

Community Building, Education & Sustainability

Gleaning, community gardens, urban agriculture

Roundtable Discussion 1

Facilitator: Stan Miller

Scribe: Clara Estrella-Varela

STRENGTHS (areas in which your organization excels or advantages of your organization)

- Gleaning org. takes food directly to pantries
- Increasing awareness → residents call back
 - Article on “How to Donate”
 - Informing people of drop-off location
- Volunteer system
 - Online forums/Web-page
- Well-structured/Awareness of demand
- Work on linking people, * all volunteers
- Talk San Diego
 - Largest network
 - Media platform
 - Informing orgs. where to get free ads
 - Great communication
- City of Chula Vista
 - Communication network
 - Being able to educate
 - Robust social media
 - Resource, improving each year
- Overall
 - General interest in feeding people

WEAKNESSES (areas to be improved)

- Socially acceptable
 - To donate
 - To accept food
 - Reducing stigma
- Respect, self-esteem, dignity
- Money
- Avg. 7 cents/pound
- Lack of resources
- Equipment for transportation
- Need leaders (at least 3)
 - People we can depend on
 - Informing people of tax-deduction

- Limited staff resources
 - More funding
- City of Chula Vista
 - Financial resources

OPPORTUNITIES (external factors that may contribute to your organization and can build up your strengths)

- Linking organizations & residents to opportunities & resources
- Informing residents of farmer's markets
- Sdgleaners.com
 - More promotion of current events
 - Farmers
 - Residential market
 - Informing them of opportunities

THREATS (potential problems/risks caused by external factors that your organization may face)

- Income/Inflation
- Increased cost
- Weather → crops/farmers
- Process of taking food, security, transportation, staff time
- Bad actors, "one bad apple" in the community
- State mandates

Roundtable Discussion 2

Facilitator: Stan Miller

Scribe: Clara Estrella-Varela

Total number of participants: 3

What jurisdiction do you represent?

Chula Vista: 2
 City of San Diego:
 Imperial Beach:
 National City:
 Regional:
 Other:

STRENGTHS

- Dedicated staff

- Composting in building/office
- Innovative programs
- Interest from businesses
- Healthy Chula Vista Initiative
 - Great work plan
 - Energy
- County adoption of Food System Plan

WEAKNESSES

- Limited awareness → engaging community residents
 - Lack of community involvement
- Time needed/Sustainability
 - Reaching out to younger community members
 - Community norms “taking a pledge”

OPPORTUNITIES

- Regional collaboration
- Growing food system awareness
- Funding opportunities
- Economic growth → sales tax
- Healthy Chula Vista Action Plan

THREATS

- Funding
- Political differences
 - National attitudes
- Economic markets
- Climate/global warming