

Flyer Updated  
March 21

# IN SEARCH OF COMMON GROUND

# LOCAL FOOD SUMMIT



9:00 A.M. TO 4:30 P.M.  
APRIL 16, 2012  
LUNDBERG FAMILY FARMS  
RICHVALE, CA

*A special "thank you" to the wonderful sponsors of this event...*

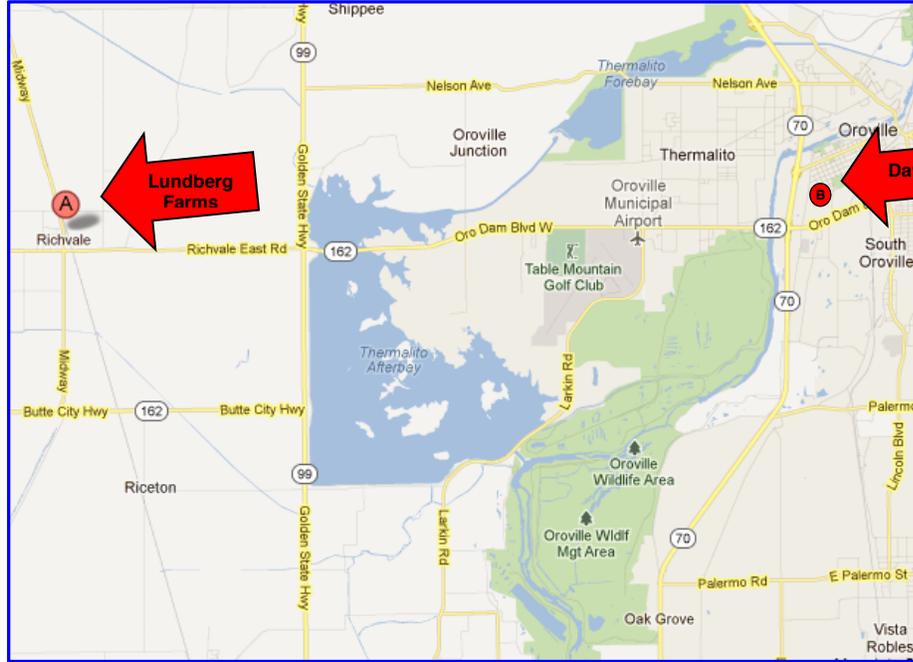


# LOCAL FOOD SUMMIT

**Date:** April 16, 2012

**Time:** 9:00 a.m. to 4:30 p.m.

**Registration Fee:** \$40 (\$30 Farmers) **Location:** Lundberg Family Farms  
5311 Richvale South Highway  
Richvale, CA



A bank of 10 rooms are reserved for April 15/16 at Days Inn for \$49.50, located at 1745 Feather River Blvd, Oroville, CA; (530) 533-3297 AND a bank of 10 rooms are reserved for those dates at Super 8 for \$69.99, located at 1470 Feather River Blvd, Oroville, CA (530) 533-9673 (tell them you are attending the Local Food Summit). Cutoff: April 6, 2012

## Registration

You may choose either of the following two ways to register.



- Mail:** Complete this form and send it to our office with the registration fee; or
- PayGov:** To pay by credit card, contact Butte County Environmental Health (530) 538-7281 for additional information. It's a little tricky. There will be a \$2 fee by PayGov and you will use Invoice # **LFS0416**.



Company/Agency: \_\_\_\_\_ Phone: \_\_\_\_\_

Attendees: 1. \_\_\_\_\_ 2. \_\_\_\_\_  
3. \_\_\_\_\_ 4. \_\_\_\_\_

Enclosed: \$ \_\_\_\_\_ for \_\_\_\_\_ persons. Check No. \_\_\_\_\_, payable to "BCEH"

Mail to: Butte County Environmental Health, 202 Mira Loma Drive, Oroville, CA 95965, or contact **Karen Frederick** at (530) 538-7149 or Brad Banner at (530) 538-6772, FAX (530) 538-5339, bbanner@buttecounty.net

