



Headwaters 2012 Food Summit Report

Appendix #1

Event Agenda

Headwaters Food Summit & Local Food Fair

Monday April 23rd, Hockley Valley Resort

9:00 a.m. – 6:00 p.m.

GOALS:

1. To identify the elements of a shared vision for a regional food strategy
2. To explore how to work collaboratively to develop a regional food strategy that:
 - Supports a diverse, sustainable and just food system
 - Promotes economic vitality by connecting regional food producers, distributors, restaurateurs, chefs, caterers, food retailers, food processors and consumers
 - Facilitates access to safe, healthy and culturally relevant food for all residents of Headwaters
 - Supports food education and literacy
 - Markets and promotes the Headwaters Foodshed and our local food culture
3. To create a diverse leadership group to champion the Headwaters food strategy

8:30am -9:00am	Registration – Networking – coffee	HCIA & WDGPH
9:00am-9:05am	Welcome & Opening Event	HCIA, WDGPH, John Adamo, Hockley Valley Resort
9:05am-9:30am	Setting the Context & Framing this Discussion <ul style="list-style-type: none"> • What do we mean by a “<i>just, sustainable local food system?</i>” 	HCIA & WDGPH
9:30am-10:00am	Keynote Address: The What/Why How of Creating a Local Sustainable Food System <ul style="list-style-type: none"> • Painting a vision of possibilities and assets • Q & A 	Lauren Baker, Toronto Food Policy Council
10:00am-10:05am	Building Our Shared Vision <ul style="list-style-type: none"> • Brief visioning re: the Headwaters Food System 	Facilitators & Participants
10:05am-10:30am	BREAK	
10:30am-11:30am	Panel #1 - Visions, Ideas and Inspirations 4 panel presentations with Q&A following <ul style="list-style-type: none"> • <u>Janet Horner</u> of GTA Agricultural Action Committee • <u>Graham Corbett</u> of Fiddlefoot Farm, Dufferin County • <u>Amanda Montgomery</u> of The STOP Community Food Centre, Toronto • <u>Tom Wilson</u>: - Spirit Tree Estate Cidery, Caledon 	Moderated by Facilitators
11:35am-12:15am	Dialogue Circles Re: Panel #1: <ul style="list-style-type: none"> • WHO is already working on this and what are they doing? • WHAT more would we like to see happen in this area? • WHICH assets could we use to help us get there? 	Facilitators & Participants

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12:15am-1:05pm	Lunch	
1:05pm-1:10pm	Welcome Back	Rita Sethi, Community Health Division WDGPH
1:10pm-1:55pm	Visions, Ideas and Inspirations 2 3 panel presentations with Q&A following <ul style="list-style-type: none"> • <u>Karen Hutchinson</u> of Eat Local Caledon • <u>Michael Potters</u> Chef de Cuisine, Hockley Resort • <u>Ryan Hayhurst</u> Chair, Guelph/Wellington Food Roundtable 	Moderated by Facilitators
1:55pm-2:40pm	Dialogue Circles Re: Panel #2: <ul style="list-style-type: none"> • WHO is already working on this and what are they doing? • WHAT more would we like to see happen in this area? • WHICH assets could we use to help us get there? 	Facilitators & Participants
2:40pm-3:05pm	Break	
3:05pm-3:30pm	Refining Our Shared Vision <ul style="list-style-type: none"> • Participants provide feedback & ideas to further refine our emerging shared 	WDGPH
3:30pm-3:45pm	Summit Wrap-Up <ul style="list-style-type: none"> • Reviewing accomplishments • Clarifying next steps 	HCIA Co-Chairs Leesa Fawcett & Gord Gallaugher
4:00 pm	Hockley Valley Garden & Vineyard Tours	Participants
4:00 – 6:00 p.m.	Local Food Trade Fair	Hosted by Eat Local Caledon & Caledon Countryside Alliance

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Appendix #2

Event Presentations

A Link to a full summary of materials presented and generated at the [2012 Headwaters Food Summit](http://www.headwaterscommunities.org) can be found at: www.headwaterscommunities.org

Below you'll find individual links to the presentations made by various event presenters:

- ***The What, Why & How of Local Food: Lauren Baker, Toronto Food Policy Council*** - This keynote made a case for championing our region's food system and offered a vision of its possibilities and benefits.
- ***Food & Farming As An Economic Driver: Janet Horner, GTA Agriculture Action Committee*** - This presentation shared highlights of the GTA AAC's Food & Farming Action Plan and the opportunities it offers Headwaters.
- ***The Paradox of Food: Amanda Montgomery, The STOP Community Food Centre*** - This presentation documented the journey of The STOP from a food bank to a healthy community food centre and shifted its approach from one of charity to one of food justice for all.
- ***Diversified Local Food Opportunities: Tom Wilson, Spirit Tree Estate Cidery*** - This presentation highlights the journey of a local producer to earn a decent living - and create employment - through adopting a diversified approach to local food & farming.
- ***Repowering the Local Food & Farming System: Karen Hutchinson, Caledon Countryside Alliance*** - This presentation highlights the work of the Caledon Countryside Alliance and Eat Local Caledon to offer community programs & education to support the rebuilding of the local food & farm economy.
- ***Coordinating Efforts to Build a Sustainable Food System: Ryan Hayhurst, Guelph Wellington Food Roundtable*** - This presentation highlights the work of the Guelph Wellington Food Roundtable and its championing of a Regional Food Charter. The Roundtable is a network of committed stakeholders working together to develop a thriving regional food system that is socially, economically and environmentally sustainable.



