



## CAFB 2011 Accomplishments

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### Farm to Family

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- **Delivered Record Amounts of Produce:** Farm to Family delivered a record 101 million pounds in 2010, and expects to deliver more than 120 million pounds by the end of 2011.
- **Maintained Service Fee at 2008 Levels:** CAFB continued to hold its member service fee to  $\frac{3}{4}$  cent per pound.
- **Continued successful concurrent picking program for nutrient dense row crops:** The concurrent picking program piloted last year has delivered over 4 million pounds of nutrient dense produce to members in the first full year of operation (broccoli, cauliflower and celery).
- **Developed important new grower relationships:** F2F added three new, large citrus shippers (Grimmway, Paramount, Fowler Packing) to the program, established a productive relationship with Citrus Mutual (the CA citrus commodity board), and added one new, large stone fruit shipper (Wespak) (giving us the capability to distribute a record 11 truckloads per week of stone fruit).
- **Recruited important partners:** CAFB hired one new food sourcer, Don Gordon, formerly the long-term President of the Agricultural Council of California, and worked closely with the Board of the California Department of Food and Agriculture, particularly Kerry Tucker, who is shepherding the Board's goal to double F2F donations by 2015.
- **Expanded the out of state network covering the West Coast:** Eight out-of-state food banks have ordered directly from F2F during the last year: Las Vegas, Phoenix, Spokane, Seattle, Oregon, Sparks, Hawaii and Alaska.
- **F2F has been widely recognized as the most innovative and effective produce delivery system in the Feeding America network:** FA now regularly uses the F2F model as the benchmark for new programs.

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### CalFresh Outreach and Access Improvement

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- **Supported California's transition from food stamps to CalFresh:** CAFB conducted various activities to help rebrand CalFresh, including participating in Maria Shriver's

Modern House Call event in Long Beach, where the new name for food stamps was unveiled.

- **Continued to support the peer-to-peer network:** CAFB held two orientation meetings for subcontractors, hosted a face-to-face peer-to-peer meeting, co-convened a statewide CalFresh outreach training, implemented a buddy system for new subcontractor staff, kept myfoodstamps.org updated, and facilitated use of a statewide listserv for CalFresh outreach practitioners.
- **Administered funds from The California Endowment:** CAFB re-granted TCE funds to seven subcontractors and administered MAZON funds for an additional four subcontractors, enabling the organizations to augment existing programs with additional staff.
- **Provided technological resources:** CAFB continued to provide 10 subcontractors with mobile offices to assist clients with CalFresh applications.
- **Negotiated a two-year state contract for federal reimbursement funds:** CAFB negotiated a \$7.4 million contract for CalFresh outreach in 25 of California's 58 counties through FFY 2012.
- **Submitted a timely, comprehensive annual report to the state:** In FFY 2010, subcontractors prescreened more than 155,000 households for CalFresh eligibility, assisted more than 23,000 households with their applications, and provided follow up assistance to more than 13,000 households.
- **Successfully partnered with the Mexican Consulate in Los Angeles:** CAFB trained Consulate staff, participated in the Consulate's radio show, and coordinated partners in Los Angeles provide CalFresh outreach at the Consulate's events. This work is particularly important in reaching mixed immigration status households. In recognition of the success of the project, FRAC provided CAFB with a grant to expand this work to three other Consulates in California.
- **Expanded CAFB capacity:** CAFB added a full time position for contract administration and subcontractor support by hiring Josh Hoobler as Contract Analyst and promoting Paul Mass to Contract Manager.

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## Nutrition Education

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- **Negotiated a two-year state contract for federal reimbursement funds:** CAFB negotiated a \$3.8 million contract to provide nutrition education with 28 subcontractors through FFY 2012.
- **Submitted a timely, comprehensive annual report to the state:** In FFY 2010, subcontractors provided more than 2,235 nutrition education classes and 535 cooking or food demonstrations to 71,357 people and provided 723 nutrition education trainings and/or food safety classes to member agencies.
- **Began a produce education evaluation:** CAFB is collaborating with the Network for a Healthy California's Research and Evaluation Unit to evaluate the produce education materials and methods in use at produce distributions.

