role in shaping the pattern of community development and in promoting good health and food security for visitors and County residents.

#### ***Policies***

##### **PHS**

#### ***6.8.3 Support for Local, Organic and Grass-Fed Agriculture***

The County shall encourage and protect a variety of local ecologically sound agricultural practices as a way to increase on-farm income, diversify Plumas County agricultural production, provide a healthy, secure food source for local supply and complies with accepted public health and safety standards.

##### **PHS**

#### ***6.8.4 Promotion of Small-Scale Agricultural Production***

The County shall encourage small-scale or community garden row crop production that contributes to local food security on appropriate sites throughout the County and complies with accepted public health and safety standards.

##### **PHS**

#### ***6.8.5 Community Food Security***

Encourage countywide nutrition self-reliance and resiliency. Direct the development of policy that creates robust and just food systems in the County.

#### **Implementation Measures:**

14. Encourage County-wide food security by allowing a limited backyard small animal husbandry, including chickens, rabbits and miniature livestock, for home-scale food production based on appropriate zoning.

15. Create a resiliency plan that address community needs county-wide in the event of a major natural disaster or long term disruption of food and fuel transportation into the county.

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Plumas County Social Services Website. *Trends*.

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Plumas-Sierra Community Food Council Facebook Page

<https://www.facebook.com/PlumasSierraCommunityFoodCouncil>

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[http://www.agcensus.usda.gov/Publications/2007/Online\\_Highlights/County\\_Profiles/California/](http://www.agcensus.usda.gov/Publications/2007/Online_Highlights/County_Profiles/California/)

United States Department of Agriculture. *Food Environment Atlas*. <http://www.ers.usda.gov/data-products/food-environment-atlas/go-to-the-atlas.aspx>

## Additional Resources

Digging In <http://www.womensmountainpassages.org/youth-programs.html>

Food Bank of Northern Nevada <http://fbnn.org/>

Home Vegetable Garden – Lassen, Plumas, Sierra <http://ucce-plumas-sierra.ucdavis.edu//files/60999.PDF>

Master Gardener Web [http://ucce-plumas-sierra.ucdavis.edu/Master\\_Gardner\\_Website/](http://ucce-plumas-sierra.ucdavis.edu/Master_Gardner_Website/)

Plumas County and Sierra County Agricultural Commissioner

<http://www.countyofplumas.com/index.aspx?nid=73>

Plumas-Sierra Farm Bureau <http://www.cfbf.com/counties/?id=32>

Transition Quincy <http://www.transitionquincy.org/>

U.C. Cooperative Extension County Farm Advisor <http://ucce-plumas-sierra.ucdavis.edu/>