

# Food Matters Manitoba

Home of the Manitoba Food Charter



---

**2009-2010  
ANNUAL REPORT**

30+ food security projects  
21,000 Manitobans reached  
5000 volunteer hours  
60 charter signatories  
38 media stories  
129 partner organizations  
160 community displays and events  
198,400 website hits

---

## 2009-2010 MILESTONES

In 2009 the Manitoba Food Charter changed its name to Food Matters Manitoba to reflect our growing mandate and mission to engage Manitobans towards healthy, sustainable, and fair food for all.

In addition to our ongoing food security projects, FMM undertook 26 new projects and 5 major events in 2009-2010. The organization also conducted a comprehensive communications review and developed a communications strategy in 2009. While the plan and key audiences have been developed, we are currently seeking resources and partners to implement the strategy.

Food Matters Manitoba is increasingly being recognized by the public, the media, other organizations, and various levels of government as a source for food security information.

FMM continues to diversify, and has branched into local economic analysis, municipal food policy development, school outreach programs, and Farm to Cafeteria activities.

## CHALLENGES

At Food Matters Manitoba we are very proud of our achievements in 2009-2010. Like all organizations though, we face a few challenges of our own:

- 1 Insufficient funds to reach rural regions
- 2 The difficulties of communicating the complex message of food security
- 3 Increasing the involvement of diverse food system stakeholders including members from health, industrial and agricultural sectors.



Above: Participating in a food processing workshop  
Left: Display hall at the 2010 Growing Local Conference

## NEW GOALS

This year our board created a new strategic plan and developed five internal and external strategic directions for Food Matters Manitoba:

- Fulfill the role of incubator by strengthening partner networks and building community food skills
- Further the engagement of Manitobans by developing a comprehensive communication strategy
- Strengthen the role of Food Matters Manitoba members through a membership development program.
- Enhance the sustainability of Food Matters Manitoba by seeking long-term, diversified funding
- Deepen the engagement of the Board of Directors through board development and training achievements that the organization made in 2009-2010.



Far left: Youth participating in composting workshop. Above: Culinary Tour of Manitoba tour. Left: 2010 Growing Local attendees attend a workshop

## 2009-2010 EVENTS

### NORTHERN HARVEST FORUM

An opportunity to examine food security from a Northern perspective, the 2009 Northern Harvest Forum saw more than 100 people from 33 communities come together in Thompson. Participants experienced hands-on learning opportunities in a wide range of skills, from canning workshops and community gardens to meat smoking and healing plants.

### GROWING LOCAL, GETTING VOCAL 2010 FOOD SECURITY CONFERENCE

More than 300 Manitobans attended our third annual conference on February 19th and 20th, 2010 and participated in more than 40 different sessions, at the University of Winnipeg. The Growing Local Youth Gathering ran parallel with the conference, and saw almost 100 local youth participate. The Culinary Tour of Manitoba, the conference's evening event, delivered local culinary delights to 200 guests.

### FARM TO CAFETERIA FORUM

The forum kicked off a 15-month Farm to Cafeteria project funded in part through Rural Secretariat of Canada, and developed in partnership with Organic Food Council of Manitoba and Heifer Canada. The February 20th event brought 60 people together, including 30 farmers, to network and workshop methods to bring locally produced food into Manitoba institutions.

### GOLDEN CARROT AWARDS

Our third annual Golden Carrot Awards recognized 27 Manitoban community food champions in the Rotunda at the Manitoba Legislature on October 16th, 2009. The awards honor Manitobans who are working towards a more just and sustainable food system for all in these categories: rural, northern, urban, media, business, and education.

### FARMERS' FEAST

Food Matters Manitoba and partners hosted the first annual Farmers' Feast in St. Norbert. The sold-out event featured gourmet locally produced food and local farmers, prepared by eight Winnipeg restaurants, and served to 200 guests. Plans for the 2010 Farmers' Feast year will expand the site and number of participating restaurants, and feature the contributing farmers at each table.



Above and below right: Climate Change Action Fund Food Miles Workshop participants

## 2009-2010 PROJECTS

### WINNIPEG FOOD POLICY WORKING GROUP

The working group, facilitated by Food Matters Manitoba, has brought together a number of organizations and City staff to encourage the City of Winnipeg to implement a Food Policy Council. Activities have included coordinating a Speak Up Winnipeg food security roundtable, presentations to committees of the City councillors, and meeting with senior City administrative staff.

### CHILD NUTRITION COUNCIL OF MANITOBA

Through a partnership with Food Matters Manitoba and the Winnipeg Foundation, the Council allocated funding for nourishment programs in all Winnipeg inner city schools, 27 other Winnipeg schools, five community programs and two daycares, contributing to the health of more than 5,700 students. The Child Nutrition Initiative is in the third year of a five year partnership between the Child Nutrition Council of Manitoba (CNCM) and The Winnipeg Foundation with funding from the Moffat Family Fund.