- **Prepared response to the California Department of Public Health (CDPH) Nutrition Education and Obesity Prevention Plan (NEOP):** CAFB created a sign-on letter and garnered support from subcontractors and other nonprofit organizations participating in SNAP-Ed to urge CDPH to preserve some NEOP funding for nonprofits instead of giving it all to local health departments, as they have indicated they plan to do. CAFB also provided input on the forthcoming NEOP guidance to USDA during the public comment period.

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## Policy & Communications

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- **Healthy Food Access Bill – AB 152 (Fuentes)**
  - Sponsored state legislation to: create a state emergency food program; provide a tax credit to California growers for fruit and vegetable donations to California food banks; and, to ease red tape burdens to accessing federal CalFresh outreach and nutrition education funding.
  - Identified Assembly Appropriations Chairman Felipe Fuentes to author the bill, which was critical to assuring it could clear difficult legislative hurdles because of the associated costs.
  - Secured the support of the California State Board of Food and Agriculture and the Western Growers Association. Engaged California growers in advocating for the bill by identifying key growers to testify at committee hearings and having a wide array of growers send letters of support.
  - Coordinated testimony and lobbying efforts to assure the bill passed seven committees and both the Assembly and Senate floors.
  - Is now coordinating efforts to persuade Governor Brown to sign the bill, which includes utilizing high level contacts to reach out personally to the Governor and a grassroots effort by both food banks and growers.
  - Raised awareness in the Capitol of how food banks are struggling to meet current demand.
- **Finger Imaging and Semi-Annual Reporting – AB 6 (Fuentes)**
  - Advocated for state legislation to end the practice of finger imaging CalFresh applicants and move the state to semi-annual income reporting.
  - Broadened support for the bill by securing endorsements from the California State Board of Food and Agriculture and the California Farm Bureau.
  - Coordinated food bank testimony, support letters, meetings and calls on behalf of the legislation to the legislature and the Governor.
- **Other State Advocacy**
  - CAFB advocated for several pieces of legislation to simplify and modernize CalFresh including:
    - AB 69 (Beall) would allow the legislature to direct the State Department of Social Services in conjunction with the Social Security Administration to establish and test streamlined strategies to enroll eligible Social Security recipients over the age of 65 into CalFresh.
    - AB 828 (Swanson) would end the lifetime ban from CalFresh for certain drug-related felonies.
    - SB 43 (Liu) will help unemployed Californians get the food assistance they need during economic crisis and help them meet the work requirements of CalFresh, all at no cost to the state.
  - The latest information for all CAFB supported bills can be found in the attached document, [“Hunger-Related State Legislation 2011”](#)

- **Fought State Budget Cuts:**
  - Fought cuts to CalWORKS, SSI/SSP and other programs that assist the people food banks serve. Served on the steering committee of the HHS Network, a statewide budget coalition, which was successful in stopping a vast majority of the proposed cuts to safety net programs and continued to advocate for new revenues.
  - Led the HHS Network in a postcard campaign targeting key Republicans in the legislature and Governor Brown, which generated over 10,000 postcards from food banks and other budget allies requesting no further cuts and new revenues.
  - CAFB recruited food bank staff to participate in the HHS Network rallies and lobby efforts, and led teams of lobbyists to legislator's offices in order to persuade them to vote for a fair budget.
  - Coordinated food bank staff and allies to engage in local media and in-district visits.
  
- **Held 2011 Legislative Day with 80 Legislators Visited:** In April, a majority of CAFB food banks participated in legislative day and met with over 80 of the 120 total Assembly and Senate offices. The remainder of the offices received CAFB's legislative day packet, including our public policy positions. The three primary agenda items were AB 152, AB 6 and the state budget. The importance of these visits became clear as AB 6 and AB 152 moved through the legislative process. Because of the Legislative Day visits many legislators were well-educated on the merits of each bill and prepared to support them.
  
- **Federal Advocacy**
  - Coordinated congressional field visits to nutrition sites during Congressional recesses as well as advocate conference calls with Members and staff. Worked with food banks and other California advocates to prepare and carry out visits and calls.
  - Successfully organized efforts to send sign-on letters to key Members of Congress requesting they oppose block granting SNAP and that they oppose cuts to TEFAP, CSFP and other federal emergency food programs. Letters were signed by non-profits and state and local elected officials.
  - Advocated for the full funding of TEFAP storage and distribution grants, infrastructure grants and CSFP in the FFY 2012 agriculture appropriations bill.
  - Coordinate California food banks in a national effort to advocate that USDA Secretary Vilsack make additional TEFAP bonus purchases. The effort resulted in Secretary Vilsack making an additional \$60 million in bonus purchases.
  - Built and maintained strong relationships with Congressional agriculture staff through emails, phone calls and visits. Used USDA and FRAC data to continually update staff on the high level of hunger in California.
  - Coordinated California food banks to take part in CDFA listening sessions on Farm Bill 2012 priorities. Food bank and anti-hunger interests were represented at each of the listening sessions held across the state.
  - Worked in coordination with statewide partners to fight cuts to safety net programs in the federal debt deal. Continue to work with a broad group of partners to lobby Rep. Xavier Becerra to oppose any safety net cuts in his role as a "supercommittee" member.
  
