YOSEMITE POLICYMAKER’S CONFERENCE
Building Livable Communities

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Valley Vision // CropMobster

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About Valley Vision

Formed in 1994 to make our region’s communities the most livable in the nation

Valley Vision has driven hundreds of regional change projects that have achieved results garnering statewide and national acclaim.

Valley Vision excels in community-based problem-solving, using research and the power of public-private partnerships to drive Triple Bottom Line results.

Long history and leadership in collaborative food and ag initiatives.
Valley Vision Food and Ag Portfolio

- **Economy/Workforce**
  - Food and Ag Cluster
  - Central Valley AgPlus Food and Beverage Manufacturing Consortium

- **Food System**
  - CropMobster
  - Sacramento Region Food System Action Plan
  - Healthy Foods School Task Force, Farm to School Network

- **Related Projects**
  - Community Health Needs Assessments
  - Food Waste to Energy (SMUD)
  - SlingShot (Entrepreneurship)
  - Broadband Consortium, AgTech Pilot
FOOD WASTED BY WEIGHT - 63 MILLION TONS

Waste occurs throughout the supply chain, with nearly 85% occurring downstream at consumer-facing businesses and homes.

Source: https://www.refed.com
THE MULTI-BILLION DOLLAR FOOD WASTE PROBLEM

Every year, American consumers, businesses, and farms spend $218 billion a year, or 1.3% of GDP, growing, processing, transporting, and disposing food that is never eaten. That’s 52 million tons of food sent to landfill annually, plus another 10 million tons that is discarded or left unharvested on farms. Meanwhile, one in seven Americans is food insecure.

FOOD WASTE CONSUMES:

- 21% of all fresh water
- 19% of all fertilizer
- 18% of cropland
- 21% of landfill volume

Source: https://www.refed.com
FINANCIAL WASTE - $218 BILLION

The financial cost of food waste ends up costing consumers the most due to retail pricing versus wholesale pricing for consumer-facing businesses.

Source: https://www.refed.com
Federal
- Food Recovery Act
- Food Date Labelling Act

“By 2030 reduce US Food Waste by 50%” – Joint EPA and USDA Goal in line with similar UN Sustainable Development Goal

California
- AB 1826 (Mandatory Commercial Organics Recycling)
- SB 1383 (Short-Lived Climate Pollutants)
- AB 1219 (Food Date Labelling) 2017/18
- AB 924 (Protecting Food Donors) 2017/18

Two Great Resources – Specific to Food Waste

https://furtherwithfood.org

https://www.refed.com/
Founder has background in public policy, food systems & farm management

Partnering with leaders and stakeholders:

- SF Bay Area Region
- Sacramento Region
- Merced County (Launching soon w/UC Merced)
Partnering with Bold Community Leaders to Grow Inspired Local Food Networks

Stories: Learn about how CropMobster is impacting communities.

We Serve Government, Non-Profit or University leaders. Folks like you!

GOALS

- Transform Food Waste to Food Value
- Drive Local & “Circular” Economies
- Support Hunger Relievers
- Stimulate Recycling, Jobs & More
One in six residents in Sacramento County food insecure (240,000 people); food waste is single largest source of waste going to landfills

CropMobster partnered with Valley Vision

Launched in 2016, support from Bank of America, Walmart Foundation

Community Exchange online technology platform

Users sign up, post free alerts, curated/moderated on website and through social media by Valley Vision, with training and support from CropMobster
MANY TYPES OF “ALERTS” ARE POSTED TO HELP CROWDSOURCE SOLUTIONS
FINDING HOMES FOR SURPLUS FOOD & PLANTS

FREE

12,000 Lbs Of White Potatoes Up For Grabs

by Josh Jordan RIVER CITY

STOCKTON

Jun 17

Deal

200lbs White Cabbage Ready To Go Home – $50!

by Connie Madden

SONOMA

Jul 03

FREE

Lucious Figs From 80 Year-Old Tree FREE And Ready To Pick | Help Me Prevent Food Waste!!! (Kenwood)

by Jennifer Stark

SONOMA

Aug 21
• ~200,000 Produce Scraps/Year
• Reduced Grocer Disposal Costs
• GHG Reductions?
• 10+ Hogs Sold Sold Full Price

SALE
Organic Mushroom Farm Last Friday Farm Sale.....................In January!

• BEFORE: unsold surplus mushrooms
• AFTER: 2015/16
  >$60,000 in new sales
CropMobster Platform
(Tech + Leadership)

Help you launch and lead your own community exchange that forges deeper connectivity and communication
Driving Awareness of Urban Agriculture in Sacramento
(In Collaboration with the Sacramento Urban Ag Coalition following adoption of the Urban Agriculture Ordinance)

Listings

First Mother Farms
317 C Street
West Sacramento, CA
• (916) 800-2688

5th N C St Farm Site
317 5th St
West Sacramento, CA
• (530) 383-2019

Cummins Way Farm Site
corner of Cummins St and Douglas Way
West Sacramento, CA
• (530) 383-2019
 ✓ An Urban and Rural Application

 ✓ Combines Technology, Leadership Coaching, Community Networks

 ✓ Total Food System/Economy Coverage; complimentary and Supportive to All Food System Innovations

 ✓ Many successes thus far, uses expanding

 ✓ Requires resources and organizational capacity to launch and manage, ensure timely and accurate postings and connections

 ✓ Hard to quantify impact due to nature of exchange hand-off
Partnering with Bold Community Leaders to Grow Inspired Local Food Networks

GOALS

WITH YOUR HELP ......

✓ 2017 - Grow 4-6 New Partner Counties or Regions

✓ 2018 - Serve Entire State of California
THANK YOU!

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