FOOD FOR THOUGHT II: A CALL TO ACTION

EVENT REPORT

November 2013

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# TABLE OF CONTENTS

Acknowledgements ........................................................................................................................................ 4  
Executive Summary ..................................................................................................................................... 5  
Purpose .................................................................................................................................................... 7  

Background .................................................................................................................................................. 8  
  Community Food Security ......................................................................................................................... 8  
  Sustainable Food System .......................................................................................................................... 8  
  Building Community Partnerships and Collaboration ........................................................................... 8  

Introduction ................................................................................................................................................ 9  

Workshop Description ................................................................................................................................. 10  
  Gallery Presentation .................................................................................................................................. 10  
  Keynote Speakers – Presentation Summaries ............................................................................................. 11  
  Visioning Exercise .................................................................................................................................... 12  
  Small Group Work – Morning Session ......................................................................................................... 13  
  Small Group Work – Afternoon Session ...................................................................................................... 14  
  Proposed Action – Post-Event Working Groups ....................................................................................... 15  
  Next Steps ................................................................................................................................................ 18  
  Applying a Health Equity Lens ................................................................................................................ 18  

Food For Thought II Event Report
ACKNOWLEDGEMENTS

Food For Thought II was developed in partnership with United Way Greater Simcoe County, Environment Network, South Georgian Bay Community Health Centre, Georgian Bay Food Alliance, Simcoe Muskoka District Health Unit, Erie Street Community Church and the Ontario Healthy Communities Coalition – HC Link. Funding was provided by the Government of Ontario and Ontario Healthy Communities Coalition – HC Link assisted by offering a consultant who supported workshop planning and facilitation.
EXECUTIVE SUMMARY

Food is connected to our personal health and wellbeing and the health of our communities economically, environmentally and physically. Establishing a healthy, sustainable and just food system, strengthening the ways in which we produce, process, distribute, consume and dispose of food waste requires collaborative and coordinated community action.

Building on a growing food movement in South Georgian Bay, Food For Thought II brought together local stakeholders for a full day event with the goal of collaborative action to increase community food security and a sustainable food system.

The focus of the event was to:

- Celebrate accomplishments of Food for Thought, 2010
- Share community resources and identify gaps
- Promote actions to shift from charity to community-centred food approaches
- Establish partnerships, networks, initiatives, policies and/or projects

Guest speakers John Miller and Nick Saul relayed the importance of local agriculture and farmland preservation as well as transformation of our current systems of food distribution, from charity to solidarity, and provided inspiration for collaborative action.
Participants proposed community-based actions to the larger group that built upon visioning activities (Identifying Assets, Opportunities, Challenges), guest speaker presentations and gallery information, as opportunities for strengthening food access and supporting a more sustainable food system. Small groups formed around each action, enabling participants to begin to develop project descriptions, establish ‘next steps’ and identify individuals/organizations committed to supporting the project. Actions developed by the group included:

- Supporting Local Food in Restaurants
- Developing a Community Resource Website
- Establishing a Community Food Centre
- Strengthening Food Distribution & Access
- Preserving & Protecting Prime Food Producing Land
- Building a Simcoe County Food Policy Council
- Creating a Second Harvest or Gleaning Program
- Establishing Community Kitchens in Wasaga Beach
- Community Gardens & Education

At the conclusion of the day, small groups presented to the larger group inviting participants to collaborate on proposed projects as part of post-event working groups.

Food For Thought II was successful in bringing together a diverse group of stakeholders from South Georgian Bay and the surrounding region, representing government, health, environment, social service and community sectors. Participant event evaluations identified the overall event as a success, strengthening awareness and establishing opportunities for change through collaborative action and community partnerships.

Through food there is an opportunity to build the local economy, strengthen environmental sustainability and build more resilient and inclusive communities that support the health and well being of all residents.
PURPOSE

This report aims to summarize event activities, examine actions proposed by participants and present event evaluation findings.

Information included in this report is intended to support post event working groups and inform stakeholders and community members unable to attend. It may also serve as a tool to guide future similar events.

FFT Gallery Presentation, Student Art Work
Source: Eli Taylor, CCI student
BACKGROUND

Community Food Security
In response to a growing concern over the ability of households in the South Georgian Bay Area to access affordable, safe and nutritious food, a group of local organizations and community members met to explore opportunities for addressing the issue of food security. The focus of the group discussion evolved from community meal programs to a broader community food perspective that aimed to support a healthy, sustainable and just food system.

Sustainable Food System
A food system perspective considers each element of the food cycle (land, production, processing/distribution, buying/selling, consumption, waste) in relation to food security. This includes attention to the four core principles of sustainability.

Building Community Partnerships and Collaboration
The option to develop a community security event in South Georgian Bay was proposed by the Simcoe Muskoka District Health Unit, Chronic Disease Prevention Healthy Lifestyle Program staff as an opportunity for establishing community partnerships and supporting collaborative action. Community food security actions proposed as part of the event would in this way be developed in relation to the local context addressing the needs, priorities and capacity of the South Georgian Bay community.

Community Food Security is a condition in which all community residents obtain a safe, culturally appropriate, nutritionally sound diet through an economically and environmentally sustainable food system that promotes community self-reliance and social justice. (Hamm & Bellow, 2003, p. 37)

In a sustainable society, nature is not subject to systematically increasing...

...concentrations of substances extracted from the Earth’s crust,

...concentrations of substances produced by society,

...degradation by physical means,

and, in that society...

...people are not subject to conditions that systematically undermine their capacity to meet their needs.

