

# ***Food Producers/Processors***

## ***Issues & Solutions***

<ul style="list-style-type: none"> <li>➤ Local Marketing/Consumer Awareness           <ul style="list-style-type: none"> <li>◆ marketing in general</li> <li>◆ lack of information</li> <li>◆ poor industry image</li> <li>◆ major retailers use food security as an excuse to not buy local as they say they can't trace product back as easily as when buying from large wholesalers</li> <li>◆ very few local grocers stock local goods</li> <li>◆ Local distribution is harder for new producers (older producers already have community network in place)</li> <li>◆ High cost of organic products makes them harder to sell</li> <li>◆ Transportation and marketing costs become the producer's when selling local – costs absorbed by the larger system when exporting</li> <li>◆ there is a consumer misconception that local foods should cost less</li> <li>◆ conventional store present a headache for farmer's partially due to high turnover of store employees and lack of education for produce managers</li> <li>◆ cost conscious retailers and consumers</li> <li>◆ marketing is difficult, options are limited, individual marketing is inefficient and there's no cooperation</li> <li>◆ taste habits of the public are set and hard to change</li> <li>◆ Limited market – short time frame for sale</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>➤ Focus on the development of local markets           <ul style="list-style-type: none"> <li>◆ <i>the main solution from North Okanagan Organic Association is a winter market with a permanent heated building - providing a direct marketing opportunity during the winter may encourage some farmers to engage in winter storage crops again</i></li> <li>◆ increase farmer's market opportunities               <ul style="list-style-type: none"> <li>▪ permanent set-up</li> <li>▪ winter markets</li> <li>▪ use internet – online farmers market – use website to market collectively</li> </ul> </li> <li>◆ Coops would give fair price to growers and consumer costs would be reasonable – would also feed into a solution for winter storage</li> <li>◆ Restaurant coops to buy local goods</li> <li>◆ cooperative marketing</li> <li>◆ create a system where farmers get a fair price for their products, maybe growing on contract could help farmers make a profit</li> <li>◆ need an alternative food system to serve only those interested in local foods, not the entire populations</li> <li>◆ local is a niche market that doesn't have to compete with conventional foods</li> <li>◆ Reinstate a gleaning project – not all crops are picked (social planning involvement through volunteer bureau?)</li> <li>◆ coordinate with food insecure people to trade food for labour or use a gleaners group</li> </ul> </li> <li>➤ Improve consumer awareness about when food is grown, true costs involved, environmental costs, what organic really means, food safety, where is product really coming from **           <ul style="list-style-type: none"> <li>◆ Target kids in school to show benefits of buying local</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>➤ Access to Land           <ul style="list-style-type: none"> <li>◆ Unable to expand due to land costs and lack of agricultural land (all the land around him are small acreages with large houses)</li> <li>◆ access to land, high prices</li> </ul> </li> <li>➤ Access to water</li> </ul>	<ul style="list-style-type: none"> <li>➤ Maintain current access to land and water</li> <li>➤ Follow Kelowna's example of taking agricultural land into account when planning *           <ul style="list-style-type: none"> <li>◆ Incorporate policies around food municipally</li> <li>◆ municipal encouragement for local farmers to continue farming – taxation</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>➤ Government Regulations           <ul style="list-style-type: none"> <li>◆ certification pressures</li> <li>◆ Subsidies like in other countries don't happen here so not a level playing field globally</li> <li>◆ Planning issues – producers get boxed in by urban areas – need more protection of ag land</li> <li>◆ Gov't doesn't enforce same standards on imported goods (e.g. pesticides used)</li> <li>◆ Organic certification of meat processors is not well-monitored</li> <li>◆ Processing plants have to pay their own inspectors – conflict</li> <li>◆ Health is not involved in meat processing inspection &amp; regulations – why?</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>➤ Follow Kelowna's example of taking agricultural land into account when planning *           <ul style="list-style-type: none"> <li>◆ Incorporate policies around food municipally</li> <li>◆ municipal encouragement for local farmers to continue farming – taxation</li> </ul> </li> <li>➤ Lobby provincial and federal governments to improve and streamline processing regulations</li> </ul>

# ***Food Producers/Processors Issues & Solutions (2)***

➤ Safety & Quality Issues	➤ Enhance safety and certification programs
➤ Access to labour <ul style="list-style-type: none"> <li>◆ access to seasonal labour</li> <li>◆ access to skilled labour</li> <li>◆ need for affordable seasonal housing</li> <li>◆ Lack of farm workers – labour costs are prohibitive</li> </ul>	➤ Support affordable housing initiatives ➤ Promote seasonal and skilled jobs cooperatively
➤ Costs of production <ul style="list-style-type: none"> <li>◆ Can't support his family strictly on farm income</li> <li>◆ orchardists who have most of their product available in winter miss the opportunity the farmers markets provide</li> <li>◆ the cost of growing in the winter can take from the profit made in the summer basically increasing workload and decreasing income</li> <li>◆ storage problems</li> <li>◆ some products are oversupplied while others are undersupplied</li> <li>◆ Processor operating costs in Canada are too high in comparison to other countries</li> <li>◆ higher processing costs for small processors make them less viable</li> </ul>	➤ Improve consumer awareness about when food is grown, true costs involved, environmental costs, what organic really means, food safety, where is product really coming from ** <ul style="list-style-type: none"> <li>◆ Target kids in school to show benefits of buying local</li> </ul>
➤ Lack of new entrants <ul style="list-style-type: none"> <li>◆ No young people coming up to replace those retiring</li> <li>◆ no way to train for farming</li> <li>◆ currently there's no future in farming and therefore very little reason for farmers to invest in knowledge, equipment or training others</li> </ul>	➤ Create some sort of apprenticeship program that can help young farmers into the profession. (Winfield high school program) <ul style="list-style-type: none"> <li>◆ farmers need a support system to provide general and technical information</li> <li>◆ partner young farmers with aging farmers who want to retire – crop sharing with the option of buying into the business</li> </ul>
➤ lack of processing capacity (1) <ul style="list-style-type: none"> <li>◆ Availability of processors that are compliant with the laws</li> </ul>	

