

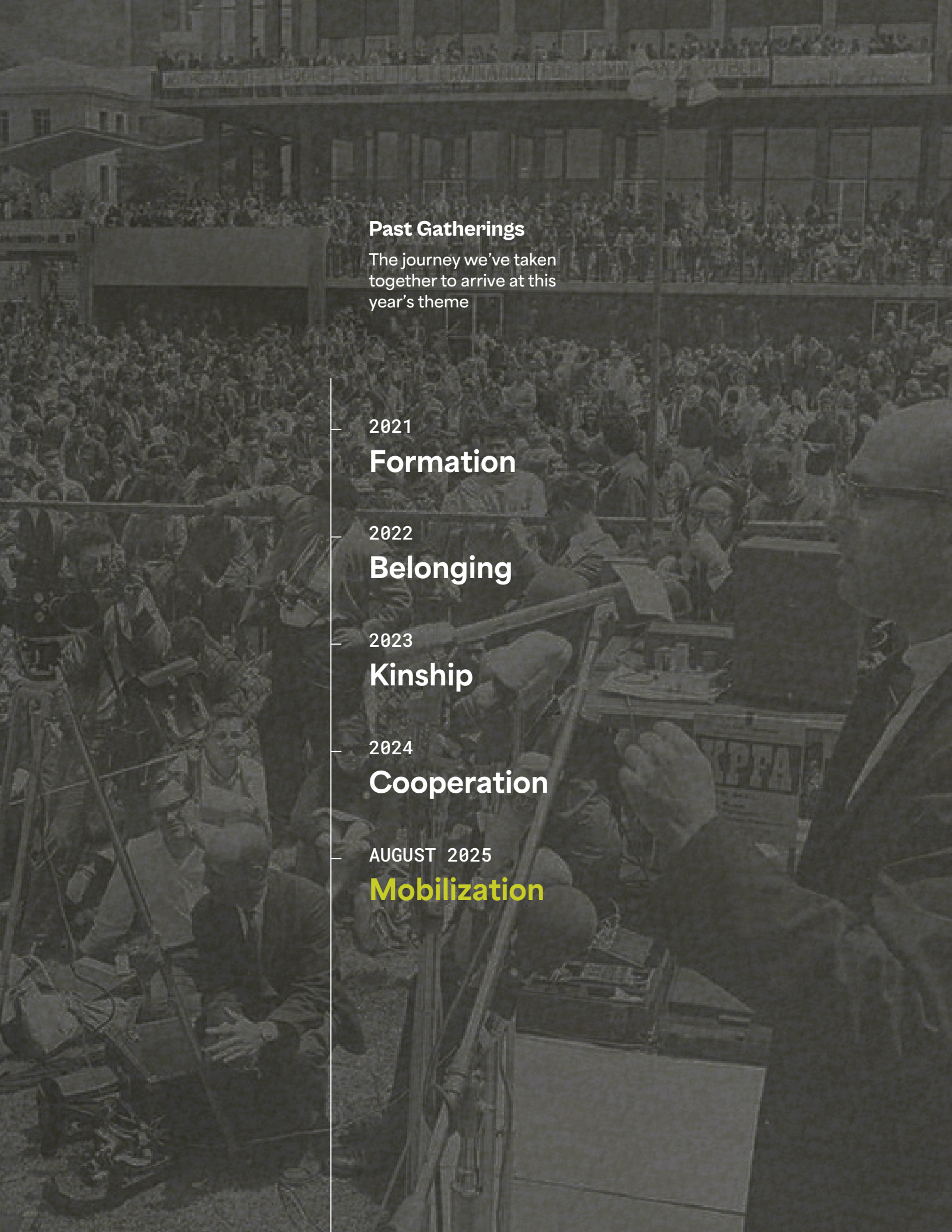
SAN DIEGO FOOD SYSTEM ALLIANCE

5th Annual Gathering for San Diego County Food Vision 2030

MOBILIZATION

Inspired by the historic teach-in movement

theannualgathering.org • August 2025 • San Diego, CA • Date and location details TBA



Past Gatherings

The journey we've taken together to arrive at this year's theme

2021
Formation

2022
Belonging

2023
Kinship

2024
Cooperation

AUGUST 2025
Mobilization



In 2025, our Annual Gathering will look a little different—we're stripping back the format and holding a new event, inspired by the historic teach-in movement.





This year's theme

MOBILIZATION



Community mobilization is essential for strengthening the movement to cultivate justice, fight climate change, and build resilience in our food system.

In its simplest form, mobilization is about people coming together to build their collective capacity and momentum around a social issue. It is a core strategy for movement building work, and it is how we build power, confront injustices, and create transformative change.

