



DIANNE JACOB
VICE-CHAIRWOMAN
SUPERVISOR, SECOND DISTRICT
SAN DIEGO COUNTY BOARD OF SUPERVISORS

AGENDA ITEM

DATE: May 4, 2016

02

TO: Board of Supervisors

SUBJECT: EXPLORING ENHANCED FOOD SERVICE OPTIONS FOR LOCAL BREWERIES AND WINERIES: CATERED FOOD SERVICE STUDY (DISTRICTS: ALL)

Overview

The County of San Diego is committed to promoting and protecting our agricultural industry by supporting local farming and Ag Tourism. In recent years, this region has experienced a fast-growing trend when it comes to our local beer and wine industries. Craft breweries and boutique wineries have demonstrated strongly the substantial benefit they provide to our regional economy and local tourism. In an effort to enhance customer experience, some local brewery and winery operators have hired caterers to provide food for their customers, and others are expressing an interest in expanding their food service options to include catering. Presently, there is no clear language in County Code that depicts how catering operations should be conducted on the premises for local breweries and wineries. Exploring options to provide catering food services for both industries would bolster our local efforts to further promote and support agriculture and economic growth in San Diego County.

Today's board letter directs the Chief Administrative Officer to conduct a pilot project to study catered food service for public events at local breweries and wineries. The pilot project would include exploring options to develop a local catering ordinance that would implement food safety standards in alignment with the California Retail Food Code. This effort would also provide a framework and set clear rules for catered food service county-wide.

Recommendation(s)

VICE-CHAIRWOMAN DIANNE JACOB

1. Direct the Chief Administrative Officer to conduct a pilot project to study catered food service for public events held at local breweries and wineries. The pilot project shall include exploring options for developing a local catering ordinance that would implement the California Retail Food Code county-wide by setting clear rules and food safety standards for catering. The objective would be to allow for expanded catered food service options while ensuring food safety and public health protection.

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2. Direct the Chief Administrative Officer to return to the Board within 210 days with the results of the pilot project related to breweries and wineries and recommendations regarding a local catering ordinance that would implement food safety standards in alignment with the California Retail Food Code.
3. Cancel appropriations of \$8,520 in Salaries and Benefits and related license and permit fee revenue in the Department of Environmental Health (DEH) for staff time to conduct a pilot project to study catered food service.
4. Establish appropriations of \$8,520 in DEH, Salaries and Benefits, to conduct a pilot project to study catered food service based on prior year available Land Use and Environment Group fund balance. **(4 VOTES)**

Fiscal Impact

Funds for this request are not included in the Fiscal Year 2015-16 Operational Plan in the Department of Environmental Health. If approved, this request will result in costs and revenue of \$8,520 in Fiscal Years 2015-16 and 2016-17. The funding source is prior year available Land Use and Environment Group fund balance for a pilot study. Staff will return with the results of the study. There will be no change in net General Fund cost and no additional staff years.

The Board generally requires departments to operate with full cost recovery. The proposed pilot project would cost an estimated \$8,520 more than DEH’s current inspection program for caterers, based on inspections during 30 catered public events. If the pilot project results in recommended changes to the existing catering program, program revisions would need to be full cost recovery. If the pilot project ultimately resulted in expanded catering opportunities, direct beneficiaries would be caterers, businesses newly able to use caterers, and customers of those businesses. The public would also benefit from improved food safety.

Business Impact Statement

N/A

Advisory Board Statement

N/A

Background

The Board of Supervisors is committed to supporting and encouraging farming in San Diego County through Board Policy I-133 that aims to develop and implement programs designed to support and encourage farming in order to maintain agriculture as a major industry in the County. The Board of Supervisors has taken recent action to promote agricultural industries such as boutique wineries, equestrian, beekeeping, cheese-making and microbreweries. The County also has taken a policy position to support efforts that would encourage Ag Tourism in the San Diego region and benefit local businesses involved in activities that promote Ag Tourism.

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According to a recent study by the National University System Institute for Policy Research, the economic value of San Diego’s craft beer industry has doubled over the past three years, bringing \$600 million in 2014, compared to \$300 million in 2011. The local wine industry is also thriving with more than 115 wineries in the San Diego region. Over the past 5 years growth of the wine industry especially in the backcountry has been dramatic; in 2010 there was one boutique tasting room in Ramona and now there are approximately 30.

Wine and beer tasting facilities in California that do not serve food are not classified as retail food facilities and are exempt from the requirements of the California Retail Food Code (State Law). As the local economy evolves, emerging industries including wineries and breweries in the region have an increased demand for various types of food service to accommodate their customer needs and would like to include catered food for the public as part of their business model. Catering in San Diego, like in many other jurisdictions in the state, has historically been interpreted to be a food service option for private events. However, State Law does not specifically define catering.

The County should consider a modernized definition of catering which allows more flexibility for food service during public gatherings while maintaining compliance with food safety practices that have proven to be protective of public health. Exploring options for catered food service is another opportunity for the Board to further promote and support agriculture and economic growth in San Diego County.

Today’s board letter directs the Chief Administrative Officer to conduct a pilot project to study catered food service for public events at local breweries and wineries. The pilot project would include exploring options to develop a local ordinance that would implement food safety standards in alignment with the California Retail Food Code. This effort would also provide a framework and set clear rules for catered food service county-wide at wineries, breweries and other businesses. Today’s action also directs the CAO to report back to the Board within 210 days the results of the pilot project related to breweries and wineries and recommendations regarding a local catering ordinance that would implement food safety standards in alignment with the California Retail Food Code.

Linkage to the County of San Diego Strategic Plan

N/A

Respectfully submitted,

DIANNE JACOB
Supervisor, Second District

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ATTACHMENT(S)

N/A

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AGENDA ITEM INFORMATION SHEET

REQUIRES FOUR VOTES: Yes No

WRITTEN DISCLOSURE PER COUNTY CHARTER SECTION 1000.1 REQUIRED
 Yes No

PREVIOUS RELEVANT BOARD ACTIONS:
N/A

BOARD POLICIES APPLICABLE:
Board Policy I-133

BOARD POLICY STATEMENTS:
N/A

MANDATORY COMPLIANCE:
N/A

ORACLE AWARD NUMBER(S) AND CONTRACT AND/OR REQUISITION NUMBER(S):
N/A

ORIGINATING DEPARTMENT: District 2, Board of Supervisors

OTHER CONCURRENCES(S): N/A

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