

Follow-up Workshop #1
October 23 & 24, 2012

Headwaters Food Summit Priorities
Where do we start?



Headwaters Food Summit Priorities for Action: Where do we start?

Introduction

Since the Headwaters Food Summit held on April 23, 2012, two identical follow-up meetings were held to refine the priorities for action that were originally identified at the Summit. These two meetings were held on October 23rd in Caledon East and October 24th in Mono Centre (see Appendix A for meeting goals and agenda).

Presentation of Progress to Date

The meetings started with a brief presentation about the work done since the Headwaters Food Summit. The five priorities for action were highlighted:

- **Grow Awareness** – Educate and engage people about food and farming system issues and opportunities
- **Expand School Programs** – Educate and engage our youth through school-based food and farming programs
- **Improve Policy** – Work together to create supportive food systems policies
- **Facilitate Distribution** – Enhance links between food producers and consumers to strengthen our food economy and food access
- **Support Culinary Tourism** – Promote and enhance culinary and agriculture tourism

The presentation also included a proposed framework for coordinating the work emerging from the Headwaters Food Summit (see Appendix B) and provided an update on funding proposals in progress.

Small Group Dialogues

At both meetings, the participants were invited to move to the table labeled with the priority for action that they wanted to discuss. The small group tasks included:

- Determining how to prioritize actions
- Refining the proposed actions identified for the selected priority
- Selecting a short list of high-priority actions within and beyond two years

Small Group Dialogue Results

The small group report details are provided in Appendices C and D. A synthesized summary is shown below.

Priority Areas	Priority Actions Within 2 Years	Priority Action Beyond 2 Years
Grow Awareness	<ul style="list-style-type: none">• Replicate/import successful programs e.g., Eat Local Caledon	<ul style="list-style-type: none">• Improve economic and physical access to local food e.g., community kitchens
Expand School Programs	<ul style="list-style-type: none">• Learn about what exists – policies, programs, practices• Replicate successful programs• Facilitate connections between youth and food e.g., co-op, community service hours, 4H	<ul style="list-style-type: none">• Find/develop food skills curriculum support materials• Facilitate relationships between farmers and schools about food
Improve Policy	<ul style="list-style-type: none">• Advocate for more flexible, coordinated food procurement, production, processing policies• Find and use policies produced in other areas to meet our needs	<ul style="list-style-type: none">• Put policies into action• Actively promote connections to other policy development work (e.g., Niagara Escarpment Plan review)
Facilitate Distribution	<ul style="list-style-type: none">• Create pilot Hub that brings together farmers, wholesale and retail buyers in accessible location	<ul style="list-style-type: none">• Extend Hub operation to include year-round Farmers' Market, community kitchen

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Priority Areas	Priority Actions Within 2 Years	Priority Action Beyond 2 Years
Support Culinary Tourism	<ul style="list-style-type: none"> • Link and coordinate existing food events • Identify/recruit champions • Build new food events e.g., Food Trail Festival 	<ul style="list-style-type: none"> • Market/promote culinary tourism more effectively • Improve access to information – signage, phone apps, websites, links, maps

October 23rd Plenary Feedback

The participants provided the following feedback to the small group reports:

- All actions are inter-connected and depend on each other
- We don't know what we already have – need an inventory of programs/assets
- Measurement is key to moving forward – currently missing
- Energy around ideas – key to success
- Some common actions across the areas – need zoning changed to support needed infrastructure, need to improve signage, actions will lead to systemic change
- Most compelling actions included cultivating political will especially at municipal level, potential community building through food, emphasis on link between food and farming.

October 24th Plenary Feedback

The participants provided the following feedback to the small group reports:

- Lots of overlap – e.g., Hub, access
- Not reinventing – using existing programs
- Need to get to know each other better
- Some common actions across the areas - education (including marketing), many policy changes needed – need to make a case, buy-in by key players is essential – e.g., farmers
- Most compelling actions include increasing stakeholder involvement, work across multiple municipalities, demonstrate success – win/win/win

Next Steps

Summarized below are the agreements made at the workshops to support continued work on the Headwaters Food Summit priorities.

What	Who	By When
Document <i>Follow-up Meeting #1</i> results and distribute to participants and partners	Planning group	Mid-November
Organize <i>Working Group</i> kick-off meetings	Planning group	December
Host <i>Working Group</i> meetings	Interested volunteers and community members	Jan/Feb

Appendix A: Meeting Goals and Agenda



Headwaters Food Summit Planning Group

Food Summit Follow-Up Planning Meeting #1

Putting the Ideas of the 2012 Headwaters Food Summit into Action

October 23rd, 2012 – 1:00 – 3:30 p.m. OR October 24th, 2012 – 7:00 – 9:30 pm

Meeting Goals:

- To **update you** on the work that's been done since the 2012 Food Summit
- To **review, refine and prioritize ideas** within each of the five priority areas identified at the 2012 Food Summit; and,
- To begin **developing short term action plans** and structures for working together on them