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Appendix #3

Participant Hopes for the Food Summit

Participants Hopes for the 2012 Headwaters Food Summit

Emerging Themes

- Networking and make new connections
- Discovering synergies between us
- Finding new suppliers or buyers
- Learning more about local food and what's going on in Headwaters
- Making healthy local food more accessible to all
- Reaching consensus on 1 or 2 shared priorities

All Comments

- To strengthen the food system in the Dufferin County, especially access to affordable healthy food.
- That we are able to foster a community of food providers & food consumers.
- I am the kitchen manager at the Pine River Institute near Shelburne Ontario. We are a ground breaking residential care facility for teens aged 13-20. We are hoping to network, find suppliers, and perhaps join some local interest groups.
- My hope is that we reach consensus re: one or two priority areas of action that, if achieved, would generate a meaningful, positive impact on the viability of the Headwaters Foodshed.
- Establishing and building networks within the food industry.
- To network & gain information.
- We want to learn about the opportunities within the local food market and network with other producers and possible customers.
- I hope to connect with other food producers and consumers/eaters/chefs and learn about the opportunities for promoting local food. Our co-operative would also like to display our initiatives.
- To achieve the goals as set out by the organizing committee
- Networking and information sharing
- To network with food providers and explore synergies.
- That a group coalesces that will lead a local food initiative in the direction(s) that come out of the day's discussions
- That a group coalesces that will lead a local food initiative in the direction(s) that come out of the day's discussions
- To discuss ways of making healthy food more available and affordable for consumers and how to educate the consumer into making healthier choices to support them and their local environment
- To connect with others interested in agri-tourism.
- To make connections with local people and organisations involved in the production, distribution and sale of our food
- Develop contacts to move forward with a community run kitchen. A space to provide teaching and food to all families in the community
- Assist in the deindustrialization of food; making it local, again.
- I'd like to feel that we've got a springboard for attaining local food system that's resilient to energy insecurity.

- I want to be aware of what's out there and what folks are doing re: selling locally; are there folks in the biz of greenhouses. I am wondering whether anyone is involved locally in vertical gardening.
- Open and healthy discussion about opportunities and the "how to" sustainably create/grow/develop products and markets for agri-food within the Headwater region and exported to other regions. Increase awareness by sharing examples of successes from the Headwater and other regions.
- To understand more about local foods and how to better access them
- networking; further local food system strategies
- To meet new contacts, and share new food ideas with the local business friends.
- To learn more about my community
- To build more relationships with local growers, and connect with people/businesses that source and promote local ingredients.
- To connect with others interested in agri-tourism.
- I hope to find more food producers in the area and to introduce my business to others.
- I hope to learn more about what is happening in my own area in terms of food policy & access to food, economy, the marketing of our food options and agricultural industry...really all of the aspects of the list above concern me. I really look forward to the mix of local perspectives plus best practices from our neighbours as well. I hope to help lead change for families in our area to become more aware of options for healthy living, + support and elevate local businesses.
- To share with others the high quality of honey that the Headwaters area produces that my bees share with me to offer the public and business.
- I would like to find suppliers of other locally grown products to showcase in our retail store. I want to learn more about where the movement is going so I can be better education and educate/inform my customers too.
- To participate in the discussion and movement toward a healthy, sustainable food system in Caledon and Ontario.
- I am hoping to do some networking with local food access providers and share information about the services of our Food and Friends programs in the Dufferin area.
- To learn more about the market and how TD can help provide assistance
- We like to keep up to date to keep up with community events; curious and connected to businesses and supporting other local businesses
- My hope is to network with people who are involved with the food industry in the headwaters region, and to investigate potential partnerships for Credit vAlley conservation authority. I also hope to try some great food!
- To find affordable products grown locally.
- Networking to learn about other programs and plans around food, agriculture.
- Networking and education
- I hope we can tackle the full agenda.
- I hope that the idea of having access to a sustainable, year-around, healthy local food industry will permeate through the hearts and minds of all citizens and eventually become a reality in all Canadian communities.
- To promote the production, process and sale of healthy locally grown Food Products.
- To start developing a strategic plan to promote local foods, develop food tourism and make locally grown foods more easily accessible to the residents of our region.
- To increase the presence of local food and displace imported food in our local market
- I would be interested to hear how the farmers plan to market their product to local businesses to make it easily accessible.

- To get some tangible projects the community can tackle that will strengthen our local food economy and the people to implement those projects.
- Gain a better understanding of the food climate in Caledon. Advocate for equal food access in Caledon. Network with others in the field.
- Network, meet the foodies from the area, learn about community gardens and community kitchens (or at least learn from so I can start one in Dufferin)
- I know many local restaurants through my work in the Orangeville Blues & Jazz Festival. I want to network with people and find some common initiatives that we could work on together. Including marketing/advertising opportunities etc.
- I have limited knowledge of the local food economy so I would like to learn the issues, challenges and opportunities that this area faces.
- To educate and inform myself more on my local food matters. To network with like minded people (also with the hopes of creating business opportunities).
- Interested in the local food movement, interested aware re: sustainable farming & environmental issues; knowledge gathering & making new connections

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Appendix #4

Headwaters Food System Vision, Values & Objectives

A Vision for the Headwaters Food System

Draft for Discussion

What We Envision

We envision a food system** in the Headwaters that is productive and sustainable, supports the health and wellbeing of our residents, and contributes to a prosperous and equitable economy.

**Our definition of a food system includes wild and cultivated food production and harvesting, food processing, food distribution, food access, food consumption, food education and waste management.

What We Value

- ⚙ Healthy land, soil, water and forests provide us with healthy food.
- ⚙ Healthy food nourishes healthy residents.
- ⚙ Healthy residents live, work, learn and play in healthy communities.
- ⚙ Healthy communities support food and agriculture businesses that contribute to economic prosperity.

What We Want to Achieve Together

- ⚙ All Headwaters residents have access to and have the means to buy safe, nutritious and culturally acceptable food.
- ⚙ All Headwaters residents have the skills to support healthy eating and make healthy choices where they live, work, learn and play.
- ⚙ There is a diverse and sustainable food and farming system in the Headwaters.
- ⚙ Agriculture and food businesses are connected to each other and to the community in order to contribute to a prosperous economy and job creation in Headwaters.
- ⚙ Headwaters residents are actively engaged in making and implementing decisions about their food system.
- ⚙ The Headwaters Foodshed and our local food culture are celebrated locally and beyond our borders

