

# Small Group Priorities & Action Planning

March 7, 2007

## Food Producers/Processors Group

Buffy Baumbrough & Rob Hettler, Facilitators

n=9

### Wall Sheets

Issue	Recommendation/Solution
<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> </ul> </li>   <li>➤ Costs of production                             <ul style="list-style-type: none"> <li>◆ Can't support his family strictly on farm income.....✓</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> </li> </ul>	<ul style="list-style-type: none"> <li>➤ Focus on the development of local markets                             <ul style="list-style-type: none"> <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>◆ Local is a niche market that doesn't have to compete with conventional foods.....✓</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> </ul> </li> <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> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>➤ Create financial grant system for farmers to purchase land and build infrastructure.....✓</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>➤ Access to seasonal labour.....✓</li> </ul>	<ul style="list-style-type: none"> <li>➤ Promote seasonal and skilled jobs cooperatively.....✓</li> </ul>

### Flipchart Notes:

#### Priorities:

- Increase Farmers Market possibilities
- Improve consumer awareness
- Municipal policy related to land use decision making

#### Improving Consumer Awareness:

Action	Federal program in elementary school to look at food labels – expand on this program to include awareness of importance of local production
Timeframe	Sept 2007
Potential Partners	<ul style="list-style-type: none"> <li>• Federal bureaucracy that currently funds it</li> <li>• ActNow fruit &amp; veggie snack program</li> <li>• School District 22, teachers</li> <li>• Community Nutritionist, Interior Health</li> </ul>

# Small Group Priorities & Action Planning

March 7, 2007

	<ul style="list-style-type: none"> <li>• Ag in the classroom?</li> <li>• BC Dairy Foundation – already active in education</li> <li>• Organic Association</li> <li>• Farmers Markets</li> <li>• Interior Vegetable Marketing Agency</li> <li>• Parent Advisory Committees</li> </ul>
Action Steps	<ol style="list-style-type: none"> <li>1) Contact Interior Health</li> <li>2) Get buy-in from School District &amp; teachers – possibility of pilot project</li> </ol>
Leader of Action Team	NO Food Action Coalition
Timeline	Begin spring 2007

Action	Eat Local Campaign including education about when foods are in season
Timeframe	9 months
Potential Partners	<ul style="list-style-type: none"> <li>• Interior Health</li> <li>• UBCM</li> <li>• Producers/Processors/Restaurants/Retailers (cooperatives)</li> <li>• City of Vernon</li> <li>• NORD</li> <li>• Community Foundation</li> <li>• Farmers Market</li> <li>• Organic Growers</li> <li>• Ministry of Ag</li> <li>• Investment Agriculture Foundation</li> <li>• Chamber of Commerce</li> <li>• Agri-Tourism</li> <li>• Media</li> <li>• Shuswap Food Action Coalition</li> </ul>
Action Steps	<ol style="list-style-type: none"> <li>1) Contact Jen Gamble – Shuswap Food Action Coalition</li> <li>2) Secure funding – if unable to do so use volunteers             <ol style="list-style-type: none"> <li>i) Requires steering committee (5-6 people) to set goals &amp; write proposal for funding                 <ol style="list-style-type: none"> <li>a) Could go for small bits of funding if necessary</li> </ol> </li> </ol> </li> </ol>
Leader of Action Team	NO Food Action Coalition
Timeline	July to end of October 2007 – 2-6 months

## Increase Farmers Market Possibilities:

Action	Permanent structure (long term goal) or location (short term) that allows winter markets & cooking demonstrations <ul style="list-style-type: none"> <li>• Possibly at Marshall Fields (want nodal development around it to support farmers market)</li> </ul>
Timeframe	Long-term goal = 15 years Short term goal = 1 year
Potential Partners	<ul style="list-style-type: none"> <li>• Greater Vernon Services (GVS)</li> <li>• City of Vernon</li> </ul>
Action Steps	<ol style="list-style-type: none"> <li>1) Develop clear/concise proposal – 2 months</li> <li>2) Contact Al McNiven, Director, Parks Rec &amp; Culture, GVS – June</li> <li>3) Delegation to GVS commission</li> </ol>
Leader of Action Team	NO Food Action Coalition
Timeline	Begin spring 2007

