

## **U.S. TRAVEL SEMINAR – CALIFORNIA SEMINAR THEMES**

**BAY AREA AND CENTRAL VALLEY, CALIFORNIA  
SEPTEMBER 10-15, 2017**

**THEME: APPLYING "WHOLE MEASURES" TO STUDY FOOD SYSTEMS AND THEIR  
RELATIONSHIP TO COMMUNITY AND ECONOMIC DEVELOPMENT.**

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Our overarching theme for this seminar is:

**Applying “Whole Measures” to Study Food Systems  
and Their Relationship to Community and Economic Development.**

What are “Whole Measures”?

The University of Wisconsin-Extension Community Food Systems Team adapted a values-based strategic planning and evaluation framework from the Center for Whole Communities. We will focus on five of the six categories as we connect with leaders, businesses and communities in California’s Bay Area and Central Valley:

- Justice & Fairness
- Healthy People
- Strong Communities
- Sustainable Ecosystems
- Thriving Local Economies
- Vibrant Farms & Gardens

To read about “Whole Measures” go to <http://fyi.uwex.edu/foodsystemstoolkit/whole-measures/>

What are some of the interconnected issues we will explore along the way?

As is evidenced by the “Whole Measures” framework, food systems connect to a variety of issues. Some of the issues we will draw connections to include:

- Food Security
- Immigration and immigrant workers (predominantly Latino and Hmong)
- Criminal Justice (specifically restorative justice, recidivism, and crime reduction)
- Social Justice
- Economic/Business Development

What are some of the landscapes, business and communities we will experience?

During the week we will travel to a number of different locations in the Bay Area and Central Valley in order to see these issues from diverse perspectives, as well as identify how each of these places is interconnected with one another.

- Rural communities of the Central Valley
- Urban spaces of the Bay Area (ex. Oakland, San Francisco, Berkeley)
- Community gardens, farmer's markets and food incubators
- Large scale farms

What are some of the leadership skills we will focus on cultivating?

This seminar uses complex and critical issues to help you identify, reflect upon and grow your leadership capacity. Case studies we will explore firsthand will demonstrate leadership skills of:

- Building coalitions
- Engaging and developing volunteers
- Working to enhance change within communities around complex social issues
- Understanding multiple policy lenses
- Leadership "Improv" (including enhancing spontaneity, creativity, rapport, body language, voice and teamwork)

**Seminar Scholar Applications are due May 15, 2017**

Go to <http://leadershipwisconsin.org/events/u-s-travel-seminar-california/> to learn more.

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