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Appendix #5

Participant Inventory of Current Food Programs & Initiatives In Headwaters

**Inventory of Headwaters Food Initiatives & Programs
Identified by 2012 Food Summit Participants**

<p>Sam AbiSaab Community Mission Specialist Heart & Stroke Foundation</p>	<p>Supporting community gardens initiatives in Waterloo and the good food box in Orillia to increase access to affordable fresh produce</p>
<p>Elizabeth Bryan Farmer Breaking Ground CSA</p>	<p>I am involved in running a Community Supported Agriculture Farm.</p>
<p>Teri Burnell Kitchen Manager Pine River Institute</p>	<p>We are embarking on a committed to increasing the health of our staff and residents through a multipronged approach including sourcing local, healthy suppliers for our vegetable/fruit/grain/meat/fish, as well as growing our own garden. We are interested in forging relationships and encouraging local food production, networking, etc.</p>
<p>Sylvia Cheuy Project Consultant Headwaters Communities in Action</p>	<p>HCIA is currently working with Safe Communities of the Hill Country, Brampton Battalion, Dufferin-area Food Banks, Caledon Community Services, the Caledon Hawks Minor Hockey Association and Dufferin Minor Hockey Associations to support an expansion of the Coach4Food program in Dufferin & Caledon.</p> <p>This successful program links minor hockey teams with professional coaching, which is paid for by players who collect donations for area food banks. It raises awareness of food access issues and engagement youth in community service work.</p>
<p>Shawnette Crouse Events Committee Coordinator Town of Shelburne</p>	<p>Local Events</p>
<p>Kim D'Eri Manager , Poverty Reduction Partnerships Caledon Community Services</p>	<p>Involved with the expansion of the Caledon Food Support Program (Recipe for Resiliency). To be up and running by late summer. CCS' existing food programs currently supports 846 clients with non-perishable food (donated by generous people of Caledon). Expansion will allow us the space to house refrigerators and freezer. At that time, we will be able to accept fresh, healthy produce. If you have time to volunteer or donate food, please contact me at 905-584-2300 x 202</p>
<p>Bonnie DenHaan Owner Sheldon Creek Dairy</p>	<p>We are opening one of the first on-farm dairy processing plants in Ontario. Using the milk from own herd of 50 milk cows. The cows are treated like members of the family, called by name and grazed when available. The dairy will be producing a variety of fluid milk products and yogurt. The milk will be pasteurized but not homogenized, which means the cream will float to the top. Our products will taste and digest better as the fat globules are intact not smashed to bits so they will not float.</p>
<p>Brenda Dolling Co-owner & Co-op member Whole Village Farm Co-operative</p>	<p>Providing an incubator project for young farmers. Creation of a farm co-operative/intentional community to attempt to live more sustainably.</p> <p>Provision of services to the community, e.g. tours, workshops, permaculture design course.</p> <p>Growing fruit with some available to sell to the wider community. Guest is a beginning farmer who grows vegetables for a CSA program and for local markets.</p>

<p>Keri Eric Owner Wicked Shortbread</p>	<p>Selling to farmers markets/events/wineries/ local foodie shops</p>
<p>Meg Floyd Marketing Alton Mill Arts Centre</p>	<p>Cuisine-Art: a fund-raising event for the rehabilitation of the Alton Millpond on the Credit River. Local chefs and beverage providers offer samples, tastings and demos to visitors over the weekend of July 21-22, 2012.</p> <p>Empty Bowls: A fund-raising lunch on Sun. Oct. 21, 2012. Potters donate handmade ceramic bowls and restaurateurs donate food. Visitors pay \$35, choose a bowl, have a delicious lunch, and keep the bowl. Proceeds go to local food banks in Caledon and Orangeville.</p>
<p>Gordon Gallagher Co-Chair Headwaters Communities in Action</p>	<p>I operate a pick your own and roadside food sales</p>
<p>Melanie Grime Registered Holistic Nutritionist Adams Apple Nutrition</p>	<p>I also work in the grocery department at Harmony Whole Foods Market in Orangeville</p>
<p>Alexandra Hall Co-Founder and Partner Agri-Tours Canada</p>	<p>Agri-Tours Canada is an online platform that provides users with easy access to agricultural tours and experiences. Users are able to look up tour information and purchase tickets online. Farmers can effectively use our platform to manage their farm tours and events. The platform provides an easy way to list, sell, and manage tours and notifications. This will help farmers increase revenues and marketability, leverage existing agricultural partnerships and nurture a working landscape,</p>
<p>Sarah Hallett President Creemore Farmers Market</p>	<p>I am very interested in the Farmers' Market Nutrition and Coupon Program (FMNCP) which was run in BC before lack of funding caused it to cease for a short while. I am at the beginning of finding out how the system worked with a view to examining if such an initiative could work in this area.</p>
<p>Mark Hayhoe Kaptain k2 MILLING</p>	<p>Milling flour for over twenty years from a family of millers going back 77 years. I was always taught that nothing in the mill is wasted. Trying to karry that thought outside of the mill too.</p>
<p>Andre Hebert Volunteer Good Friends Fellowship</p>	<p>The Lighthouse is a food kitchen that operates in Orangeville. Anecdotaly seeing a significant increase in use recently.</p>
<p>Bill Henderson</p>	<p>We grow our own veggies etc.</p>
<p>Peter Henderson Managing Director Ideovation</p>	<p>I'm a strategic marketing and growth consultant, with 25 years of private and public sector agri-food experience. I provide strategic business planning and guidance for brand and product growth for Canadian agri-food companies, sectors and regions.</p>
<p>James Herman Owner and Founder Possible Missions Interpersonal Skills Training</p>	<p>CAN-BIKE Cycling Education through the Headwaters Communities in Action Trails Committee</p>