Action	Coordinate with Eat Local Campaign
Timeframe	
Potential Partners	
Action Steps	

# Small Group Priorities & Action Planning

March 7, 2007

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Leader of Action Team	
Timeline	

Action	Smaller version of market in downtown area <ul style="list-style-type: none"><li>• Farmers need access</li><li>• Streamline process for farmers (less bureaucracy)</li></ul>
Timeframe	
Potential Partners	Service agencies facilitate administration of market
Action Steps	
Leader of Action Team	
Timeline	

# Small Group Priorities & Action Planning

March 7, 2007

## Social Services Group

Annette Sharkey, Facilitator

n=9

### Wall Sheets

Issue	Recommendation/Solution
<ul style="list-style-type: none"> <li>➤ Food diversion not nutritious enough                             <ul style="list-style-type: none"> <li>◆ Too many baked goods and sweets being donated – need more variety and more nutritious food</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>➤ Better connection between the food going to waste and those who need it.....✓</li> </ul>
<ul style="list-style-type: none"> <li>➤ Service Delivery coordination                             <ul style="list-style-type: none"> <li>◆ Lack of coordination between emergency food services</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>➤ Municipal food policy.....✓✓✓✓✓✓</li> </ul>
<ul style="list-style-type: none"> <li>➤ Lack of resources for services                             <ul style="list-style-type: none"> <li>◆ Poor core funding and lack of long term funding for non-profits</li> </ul> </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>➤ Increased awareness of poverty and food insecurity in Vernon.....✓</li> </ul>

### Flipchart Notes:

Issue	Recommendation/Solution
<ul style="list-style-type: none"> <li>• Lack of awareness around food insecurity issues</li> </ul>	<ul style="list-style-type: none"> <li>• Promoting Canada food guide</li> <li>• Municipal food policy (model developed in Kamloops).....✓✓                             <ul style="list-style-type: none"> <li>o e.g. NORD demonstration garden</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>• Economic Access to Food                             <ul style="list-style-type: none"> <li>o Income assistance rates too low</li> <li>o Working poor can't access</li> <li>o Housing market</li> <li>o Lack of community gardens</li> <li>o Getting food hampers to low income</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Dieticians lobbying provincial government</li> <li>• Applying for rental subsidy (getting the word out)</li> <li>• Adequate housing (affordable housing committee)</li> <li>• Expanding hampers</li> <li>• Partnerships with local grocery stores (Kamloops model)</li> <li>• Gift of Health Living (marketing for full year)</li> <li>• Using public areas for gardens (food source and education)                             <ul style="list-style-type: none"> <li>o Models from Vancouver &amp; Kamloops</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>• Transportation                             <ul style="list-style-type: none"> <li>o Community gardens cont.                                     <ul style="list-style-type: none"> <li>▪ Location/transportation</li> </ul> </li> <li>o Roof-top gardens/green roofs</li> <li>o Transit issues</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• City planning process                             <ul style="list-style-type: none"> <li>o More complete neighbourhoods – policy</li> </ul> </li> <li>• Affordable housing policy.....✓✓                             <ul style="list-style-type: none"> <li>o Large complexes include space for community gardens</li> </ul> </li> <li>• Need to work out the insurance issue in lower density housing</li> <li>• Improve transit (transit committee making recommendations)</li> </ul>
<ul style="list-style-type: none"> <li>• Cost of local produce/farmers market</li> </ul>	<ul style="list-style-type: none"> <li>• More accessibility to Good Food Box (GFB).....✓</li> <li>• More local foods in grocery stores</li> </ul>
<ul style="list-style-type: none"> <li>• Sustainability of programs                             <ul style="list-style-type: none"> <li>o GFB/Community Kitchens – core funding (Interior Health [IH])</li> <li>o Gleaning.....✓                                     <ul style="list-style-type: none"> <li>▪ Always in danger of closing/ lack of funding.....✓</li> </ul> </li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Partnering business, educational institutions, orgs                             <ul style="list-style-type: none"> <li>o SIR, sprayers, lawn care companies</li> </ul> </li> <li>• Champion.....✓✓✓                             <ul style="list-style-type: none"> <li>o Existing or new agency – needs a home.....✓✓✓✓</li> <li>o Sharing costs, going after funding</li> </ul> </li> <li>• Social enterprise</li> <li>• Need 800 good food boxes for sustainability</li> <li>• Community kitchens/gardens in one place – Grandstand, West Vernon or Rec Centre.....✓</li> </ul>