INTRODUCTION

With the goal of supporting collaborative action to increase community food security and a sustainable food system, a diverse group of 99 participants gathered on November 22, 2013 at the Wasaga Beach RecPlex. Food For Thought II was a full day event, developed in partnership with the United Way Greater Simcoe County, Environment Network, Community Churches, South Georgian Bay Community Health Centre, Georgian Bay Food Alliance and the Simcoe Muskoka District Health Unit.

Local stakeholders from across the South Georgian Bay Region (Clearview Township, Collingwood, Town of Blue Mountains, Wasaga Beach) and surrounding area, representative of municipal government, agriculture, health, social and community services, business, education, environmental and community groups were invited to participate through emailed invitations (Appendix A – Participant Invitation) and follow-up telephone calls from the planning committee.

Included as part of the day were keynote speakers, a gallery presentation and small group work (Appendix B – Event Agenda). Event participants could expect to:

- Celebrate accomplishments of Food for Thought, 2010
- Share community resources and identify gaps
- Promote actions to shift from charity to community-centred food approaches
- Establish partnerships, networks, initiatives, policies and/or projects

Eva Meriorg, chairperson of the Georgian Bay Food Alliance (GBFA), opened the event highlighting the accomplishments of Food for Thought 2010 (establishment of the GBFA, growth of community gardens, mapping of local food resources and development of a community food co-op) and the Simcoe County Food & Agriculture Charter. Supported by information presented in the gallery and inspired by guest speakers John Miller and Nick Saul, the morning session focused on exploring the local food context, building the foundation for small group discussions in the afternoon.
WORKSHOP DESCRIPTION

Gallery Presentation

A food security gallery was developed by the event planning committee as an opportunity to share information and facilitate participant networking. Gallery presentations included information exploring:

- Local community-based food initiatives - community gardens, meal programs, food banks, Good Food Box, GBFA, student nutrition programs, community-supported agriculture.
- Innovative food initiatives – community food centres, food hubs, mobile markets, urban agriculture
- Simcoe County Food & Agriculture Charter
- Photovoice and food stories
- Food For Thought media series
- Interactive Community food map (Appendix C)
- Student Art Work
Keynote Speakers – Presentation Summaries

John Miller, Miller’s Dairy, Sustainable Food Systems and Communities
Committed to local food production, processing and distribution, John Miller described the history of Miller’s Dairy and the changing landscape of agriculture provincially, nationally and globally. Highlighted as part of this presentation was the importance of localizing the food system, supporting local and preserving and protecting agricultural land. The loss of prime agricultural land as a result of urban sprawl was also included as part of this discussion and captured in a ‘webclip’, made available as part of this presentation (Appendix G – Event Resources).

Nick Saul, Community Food Centres Canada, Food Security – Moving from Charity to Solidarity
Impassioned by principles of social justice and equity, Nick Saul explored the inherent challenges of current systems of emergency food distribution, identifying the failures of market-based solutions to food access and the breakdown of the social safety net as contributing to a two-tiered food system. Proposing in response, opportunities for transforming the food system in ways that support community building and foster a sense of belonging or inclusion while ensuring access to healthy food for all. Included as part of this presentation was a brief description of the community food centre model and the successes of this type of community-based food initiative in supporting community food security.
Visioning Exercise

Event participants were asked to share their ‘vision’ of community food security and a sustainable food system in South Georgian Bay on ‘Post It Notes’ that were placed on flip chart paper and shared with the larger group (Appendix D – Event Summary Diagram).

The main themes identified included:

**Localizing the food system** *Making it easy for people to choose local food, *availability of local food in businesses and institutions (employment & economic viability), *clearly identifying local food, processes for supporting the operation of small farms and distribution of local food to consumers, community processing & distribution, greater diversity of fresh food, connecting growers & producers, supporting secondary processing (ex. small abattoirs).

**Community Development** Partnerships, *community gardens and backyard gardens, *farmers’ markets & winter markets dispersed across communities, farm gates sales.

**Policy & Planning** Import policy reform (*no free trade, tariffs, tax imported foods), regulate food costs, local procurement policies, celebrate seasonality of local food, ability to walk to markets or pick local food.

**Food Production/Agriculture** Protecting farm land, *developing greenhouses, bees buzzing, partnerships between local farmers and community networks, small, sustainable and diversified family farms, improved economic viability of farms.

**Individual** *Eat seasonally and buy local, demand local, building awareness, affordability, *accessibility, *education, *home vegetable gardens, *support local farmers’ markets, canning & preserving, access to information/resources.

**Environment** Sustainability, technology that grows food with waste heat, community compost, plant-based diets, clean air, electric transportation, more re-usable containers, increased locally grown food, significant reduction in chemical dependency, focus on the support of nature and its systems.

(*) Indicates that the ‘vision’ idea was referenced multiple times
**Small Group Work – Morning Session**

Small group work incorporated into the morning session focused on identifying food assets, opportunities and challenges (Appendix E – Small Group Worksheet Morning). Participants divided into small groups according to geographic areas and then presented key discussion points to the broader group. The key ideas identified by each of the small groups have been combined and summarized in the table below.