Five years ago, we launched San Diego County Food Vision 2030 with the understanding that it was time to reimagine and reconfigure our food system. Communities across our region came together knowing that there was no question that the current path was unsustainable and transformations needed to take root at the community level. Over the past several years, small-scale farmers, fishermen, food business owners, workers, organizers, policymakers, funders, and residents across San Diego County have come together to build a powerful movement that brings the goals and objectives of Food Vision 2030 to life. Guided by the leadership of frontline communities, we have celebrated significant achievements, milestones, and transformations across our region.



What is a teach-in?

A "teach-in" is an opportunity to learn together about an issue, create a venue for building strong connections with neighbors, and participate in a way to take action on the issues we care about. Teach-ins are meant to be practical, participatory, empowering, and action-oriented.

Teach-ins are part of a long, impactful organizing legacy. Previous teach-in movements in the U.S. shifted culture and advanced policies around anti-war, environmental justice, anti-gun violence, and racial justice activism.





Sadly and within a matter of months, we have witnessed the fruits of our labor swiftly unraveling under the current administration. From immigration raids and violent assaults on human rights to sweeping funding freezes and the dismantling of diversity, equity, and inclusion programs, many of us are living in fear as our livelihoods, communities, and vision for a more just world are under threat. Although the current moment is steeped with despair, we are not without hope. Our movement is strong, and our efforts to come together around Food Vision 2030, nurture a sense of belonging for all, honor our kinship with one another and the earth, and seed cooperation in our region have prepared us for this moment.

Now more than ever, we must protect frontline communities, preserve the progress that we have collectively made over the years, and defend our vision for a more just and resilient food system. The current moment demands community mobilization and collective action. We need to build swift momentum and we need all of us. We are being called on to unapologetically live into our values, fiercely tend to our hearts, and actively organize for the future we want and deserve.

Drawing on the historic teach-in movement, this year's Annual Gathering lays the groundwork for deeper community mobilization.



In the face of countless threats and injustices, we need grassroots, multisectoral, and intergenerational spaces to come together, learn, and connect around how the current political climate is impacting local communities and our movement to cultivate justice, fight climate change, and build resilience in the food system. Community leaders from across our region hold deep wisdom on resisting oppression, building mutual aid networks, organizing communities, mobilizing for change, and advancing real solutions that create power for frontline communities. By coming together to hear their stories, lessons, and strategies, we hope to raise our collective consciousness, build community power, and inspire collective action that will support greater and urgent community mobilization for a more just and resilient food system.



4TH ANNUAL GATHERING (2024) — COOPERATION



3RD ANNUAL GATHERING (2023) — KINSHIP



2ND ANNUAL GATHERING (2022) — BELONGING



1ST ANNUAL GATHERING (2021) — FORMATION

What to Expect in 2025

Tentative Date

Saturday, August 23, 2025

Tentative Location

Jacobs Center for Neighborhood Innovation
Joe & Vi Jacobs Center (view on Google Maps)
404 Euclid Ave, San Diego, CA 92114

Community picnic to follow, held at the adjacent **Market Creek Amphitheatre** (outdoors and partially shaded)



LECTURES INDOORS AT THE JOE & VI JACOBS CENTER



COMMUNITY PICNIC TO FOLLOW AT THE MARKET CREEK AMPHITHEATRE



OPPORTUNITIES FOR STORIES, DIALOGUE, AND DISCUSSION

Program Elements

- Stories of justice, resilience, and community mobilization
- Lectures from San Diego County leaders, educators, and organizers
- Audience dialogue and discussion
- Community picnic! BYOP (bring your own picnic), or purchase from food trucks onsite

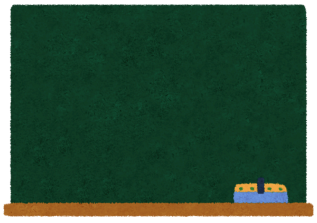


What's unique about this year's Annual Gathering?

Changing up our format

Back to the basics

This year, we're returning to the roots of what it means to gather, organize, and mobilize. The Annual Gathering's program may seem more simple than in past years, and we won't be providing all the elements of the day that attendees may have become familiar with—but the essence of the event remains the same: to nurture community, share knowledge, celebrate our movement, and remind ourselves of the power we hold together.



ONE LEARNING SPACE FOR ALL ATTENDEES

After facing months of targeted efforts to defund and disconnect us, we will not be splitting up this year's Gathering attendees into separate tracks or sessions. Instead, we'll be offering one large learning space for everyone to participate in together, with a program of stories, lectures, and dialogue.



COMMUNITY PICNIC — BRING A LUNCH, SNACKS, CHAIRS, AND BLANKETS

(WE'LL PROVIDE THE SHADE, MUSIC, AND VIBES!)

The Annual Gathering's signature meals featuring local producers, purveyors, and chefs will be back! This year, however, the event will be BYOP (bring your own picnic). We encourage attendees to bring something that represents home to you. There will be also be food trucks onsite.

