



COUNTY OF LAKE

MARKETING & ECONOMIC DEVELOPMENT PROGRAM

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FOR IMMEDIATE RELEASE
June 17, 2009

CONSULTANT SOUGHT TO COMPLETE A LAKE COUNTY COMMUNITY FOOD ASSESSMENT Request for Proposals released Wednesday, June 17, 2009

LAKE COUNTY, CA — The County of Lake and the Health Leadership Network have released a Request for Proposals (RFP) on June 17, 2009 for the completion of a community food assessment for Lake County. The community food assessment will act as the data source to be used in the creation of a local food guide, act as a resource for organizations throughout the county, and identify gaps in Lake County's local food system.

The major goals of the RFP include:

- Mapping existing food resources within the county,
- Compiling data on farm, farm stand, and market gardens including their location, crops in production, where crops are sold, and crop volume
- Compiling data on retail food outlets including restaurants, grocery stores, schools, hospitals, senior centers, etc.,
- In the event of supply disruption, how long the food supply on shelves would last,
- Identifying all locations that produce, sell, serve, and process food, and
- Prepare a final report with recommendations and make presentation to the Lake County Board of Supervisors.

The Health Leadership Network (HLN) was established to develop a network of public and private entities to improve the health of people in Lake county through healthy eating and active living and is funded primarily through a grant from the California Endowment. Partners in the HLN include Sutter Lakeside Hospital, (which also is the fiscal recipient for the HLN), St. Helena Hospital Clearlake, Lakeside Health Center (Mendocino Community Health Clinics), Lake County Department of Health Services, Lake County Department of Social

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Services, Lake County Marketing and Economic Development Program, Lake County Office of Education (Healthy Start), Lake County Tribal Health Consortium, Inc., Lake Family Resource Center, First Five Lake County, and Easter Seals of Northern California.

In addition to providing funding for the completion of a community food assessment, the HLN began a farm-to-school/institution project, is developing a logo to denote participation in the local food movement, has introduced CATCH (Coordinated Approach to Child Health), a research-based best practice program designed to prevent obesity among school children in afterschool and elementary schools in Lake County, as well as working with a stakeholder group to find a way to utilize local health data for the benefit of all health care providers.

The RFP was released on the County of Lake website on June 17, 2009 and requires all potential proposers to register online. The RFP closes on July 15, 2009.

To register, and for more information, visit www.co.lake.ca.us/Business/WithCounty/RFP.htm

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