<table>
<thead>
<tr>
<th>Assets</th>
<th>*Community gardens (6), *Food Bank (4), Healthy Community Network, *agricultural land (6), *Good Food Box (3), *access to a large market (2), *Simcoe Charter (3), HC Link, diverse agriculture, *tourism (4), supportive local *government (3), protected land (escarpment, greenbelt), *food co-op (3), community dinners, *Currie’s market, farmers, county partnerships, Simcoe County Food Partners Alliance, *farmers’ markets (6), 211, media (2), community momentum, backyard gardens, local produce, skill, knowledge, Simcoe County Farm Fresh Marketing Association, GBFA, *local food producers &amp; vendors, volunteers, teachers, supportive media.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opportunities</td>
<td>Growth of the Good Food Box Program, *mobile food markets (3), *community kitchens (2), *education (community members/students) (7), *local food hub (6), partnerships, community gardens, food markets, community dinners, small farm plots for younger/newer farmers, strengthening lifestyle choices, *preserving land (2), partnering with ex-urbanites to use land, sustainable development, *municipal planning &amp; policy (2), attracting youth, agricultural advisory committees within all municipalities, bypassing traditional grocery store, advertising of local, second harvest, *promoting agriculture as a career (apprenticeships) (2), procurement policy.</td>
</tr>
<tr>
<td>Challenges</td>
<td>Loss of land, food resources for individuals or service providers, identifying where to buy local, competition with food corporations, accessing local foods off season, rise in property tax, food banks (limited hours/eligibility criteria), loss of generational farming, consumer awareness (labels, sustainability), fair wages, affordability, lack of facilities, stigma, barriers to distribution, seasonal tourism, processed/packaged foods, access to farmland for new farmers, recreational farms, access to grocery store markets, imported food, aging farmers, ex-urbanite pressures on land, succession planning, cost of farming, rising poverty, farm start-up costs, communication, transportation, awareness, advertising.</td>
</tr>
</tbody>
</table>

(#{}) Indicates the number of times the idea was identified in small group discussions.
Small Group Work – Afternoon Session

The afternoon session focused on building actions to support community food security and food system sustainability. Participants were asked to ‘pitch’ ideas or initiatives to the broader audience. Small discussion groups were organized around topics, according to participant interest. For each small group a facilitator was appointed and worksheets were distributed to guide discussion (Appendix F – Small Group Worksheet Afternoon). Event participants were invited to join multiple discussion groups, moving from one group to another, guided by their interest in the proposed idea/initiative. Group facilitators reported small group discussion points to the larger group, presenting a brief project description and action items. Participants were then invited to join proposed ‘post-event working groups’ by adding their names and organization to sign-up lists. Through this process of collaboration, nine ‘post-event working groups’ were established.
Proposed Actions: Post-Event Working Groups

### Local Food In Restaurants

<table>
<thead>
<tr>
<th>Project Description</th>
<th>Action Items (Initial steps over the next three months)</th>
</tr>
</thead>
</table>
| Connecting restaurants and institutions with producers | 1. Connect with restaurants – determine obstacles to sourcing locally.  
2. Connect with distributors – determine obstacles selling to restaurants.  
3. Combine results to formulate/determine next action items or solutions – identify opportunities |

#### Possible Solutions/Opportunities
- Pre-ordering – restaurant commitment to specific crop and/or amount
- Co-coordinator/Administrator – centralized office or administrator to co-ordinate and facilitate orders from restaurants on behalf of multiple farmers

**Models** - 100Km Foods distribution  
**Resources** - Chefs Forum, Linda Reader, Farm Gate to Chefs Plate

### Community Gardens & Education

<table>
<thead>
<tr>
<th>Project Description</th>
<th>Action Items (Initial steps over the next three months)</th>
</tr>
</thead>
</table>
| Develop community resources and educational opportunities focusing on:  
  - Sustainable agriculture  
  - Local food systems  
  - Food, nutrition, preparation | 1. Connect with other community groups and schools – engage teachers & classes  
2. Seek funding to help sustain programming and turn volunteer roles into jobs  
3. Engage participants. |

### Community Resource Website (Food Partners Alliance – fpa.simcoe.ca)

<table>
<thead>
<tr>
<th>Project Description</th>
<th>Action Items (Initial steps over the next three months)</th>
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</table>
| Explore opportunities for using the Food Partners Alliance website as a regional hub that features each community’s food and agriculture projects, programs, organizations, producers etc and provides valuable resources.  
Collect content from organizations, individuals and businesses and use it to populate the website, promote the website as a resource both on and offline and track web traffic to continually improve use. | 1. What’s Going On?  
   Calendar of events  
   a. Get info/share info  
   b. Post it in community calendar  
   c. Everyone links their sites to calendar to increase use  
   d. Share with 211  
2. Promote opportunities: volunteer, training, employment, workshops, food access, transportation  
   a. Connect with resources and get info  
   b. Share info  
   c. Promote website as a site for information  
   d. Measure and improve use  
3. Provide useful information by community – profiles of programs and initiatives.  
   a. Connect with communities.  
   b. Identify what they are doing.  
   c. Report it in engaging ways – blogs & social media  
4. Idea tool bank – provide people with ideas to implement the charter principles and connect people to the right resources to help with implementation. |
## Community Food Centre

<table>
<thead>
<tr>
<th>Project Description</th>
<th>Action Items (Initial steps over the next three months)</th>
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</table>
| Develop a Community Food Centre in South Georgian Bay drawing on CFCC tools | 1. Strike a steering committee  
2. Identify a lead organization  
3. Become a CFCC partner  
4. Include those with lived experience  
5. Identify and review outputs produced Nov. 22nd ‘Food For Thought’ – assets, issues, opportunities  
6. Establish location and model that will work in South Georgian Bay region |

### Preliminary List of Community Partners
- Transition Collingwood, Food Bank Wasaga Beach and Collingwood, Healthy Communities Network, SGBCHC, Georgian College, SMDHU, UWGSC, EDO’s Collingwood, Wasaga Beach, Clearview, CAPC, Environment Network, Free Spirit Gardens, GBFA, Adult Learning Centre SCDSB/SMDSB, YMCA, BDB

