



COMMUNITY FOOD
STRATEGIES



Different Pathways to State and Federal Policy Change

December 1, 2017 || Statewide Food Council Gathering

Jared Cates, Moderator

Carolina Farm Stewardship Association and Community Food Strategies



Agenda

1. Welcome - 2 min
2. Introductions - 7 min
3. Advocacy and Relationship Building (Jared Cates) - 7 min
4. Charlotte-Mecklenburg Food Policy Council Advocacy and Relationship Development (Katherine Metzko) - 6 min
5. NC Local Food Council's Policy Committee (Edgar Miller) - 4 min
6. Three Breakouts - 30 min
7. Group Discussion - 15 min



Edgar Miller
Conversation Trust for NC and
NC Local Food Council



John Coggin
NC Rural Center



Stephanie Schweickert
NC Conservation Network



Preston Peck
Toxic Free NC



Katherine Metz
Charlotte-Mecklenburg Food Policy Council



Sarah Jacobson
American Heart Association



Advocacy and Relationship Building

- Know the Issues – Be An Expert!
 - Data
 - Stakeholder stories
 - Policy solutions
- Know the Decision Makers
 - Elected officials
 - Boards and commissions
 - Regulatory agencies
 - Implementers of programs, rules and regulations
- Be Authentic
 - Stakeholders should be at the table for all phases of policy and advocacy planning
- Be Strategic
 - Plan for meetings, bring stakeholders, record outcomes
 - Invite decision makers to events, send them information, send relevant news, add them to email lists
 - Create policy platforms
 - Make advocacy plans
 - Plan, but be flexible
 - Start local and expand

STRATEGIC ADVOCACY TOOLKIT FOR FOOD COUNCILS

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**1) Identify
Issues**

**2) Prioritize
Issues**

**3) Strategic
Networking**

**4) Create Your
Own Plan**

This toolkit offers a systematic approach to advocacy for food councils and community groups in the Carolinas. Effective strategy is essential for successful advocacy. Advocacy that follows a well thought-out plan increases the likelihood of making positive, lasting impacts on your community. Meaningful relationships with decision makers and food system stakeholders are critical to successful advocacy and often can help to identify a champion willing to support your cause.

This website is designed to give food councils and community groups the tools they need to make meaningful relationships with decision makers and to strategically plan for advocacy. The site includes four steps to help food councils and community groups to effectively advocate for food system change:





North Carolina Local Food Council



Break Outs – 3 breakouts, each for 10 minutes

1. Conservation Trust for North Carolina
2. NC Rural Center
3. NC Conservation Network
4. Toxic Free NC
5. American Heart Association



Group Discussion

There has been a lot of interest from food councils in engaging in statewide and national advocacy. These organizations that work on state and federal level advocacy are also just as interested to be here and share this work with you. We know this was a lot to cram into an hour and a fifteen minutes, but we wanted to bring everyone together to start the conversation.

How do we continue these conversations and deepen these connections?

What next steps would help to get everyone connected and moving towards working together for the change we all want to see?