**6 REHS Contact Hours**



# LOCAL FOOD SUMMIT AGENDA

## 9:00-9:15 a.m. ----- Welcome

- **Phyllis Murdock**, Public Health Department Director
- **Grant Lundberg**, CEO, Lundberg Family Farms

## 9:15-9:30 ----- Summit Objectives

- **Brad Banner**, Division of Environmental Health Director

## 9:30-10:30 a.m. ----- Food and Health

- **Dr. Mark Lundberg**, Butte County Health Officer
- **Max Stepanian**, Anderson Daymon Worldwide

## 10:30 – 11:45 a.m. ----- Showcase for Healthy Local Food

- **Charles Thierlot**, Director, Llano Seco Rancho
- **Grant Lundberg**, CEO, Lundberg Family Farms
- **Francine Stuelpnagle**, Co-Founder, GRUB
- **Carol Chaffin Albrecht**, Owner, Chaffin Family Orchards
- **Noelle Ferdon**, Director of Local Food Systems, Northern CA Regional Land Trust
- **Carol Lams**, Nutrition Education Specialist, CNAP
- Questions and Answers

## 11:45 a.m. – 12:30 p.m. ----- Buffet Lunch

- **Bacio Catering**: Locally grown organic cuisine on patio

## 12:30 – 3:00 p.m. ----- Keynote Speaker

- **Joel Salatin**, Polyface Farms, Courtesy of Chaffin Family Orchards



# LOCAL FOOD SUMMIT

## AGENDA (CONTINUED)

### 3:00 – 4:15 p.m. ----- Overcoming Regulatory Challenges

Moderator: **Justin Malan**, CCDEH Executive Director

#### Part One: Local Food Perspective

- **Pattie Chelseth**, Owner, My Sisters Farm
- **Richard Coon**, Owner of Wookey Ranch and President of Chico Farmer's Market Board of Directors, discusses challenges in on-farm poultry harvesting
- **John Naillon**, Owner, Local Dairy Farm, discusses challenges in providing raw milk

#### Part Two: Regulatory Perspective

- **Steve Patton**, California Dept. of Food and Agriculture, discusses Ad-Hoc Direct Marketing Committee and Small Dairy Herd Share Working Group
- **Richard Price**, Butte County Agriculture Commissioner, discusses local Agriculture Commissioner's role in local food initiative oversight
- **Dean Peterson**, San Mateo County EH Director discusses Environmental health role in local food initiative oversight

#### Part Three: Questions and Answers

### 4:15 - 4:30 p.m. ----- Final Word from Sponsors: Finding Common Ground

### 4:30 p.m. ----- End of Summit

## But Wait! There's More!!!!!!!!!!!!

We are only able to enjoy the benefit of having world-class speaker Joel Salatin at this Local Food Summit because Chaffin Family Orchards and the Butte County Chapter of the Weston A. Price Foundation brought him to town to speak in the evening from 6:00-9:00 p.m. This event will be held at Chico Neighborhood Church with a nominal cost of only \$12. You can help support this Summit by registering for the evening session. To learn more about Joel, to see a video clip from a new movie featuring his farm, and to register online, follow this link:

<http://salatinchico.eventbrite.com/>



# LOCAL FOOD SUMMIT

## BIOS

### **Carol Albrecht, Chaffin Family Orchards**

Carol Chaffin Albrecht has a lifetime background in Agriculture as a third generation family farmer. She attended Cal Poly San Luis Obispo and taught briefly in the Farm Management Department. Carol also taught for seven years at Butte Community College. She has been active in the marketing of products directly from the farm since the 1970's and has developed many innovative farm marketing programs. Carol has been a 4-H leader for 20 years and worked with youth on agricultural projects. Carol's work in the last five years with the Weston A. Price Foundation and Farm to Consumer Legal Defense fund has allowed her a unique perspective on farm to consumer issues.