## Food Distribution & Access

<table>
<thead>
<tr>
<th>Project Description</th>
<th>Action Items (Initial steps over the next three months)</th>
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</thead>
</table>
| Develop an alternative food distribution system increasing food access to those who cannot access markets (physically or financially) without a cost to the producer. (e.g., mobile market) | 1. Meeting producers and community partners (winter)  
2. Create a business model/plan that enables a self-sustaining system  
3. Create local fundraising events and projects that fund the producers for the food provided to low income and social service agencies  
4. Connect with schools |

### Partnerships/Collaboration
- Partner with Community Food Centre education programs for donation of portion of profit to farms
- Community kitchens – goods from classes to fundraise, value added sale of products created

### Mobile Market
- Survey the providers of our area to find out where they are located
- Build a business plan – portion of profit to the low income individuals/families

## Preservation of Prime Food Producing Land

<table>
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<tr>
<th>Project Description</th>
<th>Action Items (Initial steps over the next three months)</th>
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</table>
| Protect and preserve food producing land, water resources and climate via good planning decisions. | 1. Partner with the Georgian Triangle Development Institute to discuss the topic of protection of prime food producing land  
2. Organize a meeting with key partner groups to develop a plan of action for South Georgian Bay Area |

### Additional Ideas Proposed
- Consider how Land Trusts could be utilized – pay farmers fair value for their land if they want to sell
- OMAFRA – obtain farmland inventory map for the area and identify prime food producing land
- Educate developers regarding issues of land and/or water preservation and climate
- Educate residents on the importance of land preservation and encourage individuals to ‘speak-out’ – pressure on municipal decision makers and developers for land preservation policy and action
- Advocate to the province to expand the greenbelt further into Simcoe County
- Work with Simcoe County Planners to understand GIS maps that have already been produced
- Advocacy - hold Province accountable for their development plan/commitments

### Possible Partners
- FAWF, Georgian Bay Fruit Growers Association, Simcoe County, OFA, Bruce Trail, NDAC, Farmland Trust, EBC, BMWT, SMDHU
### Second Harvest/Gleaning

<table>
<thead>
<tr>
<th>Project Description</th>
<th>Action Items (Initial steps over the next three months)</th>
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</table>
| • Unused fruit and vegetable to be harvested and processed to sell or use in community food relief programs | 1. Identify key partners  
2. Strike a committee  
3. Create an action plan (review Toronto and Barrie model)  
4. Gleaning – process and/or distribute |
| • Potential for social enterprise |  |

**Need**: 45% food wasted, addresses ‘access to food for all’  
**Products**: Fresh food and canned/preserved food for food banks, School snacks and breakfast programs, Community meals  
**Potential for social enterprise**: Processed products for sale to support organizations and to purchase other needed products (or donate directly to groups)  
**Outreach**: Media, Council, Beneficiaries, Community group networking, Public health/food safety  
**Concerns to Address**: Insurance, liability and health & safety, bio-security on farms  
**Gleaning Models**: Not Far From the Tree – Toronto, Barrie FruitShare, LifeCycles – Victoria  
**Beneficiaries (1/3)**  
- Community programs – food bank, community kitchen, church groups  
- Producers – farmer, landowner, businesses, new farmers  
  - Local Food Act tax credit for donations to food banks  
  - Money for seed grant applications and matching funds if equipment is needed  
- Volunteers, community groups, students

### Simcoe County Food Policy Council

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<tr>
<th>Project Description</th>
<th>Action Items (Initial steps over the next three months)</th>
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</table>
| • To identify restricting or enabling policy  
• To advocate for policy change. | 1. Review municipal planning documents and bylaws  
2. Define food policy council terms of reference – what is it and why do we need it?  
3. Presentation to county council – potential model, structure, vision and mission |
|  | **Develop enabling policies** – transportation, allow for food to be sold locally, coordination, community garden policy, zoning  
**Membership** – health board, city planners, school board |

### Wasaga Beach Community Kitchen

<table>
<thead>
<tr>
<th>Project Description</th>
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</table>
| Bring a community kitchen model to Wasaga Beach in partnership with the Georgian Bay Good Food Box. | Overview – establish contacts, identify program costs and review legalities  
1. Legalities – food safety regulations  
2. Sites – inquire about arena, Rec Plex, Parkbridge, United Church, WBYC, mobile  
3. Costs – food, rental, supplies (Georgian Bay Good Food Box Partnership)  
4. Stuff – supplies, coordinators, participants |
Next Steps

Information on the actions or activities proposed as part of Food For Thought II and how to get involved will be made available on the Georgian Bay Food Alliance webpage www.gbfa.ca, or through the Simcoe Muskoka District Health Unit’s Health Connection line at 1-877-721-7520 (make a request for the Chronic Disease Prevention Healthy Lifestyle Program). At the time of writing this report, an event summary, list of working groups including individuals/organizations interested in collaborating on projects and a post FFT II working group tool (Appendix H) has been forwarded to event participants. To support working group actions and community collaboration, group facilitators have also been invited to attend upcoming GBFA meetings and present group progress.

Applying A Health Equity Lens

In order to support the development and implementation of this event, a Health Equity Impact Assessment (HEIA) was used to identify and address potential unintended health impacts (positive or negative) as a result of the design or format of the event, to specific population groups (Ontario Ministry of Health and Long-Term Care, 2012). Application of the HEIA tool enabled event planners to make changes to mitigate perceived adverse effects on population groups as related to the Food For Thought event. As post-event working groups proceed in the development of actions to support community food security and food system sustainability, there is further need for consideration of how proposed initiatives may support principles of social justice and advance health equity.
EVALUATION

Event evaluation included a participant evaluation (Appendix I), observational notes and post-event participant feedback (Appendix J – Logic Model). A total of thirty-four participant evaluations were completed, providing a response rate of approximately 35%. Participants who completed evaluations were representative of a diverse range of community sectors (Figure 1).