<p>Barb Imrie Board President Albion Hills Community Farm</p>	<p>Albion Hills Community Farm - education, community gardens, CSA, near-urban agriculture centre of sustainable agriculture</p> <p>Palgrave Community Kitchen - founder and member</p>
<p>Michael Ingrosso Owner Operator Il Corso Ristorante</p>	<p>I'm always ready to help the community in more ways than one, and especially the Headwaters. Hospital. I will have another special dinner with live music in June to raise funds to donate to the Hospital.</p>
<p>Tammeron Karaim Owner Tammeron Centres for Well Being</p>	<p>Radio Show hosted by myself on voice america.com every Thursday at 3 pm eastern/12 pm pacific with topics including health. It's a one hour live interactive show, where I interview guests in the health and wellness industry</p>
<p>Helena Krolak Co-Founder Agri-Tours Canada</p>	<p>Agri-Tours Canada is an online platform that provides users with easy access to agricultural tours and experiences. Users are able to look up tour information and purchase tickets online. Farmers can effectively use our platform to manage their farm tours and events. The platform provides an easy way to list, sell, and manage tours and notifications. This will help farmers increase revenues and marketability, leverage existing agricultural partnerships and nurture a working landscape.</p>
<p>Jolanta Kucinska Owner Highpoint Cafe</p>	<p>I plan to open a year round farmers market as an addition to my restaurant business. I would like to involve as many local farmers as possible and am interested in learning more about the resources offered in the area.</p>
<p>Bethany Lee Owner Focus on Media</p>	<p>I am a local media and marketing professional. My clients have included a number of the orgs here today. I am a columnist at In the Hills magazine and as well run "Kids in the Hills", an online resource for families living in the hills. I hope to gather information today that will help me take an educated, holistic approach in my approach with my clients, whether they are directly related to the food industry or not.</p>
<p>Randy Leitch Owner Leitch's Honey</p>	<p>MyPick certified Farmer Markets Local farmer Market's Foodland Ontario Ontariofresh Ontario Beekeepers Ass. Canadian Beekeepers Ass OFA</p>
<p>Marci Lipman Founder Dufferin Farm Fresh</p>	<p>Dufferin Farm Fresh Local Food Map</p>
<p>Melinda McArthur Operator Heatherlea Farm Market</p>	<p>No, but are expanding your own businesses; adding sandwiches & salads; tea & coffee and also expanding our baked goods offerings.</p>
<p>Julie McManus Conservation Areas Partnership Coordinator Credit Valley Conservation Foundation</p>	<p>I am currently developing an event portfolio for the 10 active conservation areas in the Credit River Watershed. I am looking to include local food vendors at some of our events, as well as develop an event in one of our Headwaters conservation areas that is devoted entirely to local food.</p>

<p>Perry Meeker Owner Ruby Pier</p>	<p>Ruby Pier offers a unique and varied menu. The mission is simple; we provide fresh homemade products, using local ingredients wherever possible. We have a variety of fresh oysters that change daily and our hand-cut steaks are cooked to perfection. All menu items are cooked fresh before your eyes in our open concept kitchen. You can ask the chef about today's fresh catch or just take a look at what's on the grill.</p>		
<p>Jean Newell Owner Goodness Me</p>	<p>Maker of handmade pies....sold fresh/frozen.</p>		
<p>Megan Nicholson Consultant Taylor Newberry Consulting</p>	<p>I am a social research and program evaluation consultant as well as a new organic-vegetable farmer.</p>		
<p>Laurie Oakley Caledon Arts Working Group</p>	<p>I run the Friday Night Teen Cafe and would like to see opportunities for the youth to "get back to the land" to connect with the earth. I feel it would be extremely beneficial for youth to gain experience and knowledge about their food source and connect with real life.</p>		
<p>Christine Patton Market Manager/Event Coordinator Orangeville BIA</p>	<p>Manage the Market on Broadway, Orangeville's Farmers' Market. Strong proponent of all things local. Use local companies, entertainers, etc. in all my events.</p>		
<p>Francesca Riitano</p>	<p>Orangeville BIA</p>	<p>Orangeville BIA</p>	<p>Orangeville BIA</p>
<p>Adriana Roche Co-owner Gourmandissimo Catering & Fine Food Shop</p>	<p>We host a Wine Dinner Club Series Member of CERC Caledon East Revitalization Committee Help organize many community events; Headwaters Hospital Gala, Cuisine Art, Headwaters Arts Fest., Orangeville Blues & Jazz, FTP International Women's Day, GDACC, Safe Communities, Children's Wish and Canadian Show Jumping Championships, Theatre Orangeville's Victorian Christmas....all of which involve meals and would help unite local food and awareness.</p>		
<p>Michelle Stubbs Director, Community Resources Caledon Community Services</p>	<p>CCS is launching a new Food Support Program Recipe for Resiliency.</p>		
<p>Christine Thomas</p>	<p>Teacher of the art of cooking for many years and hope to do it from my home in the near future</p>		
<p>Anne Thomson Teacher Pine River institute</p>	<p>I teacher a high school course on Sustainable Farming in which we produce food on school grounds to be used in the school kitchen.</p>		
<p>Heidi Torreiter Program Manager Peace Ranch</p>	<p>Peace Ranch is a non-profit community mental health agency that provides housing support and social rehabilitative programs in a farm setting for folks with mental illness. We have a market garden business, hiring people embarking on mental health recovery, and providing fresh, organically-grown produce to members of our community.</p>		

<p>Winston Uytenbogaart Market Manager Amaranth Farmers Market</p>	<p>Amaranth Farmers Market; Working to establish a biz plan for an Egg Grading Station in Amaranth; Curious to replicate Food Tourism opportunities linked to a bike tour</p>
<p>Gail Winters Owner/Grower Winterbrook Farm</p>	<p>Winterbrook Farm specializes in growing all-natural high quality hops for the micro-brew market. We are hoping to expand our yard to a full acre in 2012. We are also in the planning stages of growing vegetables & herbs, with the hopes of selling at market (or direct) in the coming seasons.</p>
<p>Christopher Wood Catering by Christopher Woods</p>	<p>Corporate chef involved in start-up of a fairly new resort in Bolton; very involved w famous people players & donates time to teach culinary skills w a food-handlers;</p>

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Appendix #6

Event Menu

Food Summit Menu: Showcasing Our Local Fare

The Food Summit's meal was a showcase of the best of the Headwaters Food System and reflected contributions from the following local producers:

Heirloom Beet Salad, Sheep's Milk Feta, Spiced Pecans, Pickled Onions, Dandelion Greens and Sprouts

- **Best Baa Dairy** – Sheep's Milk Feta
- **Fiddlefoot Farm** – Graham Corbett and Amy Ouchterlony – Onions
- **Sheffield Farm** – Dandelion Greens
- **Nature's Way** – Sprouts

Main Fare: Marinated Beef Short Ribs, Thai Chicken Sausage, Wild Ginger and Leeks

- **Speer's Farm** – Wayne Speers - Beef Short Ribs
- **Broadway Market Garden** – Janine Livingston – Chicken Sausage
- **Andrew Sharko** - Wild Leeks
- **John Slack** – Wild Leeks and Maple Syrup
- **Jim Giggie** – Wild Ginger

