



**CROPMOBSTER™**  
Community Exchange



# **YOSEMITE POLICYMAKER'S CONFERENCE**

## **Building Livable Communities**

**Trish Kelly & Nick Papadopoulos**  
**Valley Vision // CropMobster**

**March 19, 2017**





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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

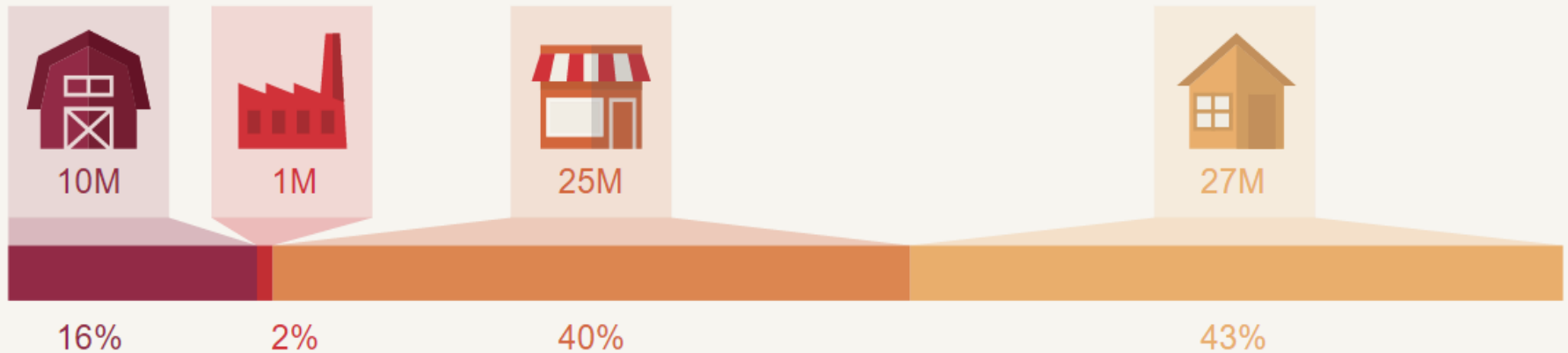
## □ Related Projects:

- 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 spends \$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