### THOMAS SILL FUNDS FOR NORTHERN INFRASTRUCTURE

FMM received and coordinated the funding for a number of small northern capital projects through a grant from the Thomas Sill Foundation. Support was provided to the Thompson Zoo Boreal Agriculture demonstration site, The Pas Community Market, Shamat-tawa First Nation, and Opaskwayak First Nation.

### NATIONAL COMMUNITY FOOD ASSESSMENT PROJECT

Food Matters Manitoba supported Winnipeg's North End Food Security Network to undertake a small scale community food assessment as part of a five community national project. Plan development involved five main steps including: an environmental scan, an asset and gap analysis, community priority setting, recommendations for proposed action, and the development of a plan of action. Food Matters Manitoba acted as the national project coordinator for this initiative along with a project support team.

### CLIMATE CHANGE ACTION FUND FOOD MILES WORKSHOP

This project was developed to deliver workshops on food miles, local food systems, and sustainable agriculture, and ran through the 2009-2010 school year. More than 1000 students and 400 teachers participated in workshops and in-services at 16 schools and venues across the province. 86 per cent of participating students reported that they thought the workshops gave them the tools to make more climate-friendly food choices.

### EAT LOCAL, BUY LOCAL

This bilingual public education campaign provided educational materials on the benefits of eating locally. Materials were installed at point of sale locations and store front displays. Grocery shelf signage, brochures, farm bio posters and local food request postcards were placed in 18 grocery stores across Manitoba. Eighty-three per cent of participating grocers felt that the point of sale package had a positive impact on their sale of local foods, and participating farm families reported increased sales after the campaign.

### 2010 GROWING LOCAL CALENDAR

Food Matters Manitoba partnered with Art From the Heart to develop a local food art calendar. The calendar features works by 10 low-income, inner city artists, all of which were created using local fruits, vegetables, and grains found in Manitoba. Over 500 calendars were distributed and sold in stores throughout Winnipeg. The project fostered relationships with artists, dietitians, and local professionals, while providing a fun and educational calendar for Manitobans.



# Northern Healthy Food Initiative

## 2009 - 2010 Projects

Through the Northern Healthy Foods Initiative, Food Matters Manitoba worked with 13 northern and remote Manitoba communities to develop and build on community food plans. FMM helped develop local food projects in the communities, in order to increase their access to healthy and nutritious foods. Some highlights include:

### CROSS LAKE FIRST NATION

Mikisew Middle School, located on the Cross Lake First Nation reserve, incorporated a school gardening project designed to introduce Mikisew students to gardening. The students are responsible for planting and taking care of their own gardens, and adults in the community act as mentors, providing weekly garden visits over the summer months. Eleven students participated in a seedling/transplanting workshop, where they learned about seed starting, prepared a starter mix, and started plants to be transplanted to their gardens.



### NORTHLANDS FIRST NATION (LAC BROCHET)

A community garden is in the works, and will be maintained by the Health Centre staff, with their clients participating in the gardening. They are going to start with planting potatoes, carrots and green beans.



### SHAMATTAWA

The people of Shamattawa have been working on a horticultural therapy project, including memorial tree transplants in honour of the youth the community has lost to suicides. A community garden is also planned, so that Shamattawa residents can begin growing their own vegetables.

### YORK LANDING

George Saunders Memorial School will incorporate gardening into the school curriculum. The project aims to create an outdoor education classroom, and a seedling/transplanting workshop is planned with the students.



### SPLIT LAKE

A plan to establish a community vegetable garden was developed, based on the input of more than 30 adults and youth in Split Lake. The community's vision for their gardening project is to introduce gardening to the youth and teach people how to eat healthy and grow their own food.

### FOX LAKE CREE NATION

A community plan for a gardening project aims to introduce students at the Fox Lake School to gardening. The students want to grow a "pizza garden", by planting vegetables that can be used as toppings for pizza (such as tomatoes, green peppers, onions and herbs). A gardening bingo is also planned, and the prizes will be garden-related, such as plants, herbs, potato tub kits, and fruit trees, in order to get people in the community to plant something this year.

### GRAND RAPIDS

Two new garden sites were created in Grand Rapids, and a gardening and composting workshop was held. Future projects include constructing a raised garden to start gardening with some traditional plants as well as to grow some fresh herbs.