• Dessert: Apple and Cranberry Pie with Vanilla Ice cream

- **Goodness Me** - Jean Newell – Pies

• Spirit Tree and Cabin Bread Basket

- **K2 Milling** – **Mark Hayhoe**, Red Fife Flour and Cornmeal
- **Spirit Tree Estate Cidery** – **Tom Wilson**, Rustic White Baguette and Boston Mills Multigrain Loaf
- **Mayfield Farms** – Ken Speirs– Apples for Spice Cake
- **Lennox Farms** – **Brian French** Rhubarb for Rhubarb Crisp

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Appendix #7

Complete Listing of Opportunities for Action

&

Small Group Discussion Summary

2012 Headwaters Food Summit Opportunities for Action

Area of Focus	Possible Actions
<p style="text-align: center;"><i>Priority #1</i></p> <p>Growing Awareness</p> <p>Raising awareness & educating re the how, why & where of food</p>	<ul style="list-style-type: none"> • issues, including food access • Develop Food Literacy through education for all ages via: <ul style="list-style-type: none"> ▪ Food skills workshops ▪ Cooking camps for all ages ▪ Integrate food education into pre-natal classes and other places where people congregate ▪ Provide education about food safety ▪ Provide education about various cooking tools ▪ Raise awareness of the importance of “real” slow food ▪ Use the community as experts to deliver workshops – e.g. elderly residents to teach canning, farmers to teach composting • Develop skills in the areas of self-sufficiency and community development • Increase community awareness and engagement around food access and food security • Link agricultural groups and non-agricultural groups • Have a radio show about local food on community radio • Provide weekly information about what’s growing locally in community newspapers • Make local food maps and directories widely available to all, for example, include them in local and regional newspapers • Market local food more to local people through signage, stores, schools, etc. • Conduct a major buy local campaign • Get local food publications (like Food in the Hills) to Toronto and to tourist offices • Make local food more available and obvious in local stores • Have community film screenings with tastings of local food and discussions • Create one local food map for the entire region

<p><i>Priority #2</i> School Programs</p> <p>School-based food, farming & food literacy programs</p>	<ul style="list-style-type: none"> • Provide more food education <ul style="list-style-type: none"> ▪ Develop a relationship between schools and local food producers to have long term and ongoing learning opportunities for learning. ▪ Teach children to cook, particularly food grown in this region ▪ Involve parents in food skills education ▪ Integrate food education, food skills and healthy eating into the curriculum ▪ Expand/restore “home economics” classes in mainstream school system(s) ▪ Teach gardening at school • Implement a buy local policy at schools • Create High school volunteer and co-op programs in the food sector <ul style="list-style-type: none"> ▪ Include an element of giving back to the community ▪ Partner high school youth with farmers. For example kids can help farmers with social media presence • Build school gardens
<p><i>Priority #3</i> Facilitating Distribution</p> <p>Linking producers to consumers to strengthen our local food economy</p>	<ul style="list-style-type: none"> • Create local food depot drop offs, where customers can pre-order and come and get local food • Create a Headwaters Food Terminal <ul style="list-style-type: none"> ▪ It would provide year-round service to stores and restaurants ▪ Could include a community kitchen ▪ Include food storage ▪ Create several local processing and distribution hubs • Create a Headwaters Food Mobile with pick- up and delivery service (wholesale) from farm to retailer • CSAs with drop-off depots or distribution centres within communities • Create a co-op to centralize products • Have a regional weekly local food auction • Create a wholesale • Create an affordable local food co-op • Create local food clusters • Create an organization like second-harvest • Collaborate with stores and shops in the area to carry more local food • Create a year-round indoor farmers market
<p><i>Priority #4</i> Culinary Tourism</p> <p>Profiling local farms & businesses to locals & tourists</p>	<ul style="list-style-type: none"> • Promote local culinary tourism within the region • Use the internet, social media and food maps • Establish a gift card or gift certificate that can be used with all local farmers and at local farmers market • The local food maps should be reviewed. Are they easy to read? Are they being used as well as they can be? • Advertise in Toronto Magazines • Find someone to champion culinary tourism in the region • Create a taste of the region event • Honor heritage by incorporating the area’s past into culinary tourism events • Combine art, music, wine and food into festivals • Promote agriculture through tourism offices • Create a food and art trail • Get recognized for local potato growing • Promote what we already have available – e.g. Summer Feast and

	<p>Winter Feast</p> <ul style="list-style-type: none"> • Have more festivals
<p><i>Priority #5</i> Improving Policy</p> <p>Reducing barriers and creating supportive environments to grow our sustainable regional food system</p>	<ul style="list-style-type: none"> • All municipalities and regions should have a food policy • Create municipal policies for local food purchasing in schools, long-term care facilities, etc. • Provide grants and relaxed regulation for small growers • Create policies and programs to improve access to land for farmers <ul style="list-style-type: none"> ▪ Change the planning act to protect more farm land ▪ Make land use zoning more flexible • Streamline bureaucracy <ul style="list-style-type: none"> ▪ Create a one-stop-shop for planning processes and business start-up • Integrate food considerations into public policy <ul style="list-style-type: none"> ▪ Link food and health policy • Review and update government regulations to bring them into line with current realities <ul style="list-style-type: none"> ▪ Change restrictive by-laws around signs to help consumers find farmers ▪ Make it easy to have weddings on farms ▪ Reduce regulation for retailers selling produce from small farms ▪ Review regulations around supply management for the local market • Ease regulation for on-farm processing

Improving Transportation Connections	<ul style="list-style-type: none"> • Improved public transportation networks • Provide transportation from urban areas to access rural areas
Incubating Local Food Businesses	<ul style="list-style-type: none"> • Emphasize local food processing as an economic development opportunity • Provide small food business incubation • Provide marketing and advertising help for small businesses
Training Professionals	<ul style="list-style-type: none"> • Train future farmers. Provide internships and farm-based education • Identify spaces and places to allow mentorship and learning to take place • Support new farmers in the area • Promote farming as a career
Stewarding Natural Resources	<ul style="list-style-type: none"> • Create and promote environmental goods and services program like ALUS • Provide tax breaks for farmers for growing organically, for soil and water management, for land stewardship and for providing internships • Subsidize framers to transition from conventional to organic practices
Growing and Identifying New Markets	<ul style="list-style-type: none"> • Direct marketing • Develop niche markets within existing systems • World crops- support new communities • Create farmers' market cooperative systems like in Amaranth
Clarifying Definitions	<ul style="list-style-type: none"> • Define what we mean by food access • Define local • Define local as regional identity
Collaborating Regionally	<ul style="list-style-type: none"> • Increasing food access regionally • The political line between Dufferin and Caledon is an issue and must be fixed. The area should be treated as the Headwaters
Making Connections	<ul style="list-style-type: none"> • Build connections between farmers and restaurants • Share information between farmers and backyard gardeners • Link producers to end users • Link all stakeholders who have a common interest in food • Promote existing organizations (4H, Women's Institutes, Churches)
Building Capacity	<ul style="list-style-type: none"> • Promote volunteer engagement – create more opportunities for volunteers • Create networking opportunities to share and learn • Hold community workshops • Have more events like the Food Summit
Make Farmland Accessible	<ul style="list-style-type: none"> • Creative partnerships between landowners and farmers (leases, agreements) • Educate farm owners – you can rent out your land

