



Contact:
Andrea Keisler
805.369.9563
akeisler@slofoodbank.org

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Increasing Access to Local Farmers' Markets

The San Luis Obispo County Food System Coalition hosts state and local experts for a panel discussion on November 18, 2019

SAN LUIS OBISPO, CA —On Monday, November 18, 2019 the San Luis Obispo County Food System Coalition will host its final general meeting of the year.

Farmers' markets are a vital part of the food system for both farmers and consumers here in San Luis Obispo County. Providing direct to consumer experiences decreases overhead for small farmers and increases the amount of fresh produce that ends up on local tables.

"They are a win-win in terms of increasing economic vitality and community health while also supporting a sustainable environment by reducing food miles travelled," according to Food System Coalition Chair, Andrea Keisler.

Does everyone have access to farmers' markets? What programs are available to limited income community members and seniors to help them afford fresh, local produce? The Food System Coalition will host a discussion focusing on programs available at SLO County Farmers' Markets, including Market Match, CalFresh Food assistance, and WIC (Women, Infants, and Children). These programs increase income-eligible residents' ability to purchase fresh, healthy, locally-grown food while supporting farmers in SLO County.

County and state experts including Bob Roos from the North County Farmers' Market Association, Miguel Diaz from University of California Cooperative Extension, and Amy DeLisio from the Public Health Institute will speak about how federal food assistance programs help consumers and farmers and will lead a discussion on the potential to reach many more clients through these program locally. Service providers are especially encouraged to attend in order to learn more about fresh food resources available to their limited income clients.

Increasing Access at Local Farmers' Markets

Monday, November 18, 2019

9:00 am - 10:30 am

UC Cooperative Extension Auditorium
2156 Sierra Way, San Luis Obispo

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The SLO County Food System Coalition, or FSC, is a collaborative network that brings together many sectors, from consumer groups to County government agencies, the Farm Bureau to the fishing community. Projects conducted by partner organizations are supported by the Coalition, which also forms its own projects to strengthen the local food system. Short-term and long-term work groups are formed around key issues and can include both Coalition members and other interested individuals. For more information, please visit www.slofoodsystem.org

Speaker Bios

Bob Roos is the Market Match grant administrator for the North County Farmers Market Association (NCFMA) in San Luis Obispo County. He is retired from the Navy Submarine Service and currently farms olives for olive oil, walnuts, sweet corn and garlic, which he sells at two North County Markets. Mr. Roos formerly served as President of the NCFMA.

Miguel Diaz is a Community Education Specialist with the CalFresh Healthy Living, UC program at UC Cooperative Extension in San Luis Obispo and Santa Barbara Counties. He holds a BS in Exercise Science from Fresno State University and is dedicated to serving the community where he grew up. Mr. Diaz joined UC Cooperative Extension in 2015 and he has worked closely with families from diverse backgrounds to promote healthier lifestyles through general nutrition education and physical activity. He has a deep understanding of the community he serves which has helped him to build trusting relationships with many community members so that he is able to better serve and provide resources as a community education specialist.

Amy DeLisio MPH (University of Southern California), RD (California Registered Dietician) is the director at the Center for Wellness and Nutrition (CWN) and has over twelve years of experience working on nutrition education, social marketing, and chronic disease prevention.