Carol Albrecht and her husband Kurt, own and manage Chaffin Family Orchards. Carol is the third generation of her family to farm the land in Coal Canyon north of Oroville, California. The Albrecht's grow Citrus, Stone Fruits, Pastured Poultry, Olives, Beef Cattle, Meat Goats and Sheep on 2000 sustainably farmed acres. Carol and Kurt have 6 children ranging in age from 29 to 9. While recovering their son from various health problems they have become students of traditional nutrition. This information has been incorporated into their food production. Carol is the current co-leader for the Chico Chapter of the Weston A. Price Foundation. Carol's purpose is to educate our community about nourishing traditional diets while raising healthful food in a way that gives back to the land, the eater, and the families of her ranch.

### **Pattie Chelseth, Owner, My Sisters Farm**

Pattie has a Bachelor of Science in Liberal Arts and Associate of Arts in Fire Science and is a graduate of Peak Potentials Train-the-Trainer program. For the past two years she has been managing a small "herd share" to provide healthy raw milk to her family and 17 co-owners of two cows. She completed the Rudolph Steiner College of Agriculture Course in 1996 and has been involved in Bio-Dynamic Farming since 1999. Pattie has a powerful story to share about her interaction with the regulatory community leading to her current involvement with CDFA's Small Dairy Herd Working Group

### **Noelle Ferdon, Director of Local Food Systems, Northern California Regional Land Trust**

Noelle has a Bachelor of Arts in Political Science and a law degree (Juris Doctorate). She has a background in law and policy and has worked on food and agriculture issues throughout the Central Valley, and California, for nearly a decade. Before formally joining the Northern California Regional Land Trust as Director for Local Food Systems, Noelle worked as a contractor for the Land Trust coordinating the Buy Fresh Buy Local, North Valley agricultural marketing program, managed development of the North Valley's 1st edition of the The Eater's Guide to Local Food and chaired NCRLT's Technical Advisory Committee and workshop development for the Beginning Farmer Rancher Program. Prior to joining NCRLT, she worked for five years at a national organization working to promote agricultural policies that benefit small and medium-sized farmers and ranchers. Through her work, Noelle aims to make local food more available and raise the visibility of farmers and ranchers in the region by increasing market opportunities, protecting farmland, working with beginning farmers and stimulating rural economic development. Noelle is passionate about bringing together different sectors of agriculture in the North Valley around the common goal of revitalizing the region's connection to its food roots. She is a co-founder of Buy Fresh Buy Local, North Valley and Slow Food Shasta Cascade, loves to grow food wherever she can and cannot find enough hours in the day to love her son, Rocko.



## **Carol Lams, MA, RD**

Carol's passion and focus for the past decade has been addressing childhood obesity and utilizing her organizational expertise and creativity to develop unique, successful programs to reverse the upward trend. She has worked extensively with the low-income community teaching wellness through nutrition education and physical activity programs. She has demonstrated her ability to effectively collaborate with schools and build community coalitions and is the Let's Move! Chico Coalition Chair. Carol is a Nutrition Education Specialist with the Center for Nutrition and Activity Promotion (CNAP), serves on the Chico USD's Wellness Committee and Career-Technical Education Advisory Committee, and the CSU, Chico's Nutrition Advisory Committee.

## **Amanda Leveroni, Bacio Catering**

Bacio began as a fresh pasta and ravioli company in the early 1980s, wholesaling to restaurants, upscale markets and grocery retailers on the West Coast. Pasta parties for friends quickly morphed into full scale catering productions. Today, a staff of over 30 manages festive, delicious events from Redding to Sacramento. Bacio is the area's premier catering company with a reputation for consistent quality and service with an emphasis on local and sustainable whenever possible. Bacio is pleased to be a part of this important interaction between agencies stewarding a saner way of eating and celebrating the local harvest.