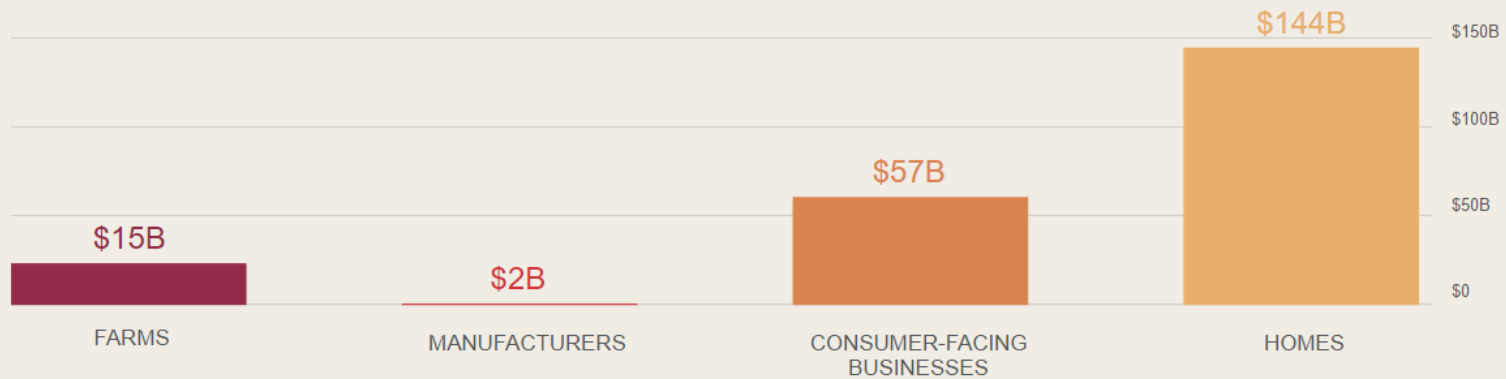
 **21%**  
OF LANDFILL VOLUME

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>

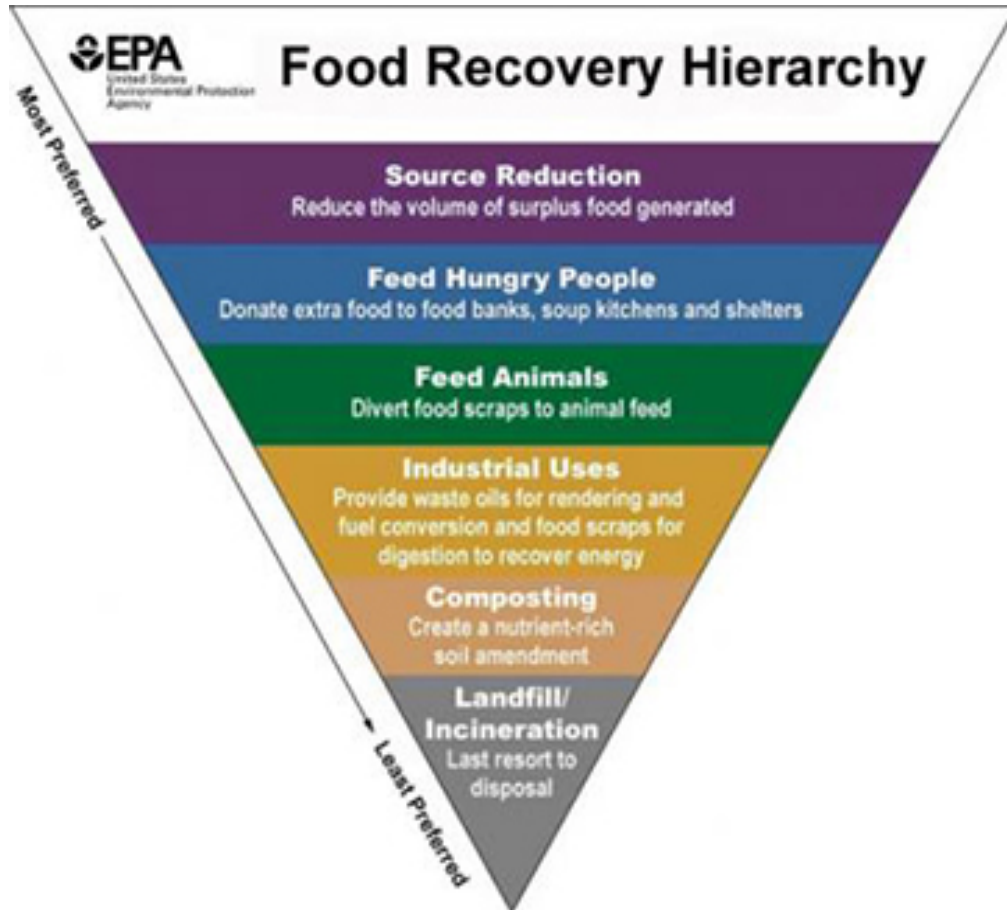
<https://www.refed.com/>



**CROPMOBSTER™**  
Community Exchange



**TODAY'S PANELISTS &  
COMMUNITY INNOVATORS**



**CROPMOBSTER™**  
Community Exchange







**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*)



**VALLEY VISION**





## Partnering with Bold Community Leaders to Grow Inspired Local Food Networks

**Stories:** Learn about how CropMobster is impacting communities.

IMPACT STORIES

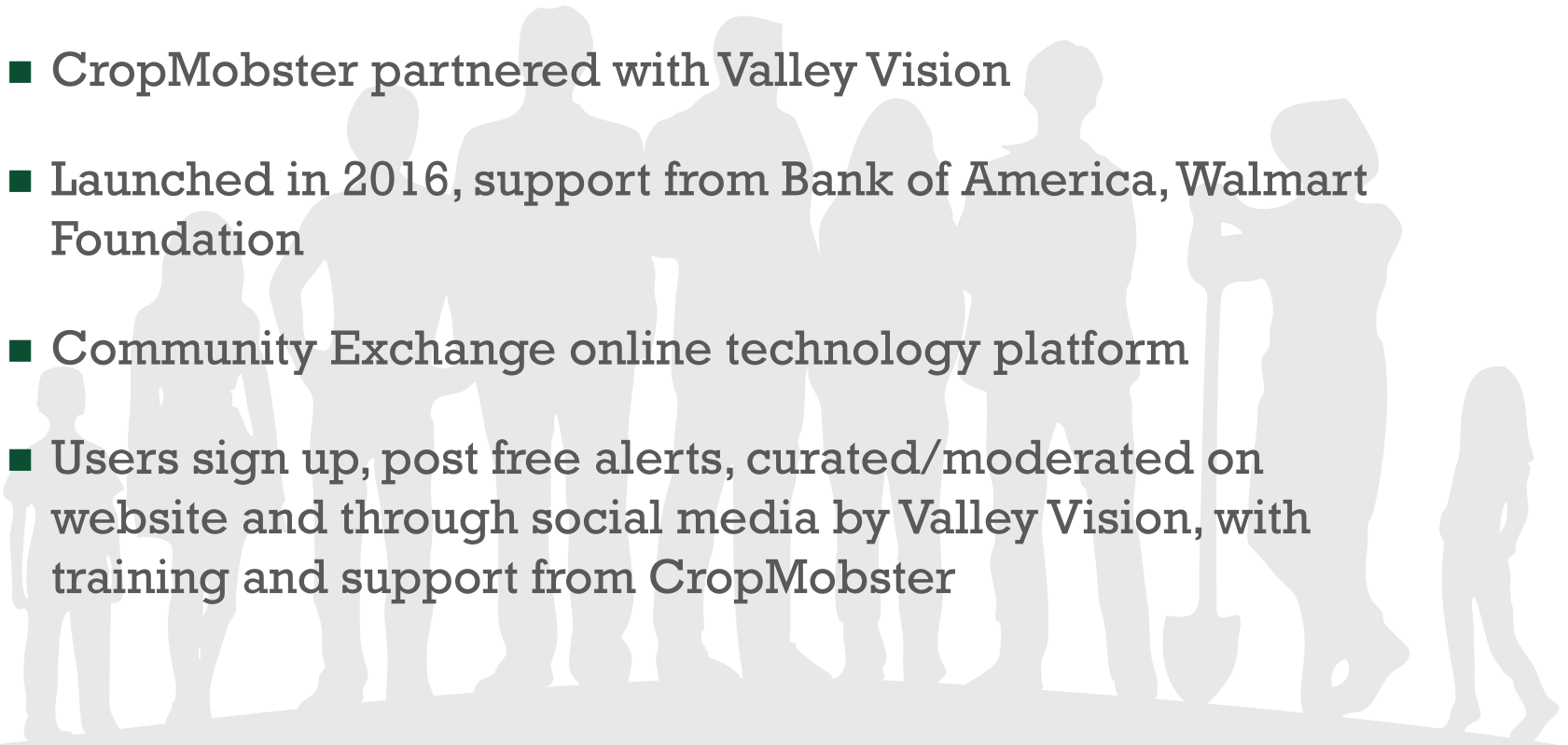
**We Serve Government, Non-Profit or University leaders. Folks like you!**

### **GOALS**

- ✓ **Transform Food Waste to Food Value**
- ✓ **Support Hunger Relievers**
- ✓ **Drive Local & “Circular” Economies**
- ✓ **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**

- DEALS
- DONATIONS
- GLEANINGS
- WANTED
- FREE
- EVENTS
- TRADE
- LAND
- IMPACTS
- SPONSOR
- THANKS
- CROWDFUND

The collage displays several alert cards with the following details:

- ACTION:** New Documentary On Hunger Marin Now Available Free C
