



Celebrating Five Years of Food Vision 2030

Reflections from the Food Vision 2030 Stewardship Committee

The Food Vision 2030 [Stewardship Committee](#) shares reflections on five years of working together to build a more just and resilient food system for San Diego County. [San Diego County Food Vision 2030](#), a ten year community-rooted plan and movement for transforming our region's food system has reached the halfway point, and our goals of cultivating justice, fighting climate change, and building resilience remain more important than ever.

The following accomplishments and observations from movement leaders offer a glimpse of key milestones and progress made over the last five years. We recognize that countless community efforts across the region are bringing Food Vision 2030 to life, and we look forward to capturing these stories over the next few years.

FOOD VISION 2030 OBJECTIVES

- 01 - Preserve Agricultural Land and Soils, and Invest in Long term Food Production
- 02 - Increase the Viability of Local Farms, Fisheries, Food Businesses, and Workers
- 03 - Scale Up Local, Sustainable, and Equitable Food Value Chains
- 04 - Elevate Wages and Working Conditions, and Improve Career Opportunities
- 05 - Expand Integrated Nutrition and Food Security
- 06 - Improve Community Food Environments
- 07 - Scale Up Food Waste Prevention, Recovery, and Recycling Initiatives
- 08 - Increase Leadership by Black, Indigenous, and People of Color Across the Food System
- 09 - Build a Local, Sustainable, and Equitable Food Movement
- 10 - Plan for a Resilient Food System

OBJECTIVE 1

Preserve Agricultural Land and Soils, and Invest in Long term Food Production

Secured seed funding to create an agricultural community land trust in San Diego County.

Supports objectives 2 & 6

Awarded 15 urban farms a total of \$270k through the UCSD Center for Community Health's [Growing Equity Grant program](#). *Supports objectives 2 & 6*

Successfully moved land into easements through the San Diego County [PACE](#) Program.

Successfully established [Foodshed Cooperative](#) and opened the Food Farmacy.

Supports objectives 2 & 3

Established the Foodshed Community of Practice to create a technical and business assistance network. *Supports objective 2*

Established a [California FarmLink](#) position in San Diego County to expand land access.

Supports objectives 2 & 4

Developed a County of San Diego [Sustainable Operations in Land Stewardship program](#) (SOILS) to fund regenerative agriculture. *Supports objective 2*

OBJECTIVE 2

Increase the Viability of Local Farms, Fisheries, Food Businesses, and Workers

Launched the [Local Food Economy Lab](#). *Supports objectives 1 & 3*

Passed a bill and expanded [MEHKOs](#) in San Diego County. *Supports objective 4*

*Many accomplishments listed support the achievement of multiple objectives, as noted in orange

Strengthened supply chain connections between local farmers and local businesses & organizations [Supports objective 3](#)

Increased the number of [farmers markets](#) operating in San Diego County.
[Supports objectives 3 & 6](#)

Published [Cultivating Agricultural Livelihoods report](#). [Supports objectives 1 & 4](#)

Successfully established the [Fishermen's Market of North County](#). [Supports objective 3](#)

Increased connection and transparency as fishermen's markets, dock sales, and direct to community efforts are reshaping food environments. [Supports objectives 3 & 6](#)

Tested sustainable fishing methods (like deep-set buoy gear) and supported the demystification of new sustainable gear types.

OBJECTIVE 3

Scale Up Local, Sustainable, and Equitable Food Value Chains

Established the [Escondido Food Hub](#) with Foodshed Cooperative and Heal the Earth.
[Supports objectives 2 & 5](#)

Expanded County funding to support local supply chains (Foodshed) and Food as Medicine (FAM) efforts. [Supports objectives 5 & 6](#)

Growing interest from school districts in local, climate-smart sourcing. [Supports objective 5](#)

Established the County's Sustainable, Equitable, and [Local Food Sourcing Program](#) and B-75 policy. [Supports objective 2](#)

Launched [GetLocalFish.com](#) to uplift the voices of San Diego's commercial fishermen and help bridge the gap between small-boat harvesters and values-based buyers.
[Supports objectives 2 & 9](#)

OBJECTIVE 4

Elevate Wages and Working Conditions, and Improve Career Opportunities

Thoughtful increases in wages, salaries and working conditions for many organizations in the food system, with more personnel time and stronger benefits to support the whole person.

Continued increase in minimum wages for food workers.

Increased investment in growing farmers and fishermen. [Supports objective 2](#)

Increased agricultural internships and entry level jobs at small farms. [Supports objective 2](#)

Increased jobs in the food system and total economic contribution to San Diego County economy. [Supports objective 10](#)

Growth of [Seeds@City](#) degree programs and apprenticeships. [Supports objective 8](#)

Increased number of agriculture, sustainability, and food systems focused courses and degrees at local colleges and universities. [Supports objective 9](#)

Growth in youth voices and presence at the Annual Gathering. [Supports objectives 8 & 9](#)

OBJECTIVE 5

Expand Integrated Nutrition and Food Security

Expanded investment, commitment from and community organizing by Promotores and community leaders. [Supports objectives 6 & 8](#)

Increased partnership between organizations and sectors to holistically address nutrition needs and gaps. [Supports objective 10](#)