- **Coordinated efforts for California Participation in FRAC/Feeding America Conference & Lobby Day:** In March, CAFB attended, and coordinated the attendance and participation of the California delegation at the FRAC/FA Conference & Lobby Day

in Washington, DC. This included coordination of meetings with California's congressional delegation and key leaders in agriculture and anti-hunger efforts.

- **Improved Coordination with Food Banks and State Partners to Increase Participation in Summer Nutrition Programs:** CAFB is a key partner in a state coalition that worked to improve participation in summer nutrition programs in 2010 and 2011, including encouraging food banks and other non-profits to become sites and sponsors through a series of webinars and meetings. The Coalition has been successful in increasing the number of SFSP sponsors and sites in both the summers of 2010 and 2011. The state coalition will soon meet to assess our work and to plan a multi-year effort to continue to raise participation in summer programs.
- **Served as a Resource to State and Federal Leaders:** CAFB staff provided consultation to state and federal legislators as well as state and federal officials on a wide array of hunger related topics. CAFB maintains strong relationships with leaders and staff in the legislature as well as at the California Department of Food and Agriculture, the Department of Social Services, the California Department of Education and key Congressional leaders and their staff.
- **Educated Hunger Community on Policy Efforts:** CAFB provided trainings and updates at various policy-related events including food bank forums and Hunger Action Day trainings.
- **Raised Media and Public Awareness of Hunger-Related Issues:** CAFB issued timely statements and media releases to raise awareness of hunger in California, the Farm to Family Program, Food Stamp participation, child nutrition program participation, and poverty information. CAFB responded to countless press inquiries regarding the increase in demand that food banks are facing.
- **Other Activities:**
  - **Hired Full-Time Policy Associate**

CAFB hired Tim Shadix as CAFB's first Policy Associate. Tim previously worked with CAFB as a National Hunger Fellow on a report documenting food stamp outreach and application assistance innovations throughout California, and returns to the California anti-hunger community after spending time in Washington, D.C. working on federal nutrition policy. Tim coordinated our 2011 Legislative Day, has been tracking and conducting advocacy on the state budget and state legislation and has been working closely with member food banks to assist them in their advocacy efforts.
  - **Represented California Food Banks in Anti-Hunger Coalitions:** CAFB staff represented California at state, regional and national meetings including the California Hunger Action Coalition (CHAC), the Health and Human Services Network, the Western Region Anti-Hunger Consortium (WRAHC) and at FRAC's hunger leaders meeting in Washington, D.C.

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## Finance & Administrative

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- **Received a Clean Audit:** CAFB's 2010 audit was clean, and demonstrates both sound fiscal management and increasing financial stability.

- **Modify our methodology for calculating our State contract Indirect Cost Recovery rate** in a manner that remains consistent with established guidelines and that also recovered considerable additional funds for CAFB.
- **Implementation of the Navision system** was successfully completed in March, bringing CAFB from separate disconnected systems, used for finance and the processing and tracking of Farm to Family orders, to a single integrated system. This also lays the groundwork for bringing our NHC programs onto the system as well. Add-on systems to the new database and finance modules have brought added efficiencies to CAFB. For example, monthly calculation of the Feeding America subsidies, which used to take a full day of work is now completed in a few moments, and greatly decreases the process time for distributing the subsidies to members.

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## **Development & Member Services**

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- **Continued to recruit strong grant support:** including \$50,000 for general operating expenses, designated support for Farm to Family program, matching funding for food stamp outreach projects, and \$200,000 in funding from Kaiser Foundation, which supports policy advocacy and provides \$150,000 in produce purchase funding for members.
- **Administered a second Million Meals Initiative:** resulting in \$105,000 directly to food banks.