- CROWDFUND:** Help Fund Alameda Kitchen Fo Waste Into Jobs & Nutrition (By Shift)
- DEAL:** Organic Heirloom Plants On The Farm | 25% Off For Starts
- DONATION:** 100 Pounds Of Meyer Lemon Abundance For Donation
- EVENT:** Organic Gardening Classes Sanoma Farm And Garden
- FREE:** Hens In Need Of A New Ho
- GLEANING:** Harvesting Golden Delicious For Hunger Relief | Farm To P 9/17 & 20 (Sebastopol, Ca)
- IMPACT:** Photo Of School Kids At Community Apple Press (Sebastopol)
- JOB:** Pugs Leap Creamery Looking New Cheesemaker
- LAND:** Community Garden Space A Shared Space For Shared Fo (Petaluma)
- OTHER:** John Deere Tractor 3520 W/ Backhoe, Mower And More!
- RESOURCE:** Big News At Three Leaves...Ni More Ways To Enjoy Our Local Bounty!
- SPONSOR:** Please Support Our Local Agr Lending Institutions (Sonoma Grange Credit Union)
- THANKS!:** Deep Thanks To Sonoma Co Grange Credit Union | Crucial Cropmobster Sponsor
- TRADE:** Would Love To Trade Homemade Sourdough Bread For Pies/hames To Dry! (Santa Rosa)
- URGENT:** Nigerian Dwarf Goats For Sale | Need New Homes Pronto
- WANTED:** Help Find Food Shift A New Home | Office Space For 3-6 People Needed In Alameda County



