



Operating Strategy

Vision

We envision vibrant community food systems rooted in justice and sustainability, where everyone has equitable opportunity to produce, distribute, prepare, serve, and eat nutritional and culturally appropriate food.

In our vision, producers and food workers are treated fairly, sustainable and regenerative practices are prioritized, people are engaged, communities are empowered, and farms, fisheries, and food businesses are thriving and contributing to local economies.

Mission

To cultivate a healthy, sustainable, and just food system in San Diego County.

Values

Health

Health is a human right, and provisions of adequate food and nutrition are inseparable from social justice. We hold our food system to a standard where all people are free from hunger, food insecurity, and malnutrition.

Sustainability

Feeding the world is possible without undermining its ecology. We promote a conservation ethic, and encourage organic and regenerative practices to ensure well-being for people and the planet now and in the future.

Justice

Only by eliminating inequalities can we heal our food system. We uplift and prioritize those who are most impacted by structural inequities and actively work toward fair access to resources and opportunities for all.

Respect

Our alliance is united by a deep respect for human dignity. We build a culture where every individual can speak without fear of being ignored, judged, or demeaned.

Inclusivity

Diversity is critical for confronting problems within our food system. We create inclusive spaces that allow for the personal and collective growth of all people.

Collaboration

Social change requires collective action. We organize an alliance of people, communities, businesses, organizations, and networks to create systemic change in the food system.

Community

A just food system depends on the active participation of all people. We leverage the political power of local communities, public involvement, and activism to transform systems.

Prosperity

Community food systems are a response to increasing corporate consolidation of power in the food system. We advocate for policies and infrastructure that ensure local, small- and mid-sized food producers, food workers, and food businesses have long-term economic stability.

Theory of Transformation



Target Audience

3.3 Million San Diegans



Tactics

The San Diego Food System Alliance is a diverse and inclusive network that works across sectors to **promote collaboration, influence policy, and catalyze transformation** in the food system. Our work is grounded in our shared platform, [San Diego County Food Vision 2030](#), and is informed by the experience and expertise of our network and the broader community. Together, we are working to [cultivate justice, fight climate change, and build resilience](#) in our food system.

BUILD NETWORKS

- Food Vision 2030 Stewardship Committee
- Alliance Membership
- Strategy Teams
- Peer Learning Networks
- Annual Gathering

CHANGE POLICIES

- Advocacy Campaigns
- Policy Research, Analysis, and Planning
- Leadership Development

SHIFT CULTURE

- Education & Storytelling
- Community Events
- Justice, Equity, Diversity, and Inclusion

INCREASE CAPACITY

- Food Waste Prevention, Recovery, and Recycling
- Local Food Economy Lab