Above: Northerners and youth participating in NHFI Northern Community Projects

# Heifer International 2009 - 2010 Projects



Food Matters Manitoba has facilitated small-scale food production, nutrition education or food skill projects that build community capacity, made possible by a three-year funding from Heifer International. Some of the new projects this year include:

## **IMMIGRANT AND REFUGEE COMMUNITY ORGANIZATION OF MANITOBA (IRCOM)**

Funding support helped develop a new community garden at Dufferin School in Winnipeg's West Alexander neighbourhood. Families from the Karen community of Winnipeg, originally from Burma, planted and harvested traditional foods. Future plans include integrating the gardening activities into the school curriculum.

## **NEW ERA COMMUNITY SCHOOL GARDEN-BRANDON**

Funding from the Local Food Project helped NECS and provided space, soil, seeds, starter plants, tools, water, educational resources and mentorship for 36 individual gardeners, as well as direct experience and education to over 200 others. A micro orchard, tool shed, compost system and a water tower were also provided. Classes were held on planting and propagation. Student from NECS, two local daycares, and one boys' group home planted the garden.

## **KIDS IN THE KITCHEN-SNOW LAKE**

A community-based program that taught children, ages 6 to 12, food preparation skills and allowed them to participate in fun learning activities about food, nutrition and food safety. The Local Food Project provided funding support for meal and snack preparation, art supplies, minor cooking equipment and cleaning supplies.

## **LANDLESS FARMERS COLLECTIVE**

The Landless Farmers Collective grows food for a small Community Shared Agriculture operation, and sells their produce at the Osborne Village Farmers' Market. The Landless Farmers are pedal powered, thanks to the purchase of a heavy duty bicycle trailer with funds provided by the Local Food Project. They also shared their knowledge with students at Grant Park High School.



Top left and right: Local Food Project participants get some hands-on experience  
Above: 2010 Growing Local Conference attendees enjoy some fresh produce. Left: IRCOM balcony garden



Left: A food preserving workshop in Winnipeg.  
Below: The Thresherman's Reunion in Austin.



## OUR NETWORKS

Food Matters Manitoba supports the North End Food Security Network in Winnipeg, and hosts and organizes strategic planning sessions with various provincial organizations to develop the Manitoba Food Security Network.

## MANITOBA ALTERNATIVE FOOD RESEARCH ALLIANCE

FMM participated in the planning and development of the Research Alliance and the successful submission of a proposal that resulted in a five-year, one million dollar grant from the Social Sciences and Humanities Research Council. FMM currently sits on the Steering Group of MAFRA and participates in committee work.

## GROWING A MANITOBA LOCAL FOOD ECONOMY

Over 60 participants from across the province attended Ken Meter's Local Food Economy workshop in January. The event highlighted findings from a preliminary scan of Manitoba using the Local Food Economic Analysis. Meter compiled and analyzed quantitative Statistics Canada data to develop an understanding of the working of regional farm and food economies in Manitoba and outlined the potential economic impacts of community-based food systems for the province.

Below: Earthkeeper Farms ready for business at the Roblin Farmer's Market.



# Staff and Board

## STAFF

### CORE STAFF

Kreesta Doucette, Executive Director  
Paul Chorney, Community Liaison  
Kelly Janz, Finance Officer & Office Manager  
Raquel Koenig, Northern Liaison (2010)

### CONTRACT STAFF

Beth Timmers, Summer Student  
Chelsea Smith, Local Food Projects Assistant  
Coral Maloney, Farm Mentorship Assistant  
Danielle Mondor, Growing Local Conference Assistant  
Elizabeth Dano, FMM NHFI Community Liaison  
Eszti Nagy, Office Assistant  
Erin Wilcox, Northern Community Liaison  
Holly Sullivan, Northern Special Projects Coordinator  
Jennifer Heinrichs, Communications Coordinator  
Karla Zubrycki, Communications Assistant  
Kelly Kuryk, 2010 Conference Coordinator  
Kristina McMillan, Special Projects  
Sharon Taylor, Farm Mentorship Coordinator  
Sheldon Gardiner, Summer Student  
Sheri Blaylock, Farm to Cafeteria Liaison

## BOARD

### BOARD CHAIR

Susan Berthiaume, Winnipeg, Manitoba

### VICE CHAIR

Annika Weeks, Winnipeg, Manitoba

### RURAL BOARD MEMBERS

Glen Franklin, Deloraine, Manitoba  
Wanda Andres, Selkirk, Manitoba  
Diane Bazin, Notre Dame de Lourdes, Manitoba

### NORTHERN BOARD MEMBERS

Carol Hydamaka, Flin Flon, Manitoba  
Charlene Lafreniere, Thompson, Manitoba (2010)  
Miriam Schwartz, Thompson, Manitoba (2009)