Agenda

1:00 – 1:15pm Or 7:00 – 7:15 pm	Welcome & Opening Remarks <ul style="list-style-type: none"> • Our Purpose • Our Process • Who's in the room? 	Carol Good Facilitator
1:15 - 1:30 pm OR 7:15 – 7:30 pm	Overview Progress to Date Presentation <ul style="list-style-type: none"> • Highlights of the work underway since the 2012 Food Summit 	Food Summit Planning Team
1:30 – 1:40 pm OR 7:30 – 7:40 pm	Small Group Dialogues: Refining the Food Summit Priorities <ul style="list-style-type: none"> • Small groups refine & prioritize ideas in each of the Summit's five Priority Areas 	Carol Good Facilitator
1:40 - 2:30 pm OR 7:40 - 8:30 pm	Small Group Dialogues: Refining the Food Summit Priorities <ul style="list-style-type: none"> • Small groups refine & prioritize ideas in each of the Summit's five Priority Areas 	All
2:30 - 3:15 pm OR 8:30 - 9:15 pm	Plenary: Report Back from Small Group Dialogues <ul style="list-style-type: none"> • Report back from each group 	Carol Good Facilitator & All
3:15 - 3:00 OR 9:15 – 9:30 pm	Next Steps <ul style="list-style-type: none"> • Overview of a proposed set of further meetings • Who else needs to be at the table? • Follow-up Commitments of the Food Summit Planning Team 	Food Summit Planning Team

With Support From



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Appendix B: Draft framework for Headwaters Food Summit Follow-Up



Appendix C: October 23, 2012 Small Group Reports

Priority Focus Areas	Priority Actions within 2 years	Priority Action beyond 2 years
<i>Grow Awareness</i>	<ul style="list-style-type: none"> • n/a – no group formed 	<ul style="list-style-type: none"> •
<i>Expand School Programs</i>	<ul style="list-style-type: none"> • Learn about existing relationship and policy with local school boards • Provide local food opportunities for co-op students & volunteer hours & HSMS & 4H • Investigate existing school based programs that could be replicated • Explore youth food programming beyond schools e.g., Hayville • Pitch a series of healthy, local eating workshops to Dufferin Parent Support Network 	<ul style="list-style-type: none"> • Find food & farm links in provincial curriculum • Make a food & farm teaching kit • Local food as school fund-raising – e.g., pumpkins, garlic, preserves, turkey • Explore successful school-based gardening programs & replicate best practices
<i>Improve Policy</i>	<ul style="list-style-type: none"> • Create municipal community garden policy • Coordinate with GTA ACC plan • Enhance tourism sign policies for food • Temporary zoning for direct food sales • Advocate for on farm food processing at all levels • Advocate for zoning to support agriculture infrastructure 	<ul style="list-style-type: none"> • Implement municipal community garden policy • Create local procurement policies e.g., schools, long-term care facilities • Participate in review of Niagara Escarpment plan, Oak Ridges Moraine Plan
<i>Facilitate Distribution</i>	<ul style="list-style-type: none"> • Open pilot Food Hub • Investigate location in Orangeville Ag Centre – conduct feasibility study • Operate retail Farmers' Market 1 or 2 days/week for public • Operate food terminal for farmers/restaurants - wholesale 	<ul style="list-style-type: none"> • Include food banks in Hub
<i>Support Culinary Tourism</i>	<ul style="list-style-type: none"> • Inventory of food events (when, where, what) • Coordinate events to ensure critical mass • Build/promote Summer Feast/Winter Feast 	<ul style="list-style-type: none"> • Marketing, promotion, wayfinding signage • Use of local food i.e. Harvest Festival

Appendix D: October 24, 2012 Small Group Reports

Priority Focus Areas	Priority Actions within 2 years	Priority Action beyond 2 years
<i>Grow Awareness</i>	<ul style="list-style-type: none"> • Build awareness and distribution of food maps – e.g., Dufferin Farm Fresh • Bring Eat Local Caledon model to Dufferin • Create marketing campaign for local food – e.g., schools, service clubs, stores, pharmacies • Promote Family Meal Challenge 	<ul style="list-style-type: none"> • Develop food access strategy – economic access, physical access • Create certified kitchens for community use
<i>Expand School Programs</i>	<ul style="list-style-type: none"> • Food education programs should emphasize local, seasonality, low-energy, raw, simple • Food education in preserving/ canning/ freezing • Parent workshop – healthy lunches – prep & options & convenience • Take advantage of professional development opportunities to engage teachers • Community relationships with horticultural societies, farmers re: community gardens 	<ul style="list-style-type: none"> • Develop food skills modules (kits) – use videos, connect it to school curriculum elements • Opportunities to affect school, boards, provincial curriculum • Replicate Bronte Creek Project – Earth education approach – 4 courses/semester • Every school has a farmer & every farmer has a relationship with a school • Foxfire like project to capture the wisdom of older farmers • Food & farming as school fund-raisers
<i>Improve Policy</i>	<ul style="list-style-type: none"> • Develop an overarching theme for sustainable food systems (ie food charter) • Local procurement policy for municipal facilities • Advocate for politicians & municipal staff to be more flexible with zoning • Educate using farm tours, conversations • Facilitate & build capacity of groups and farmers to advocate to council 	<ul style="list-style-type: none"> • Develop municipal and regional food strategy policies – implement by next election • Educate school board on importance of local food (integrating into classroom) • Advocate streamlining bureaucracy so that provincial policy is applied consistently
<i>Facilitate Distribution</i>	<ul style="list-style-type: none"> • Hub “terminal” – large scale with freezers, fridges, accessible by trucks, parking, • Central depot – wholesale only • Start Co-op – engage restaurants, retailers, customers, BPS 	<ul style="list-style-type: none"> • Create community kitchen(s)