Offering Community Programs	<ul style="list-style-type: none"> • Urban Agriculture Initiatives • Urban Fruit Tree Harvesting Initiatives • Replicate Mary's kitchen • Start a community food centre • Take advantage of local assets to provide local food to those who can't access it • Create more community facilities • Prepare fresh food for those who have difficulty accessing food or kitchens • Create more community gardens • Create more community kitchen programs to help residents to eat local year round • Have cooking programs for various groups – early years, parent and child, at churches, etc.
Centralize Information/Promotion	<ul style="list-style-type: none"> • Clarify and show programs and funding through a one-stop dedicated website • Improve market liquidity (e.g. local virtual clearing house) • Create a central source of agri-tourism information and packages at no cost to the farmer • Create a food freecycle • Use social media to facilitate connections to deal with excess in the food system (e.g. crop mobs) • Create a smart-phone app that provides all information, site locations, etc for food in the Headwaters • Online and interactive buyers' guide • Groupon for local food • Create a food access guide and make it available to young people and newcomers • Promote growers already in the area • Have giveaways and promotions to school kids • Make sure that products are well labeled including the story of the product (which farm, variety, etc.) • Agricultural fairs should showcase healthy and local food

2012 Headwaters Food Summit – Small Group Dialogue Summary

Food Skills and Literacy

<p><i>What's Already Happening</i></p>	<ul style="list-style-type: none"> • Food Skills workshops • Community food advisor program • Palgrave Community kitchen • Mary's Kitchen • Foodland Ontario has recipes on its website and sites for children • 4H • Eat Local Caledon • The Albion Hills Community Farm • Peace Ranch • Public Health Healthy Babies Healthy Children program • Creemore Farmers Market • Group Training for various groups like pregnant mothers • Healthy Schools Food and Beverage Policy • Booster Juice has done a successful fundraising campaign • Cooking Up Action Menu Challenge • There are basic cooking classes for moms in Shelburne (taught by Heather Hayes) • Transition Guelph runs workshops on food skills • There are curriculum materials for PPM150 produce by public health • There are some food skills taught in alternative schools • Sustain Ontario is starting a Children, Youth and Food Network • Chris Jess runs the Food School in Fergus • FoodShare Toronto has available on their website many curriculum linked food resources
<p><i>Questions, Opportunities, Challenges & Concerns</i></p>	<ul style="list-style-type: none"> • Are Women's Institutes still involved in food teaching events? • Bridge the gap between policy and action • Make healthy food part of the curriculum • School gardens • Co-ops on farms for high school students • Blend food literacy into the existing curriculum • Create intergenerational opportunities for seniors to teach kids food skills • Fund farms to put on workshops for kids like Everdale does • Workshops on food skills, knife skills, canning, fermenting, etc,
<p><i>Ideas for Moving This Forward</i></p>	<ul style="list-style-type: none"> • Educate children and adults • Raise awareness • Educational people and pamphlets at farmers markets • Connect volunteers with opportunities • Set up volunteer centres on website for town • Bring the local food message into family and fine dining • Develop skills in people with mental health issues, addictions and low income to prepare food and eat healthily • Farm to school education • School gardens • Increase programs for people to learn to cook and process local food • Create tax incentives for organic growing • Promote what's growing/or available locally this week • Create internship programs to teach people to grow organically • Teach children from early years about food and farming • Teach people how to save seeds, etc. Run workshops with volunteers. • Teach people that local and scratch cooking can be cheaper than buying packaged food

	<ul style="list-style-type: none"> • Provide Co-op placements in restaurants and the local food industry • Bring cooking back into the schools • Do healthy recipe demonstrations in food banks and grocery stores • Create a kids cooking camp • Integrate food skills into pre-natal classes and other areas where families congregate such as arenas
Food Access	
<i>What's Already Happening</i>	<ul style="list-style-type: none"> • Partnerships with and between food banks • Surplus food from personal gardens can be brought to the Orangeville Farmer's market and is distributed from there • Orangeville Food Bank healthy eating workshop • Affordable CSA shares • 20x20 food plot of farm land for access • OSAT has 2 community gardens and is planning a third • Breaking Ground CSA donated a CSA share to the food bank. Now specific families are being sponsored • Groups can purchase plots at the Albion Hills Community Farm
<i>Questions, Opportunities, Challenges & Concerns</i>	<ul style="list-style-type: none"> • It's difficult to make money through farmers markets • Driving too far away markets poses two problems – it's not accessible and is time consuming
<i>Ideas for Moving This Forward</i>	<ul style="list-style-type: none"> • Start new farmers markets • Find places that can act as distribution centres that will allow clients* to pick up food; create depots • Set up new ways to educate those who don't know about food; health, preparation, cost* • Pressure provincial and federal governments to enforce country of origin labeling*** • Ask at local stores for Ontario Grown food. Keep that idea in the forefront of owners' and managers' minds • Create opportunities for learning exchange • Shift the culture of volunteers • Plant a row grow a row • Donate food to soup kitchens rather than waste it • Implement a program like Not Far From the Tree or the Appleseedcollective.com for fruit tree harvesting • Take fruit to community kitchens for cooking skills workshops and to process in to juice • Do community workshops on urban agriculture – particularly about liability, insurance, growing organically
<i>What/Who Could Help?</i>	<ul style="list-style-type: none"> • Local councils • government policies • Municipal governments • Consumers need to be aware of policies and regulations related to food