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!

\$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





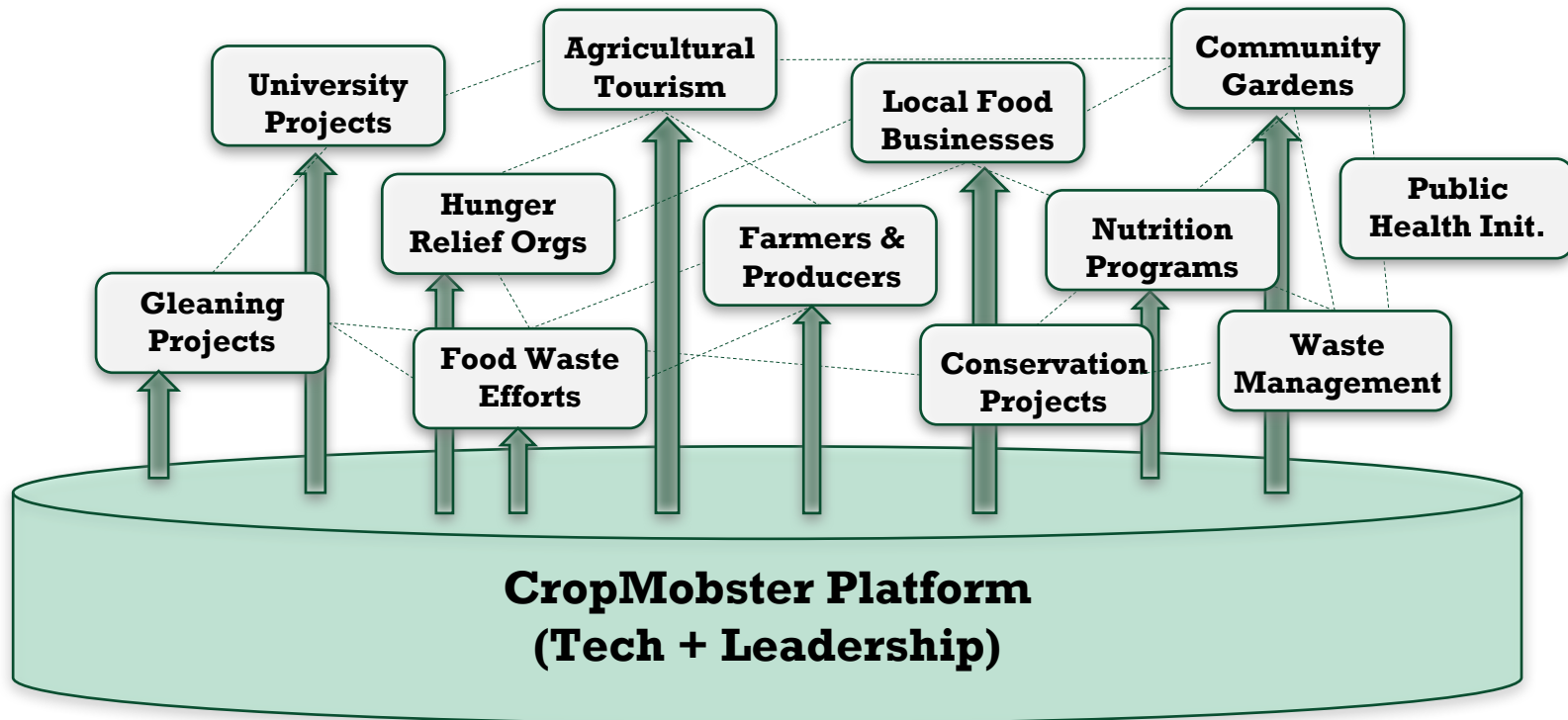
- ~200,000 Produce Scraps/Year
- Reduced Grocer Disposal Costs
- GHG Reductions?
- 10+ Hogs Sold Sold Full Price