## **Grant Lundberg, CEO, Lundberg Family Farms**

Grant grew up on our family rice farm in Richvale, California. He completed undergraduate work at Cal Poly San Luis Obispo and received a MS in Agricultural Economics from Iowa State University. Since 1997 Grant has been the CEO of Lundberg Family Farms. Grant describes his Bio as follows:

"I have enjoyed being a part of the growth of Lundberg Family Farms. Our company traces its roots back to 1937. That is when my Grandma, Grandpa, uncles and father moved from Nebraska during the dust bowl. My Dad and family instilled in me the need to care for the soil. My father and his brothers saw the need and opportunity to sell organic rice directly to the consumer. So in 1969 they started their milling and sales business. Today the company is governed by 8 third-generation Lundberg family members and two independent board members. The fourth generation family members are now coming to work as interns at the company during the summer months. We are fortunate to be able to sustain a family business. We employ about 225 people. Our vertically integrated organic and natural food processing operation sells food with our name on it. We have professional managers applying best practices in all disciplines of the operation. Our board is utilizing world class processes to guide the strategy of the company. The values of integrity, respect, continuous improvement, and teamwork are built into our culture at Lundberg Family Farms. For 75 years Lundberg Family Farms has been using methods of farming and processing that care for the soil, wildlife, air and water. This concern for the environment is equal to our concern for product quality."

## **Dean Peterson, Environmental Health Director, San Mateo County**

As a director of environmental health for 14 years, Dean has been involved in developing and implementing environmental health programs dedicated to furthering public health goals. In particular, he has been intimately involved with local and statewide policies with respect to ensuring that food service is not only safe, but also nutritious, healthy and sustainable. Dean has been involved with San Mateo County's "As Fresh as it Gets" campaign as well as a member of the county's Food Alliance.

Currently a Director of Environmental Health, Dean has spent his professional career in the Environmental Health field. He began his career with the US Navy and in 1988 began working with San Mateo County developing and implementing policies linking environmental health to public health goals. The division



provides a safe and healthful environment through education, monitoring and enforcement of a variety of regulatory programs.

## **Richard Price, Butte County Agriculture Commissioner**

Richard Price has a Bachelor of Science Degree from U.C. Davis in entomology. He has been Butte County Agricultural Commissioner and Sealer of Weights and Measures for 23 years. He has served as the President of the California Agricultural Commissioners and Sealers Association, the chair of Pest Prevention and Nursery, Seed and Apiary Committees and numerous other state and local committees. Richard has been a licensed Pest Control Adviser and is a member of the Norcal Chapter of CAPCA. He and his staff work closely with all facets of the Ag industry in his county to promote, protect and enhance agriculture. They also work to provide equity in the market place for all businesses and consumers. His experience includes being involved with the direct market regulatory process with the Certified Farmers Markets since 1977. Currently, Richard is on the CDFA Direct Market Ad Hoc Advisory Committee, representing the California Agricultural Commissioner and Sealers Association, working to formulate new regulations to implement AB2168.

## **Joel Salatin, Keynote Speaker**

Joel Salatin is an American farmer, lecturer, and author. Salatin raises livestock using holistic methods of animal husbandry, free of potentially harmful chemicals, on his Polyface Farm in Swoope, Virginia, in the Shenandoah Valley. Meat from the farm is sold by direct-marketing to consumers and restaurants.

Salatin, a self-described "Christian-libertarian-environmentalist-capitalist-lunatic-Farmer" produces high-quality "beyond organic" meats, which are raised using environmentally responsible, ecologically beneficial, sustainable agriculture. Salatin considers his farming a ministry, and he condemns the negative impact on his livelihood and lifestyle of what he considers an increasingly regulatory approach taken by the agencies of the United States government toward farming. Salatin now spends a hundred days a year lecturing at colleges and to environmental groups.

Salatin's books include:

- You Can Farm and Salad Bar Beef, Pastured Poultry Profits
- The Sheer Ecstasy of Being a Lunatic Farmer
- Everything I Want To Do Is Illegal: War Stories From the Local Food Front
- Folks, Holy Cows And Hog Heaven: The Food Buyer's Guide To Farm Friendly Food
- Family Friendly Farming: A Multi-Generational Home-Based Business Testament
- This Ain't Normal: A Farmer's Advice for Happier Hens, Healthier People, and a Better World