A Strong Food Economy

<p><i>What's Already Happening</i></p>	<ul style="list-style-type: none"> • Farmers' Markets – with new farmers participating – this is assisting with a cultural shift • Food Maps • Alton Mills has the Cuisine Art event to showcase local food and talent • Farmers are selling less to big corporate businesses and more locally • Community garden • Agri-Tours Canada – Tourism Business start-up website • Ontariofresh.ca a website to facilitate local food business to business transaction • Eat Local Caledon is promoting local food • Local Food Plus certifies farmers and businesses as being local and sustainable • Food in the Hills • Dufferin.biz • Dufferin Federation of agriculture • Chefs are promoting and using local food
<p><i>Questions, Opportunities, Challenges & Concerns</i></p>	<ul style="list-style-type: none"> • There are many challenges with zoning and too many agencies making decision
<p><i>Ideas for Moving This Forward</i></p>	<ul style="list-style-type: none"> • Change the consumer mindset • Foodland Ontario and provide marketing ideas for farmers to help them market their food • Buy Local Headwaters • Healthy Eating Programs in Schools • Get the big four retailers to provide local farmers with a spot in their stores • create a year-round indoor market • include with the market community kitchens and gardens • get a local poultry grading station • Create a Headwaters Food Terminal like the Elmira produce auction • Direct marketing and building partnerships • Create agriculture clusters- single areas where food processing and marketing is all happening in the same place • Amend the planning process to create a “one-stop-shop” for approvals • Move away from zoning to permits • Development around niche marketing • Create efficient distribution systems for smaller and independent businesses • A co-op for local farmers • Promotion of Agricultural tourism through tourism associations including promoting local staycations • Linking growers and consumers • A central information centre for the Province, regions and municipalities for sellers, and buyers • Create a food sustainability plan to compliment Caledon's sustainability plan • Local food search engine – an on-site food hub with what's on when and where • Municipal food polices for local purchases for health care, school municipal government • Linkages between producers, restaurants, retail businesses and consumers • Develop mechanisms to make it easy to take food from production to consumers • Political action • More outlets for farmers during the week • Make land affordable for farmers • Ease regulations for on-farm processing

Creating a Celebrated Region

<p><i>What's Already Happening</i></p>	<ul style="list-style-type: none"> • Local Farmers Markets are being advertised outside of the region and are becoming a community event and gathering place • The Founders' Fair in Orangeville is showcasing the art community • Local Food Maps (Dufferin, Caledon, Peel) are highlighting local food as well as heritage, arts, etc. • Fiddlefest brings people to Shelburne • The Hills of the Headwaters is developing tourism in Caledon, Dufferin and Erin • Peace Ranch is doing innovative things to provide services to people with mental health issues through food • FoodStock • Local Media- Caledon Living, Food in the Hills, Edible Toronto, • Website Hills of the Headwaters • Farmers Markets • Eat Local Caledon
<p><i>Ideas for Moving This Forward</i></p>	<ul style="list-style-type: none"> • In August have a food party to celebrate the entire region – have a Canada Food Day • Educate people – we are the largest potato growing region in Southern Ontario • Promote what we already have available – e.g. Summer Feast and Winter Feast • We need better distribution – like a local food terminal • Promote local culinary tourism • Cross-market – integrate events • Make sure that food gets to people who can't afford it • Create more community gardens and better implement the Plant a Row Grow a Row program • Unify efforts around tourism • Taste of the Headwaters- a major tourism event • Need more leadership and engagement from the industry (farmers and chefs) • A leadership round-table • Art and food stations along trails • Government incentives for community gardens
<p><i>What/Who Could Help?</i></p>	<ul style="list-style-type: none"> • A long term funding commitment from Provincial and Municipal governments (past elected terms) • Change the sign bylaws – they are prohibitive for promoting • Social media • Food maps • Farmers markets • Volunteers • Our many locations and venues

Participation in the Food System

<p><i>What's Already Happening</i></p>	<ul style="list-style-type: none"> • Eat Local Caledon is doing education about local eating and identifying new community leaders • Food in the Hills Magazine and website provides online forums, electronic maps, and a centralized source of information • Headwaters Food Summit • There are websites where agricultural tourism experiences can be highlighted • There are local food maps • The Fergus arena tried to change concession food choices to only healthy options. This was not successful
<p><i>Ideas for Moving This Forward</i></p>	<ul style="list-style-type: none"> • School programs • Use websites to engage new groups within the headwaters • Make it a goal to end hunger in the headwaters • We need to support Food in the Hills with local advertising • Expand the Headwaters logo visibility • Maximize local tourism • Create one regional local food map • Make farms easier to find • Have farm give-aways • Tap into south-end residents • Create a centrally located food hub and distribution system • Create a wholesale farmers' market for restaurants to buy local • Create innovative ways to get the public to participate in local food events • Create a local food app • Online marketing tools • A centralized search engine • Create a local food "gift-card" that can be used to promote local food purchases • A mobile market that serves farms and restaurants • Gupons for local food • Improve volunteer training • Streamline regulations for on-farm processing – create a one-stop shop to help navigate them • Co-operative models for a local food terminal/market/auction and for perishable food transportation
<p><i>What/Who Could Help?</i></p>	<ul style="list-style-type: none"> • School boards • Tourism associations • Municipalities • Sport facilities – provide booth and brochure racks

A Diverse and Sustainable Food System

<p><i>What's Already Happening</i></p>	<ul style="list-style-type: none"> • Ecological practices on farms • CRAFT program • Windy Field Farms is growing non-GMO crops with low pesticide use and open pollinated seeds • Whole Village and Albion hills are growing organically • Albion Hills Community Farm • High Skills Major in Agriculture • Palgrave Environmental Committee is trying to educate about and course local food • The Pine River Institute has an orchard and a large school garden
<p><i>Ideas for Moving This Forward</i></p>	<ul style="list-style-type: none"> • Educate people about whole foods and associated health benefits • Provide instruction about greenhouse functionality and getting away from energy usage through design • Promote healthy, economically viable food within the school system • Change assumptions about what kids in schools want • Create more school gardens • Recognize our heritage and emphasize returning to our roots • Reward farms with tax breaks for organics, soil and water management • Promote healthy donations to food banks • Promote mentoring programs where “old” skills are shared with younger generations for farming, preserving and food preparation skills • Develop approaches to distribute food to those with accessibility issues • Making local food available consistently throughout the week • Making distribution profitable for the middlemen • Making sure farmers are growing a complimentary diversity of food • Create local processing hubs • Create a community kitchen and incubator • Create a community food centre • Create a food storage facility • Have movie nights about food • Do nutritional education for the public • Gleaning • Use technology to facilitate distribution - a hotline or website • Agricultural society fairs
<p><i>What/Who Could Help?</i></p>	<ul style="list-style-type: none"> • Transportation companies • Local businesses • Connections with schools • Fundraising groups • Agricultural groups • MPPs to lobby for tax breaks • Local media • Agricultural Societies • Eat Local Caledon • Palgrave Community Kitchen

