

Proposed SEFA Pillars

SEFA Pillars

GOAL:

SEFA is a collaborative of residents, community based organizations, city agencies, education etc. The role of SEFA is to serve as the catalyst that facilitates communication, advocacy, and accountability across city and community agencies as well as neighborhood residents to ensure that healthy, fresh, local, sustainable, and affordable produce is accessible to all residents of the BVHP and neighboring areas, utilizing existing venues and supporting transformation and /or creation of new ones.

ROLES

- SEFA provides leadership
- Reawakening the historic role of BVHP in foodshed
- Support efforts to train residents to grow and process locally grown food
- Support culturally competent approaches to the BVHP food system

PILLARS

- Food Access
- Nutrition Awareness& Education
- Urban Agriculture

Food Access is the pillar that focuses on how and where people are able to access food.

It covers:

- the retail environment (full service markets, corner stores, farmers markets,);
- food distribution for low income populations (Women, Infants and Children [WIC], food stamps, pantries, food bank, soup kitchens, etc.);
- urban agriculture as a source of food for individuals and community (community gardens, Community Supported Agriculture, direct marketing/ delivery [e.g. Something Fresh]).
- Restaurants

Potential stakeholders include:

- Residents who live in SE sector and shop for food
- City agencies that govern and support any aspect of food access (Mayor's Office of Economic and Workforce Development, Mayor's Office of Community Development, SF Redevelopment Agency, Department of the Environment, Department of Public Health, Human Service Agency and others)
- Community Based Organizations (SF Food Bank, Quesada Gardens Initiative, Literacy for Environmental Justice (GN Stores), Girls 2000, Bayview Hunters Point Foundation for Community Improvement, Network for Elders, and others)

Proposed SEFA Pillars

- Business (Wholesale Produce Market, Supersave, FoodsCo/Kroger, Tesco/Fresh N Easy, corner markets and others)

SEFA's role as it relates to food access *could include* the following components:

	Development and creation of Market Watch - a 10-12 member community based advocacy committee, that will be formed and trained to monitor activity of new (e.g. Fresh and Easy) and existing markets serving the BVHP community. Market Watch will conduct two reviews of at least 3 food retailers in BVHP and report on findings to SEFA and other relevant community groups.
	Supersave continue to support and encourage City efforts to work with Supersave to improve venue for local residents.
	FoodsCo continue to work with FoodsCo representatives to ensure their efforts meet needs and desires of residents
	Shape Up BVHP continue to identify funding to support Bret Harte Elementary students' participation in the Double Rock Garden and bring seniors to the garden as well. Also to support efforts of Quesada Gardens Initiative in building community gardens that provide food, community building and safer environments.
	Food Bank
	Support LEJ's work with GN stores (other than Supersave)

Nutrition Awareness & Education is the pillar that, assuming residents have access to healthy food, promotes eating and cooking fresh produce and accompanying nutrition information. It covers

- Nutrition education (cooking demonstrations, nutrition classes, etc)
- Community awareness campaigns (campaigns promoting Good Neighbor, farmers' markets, communal/familial meals, the history of food in SE, translating nutrition for community members: culture, ethnic foods etc)

Potential stakeholders include:

- Residents who live in the SE sector
- City agencies that govern and support any aspect of nutrition (Human Service Agency, Department of the Environment, Department of Public Health, and others)
- Community Based Organizations (SF Food Bank, Literacy for Environmental Justice, Network for Elders, and others)
- Business as potential venues for awareness and education activities (Supersave, FoodsCo/Kroger, Tesco/Fresh N Easy, corner markets and others)
- Faith community
- Communal eating sites

SEFA's role as it relates nutrition awareness and education *could include* the following components:

	Identify site and funding for a community kitchen, to be used as a site for teaching youth, community run catering business, community canning sessions, nutrition education, etc.
--	--

Proposed SEFA Pillars

	Support and promote cooking demonstrations conducted by SEFA partners
	Develop program to recruit and train regular stream of interns from local culinary programs (California Culinary Academy or City College Culinary program). Promote interns to local organizations (CBOs, schools, health clinics, etc) as a resource for their programs to conduct nutrition awareness, cooking demonstrations, etc.
	Support existing nutrition awareness campaigns conducted by SEFA partners.
	Conduct community awareness about importance of nutrition, supporting sustainably produced foods, backyard gardens, etc.
	Creating opportunities for community members to prepare and share a healthy meal together on a regular basis. Communal meals help celebrate culture through food; honor community history and promote foodshed history of BVHP. This includes promoting family meals. e.g. Communal eating and cooking/ dinner and a movie
	Promote health literacy – literacy around food, nutrition. Promote positive aspects of various cultures’ ethnic foods. Promote healthier adaptation of those meals
	Work with restaurants to educate around healthier way to cook. (e.g. Temaca in Oakland.)
	Link to physical activity by promoting walking/biking to shop for food, instead of driving

Urban Agriculture is the pillar that includes urban agricultural efforts that can help create a local food shed. It includes venues in which food can be grown:

- community gardens
- school gardens
- backyard gardens
- urban farms
- green rooftops

Potential stakeholders include:

- Residents who live in SE sector
- City agencies that govern and support any aspect of urban agriculture (Mayor’s Office of Economic and Workforce Development, Mayor’s Office of Community Development, SF Redevelopment Agency, Department of the Environment, Department of Public Health, Department of Public Works, Department of Recreation and Park and others)
- Community Based Organizations (Quesada Gardens Initiative, Literacy for Environmental Justice, Girls 2000, Bret Harte Elementary, Willie Brown Jr ???. Garden for the Environment, Green Schoolyards Alliance, California Alliance of Family Farmers, and others)
- Business?

SEFA’s role as it relates to urban agriculture *could include* the following components:

	To support the goal of 30% by 2015: produce in the BVHP 30% of the food consumed in the BVHP by 2015. Reinstate the SE sector as the historic foodshed for the City.
	Become the center of commercial food production.

Proposed SEFA Pillars

	Support communication and collaboration of entities focusing on urban agriculture.
	Continue SEFA's role in mapping edible gardens and updating (please see www.SFFOOD.org for a map of gardens in SF)
	Ensure that urban ag/garden space is included in all plans for new developments in the SE. For example, it was mentioned that there are acres and acres of space near candlestick ...it is important to ensure that some of this is available for food production. There are at least 4 housing developments being planned.
	SEFA continue in role of facilitating conversations about urban ag issues.
	Support QGI project to do a history of food in the BHVP through the library.
	Support Bayview Farmer's Market" as both educational opportunity and retail opportunity.