### Priorities:

- Sustainability for existing programs

# Small Group Priorities & Action Planning

March 7, 2007

- o Champion/agency
- o Umbrella agency/partnering
- Municipal policy
- Affordable housing policy
  - o Including community gardens in policy

## Sustainability:

Action	Champion/Agency, Umbrella Agency
Timeframe	
Potential Partners	<ul style="list-style-type: none"> <li>• Growers Associations</li> <li>• CMHA</li> <li>• Churches</li> <li>• Agency with a link to kids</li> <li>• People Place</li> <li>• New agency – create a non-profit society           <ul style="list-style-type: none"> <li>o Personal champion</li> <li>o Business background</li> <li>o Financial agency</li> </ul> </li> </ul>
Action Steps	<ol style="list-style-type: none"> <li>1) Clarifying vision – what are we asking for           <ol style="list-style-type: none"> <li>i) Partnerships that lead to an agency to champion food programs (umbrella) – focus &gt; service delivery &gt; sustainability</li> </ol> </li> <li>2) Create a strategy           <ol style="list-style-type: none"> <li>i) Media campaign</li> <li>ii) Approach service clubs and personal contacts</li> <li>iii) Approach agencies</li> </ol> </li> </ol>
Leader of Action Team	<ul style="list-style-type: none"> <li>• Food Security Coalition           <ul style="list-style-type: none"> <li>o Social Planning Council of the North Okanagan (SPCNO)</li> <li>o Okanagan Science Centre</li> <li>o Valerie Redstone (Community Kitchens, Vernon) &amp; Diane Fleming (Good Food Box)</li> <li>o Community Nutritionist, Interior Health</li> </ul> </li> </ul> Invited: <ul style="list-style-type: none"> <li>• Linda Graves</li> <li>• People Place</li> <li>• Marilyn Evans (First Nations Friendship Centre Gleaners Project)</li> </ul>
Timeline	

## Municipal Food Policy:

Action	Municipal food policy
Timeframe	
Potential Partners	<ul style="list-style-type: none"> <li>• City of Vernon</li> <li>• Food Coalition</li> <li>• Farmers, etc.</li> <li>• Food programs</li> <li>• NORD</li> <li>• GVS</li> </ul>
Action Steps	<ol style="list-style-type: none"> <li>1) Focus group &gt; Official Community Plan Review, City of Vernon (OCP)           <ol style="list-style-type: none"> <li>i) Review with Smart Growth (group coordinating OCP)</li> <li>ii) SPCNO &amp; Food Coalition</li> </ol> </li> <li>2) Sending models to Jeremy Kinch, Manager, Planning, City of Vernon           <ol style="list-style-type: none"> <li>i) Linda Boyd to send ASAP</li> </ol> </li> <li>3) Public Open Houses - OCP           <ol style="list-style-type: none"> <li>i) Comments from Food Coalition</li> </ol> </li> </ol>

# Small Group Priorities & Action Planning

March 7, 2007

Leader of Action Team	<ul style="list-style-type: none"> <li>• City of Vernon, Jeremy Kinch, Manager, Planning</li> <li>• Smart Growth</li> <li>• Food Coalition – Wendy Aasen</li> <li>• SPCNO</li> </ul>
Timeline	End of March 2007, beginning of April 2007 start

## Affordable Housing:

Action	Include food security in affordable housing strategy
Timeframe	
Potential Partners	<ul style="list-style-type: none"> <li>• Food Coalition</li> <li>• City of Vernon – Affordable Housing Committee</li> <li>• SPCNO – Partners for a Safe &amp; Healthy Community               <ul style="list-style-type: none"> <li>o Affordable Housing Strategy</li> </ul> </li> </ul>
Action Steps	<ol style="list-style-type: none"> <li>1) Ensure food security is included in strategy</li> <li>2) Food Coalition can provide models/concrete suggestions               <ol style="list-style-type: none"> <li>i) Drop off for good food box</li> <li>ii) Community kitchens/gardens</li> </ol> </li> <li>3) Add Food Security Coalition members to interviews/planning for Affordable Housing Strategy</li> </ol>
Leader of Action Team	Food Coalition, SPCNO, Affordable Housing Committee
Timeline	April 2007