**SALE**

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

- **BEFORE:** unsold surplus mushrooms
- **AFTER:** 2015/16 >\$60,000 in new sales



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

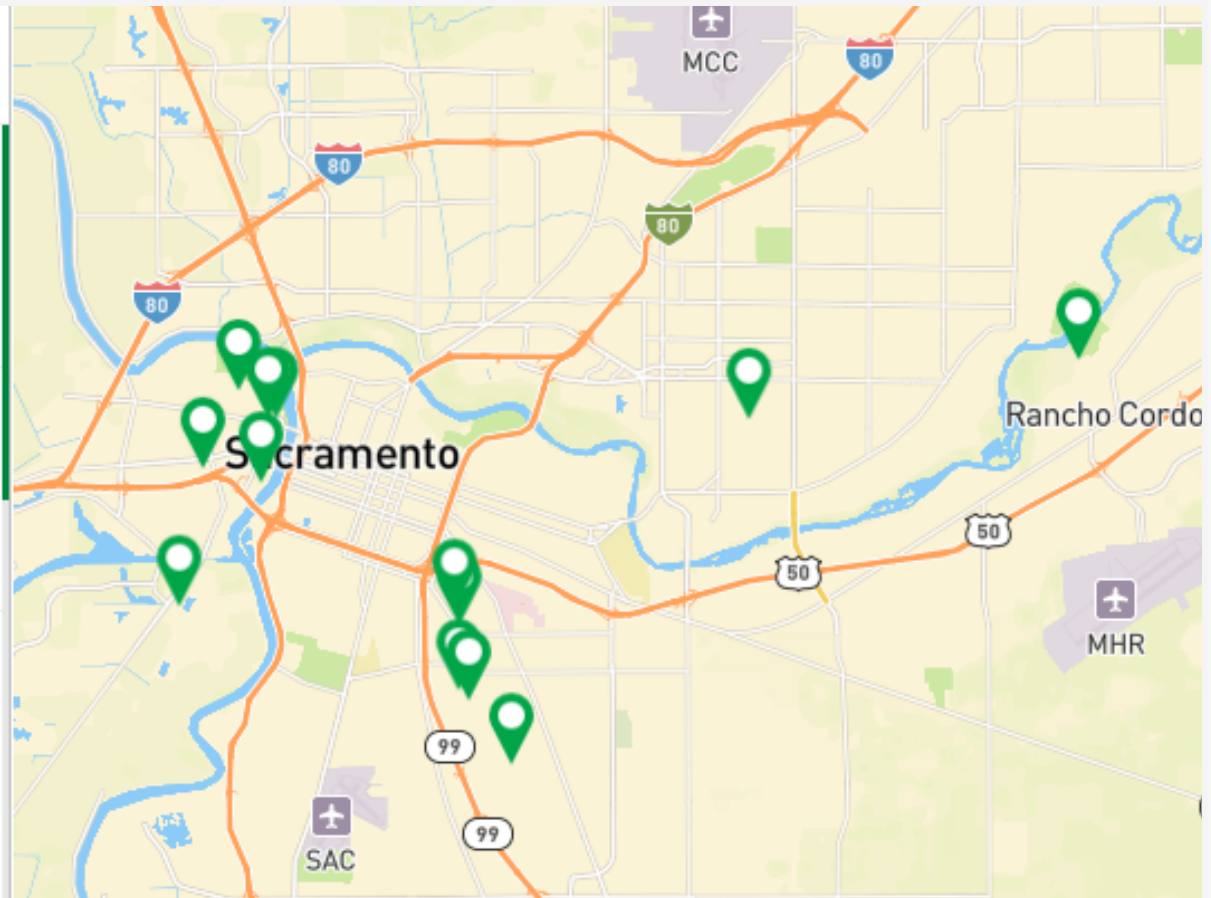
317 C Street  
West Sacramento, CA  
• (916) 800-2688

#### 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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