

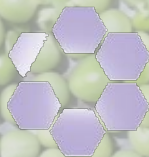
You Are Where You Eat

Linking Healthy Communities and Regional Food Systems

BC Healthy Communities, Sidney, March 27, 2014

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Principal | Urban Food Strategies

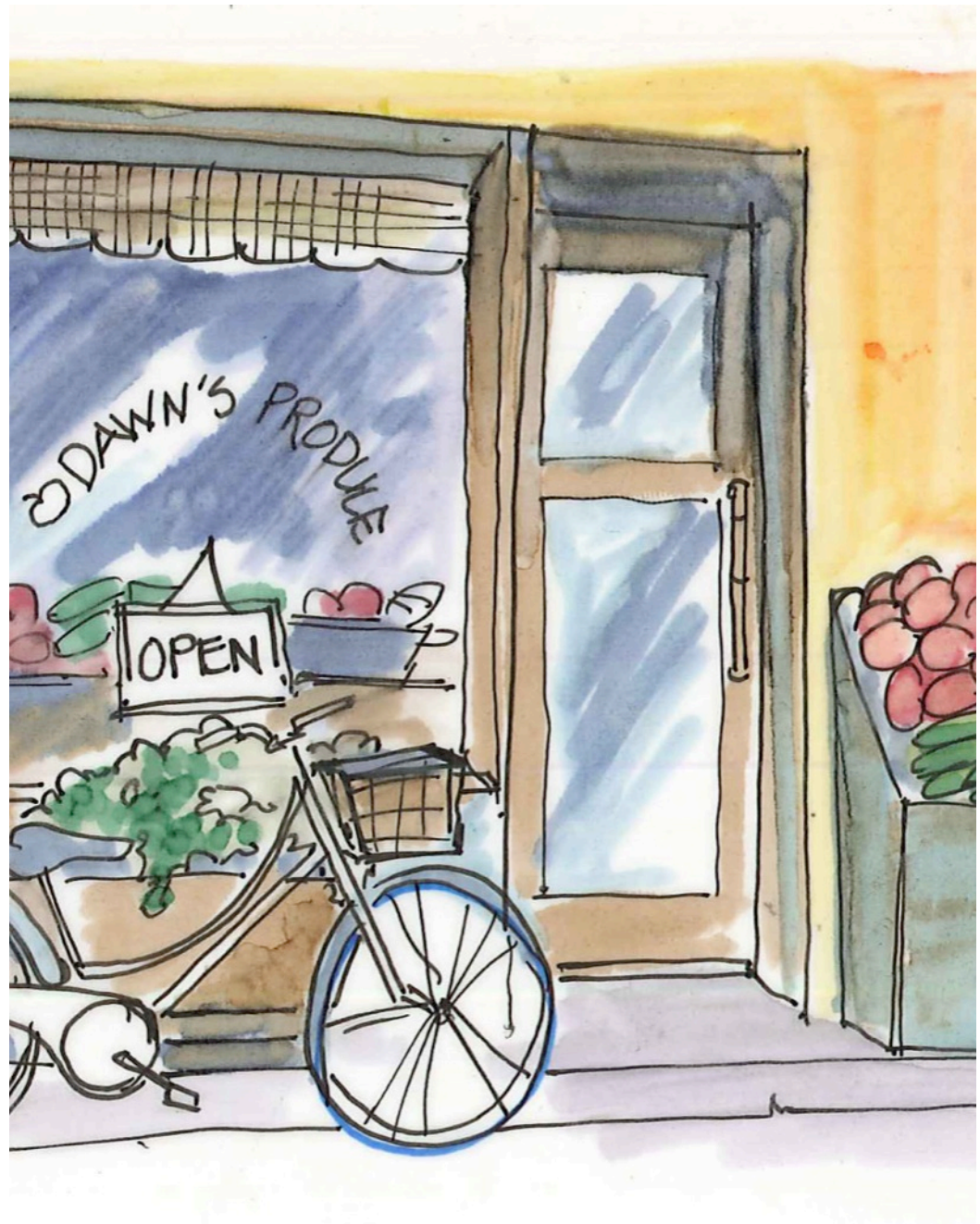
URBAN FOOD
STRATEGIES





Objectives for today

- Explore Collaborative Action
- Match-up Wall
- Identify opportunities for local government





Why Collaboration?



Edible Garden at Kamloops City Hall



Elements of a regional food system

Local, provincial food systems

Indigenous food systems

National and global food systems

Identify Intersection points to take action locally





The Transect

Spatial organization of the food system

Context and scale

Urban to wild

Tool for developing land and water based strategies

Drawing by Joanna Clark





Government

Local
Provincial
Federal
International

Places of Learning

Neighbourhood Houses
Schools
Colleges
Universities

Financial Institutions

Banks
Credit Unions
Fundors

Community

Nonprofit
Grassroots
Advisories

Business

Agriculture
Processing
Wholesale
Grocers
Restos
Developers
(...)

Who is involved?