Program Content

The 2025 program will cover the following topics, through the lens of Mobilization:

Cultivating Justice
Fighting Climate Change
Building Resilience

These topics reflect the three goals of **San Diego County Food Vision 2030**—our shared plan and movement for creating a just, resilient food system. They are the most important challenges of our time. As goals, they are linked. We cannot achieve one without achieving the others. And we need to achieve all three to ensure our society and food system can nourish us today and for generations to come.

Meeting the Current Political Moment



Food fuels our bodies daily, and nourishes our spirit and community. Food rekindles memories, deepens our relations, and connects us to the Earth, our ancestral history, and cultural and racial identities.

Because food is essential, it is also political—it can be manipulated into a tool for oppression, or cultivated into a vehicle for liberation. In the U.S., the way food is grown, moved, and shared—who performs this labor, how we view and compensate the work, what food gets produced, which seeds and species are sustained generation after generation, what methods are used as we borrow from the Earth's resources, and which communities are given a choice in their food sources and supply—are all heavily influenced by who holds power in our government, economy, and culture.

It has become clear in 2025 that we cannot depend on a capricious federal government, nor a system designed to concentrate power in the hands of a few, to support our vision for a just, resilient, locally-managed, sovereign community food system. Rather, we must find the resources and power within ourselves to bring about this transformation.

This year's Gathering is about mobilizing the abundance that already exists within us. To meet this moment, we must make bold decisions about what we want our food system and our future to look like.

At the 2025 Annual Gathering, we look forward to boldly and lovingly confronting the political mobilization we must engage in to cultivate a food system that belongs to all.

The Alliance's history of holding spaces for learning and mobilization

Over the last decade, the Alliance has served as a well-known convener of diverse people and sectors from across San Diego County's food system. We believe in the power of community agency and collective action. We nurture relationships, seed connections, build coalitions, advocate for policy changes, and cultivate intergenerational leadership.

A Few Recent Highlights



ANNUAL GATHERINGS (2021-2024)



INAUGURAL YOUTH SUMMIT AT THE ANNUAL GATHERING (2024)



COOPERATIVE DEVELOPMENT WORKSHOPS (2023-2024)



COMMUNITY SPACES, SOCIALS, AND GATHERINGS



FARMER, FISHERMEN, AND FOOD BUSINESS OWNER GATHERINGS



JUSTICE, EQUITY, DIVERSITY, INCLUSION WORKSHOP (2019)



2024 ANNUAL GATHERING

552 attendees

65% identified as people of color

52% identified as food system workers/organizers

94% reported that they formed valuable new relationships

98% reported that the Gathering was good, great, or the best event they've attended in a long time

52 community scholarships awarded

40 youth from San Diego area high schools and colleges attended

What We're Seeking Now

We are seeking aligned partners to help us bring our 5th Annual Gathering to life.

Monetary Sponsorships

Monetary sponsorships are our most critical form of support for making this event happen– these sponsorships help us with space and venue fees, speaker fees, staff time, scholarships for community members, and the many hidden costs of bringing together 300 people for a memorable and community-centric experience.

In-Kind Sponsorships

We're also seeking a few in-kind sponsorships to provide attendees with beverages, snacks, and more. We'd love to find partners who can provide support in the form of donated space, printing services, music, and other professional services.

A few past Annual Gathering sponsors — Thank you!

blue california Promise Health Plan
BUILDERS INITIATIVE
FEEDING SAN DIEGO
The Jacobs & Cushman San Diego Food Bank
San Diego Foundation
SHARP HEALTH PLAN make life better.
US bank
CITY HEIGHTS COMMUNITY DEVELOPMENT
ESCONDIDO City of Choice
IMPACTFULL
MÁS ALLÁ
Sunrise Produce Simply the best... For you!
THE CONSERVATION FUND
EDCO edcodisposal.com "We'll Take Care of It"
ICF International Community Foundation
MISSION FED CREDIT UNION
NORTH COUNTY PHILANTHROPY COUNCIL
Self-Help Credit Union
DR. BRONNER'S ALL-ONE!
edible SAN DIEGO
patagonia PROVISIONS
SPECIALTY PRODUCE www.specialtyproduce.com
SHARP Health Plan
good roots
Healthy Da PARTNERS GROW FOOD · END HUNGER · SAVE THE PLANET
CALIFORNIA CLIMATE INVESTMENTS Cap and Trade Dollars at Work
pure

SAN DIEGO FOOD SYSTEM ALLIANCE

Interested in supporting the 5th Annual Gathering?

Please reach out to our team if you are interested in supporting with sponsorship, speaking, or providing a gathering space.



Sponsorship

Elly Brown
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Program

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Gathering Spaces

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