Headwaters 2012 Food Summit Report



Appendix #8

Listing of Attendees to the 2012 Headwaters Food Summit & Local Food Trade Fair

**2012 Headwaters Food Summit
List of Participants**

Sam AbiSaab Heart and Stroke Foundation	Natasha Arsenijevich	Sarah Aston Food In The Hills	Jane Aultman Township of Amaranth Economic Development Committee
Lauren Baker Toronto Food Policy Council	Signe Ball Food In The Hills	Rodney Barnes Hills of Headwaters Tourism Association	Julie Baumlisberger Windy Field Farms
Del Bernardi Mono Sustainability Action Committee	Brian Besley Amaranth Economic Development Committee	Elizabeth Bryan Breaking Ground CSA	Teri Burnell Pine River Institute
Sylvia Cheuy Headwaters Communities in Action	Jennifer Clark Eat Local Caledon	Kelly Cook Regional Municipality of Peel	Graham Corbett Fiddlefoot Farm
Tracey Croft WDG Public Health	Shawnette Crouse Town of Shelburne	Kim D'Eri Caledon Community Services	Darlene Daughen Countryside Farmers' Market
Rob Day Fiddlefoot Farm	Ami Dehne	Bonnie DenHaan Sheldon Creek Dairy	Fiona Docherty
Brenda Dolling Whole Village Farm Co- operative	Sandra Dolson Town of Caledon	Keri Eric Wicked Shortbread	Gary Falakis
Leesa Fawcett HCIA & York University Faculty of Environmental Studies	Meg Floyd Alton Mill Arts Centre	Gordon Gallagher Headwaters Communities in Action	Catherine Gignac Carver's Block
Melanie Grime Adams Apple Nutrition	Alexandra Hall Agri-Tours Canada	Sarah Allett Creemore Farmers' Market	Jane Hanninen Food Industry

Michele Harris Hills of Headwaters Tourism Association	Heather Hayes Township of Mulmur	Mark Hayhoe k2 MILLING	Ryan Hayhurst Guelph Wellington Food Roundtable
Andre Hebert Good Friends Fellowship	Bill Henderson	Peter Henderson Ideovation	Indira Herman
James Herman Possible Missions Interpersonal Skills Training	Janet Horner GTA Agricultural Action Committee	Darlene Hostrawser Peace Ranch	Karen Hutchinson Caledon Countryside Alliance
Barb Imrie Albion Hills Community Farm	Michael Ingrosso Il Corso Ristorante	Valerie Irwin County of Dufferin Community Services	Jaya James Ontario Government
Brian Johnston Town of Caledon	Bruce Johnston	Tammeron Karaim Tammeron Centres for Well-Being	Richard Kitowski
Jocelyn Klemm The Wine Coaches	Melissa Kovacs Reid Orangeville Food Bank	Helena Krolak Agri-Tours Canada	Jolanta Kucinska Highpoint Cafe
Heather Laidlaw Peel Federation of Agriculture	Jennifer Lapointe	Shelley Lecours	Bethany Lee Focus on Media
Randy Leitch Leitch's Honey	Marci Lipman Dufferin Farm Fresh	Janine Livingston Broadway Market Garden	Kay MacDuffee
Anita Macfarlane Food and Friends	Laurie Malleau Foodlink Waterloo Region	Rahim Mamdani TD Bank	Melinda McArthur Heatherlea Farm Market
Pat McArthur	Marlene McClure	Fred McGarry The Centre for Community Mapping	Celton McGrath Dufferin Farm Fresh
Randy McLeod Peel Federation of Agriculture	Julie McManus Credit Valley Conservation Foundation	Perry Meeker Ruby Pier	Allison Mitchell Guelph Community Health Centre

Amanda Montgomery The STOP Community Food Centre	RaDeana Montgomery GDACC	Santana Moores	Ron Munro Dufferin.biz
Lisa Needham WDG Public Health	Angelica Nef Sustainable Food Systems	Jean Newell Goodness Me Pies	Megan Nicholson Taylor Newberry Consulting
Ravenna Nuaimy-Barker Sustain Ontario	Laurie Oakley Caledon Arts Working Group	John K. Oosterhof East Luther Grand Valley	Mark Ostrowski Dufferin Federation of Agriculture
Lana Palmer Upper Grand Family Health Team	Christine Patton Orangeville BIA	Jennifer Payne	Ann Phelan
Howie Phelan	Melissa Piccinin	Michael Potters Hockley Valley Resort	Matt Rietberg
Elise Ringgenberg	Ben Roberts Town of Caledon	Liz Robson WDG Public Health	Adriana Roche Gourmandissimo Catering & Fine Food Shop
Gilles Roche	Cecily Ross Food In The Hills	Michelle Rowarth	Ann Roxburgh
Theresa Sauren Dufferin.Biz	Stephan Saul	Laryssa Sawyer Cedar Creek Farms	Jamai Schille York University
Anita Sequeira Hills of Headwaters Tourism	Lee Simon	Ian Sinclair Sligo Landscape Design	Daniel Solovec
Wayne Speers Speers Farms Amaranth	Michelle Stubbs Caledon Community Services	Jason Taylor Taylor'd for Taste Personal Chef Service	Christine Thomas
Allan Thompson Town of Caledon	Anne Thomson Pine River Institute / UGDSB	Heidi Torreiter Peace Ranch	Brenda Trzeczak WDG Public Health
Winston Uytenbogaart Amaranth Farmers Market	Joan Vanduzer	Nicole Vanzutphen Town of Orangeville	Norman Varrall River Ridge Farm
Gail Winters Winterbrook Farm	Christopher Woods Catering by Christopher Woods	Verna Wright Township of Centre Wellington Parks and Rec	Amber York WDG Public Health