Benefits of healthy communities





Jobs and local economies

Multiplier effect

Job creation

The 25% shift (Ohio Study)

Create 27,000 new jobs,

Increase regional ec. Output by 4 billion,

Expand tax revenues by 124 billion





Key Issues

Why care about healthy communities?





Key issues for healthy communities





BC Data

- 7.7% of British Columbians are considered food insecure
Total assisted 94,002
(Second only to ON and QC)
- 29.5% Children





Why are Canadians Food Insecure?

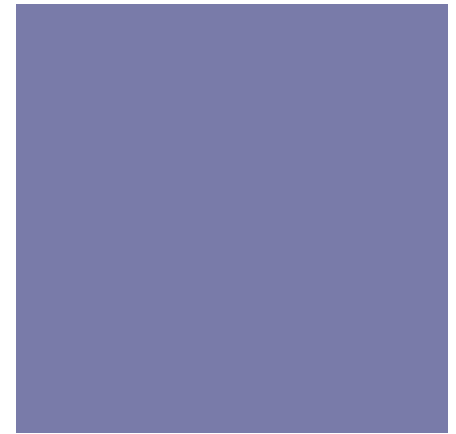
Income

Loss of major job sectors (400,000 jobs lost since 1991 in manufacturing 16% -> 10% of overall jobs)





Key issues in regional food systems





Levels of Pre and Post Consumer Waste

On average, it is estimated that 50% or 1,645,430 tonnes (2005) of fresh food disappears within Metro Vancouver before it reaches the consumer.





Import Redundancy

Canada is a net exporter of food

In 2003, Canada exported \$16.8 billion worth of food products and imported \$12.6 billion (Statistics Canada, 2004).

- Ontario Tomatoes: Between July and September of 2005, Ontario exported \$69 million in fresh tomatoes but imported \$17 million in fresh tomatoes (Maan Miedema, 2006).
- Ontario Apples: 54 000 tonnes of apples were exported, while 159 000 tonnes of apples were imported from other countries (Statistics Canada, 2009).







Don't get stuck, get partners!

On the data- work from probable associations

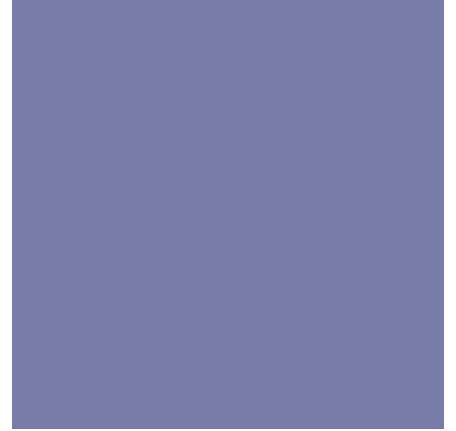
On the link between healthy food and local food

On the speedbumps (Lantzville)

Identify tools



Local Strategies & Collaboration Opportunities





Maintaining the land base

Keep farming viable
Looking beyond land protection





Role of Local Government in Healthy communities

Policy and Planning
Corporate Operations
Enforcement
Engagement/ hosting





Land Use and Food/ Health Policy

Statutory plans

Strategies (corporate and
community)

Procurement policy

Food and Agriculture planning

Integration with healthy communities
(e.g. City of Victoria OCP)

OCP, Regional Context Statements

Zoning

Urban design

Regional Growth Strategies

Senior levels of government (ALC,
DFO, CFIA)





Comprehensive Food Strategies

Edmonton

Toronto

Calgary

Vancouver

New York

Philadelphia

Seattle

In BC:

District of Mackenzie

City of Nanaimo

City of Vancouver

City of Victoria

District of North Saanich

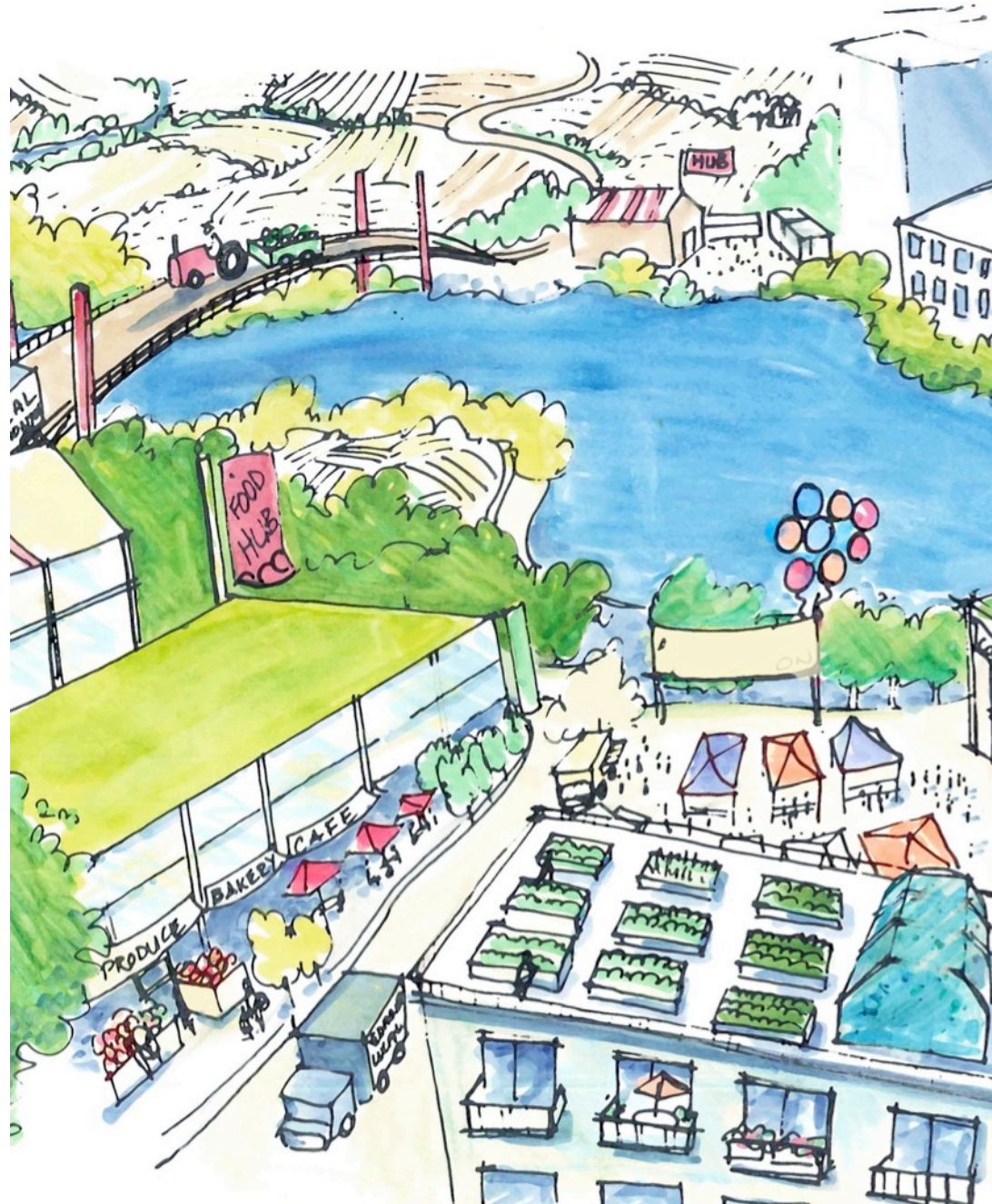


**EDMONTON'S
FOOD & URBAN AGRICULTURE
STRATEGY**



Healthy Built Environment

- Building location and design
- Landscapes & open spaces
- Shared facilities
- Collaboration, engagement and partnerships
- Develop a food system implementation strategy





Urban Agriculture & Farming

Curtis Stone

Lantzville- requirement for urban gardens





Landscapes & Open Spaces

- Allotment and sharing gardens
- Horticultural therapy
- Patios with raised beds
- Community orchards
- Outdoor BBQs, harvest tables and picnic areas
- Spaces for small markets and food celebrations
- Intensive rooftop gardens





Investing in land assets

Trust models

Development levies and agreements

Leasing land (Young agrarians land access guide)

Agrihoods





Food Hubs

Types and functions

Pros and Cons





Food Incubators & Development Centre

Leduc Processing and Development Centre





Institutional Procurement

City of Markam ON- 25% local over
three years





Farmers Markets

Permanent facilities?





Small to Med Scale Processing Capacity

Mobile abattoirs

Informal networks





Mobile Markets

- Westside Mobile Food Market, Vancouver BC
- Pocket Market, Coquitlam BC
- The Mobile Market, Washington DC
- Food Bank, Sacramento CA
- Mobile Good Food Market, Toronto ON
- Fresh Moves Mobile Market, Chicago Ill
- Green Machine Mobile Market, Memphis TN
- Greens Grow Farm, Camden, PA
- Real Food Mobile Market, Baltimore MD
- Farm Bus, Richmond VA
- Freshmobile, Madison WI
- Beans & Greens Mobile Unit, Kansas City KS,
- Garden on the Go, Indianapolis, IND
- George Grown Mobile Market, Hood River OR





Food Skill Development

- Personal
- Professional
- Business Incubation
- Growing, preserving and preparing,





Gleaning and food sharing

- Fraser Valley and Okanagan Gleaners
- Armstrong garden sharing





Labeling & Creating a Regional Brand

Provincial, national branding PLUS

Regional brands

Promoting





Food and agri tourism

Pros and Cons





Integrated development models

Key success factors for agrihoods

- Hire a farmer
- Develop a strata market garden business plan
- Focus on human-scale agriculture.
- Develop a whole farm plan.
- Provide start up capital for farm equipment and materials .
- Cluster rural, human scale residential uses in least productive areas
- Plan for a mix of land use
- Design with nature.
- Develop rural character standards
- Create approvable proposals
- Implement growing areas during construction



Thank-you

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