The participant evaluation consisted of three parts including event design (general assessment, material, delivery, administration, format), objectives and general participant comments and feedback. The participant evaluation was developed based on the event logic model and the mitigation strategies identified in the HEIA tool. The purpose of the evaluation was to determine opportunities for improving the event design and to explore participant perspectives as related to the identified event objectives.

Event Design

Survey responses to questions which focused on the event design indicated that participants were either very satisfied or satisfied. Comments garnered pertaining to this aspect of evaluation indicated that participants in general considered the event to be well organized and worthwhile, providing an opportunity to “learn, share ideas and meet new people”. Based

Figure 1: Identified community sector (%) on completed participant evaluations.
on participant comments, the format of the event may have been strengthened by allotting more time to small group discussion and allowing additional time for keynote speakers.

**Event Objectives**

Considering the completed participant evaluations, 85% indicated that the event achieved the goal of collaborative community action. When questioned as to whether the actions proposed would lead to increased local community food security and a sustainable food system, 76% perceived this to be 'likely' (options – likely, uncertain, unlikely). As related to the objective of increasing awareness of potential community food security actions/strategies that might be considered for South Georgian Bay, 70% of those that filled out the evaluation indicated that their awareness had greatly increased (options – greatly increased, somewhat increased, unchanged).

A diverse range of actions were proposed as a result of Food For Thought II, complementing the community-based food initiatives which are currently being undertaken in the South Georgian Bay region. In addition, the approaches proposed permit immediate responses to community food security such as creating a second harvest or gleaning program and more long-term responses, including the establishment of a community food centre.
CONCLUSION

Food For Thought II created an opportunity for a diverse group of committed community members and local stakeholders to work collaboratively towards building community food security and a more sustainable food system. Food is an essential part of life, not to be left under the control of globalized, market-based, systems of distribution (Koc et al., 1999). A local food system supports sustainability, strengthens the local economy and contributes to building more inclusive and resilient communities.

As post-event working groups move forward on initiatives it will be important to engage the broader community, particularly those for whom access to safe, affordable, nutritious and familiar food presents the greatest challenges. In 2011, an estimated 3.9 million Canadians experienced some level of food insecurity, an increase of more than 450,000 people since 2008 (Tarasuk et al., 2011). South Georgian Bay is not immune to growing levels of income disparity. Based on 2011 census data, the percentage of the population below after-tax low-income measure (LIM-AT) was 13.9%, 11.3% and 11.4% in Collingwood, Wasaga Beach and Clearview respectively (Statistics Canada, 2013). By comparison, the 2010 measure of LIM-AT for the province of Ontario was 13.9% (Statistics Canada, 2013). Food insecurity often arises as a result of limited financial resources needed to access food as evidenced by the fact that one-third of households in Canada falling below the low income measure (LIM-AT) were food insecure as per the Canadian Community Health Survey, 2011 (Tarasuk et al., 2011). As a significant social and public health issue, in addition to ‘bottom-up’ community-based responses directed at strengthening community food security and food system sustainability, a broader, ‘top-down’ approach is necessary for long-term structural change, including changes to social policy inclusive of affordable housing, affordable daycare and a living wage (Tarasuk, 2001). Advocacy must also be incorporated into the process of change, addressing the underlying causes of hunger and poverty.
Food is embedded in municipal policies and thus relies on the activities and the collaboration of multiple municipal departments inclusive of economic development, public health, social development, planning, environment and waste management (Mah & Thang, 2012). The *Simcoe County Agriculture and Food Charter* (Food Partners Alliance, 2012), creates a unified vision, identifying the key values and priorities for developing a healthy, sustainable and just food system in Simcoe County and in this way, may serve as a guide for food policy across municipalities, facilitating collaboration between municipal departments and community-based food initiatives (Deloitte, 2013). Local and regional policy councils, as identified as one of the proposed small working group actions, may serve as an additional opportunity for supporting local food initiatives, working in connection with municipal government. Food policy councils bring together a diverse group of key stakeholders from across the food system, creating a forum for local action, identifying emerging issues, encouraging collaboration, leveraging resources and reviewing and influencing policies (Deloitte, 2013).

Food is not only essential for health; it is part of the social, economic and environmental fabric of a region, playing a fundamental role in building communities. The six principles in the *Simcoe County Food and Agriculture Charter* (Food Partners Alliance, 2012) highlight the importance of building a healthy, sustainable and just food system. Just as the Charter has served to guide and support the development of Food for Thought II, the event organizing committee encourages the broader community to endorse and use the *Simcoe County Food and Agriculture Charter* as a tool to help guide food system transformation.
WORKS CITED


YOU’RE INVITED
Food for Thought 2 - A Call to Action

Food Security Affects Everyone
The goal of this event is collaborative action to increase community food security, and a sustainable food system.

Date: Friday, November 22nd, 2013
Time: 8:45 am - 4:00 pm
(Registration and Gallery Walk 8:30 – 9:00am)
Location: Wasaga Beach Recreation Hall A,
1724 Mosley Street, Wasaga Beach, ON

Participants can expect to:
- share community resources and identify gaps
- help determine actions to shift from charity to sustainable community-centered food approaches
- establish partnerships, network with others who are passionate about food / food security, and get involved in local initiatives, and/or projects
- celebrate accomplishments since “Food for Thought 2010”

Hear and be inspired by:
John Miller is the owner of Miller’s Dairy (http://www.millerbsdairy.com) and Juton Farms. He will offer a local farmer’s perspective on the importance of local food, and a sustainable food system.
Nick Saul is the President and CEO of Community Food Centres Canada, and the co-author of “The Stop: How the Fight for Good Food Transformed a Community and Inspired a Movement”. Come hear him speak about moving from charity to solidarity.