## Consumers Group

Wendy Aasen, Facilitator

n=6

### Wall Sheets

Issue	Recommendation/Solution
➤ Cost issues between buying local and imports	<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>
➤ Accessibility – easier to get to large store for one shop than a number of small locations	<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>
➤ Lack of access to local goods in winter <ul style="list-style-type: none"> <li>◆ Availability</li> </ul>	<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>

- Identify it – where is it grown
- “Local section”
- Seasonal
- Lack of government action – lobbying

### Flipchart Notes

- Consumer awareness campaign (guide).....✓✓✓
- Approaching retailers (small) about allocating space for local.....✓
- Lobby for Buy BC with regional branding.....✓✓
- Work with restaurants to promote/identify local menu items.....✓✓✓✓✓✓

# Small Group Priorities & Action Planning

March 7, 2007

## Restaurants Serving Local:

Action	<ul style="list-style-type: none"> <li>• Work with restaurants, caterers to serve/identify local menu</li> <li>• Invite Victoria chef to speak to farmers and restaurateurs and build relationships between farmers and chefs</li> </ul>
Timeframe	Spring 2007
Potential Partners	<ul style="list-style-type: none"> <li>• Food Service association</li> <li>• Local restaurants</li> <li>• Local farmers</li> <li>• Farmers market vendors</li> <li>• Food Action Coalition</li> <li>• Other</li> </ul>
Action Steps	<ol style="list-style-type: none"> <li>1) Wayne Seabrook to contact chef re. Availability and cost to bring him to Vernon</li> <li>2) Wendy Aasen to search out funds</li> </ol>
Leader of Action Team	<ul style="list-style-type: none"> <li>• Wayne Seabrook, Farmer's Market manager</li> <li>• Food Action Coalition (Wendy Aasen)</li> </ul>
Timeline	By March 14 <sup>th</sup> ; 2007; funding search immediate and ongoing

## Consumer Awareness:

Action	Develop a local campaign to raise consumer awareness of the importance of buying local. This would include a Guide to source local products
Timeframe	Spring – Fall 2007
Potential Partners	<ul style="list-style-type: none"> <li>• Media – newspapers, newsletters, radio, Cable</li> <li>• Sustainable Environment Network Society (SENS)</li> <li>• Churches</li> <li>• Global Ed students</li> <li>• Other food-related groups</li> <li>• Food Action Coalition</li> <li>• Etc.</li> </ul>
Action Steps	<ol style="list-style-type: none"> <li>1) Hold planning meeting with stakeholders</li> <li>2) Contact newspaper about a column</li> </ol>
Leader of Action Team	Wendy Aasen (Food Action Coalition)
Timeline	Early April 2007

## Lack of Local Branding of Products:

Action	Lobby to enhance and bring back the BUY BC program with regional branding
Timeframe	Spring 07 – Spring 08
Potential Partners	<ul style="list-style-type: none"> <li>• BC Ag Council</li> <li>• Ministry of Ag</li> <li>• Growers associations</li> <li>• Consumers</li> </ul>
Action Steps	Investigate where it is at and look for partnering opportunities
Leader of Action Team	Wendy Aasen, Food Action Coalition, to put out some feelers
Timeline	Start soon, ongoing

## Lack of Local Product in small retail outlets:

Action	Approach local, independent retailers about allocating a "local" space
Timeframe	As opportunity presents itself
Potential Partners	<ul style="list-style-type: none"> <li>• Food Action Coalition</li> <li>• Consumers</li> </ul>
Action Steps	Encourage consumers to create demand where they shop, Coalition members to approach

# Small Group Priorities & Action Planning

March 7, 2007

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Leader of Action Team	Food Action Coalition
Timeline	

## Policy Implications

- City to endorse and help lobby for BuyBC
- City to designate "farmers market day"
- City staff to develop workplace wellness policy that encourages buying local and at farmer's market

## Other

- Kristen Froneman to bring in 100 mile diet creators in the fall