

## OVERVIEW OF CAFF'S WORK

Over **90%** of California's farms and ranches are family-owned businesses; however, many struggle to keep their farms in existence.

To help resolve this issue, the **Community Alliance with Family Farmers** works directly with our regional members, particularly our family farmers, to increase the use and consumption of fresh, healthy, local food, and to help growers prosper. The connections we create between farmers and the food chain network focus not only on building relationships between sellers and buyers, but also provide technical support through production planning, relationship brokering, local product line development, and food safety plans. Ultimately, our goal is to strengthen family farms, which are the cornerstone of healthy and economically viable communities.

## CAFF REGIONS

CENTRAL COAST

NORTH COAST

REDWOOD COAST

SACRAMENTO VALLEY

SAN FRANCISCO BAY AREA

SANTA CLARA VALLEY

## REGIONAL APPROACH & PROGRAMS

CAFF bridges California's urban/rural divide through its support of family-scale sustainable agriculture on a regional basis. By working on the ground in six focal Northern California areas, we make it easy for community members and businesses to find and choose local food, and help farmers increase their income and sustainability.

### FOOD FOR YOUR FAMILY

#### Farm to School/Hospital



- Harvest of the Month Tasting Kits
- Know Your Farmer
- Farm to Cafeteria

These programs educate students about healthy eating through farm field trips, in-class lessons, and apprenticeship opportunities for older youth. Often the initiatives focus on low-income schools and communities, increasing fresh food access points by assisting school and hospital food service staff with local food procurement.

Students, teachers, patients, staff, and the wider community benefit from fresher, healthier food, and learn about local producers through targeted marketing and educational materials. The programs also include cafeteria promotion and professional development/training for food service staff.

### VOICE FOR THE FARMER

#### Policy Program

CAFF has been advocating for family farmers in the California legislature for over 35 years. We continue that work today by focusing on the most pressing food policy issues of our time, including climate change, water usage, direct marketing regulations, and food safety. We focus on state and federal policies, defending the rights of family farmers, as well as educating them about new policies that affect their farms.

### TOOLS FOR THE FARMER



#### Farm to Market Tools and Services

- Consumer education campaigns (Buy Fresh Buy Local)
- Sales presentation packets
- Assistance in production planning
- Buyer/seller mixers
- Assistance with sales calls
- Food safety plan development and education about food safety regulations
- CAFF has also helped develop several aggregation hub projects and studies

This program brokers sales connections, provides marketing services, and eliminates typical barriers standing in the way of farmers bringing their products to market.

#### Biological Agriculture

CAFF's long history of assisting farmers with on-farm biodiversity includes the BIOS program, building hedgerows, and teaching about integrated pest management. Currently, our dry farming program is teaching growers how to use water more sustainably.