Admission is FREE by invitation only; lunch will be provided. RSVP quickly to reserve a seat.
To register, contact South Georgian Bay Community Health Centre:
(Please RSVP by November 8, 2013)
Email: admin@southgeorgianbaychc.ca
Phone: 705-422-0900 EXT 112

This project has been made possible with support from Georgian Bay Food Alliance, HC Link, Simcoe Muskoka District Health Unit, Environment Network, South Georgian Bay Community Health Centre, One Street Community Church, and United Way Greater Simcoe County.
Appendix B: Event Agenda

Food for Thought II:
A Call to Action
Wasaga Beach RecPlex
November 22, 2013
8am – 4pm

Agenda

8:00 Registration, Gallery Walk & Networking

8:45 Welcome & Overview of the Day
Eva Merjono, Georgian Bay Food Alliance (GBFA)

9:30 Presentation 1: Sustainable Food Systems & Communities
John Miller, Miller’s Dairy

10:15 Break

10:30 Small Group Work

11:15 Summary of Morning & Prep for Afternoon

11:30 Lunch

12:15 Presentation 2: Food Security - Moving from Charity to Solidarity
Nick Saul, Community Food Centres Canada

1:00 Break (& Book Signing by Nick Saul)

1:15 Small Group Discussions

2:30 Break

2:45 Small Group Reports & Large Group Discussion

3:45 Wrap Up & Next Steps

4:00 Adjourn
Appendix C: Community Food Map

The community-based food initiatives identified was developed by participants who engaged in this aspect of the gallery and as such provides only a small snapshot of the activities taking place in the South Georgian Bay region.

<table>
<thead>
<tr>
<th>Collingwood Food Producers &amp; Food Processors in South Georgian Bay</th>
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</thead>
<tbody>
<tr>
<td>Community Gardens, Collingwood, Cook Community Garden</td>
</tr>
<tr>
<td>Giving Tree</td>
</tr>
<tr>
<td>Eden in Season</td>
</tr>
<tr>
<td>Community Gardens, Collingwood, Blue-Willis</td>
</tr>
<tr>
<td>Free Spirit Gardens</td>
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<td>Vibrant Green Farm</td>
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<table>
<thead>
<tr>
<th>Collingwood Markets of Local Food &amp; Farm Gates in South Georgian Bay</th>
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<tbody>
<tr>
<td>Collingwood Farmers Market</td>
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<tr>
<td>Currie's Market</td>
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<tr>
<td>Georgian Bay Good Food Box</td>
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<table>
<thead>
<tr>
<th>Collingwood Food Banks &amp; Cooked Meal Providers in South Georgian Bay</th>
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<tbody>
<tr>
<td>Salvation Army Food Bank, Collingwood</td>
</tr>
<tr>
<td>Soup Lunches, Erie Street Community Church, Collingwood</td>
</tr>
<tr>
<td>Community dinners, Collingwood</td>
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<tr>
<td>Food Bank, St Vincent de Paul, Collingwood</td>
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<tr>
<td>Food Bank, Trinity United Church, Collingwood</td>
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<tr>
<td>Catulpa, Collingwood</td>
</tr>
<tr>
<td>Meals-on-Wheels (Red Cross)</td>
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<td>Community supper, First Presbyterian, Collingwood</td>
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<thead>
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<th>Collingwood Food &amp; Environmental Advocacy Organisations in South Georgian Bay</th>
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<tbody>
<tr>
<td>Environment Network, Collingwood</td>
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<tr>
<td>Georgian Bay Food Alliance, Collingwood</td>
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<td>Transition Collingwood</td>
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<table>
<thead>
<tr>
<th>Wasaga Food Producers &amp; Food Processors in South Georgian Bay</th>
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<tbody>
<tr>
<td>Community Gardens, Wasaga Beach</td>
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<tr>
<td>Whispering Pines CSA/Farm</td>
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<tr>
<th>Wasaga Markets of Local Food &amp; Farm Gates in South Georgian Bay</th>
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<tr>
<td>Wasaga Beach Farmers Market</td>
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<tr>
<td>Georgian Bay Good Food Box</td>
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<th>Wasaga Food Banks &amp; Cooked Meal Providers in South Georgian Bay</th>
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<tr>
<td>Meals-on-Wheels (Red Cross)</td>
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<tr>
<td>Food Bank, Wasaga Beach</td>
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<thead>
<tr>
<th>Clearview Food Producers &amp; Food Processors in South Georgian Bay</th>
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<tbody>
<tr>
<td>Stayner Meat Packers and Twelve Farms</td>
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<tr>
<td>Community Gardens, Stayner</td>
</tr>
<tr>
<td>Rural Roots – greenhouse, market garden, CSA</td>
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<tr>
<td>Miller's Dairy</td>
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<tr>
<td>The New Farm</td>
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<thead>
<tr>
<th>Clearview Markets of Local Food &amp; Farm Gates in South Georgian Bay</th>
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<tbody>
<tr>
<td>Fernwood Farms &amp; Market, Stayner</td>
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<tr>
<td>Georgian Bay Good Food Box</td>
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<tr>
<td>New Lowell Farmers Market</td>
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<tr>
<td>100 Mile Store, Creemore</td>
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<tr>
<td>Creemore Farmers Market</td>
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<tr>
<td>Griffen’s Country Market, Glen Huron</td>
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<thead>
<tr>
<th>Clearview Food Banks &amp; Cooked Meal Providers in South Georgian Bay</th>
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<tbody>
<tr>
<td>Meals-on-Wheels, Stayner</td>
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<tr>
<td>Food Bank, Stayner</td>
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<tr>
<td>Meals-on-Wheels, Stayner</td>
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<thead>
<tr>
<th>Clearview Food &amp; Environmental Advocacy Organisations in South Georgian Bay</th>
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<tbody>
<tr>
<td>Food &amp; Water First</td>
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<tr>
<td><strong>Blue Mountains Food Producers &amp; Food Processors in South Georgian Bay</strong></td>
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<tr>
<td>---------------------------------------------------------------</td>
</tr>
<tr>
<td>Grey Meat Packer, Maxwell</td>
</tr>
<tr>
<td>Apple Springs Orchards Clarksburg</td>
</tr>
<tr>
<td>Kolapore Gardens</td>
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<tr>
<th><strong>Blue Mountains Markets of Local Food &amp; Farm Gates in South Georgian Bay</strong></th>
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<tbody>
<tr>
<td>Clarksburg Farmers Market</td>
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<table>
<thead>
<tr>
<th><strong>Blue Mountains Food Banks &amp; Cooked Meal Providers in South Georgian Bay</strong></th>
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</thead>
<tbody>
<tr>
<td>Beaver Valley Outreach, Thornbury</td>
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<tr>
<td>First Baptist Church, Thornbury</td>
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<table>
<thead>
<tr>
<th><strong>Blue Mountains Food &amp; Environmental Advocacy Organisations in South Georgian Bay</strong></th>
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<tbody>
<tr>
<td>Beaver Valley Outreach</td>
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</tbody>
</table>
Appendix D: Event Summary Diagram

