

## **York Region Food Charter Visioning Day**

Aurora Cultural Centre

November 2011

### **Culture and Celebration**

#### **How**

Celebrations- Recipe sharing/food exchanges  
Creating partnerships  
Removing barriers + knowledge transfer  
Sharing space like churches, school, enabling access  
Community kitchens – specific to different cultures+ invite to participate  
Introduce culturally diverse programs + resources  
Accurate information education  
Gleaning  
Good food boxes  
Community kitchens  
Adult farm trips  
Include every one not the community  
Local media  
Collaborate with local business, ethnic grocer, faith  
Take care of weakest link/  
Storytelling  
Media – what’s happening ( events, festivals) start a dialog

#### **Wow**

Celebrate, cook, prepare together  
Inter-faith partnerships  
Coordination, knowing what’s happening  
Know how to prepare food (teaching)  
Events  
Education  
Invite include  
Calendar built on it what’s happening  
Linking existing services – community -faith -farmer -grocery -C.C. –school

#### **Now**

Ignoring realities of York region  
Food brings people together  
Culture can contribute a wealth of knowledge  
Denial  
Participant  
Fragmented  
Food system broken  
Food deserts  
Communication break down or non existent  
Food needs are diverse  
Untapped potential  
Access to local food

## **Equity and Social Justice**

### **Now**

Distribution borders for local food  
Unjust  
Food deserts  
Access to healthy food  
“Cheap food” policy  
Food waste  
Farms homes?  
Aging farmers  
Farmers markets expensive  
Everyone needs food education  
Inaccessible  
A lot of processed food  
Lack of independent grocery stores  
Lack of food growing skills  
Fragmented system  
Land loss  
Farmers income  
Unused land

### **How**

Eating real food  
Proper labeling  
Understandable labeling  
Better food regulation (less sodium)  
Recognize value of good food  
Networking partnerships  
Bartering  
School gardens  
Education on value of culture  
Urban gleaning  
Vote with \$ citizens responsibility  
Municipality to allocate land in neighborhoods for farm/garden  
Drawing from positive examples  
Dumpster diving –dignity?  
Incorporate practical food literacy and gardening in school  
Transformative politics  
Check Charles Levkoe research  
Holistic food approach

### **Wow**

Healthy food supplement  
Culturally + personally appropriate food

Available world food cops  
Transparent labeling  
Universal food education  
Recognize the true value of food  
Encourage everyone to grow food  
Access to neighborhood gardens  
Farmer chef kitchen garden at every school/ organization  
Fair wages  
Redistribution of incomes  
Rebuild the middle “processing etc.”  
Local food procurement agency  
Access to land for new farmers  
Food connects to all  
Bartering  
Food is human right  
Appropriate food subsidies

## **Education**

### **Now**

Dysfunctional  
Lack of accessibility  
Food + farming is business  
Food deserts  
Dominated by old men  
Broken  
41 different orgs doing the same thing  
Lack of education  
No NFU in York  
Access farmland  
Culture + diversity

### **How**

Embrace/educate slow food movement.  
C.R.A.F.T.  
Train young farmers  
Connect farmers to non farmers to clear misconceptions  
Keeping champions interested in projects  
Farm internships  
Use 41 orgs more effectively  
Invite key players to participate in moving food policy  
Develop champions from the inside- school board policies – education champions –  
facilitate conversation between school board and agriculture  
Community kitchens as a learning aid  
Use of social media  
Media literacy

### **Wow**

Kids know what to do with food  
Prep food from scratch  
More education for co-ops at every step in the value chain  
Food in curriculum (what to do, health implications)  
Eating seasonal  
Link food to health  
Provincial integration of health + school boards  
Gardens connected to all logical places  
On hub food policy council, umbrella org  
Champions inside  
Food literacy for adults

## **Economic Development + sustainability**

### **Now**

Diverse needs of eaters  
Shrinking land base for food production  
Labor costs work ethic skills viability challenging  
National grocers de-selects site/Sobeys  
Local/small markets un-served  
Downward pressure on price from multinational food industry  
Fast food convenience is priority for consumer  
Uncoordinated  
Different by municipality  
Need for policy GTAAC aq advisory committee  
Leadership by coordinated strategy  
Gaps in food accessibility

### **How**

Marketing campaign- restaurants  
Social media  
Contracts-local and sustainable  
Access to “local share” farmers markets  
Farmers market year round  
Promote healthy food  
CSA and community gardens on municipal land  
Remove barriers  
Provincial policy  
Bring stake holders together

### **Wow**

Education  
Continual advocacy about local food  
Markets all year round  
Healthy food  
Reduced health care cost  
Local procurement in “mush” sectors  
Push processors – help with jobs  
Inclusivity marketing strategy  
Financial stability  
Insure diversity of stakeholders – farmers, restaurants, business, growers, processors, politicians, producers, consumers, health, education, Ec Dev, media.