(symbols show solutions that are copied because they relate to more than one issue)

# ***Social Services***

## ***Issues & Solutions***

<p>Economic access to food</p> <ul style="list-style-type: none"> <li>• majority of food insecure people running out of food</li> <li>• economic access more an issue than physical access</li> <li>• SA does not provide enough money for balanced diet</li> </ul>	<ul style="list-style-type: none"> <li>➤ increase Social Assistance income</li> <li>➤ food buying cooperatives</li> <li>➤ teaching preserving and storing methods</li> <li>➤ involve the business community for donations as well as to access their employees who are working poor #</li> <li>➤ community garden *</li> <li>➤ a kitchen community centre to promote healthy eating and community building %</li> <li>➤ develop ways to reach the working poor – the invisible ones who fall through the cracks</li> <li>➤ empty lots – turn grass landscaping into edible landscaping @@</li> <li>➤ greater access to farmers market ***</li> </ul>
<p>Transportation hardships</p> <ul style="list-style-type: none"> <li>• hampers hard to transport</li> <li>• transportation costs dig into food budget</li> </ul>	<ul style="list-style-type: none"> <li>➤ better space use – e.g. empty schools could be used for community kitchens</li> <li>➤ empty lots – turn grass landscaping into edible landscaping %%</li> <li>➤ improved public transportation – bus passes to low income individuals – better timing of routes</li> <li>➤ a kitchen community centre to promote healthy eating and community building %</li> <li>➤ empty lots – turn grass landscaping into edible landscaping @@</li> <li>➤ community garden *</li> </ul>
<p>Food diversion not nutritious enough</p> <ul style="list-style-type: none"> <li>• Too many baked goods and sweets being donated – need more variety and more nutritious food</li> </ul>	<ul style="list-style-type: none"> <li>➤ greater access to farmers market ***</li> <li>➤ focus on eating locally, produce our own food, buy local foods (accessible and affordable)</li> <li>➤ take junk food out of schools and have breakfast programs</li> <li>➤ better connection between the food going to waste and those who need it</li> <li>➤ taxi drivers to pick up unused food at end of the night and redistribute to agencies</li> <li>➤ children get info on healthy eating and food prep at a young age</li> <li>➤ community garden *</li> <li>➤ gleaners project/ good food box, etc. – promotion of these activities **</li> </ul>
<p>Service Delivery coordination</p> <ul style="list-style-type: none"> <li>• Lack of coordination between emergency food services</li> </ul>	<ul style="list-style-type: none"> <li>➤ ensure food security is related to all the other social determinants of health like affordable housing, chronic health issues, etc.</li> <li>➤ focus/gather food programs under one umbrella and work on keeping them safely funded \$</li> <li>➤ municipal food policy</li> <li>➤ a kitchen community centre to promote healthy eating and community building %</li> </ul>
<p>Client dignity</p> <ul style="list-style-type: none"> <li>• clients feel degraded when accessing some services</li> </ul>	<ul style="list-style-type: none"> <li>➤ gleaners project/ good food box, etc. – promotion of these activities ** <ul style="list-style-type: none"> <li>◆ attract families that don't want to be stigmatized by food handouts</li> </ul> </li> <li>➤ empty lots – turn grass landscaping into edible landscaping %%</li> <li>➤ a kitchen community centre to promote healthy eating and community building %</li> <li>➤ increased awareness of poverty and food insecurity in Vernon @</li> <li>➤ community garden *</li> <li>➤ greater access to farmers market ***</li> </ul>
<p>Lack of resources for services</p> <ul style="list-style-type: none"> <li>• Poor core funding and lack of long term funding for non-profits</li> </ul>	<ul style="list-style-type: none"> <li>➤ focus/gather food programs under one umbrella and work on keeping them safely funded \$</li> <li>➤ involve the business community for donations as well as to access their employees who are working poor #</li> <li>➤ food-related fundraisers</li> <li>➤ increased awareness of poverty and food insecurity in Vernon @</li> <li>➤ offer tax receipts to encourage restaurants and stores to donate food</li> </ul>

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# **Consumers**

## **Issues & Solutions**

<p>Cost issues between buying local and imports</p>	<ul style="list-style-type: none"> <li>➤ supermarkets to make costs more accessible</li> <li>➤ removal of imported products from grocery stores where they could be Canadian products</li> <li>➤ cooperative buying</li> </ul>
<p>Accessibility – easier to get to large store for one shop than a number of small locations</p>	<ul style="list-style-type: none"> <li>➤ current listing of farmgate sellers</li> <li>➤ more local food available in supermarkets</li> <li>➤ longer farmers market hours</li> <li>➤ more suppliers located downtown, more convenient location for purchase</li> <li>➤ improve public transit access</li> </ul>
<p>Lack of access to local goods in winter</p>	<ul style="list-style-type: none"> <li>➤ easier access to local products in winter – once a month winter market</li> <li>➤ improving off-season availability</li> </ul>