Food For Thought 2: A Call to Action, November 22, 2013

**Visions**

- **Localizing the food system** - *making it easy for people to choose local food, *availability of local food in businesses and institutions (employment & economic viability), *clearly identifying local food, processes for supporting the operation of small farms and distribution of local food to consumers, community processing & distribution, greater diversity of fresh food, connecting growers & producers, supporting secondary processing (ex. small sausages)*

- **Food Production/Agriculture** - protecting farmland, developing greenhouses, bees buzzing, partnerships between local farmers and community networks, small, sustainable and diversified family farms, improved economic viability of farms.

- **Environment** - sustainability, technology that grows food with waste heat, community compost, plant-based diets, clean air, electric transportation, more reusable containers, increased locally grown food, significant reduction in chemical dependency, focus on the support of nature and its systems.

- **Community Development** - partnerships, *community gardens and backyard gardens, *farmers’ markets & winter markets dispersed across communities, farm gates sales

- **Policy & Planning** - import policy reform (*no free trade, tariffs, tax on imported foods), regulate food costs, local procurement policies, celebrate seasonality of local food, ability to walk to markets or pick local food

- **Individual** - *eat seasonally and buy local, demand local, building awareness, affordability, accessibility, education, *home vegetable gardens, *support local farmers’ markets, canning & preserving, access to information/resources

**Opportunities**

- Growth of the Good Food Box Program, *mobile food markets,* community gardens, food markets, community dinners, small farm plots for younger/heaver farmers, strengthening lifestyle choices, *preserving land,* partnering with ex-urbanites to use land, sustainable development, *municipal planning & policy,* attracting youth, *agricultural advisory committees* within all municipalities, bypassing traditional grocery store advertising, *local, second harvest,* promoting agriculture as a career (apprenticeships)

**Issues/Challenges**

- Affordability, lack of facilities, stigma barriers to distribution, season to season, processed/packaged foods, access to farmers’ markets, imported food, aging farmers, ex-urban pressures on land, succession planning, cost of farmers, rising poverty, farm start-up costs, communication, transportation, awareness, advertising

**Identified Actions**

- Supporting Local Food in Restaurants (6)
- Developing a Community Resource Website (7)
- Establishing a Community Food Centre (17)
- Strengthening Food Distribution & Access (6)
- Preserving & Protecting Prime Food Producing Land (9)
- Building a Simcoe County Food Policy Council (5)
- Creating a Second Harvest or Gleaning Program (12)
- Establishing Community Kitchens in Wasaga Beach (7)
- Community Gardens & Education (9)

* Indicates idea/item was referenced multiple times
(Number) indicates the number of participants interested in joining working groups or the number of times idea/item identified in small group sessions

**Assets**

- *Community gardens,* *food bank,* *healthy community network,* *agricultural land,* *Good Food Box,* access to a large market, *Simcoe Charter,* *HC Link,* *diverse agriculture,* *tourism,* *supportive local government,* *protected land,* *escarpment, greenbelt,* *food co-op,* community dinners, *Currie’s market,* *farmers, county partnerships,* *Simcoe County Food Partners Alliance,* *farmers’ markets,* *211, media,* community momentum, backyard gardens, local produce, skill, knowledge, *Simcoe County Farm Fresh Marketing Assoc., GBPA,* *local food producers & vendors,* *volunteers, teachers,* *supportive media*

**Issues/Challenges**

- Loss of land, food resources for individuals or service providers, identifying where to buy local, competition with food corporations, accessing local foods, off season, rising in property tax

- Food bank (limited hours, eligibility criteria, loss of seasonal farming, caraeteria of the land), consumer awareness (labels, sustainability, fair wages)
Appendix E: Small Group Worksheet Morning

<table>
<thead>
<tr>
<th>Assets (information, resources, organizations)</th>
<th>Issues</th>
<th>Opportunities</th>
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</thead>
<tbody>
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</table>

"Assets' and 'Opportunities' to Improve Community Food Security and Support a Sustainable Food System in __________________________