## **Health and Wellbeing**

### **Now**

Education needs to address food choices  
Affordability (local food not cheap)  
Food banks – non perishables (less nutritious)  
Seniors CCP \$1500/month (stress, sick)  
Change over time – healthier grandparents generation  
1/5 impacted/linked mental health addiction issues – huge role  
Presentation of illnesses  
Basic cooking skills lacking  
Good food more expensive  
Time – easier to get takeout  
Food literacy  
# of pots and pans is down?  
Similar to North America  
Example positive – healthy schools  
Eat for: convenience, not nutrition, lack of awareness, lack of money  
Challenges to adapt to style of N.A. cooking for new Canadians  
Societal families don't cook/eat together  
Environment – hard to get food (can't walk need drive)  
Unhealthy food environment – not easy

### **How**

Working environment facilitates physical activity (20 minutes to be active)  
More time to cook  
Cooking lunch + learn in the workplace  
Workplace cafeteria healthier  
Health units + other partners – educate on  
Don't just target fast food restaurants (lose bigger picture)  
Education men  
Education – culturally relevant resources (food guide) – medical schools, lack of dr. training in nutrition  
Local = healthy (unprocessed, fresh)  
Health tax  
Tax credits( If kids involved in sports)  
Health insurance providers – financial way to change behavior  
Community capacity building – programs – community kitchen – holiday eating – seasonal programs – follow-up/ evaluation/ monitoring  
Food supply level  
Gout – sodium working groups  
Grocery stores apples from away (US, NZ)  
Food guides that everyone has access to  
Seniors as food educators (processing cooking etc)

How to get requirements into daily diet – nutrition – eat right Ontario

**Wow**

Social+ economic justice to eliminate health inequities (prent ppl getting sick)

Community kitchens too, not just schools

Healthy food = a human right

Meaningful programs – more that focus on healthy eating/ alternative – culture specific

Education system – teaching home ec mandatory – creative/healthy lunches – industrial kitchens to teach students to cook/cooking skills

Realistic/ easy to understand resources

Gov't investment

Teamwork – everyone cooking together, sharing work to save time

Make sure everyone has adequate income

Prices – higher for unhealthy food (similar ones to smoking)

Food literacy for all

## **Environment + Wellbeing**

### **Now**

Modes of development – unique to topographic

Need to reconnect

Risk

Native species/food

Lawn conversions – edible landscapes – unused space

Integrate environmental food production into people's lives

Loss of viable agricultural land through development

Growth concerns – no learning on all levels of government

Waste

Agri already provides enviro

Services for the positive

Redefine agricultural land use now

Disconnect between public understandings of farmers contribution to the environmental health

Local and global unwise use of resources genetically modified food global concern

### **How**

More community networking share/ harvest

More education

How to maintain farmland and environment while facing urban sprawl and city pressures

Farmers need to blow their own horn

Local planning charges reflecting new definitions applications of small farms

Grass roots movement to government

Dialogue to remove barriers between understanding between city dwellers and farmers

Bring \$ financial realities and green goals together

Greater protection how we get there

Aquifer- biodiversity

Get your lawn off grass program

Community based

Skills building

### **Wow**

Food ownership identified I store

Reinvent relationships

Better integration between groups (environment, farmers, city)

Neighborhood community goals

Agriculture integration into city

Reinvent

Realize

Refrens

Communication between all stakeholders

Agro ecology concepts applied

## Partnerships

Integrate food production economically feasibly into green space

Relationships and environmental groups and agriculture groups

Communication to break down barriers together

Where we want to be

100 mile food system no hunger, equity/education strengthen biodiversity  
supporting corridors community involved

## **Health + wellbeing**

### **Now**

Healthy food need to be convenient

Quality vs. quantity of food

Opportunities for improvement

Prop that eating habits will deteriorate due to current situation. Economic situation complex.

Tipping point

Barriers

Band aid treatment vs. prevention

Food aid (type of approach)

Cost analysis

Continuing to lose agricultural land

Growing subdivisions

Less ability to grow food

Food deserts

Cheap food/ quality of food

Need to take it further

Making ends meet

### **How**

How to engage all key stakeholders – producers, grocery stores

I cook therefore I am

Demand tastes buds back

Good public policy

Curriculum

Sector based partnerships top down approach to solving the problem

### **Wow**

Remove stigma associated with community food programs

Larger grocery

Socially responsible

Ability to buy local foods

Support smaller shops

More community gardens

Cooking eating together

Food shouldn't be a commodity food is a basic right

Healthy food the easy and convenient choice

Reconnect foods and health

Health wow

Less obesity

Less super size