Expanded efforts to cultivate food as medicine connections between managed care plans, patients, doctors, and farmers. [Supports objective 2](#)

Increased county-wide usage of EBT and WIC benefits for local food. [Supports objective 2](#)

Launched multiple fruit and veggie prescription pilot programs. [Supports objective 6](#)

Increased number of farmers markets operating in communities experiencing nutrition insecurity and offering matching EBT programs. [Supports objectives 6 & 2](#)

Worked with local elected officials on projects to increase food security, expanding access and overall community nutrition [Supports objective 6](#)

OBJECTIVE 6

Improve Community Food Environments

Established [SunCoast Market Co-op](#) in Imperial Beach. [Supports objectives 2 & 3](#)

Increased collaboration and deepened connections between food justice organizations, farmers, fishermen, and food businesses in the region. [Supports objective 9](#)

Opened the [Linda Vista Community Garden](#) in a City of San Diego park. [Supports objectives 1 & 5](#)

Opened the Sweetwater Community Garden in National City. [Supports objectives 1 & 5](#)

Expanded community growing spaces and gardens in Southeastern San Diego led by [Project New Village](#). [Supports objectives 1 & 5](#)

Increased fundraising, support, and momentum for [The Village](#) by Project New Village. [Supports objectives 3 & 5](#)

Distributed \$5.5 million in COVID-19 relief funds to support 49 [community food production projects](#). [Supports objectives 2 & 5](#)

Expanded multi-week farming-oriented summer camps for children and families. [Supports objectives 5 & 9](#)

Increased number of community gardens and expanded food systems curriculum in schools. [Supports objectives 5 & 9](#)

OBJECTIVE 7

Scale Up Food Waste Prevention, Recovery, and Recycling Initiatives

Increased food recovery efforts at grocery stores, increasing food to communities. [Supports objectives 6 & 5](#)

Launched the Centro cultural de la Raza [bucket composting program](#). [Supports objectives 1 & 6](#)

Updated the [Organic Materials Ordinance](#), expanding the development and application of compost in the region. [Supports objective 1](#)

Expanded consumer education around using whole fish and shifts to make seafood systems more waste-sensitive. [Supports objective 9](#)

Increased community awareness and education around food waste and recycling. [Supports objective 9](#)

Expanded neighborhood food recovery efforts and fresh produce availability for community food programs. [Supports objective 5](#)

OBJECTIVE 8

Increase Leadership by Black, Indigenous, and People of Color Across the Food System

Growth in leadership and deepened connections within the Food Vision 2030 Stewardship Committee. [Supports objective 9](#)

Implemented several Native youth programs, engaging six local Tribes. [Supports objective 9](#)

Led by the Kumeyaay Diegueno Land Conservancy and the RCD of Greater San Diego County, established two Tribal Land Stewardship Training cohorts. [Supports objective 9](#)

Increased interest and engagement from Native youth, nurturing the next generation of caretakers. [Supports objective 9](#)

Growth of [Golden Eagle Farm](#), the first native-certified and organic-certified farm in San Diego County. [Supports objectives 1 & 6](#)

Increased national recognition for Filipino food culture and San Diego based Filipino chefs. [Supports objectives 9 & 2](#)

Established the Convoy district sign and growing recognition of San Diego's cultural food districts. [Supports objectives 9 & 2](#)

OBJECTIVE 9

Build a Local, Sustainable, and Equitable Food Movement

Increased awareness of local and community food systems led by multiple projects across the region, including [MAKE Projects](#) and [Foodshed Cooperative](#). [Supports objectives 5 & 6](#)

Established [Fishful Future](#) and increased consumer and public engagement around local seafood. [Supports objective 2](#)

Increased inclusion of voices and experiences of food and farm workers, community leaders, and impacted communities. [Supports objective 8](#)

Growth of mainstream interest in local, diverse, and healthy food, immigrant chefs, and diverse foods. [Supports objective 8](#)

Increased connections and collaborations across different organizations and sectors.

Celebrated five years of [the Annual Gathering for Food Vision 2030](#), bringing over 400 food justice leaders into one collective space. [Supports objectives 8 & 10](#)

Increased shifts in consumer culture where local seafood is being seen less as a commodity and more as a story-connected, community-rooted food. [Supports objective 2](#)

Published [San Diego Seafood, Then & Now](#) cookbook featuring diverse narratives, recipes, fishermen, and chefs. [Supports objective 2](#)

Observed cultural shifts in the general public's awareness of local food & intersection of food and economy.

Increased stories being told and more reporting on the food system, specifically local farm and fishery stories. [Supports objective 2](#)

OBJECTIVE 10

Plan for a Resilient Food System

Successfully navigated budget cuts and attacks on small farms and BIPOC farmers.

Increased strength and connection as a community since the COVID pandemic. [Supports objective 9](#)

Increased resilience in fishing industry through diversified income for fishermen, adaptive gear like dsbg, and deepened community ties. [Supports objective 2](#)

Increased progress toward agreements with Port of San Diego to include areas for fishermen in new development plans. [Supports objectives 2 & 3](#)

Greater awareness and importance placed on local food and shorter supply chains since the COVID pandemic. [Supports objective 9](#)



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