### Small Group Worksheet#2

<table>
<thead>
<tr>
<th>Project title (5 words or less):</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Brief project description</strong> 15 words or less:</td>
</tr>
<tr>
<td><strong>Initial steps over the next 3 months (use bullet points):</strong></td>
</tr>
<tr>
<td><strong>Who will be involved to ‘make it happen’? (please print clearly)</strong></td>
</tr>
<tr>
<td><strong>Name</strong></td>
</tr>
</tbody>
</table>
Appendix G: Event Resources

Do you know where your food comes from? – Eat Real. Eat Local.  
http://www.youtube.com/watch?v=dIsEG2SFovM

The Natural Step sustainability explained in 2 minutes  
http://www.youtube.com/watch?v=FFCNCQleCuk

Melissa’s rants http://www.headlands.ca/mels-prime-beef/Number13

Enterprise Bulletin – Food For Thought Media Series  
http://www.theenterprisebulletin.com/2013/09/19/food-for-thought
### Organizational Structure:

**Chairperson:**

**Group Members:**

### Establish terms of reference:

**Mission Statement**

**Vision** (What is it that you would like to see as an overall and ideal outcome? What is the scope of the group – geographic reach?)

**Strategies** (What are some of the ideas about how to accomplish the vision identified)
## Background

What similar initiatives/programs already exist?

## Contextual analysis (Strengths, Weaknesses, Opportunities, Threats/Challenges)

## Points to consider:

- Frequency of meetings
- Determine the role of the chair and committee – is it a working group of volunteers or is it more a thinking and policy group?
- Review four principles of sustainability (Dependence on fossil fuels, decrease amount of chemicals that persist in nature, reduce destruction of nature, ensure we are not reducing people’s ability to meet their needs)
  - [http://www.youtube.com/watch?v=FFCNCQleCuk](http://www.youtube.com/watch?v=FFCNCQleCuk)
- How will the group communicate? (google document, dropbox)
- What is the timeline for your project?
Appendix H: Participant Evaluation

Participant Evaluation

Food For Thought II: A Call to Action, Friday November 22, 2013
We appreciate your support in completing this evaluation. Your view is important; the information provided will be used to strengthen future event design/delivery and collated results will be included in the "Food for Thought II" event summary which will be publicly available January 2014.

Part A: Survey
Please mark one option for each question below that best represents your views.

Overall how satisfied are you with:

<table>
<thead>
<tr>
<th>Section 1 – Overall Event</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality of the overall event</td>
<td></td>
<td></td>
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</table>

<table>
<thead>
<tr>
<th>Section 2 – Materials</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Usefulness of the gallery</td>
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<tr>
<td>Usefulness of the handouts, video clips and slides</td>
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<table>
<thead>
<tr>
<th>Section 3 – Event Delivery</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opportunity for participants to interact (share concerns &amp; identify actions)</td>
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<tr>
<td>Usefulness of the guest speakers</td>
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<tr>
<td>Value of the breakout sessions</td>
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<thead>
<tr>
<th>Section 4 – Event Administration</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
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</thead>
<tbody>
<tr>
<td>Quality of the facility/venue</td>
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<tr>
<td>Scheduling and time of the event</td>
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<table>
<thead>
<tr>
<th>Section 5 – Event Format</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
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<tbody>
<tr>
<td>Responsiveness of the event coordinators to your personal needs</td>
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Part B: Comments
Please provide any additional comments:

Part C: Event Objectives
Please circle one option for each question below that best represents your views.

By the end of the event, my awareness of potential community food security actions/strategies that might be considered for South Georgian Bay was:

- Greatly increased
- Somewhat increased
- Unchanged

Today’s planned actions will lead to increased local community food security and a sustainable food system.

- Likely
- Uncertain
- Unlikely

Did the workshop achieve the goal of collaborative community action?

- Yes
- Somewhat
- No

Please indicate the community sector that best represents you:

- Municipal
- Agriculture
- Health
- Social & Community Services
- Business
- Education
- Environmental
- Community Group
- Other

Did you participate in the rideshare program? Yes, No, Why not?

Thank You!
**Appendix I: Logic Model**

<table>
<thead>
<tr>
<th>Goal: Collaborative action to increase community food security and a sustainable food system</th>
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</thead>
<tbody>
<tr>
<td><strong>Objectives:</strong></td>
</tr>
<tr>
<td>Celebrate Accomplishments</td>
</tr>
<tr>
<td>Celebrate Accomplishments</td>
</tr>
<tr>
<td>Share community resources</td>
</tr>
<tr>
<td>Promote Actions</td>
</tr>
<tr>
<td>Establish Partnerships</td>
</tr>
<tr>
<td>Evaluation:</td>
</tr>
</tbody>
</table>

- Event format (constant movement, multiple small group sessions, gallery space)
- Event facilitator – involvement in event planning, familiarity with large group processes, group debrief/recap, positively acknowledging participant ideas/contributions
- Event set-up – layout, audio visual, food (local and shared amongst participants), handouts
- Gallery Material and layout – promote movement around the facility and interaction between participants

**Evaluation:**

**Process Evaluation:**
- Participant Evaluation – assessment of material (usefulness of gallery, handouts, video clips, slides), event delivery (opportunity for participant interaction, usefulness of guest speakers, value of breakout sessions), event administration (quality of facility, scheduling of event), event format (responsiveness of the event coordinators to personal needs)
- Observational Evaluation – HEIA mitigation strategies
- Post Event Participant Feedback

**Outcome Evaluation:**
- Participant Evaluation – participant awareness of potential community food security actions/strategies, likelihood of identified actions leading to increased community food security, perceptions of collaborative action
- Proposed actions and establishment of working groups