### URBAN BOARD MEMBERS

Susan Berthiaume, Winnipeg, Manitoba  
Annika Weeks, Winnipeg, Manitoba  
Raquel Koenig, Winnipeg, Manitoba (2009)  
Rhonda Lorch, Winnipeg, Manitoba  
Rebecca Elko, Winnipeg, Manitoba (2009)  
Shirley Thompson, Winnipeg, Manitoba (2010)

### EXPERT ADVISORY SEAT

Michelle Visser-Wikkerink, Food Secure Canada Board,  
Winnipeg, Manitoba

### FEDERAL GOVERNMENT REPRESENTATIVE

Pat Lachance, Rural Secretariat

### PROVINCIAL GOVERNMENT REPRESENTATIVE

Paul Fieldhouse, Manitoba Healthy Living Youth and Seniors

Below: Ken Meter's Local Food Economy workshop.



---

# Funders

## 2009-2010 FUNDERS

### **PUBLIC HEALTH AGENCY OF CANADA**

**RURAL AND CO-OPERATIVES SECRETARIAT, AGRICULTURE AND AGRIFOOD CANADA:** Northern community food planning, Northern Harvest Forum, and Farm to Cafeteria projects

**HUMAN RESOURCES DEVELOPMENT CANADA:** Summer Jobs Student and Career Focus Intern

### **MANITOBA HEALTH AND HEALTHY LIVING**

**MANITOBA ABORIGINAL AND NORTHERN AFFAIRS:** Northern Healthy Foods Initiative

**MANITOBA SUSTAINABLE DEVELOPMENT INITIATIVE FUND:** Eat Local, Grow Local Project

**MANITOBA CLIMATE CHANGE ACTION PROJECT;** Industry Trade and Mines: Food Miles and Climate Change project

**HEIFER INTERNATIONAL CANADA:** Local Foods Project

**CANADIAN COMMUNITY ECONOMIC DEVELOPMENT NETWORK;** Create Action intern, Local Food Economy project, Farm to Cafeteria Forum

**THE WINNIPEG FOUNDATION:** School Nourishment Program

**THOMAS SILL FOUNDATION:** Small Northern capital projects

## 2009-2010 PROJECT FUNDERS

### **2009 GROWING LOCAL CONFERENCE**

Department of Health and Healthy Living  
Public Health Agency of Canada  
Rural Secretariat of Canada  
Heifer International Canada  
Manitoba Alternative Food Research Alliance  
Boys and Girls Club of Winnipeg  
FortWhyte Farms  
The University of Winnipeg  
Assiniboine Credit Union  
Half Pints Brewery  
Canadian CED Network  
Organic Food Council of Manitoba  
Farmers' Market Association of Manitoba  
Room to Grow Guesthouse  
Osborne Village Farmers' Market  
Manitoba Environmental Youth Market

### **2009 GOLDEN CARROT AWARDS**

Public Health Agency of Canada  
Heifer International Canada  
Manitoba Agriculture, Food, Rural Initiatives  
Fernwood Books  
Place Louis Riel  
Bothwell Cheese

### **GROWING A MANITOBA LOCAL FOOD ECONOMY**

Heifer International Canada  
Canadian Community Economic Development Network  
Health in Common  
Farmers Markets Association of Manitoba  
Community Futures Manitoba

### **FARM TO CAFETERIA PROJECT**

Rural and Co-operatives Secretariat, Agriculture and Agri-food Canada  
Organic Food Council of Manitoba  
Canadian Community Economic Development Network

---

# Manitoba Food Charter Signatories

## ORGANIZATIONS

100 Mile Manitoba  
Agriculture Committee Turtle Mountain CDC  
Art City  
Bayline Regional Roundtable  
Beyond Factory Farming  
Bunibonibee Cree Nation  
Burntwood Regional Health Authority  
Canadian CED Network-Manitoba  
Canadian Centre for Policy Alternatives  
City of Thompson  
Clearwater United Church  
Co-op Ventures Worker Co-op  
Daniel McIntyre/St. Matthews Community Association  
Diocese of Rupertsland-Anglican Church  
Dragonfly Scent-Free Body Work and Massage Therapy  
Eat It  
Elmwood Community Resource Centre and Area Association  
Farmer's Market Association of Manitoba Co-op Inc.  
FortWhyte Alive  
Fresh Option Organic Delivery  
Frontier School Division  
Green Bean Coffee Imports  
Harvest Moon Society  
Immigrant and Refugee Community Organization of Manitoba  
Inner City Aboriginal Neighbours  
Klinik Community Health Centre  
Leaf Rapids  
Mallard Community Council  
Manitoba Council on Child Nutrition / Breakfast for Learning

Manitoba Eco-Network  
Mary Jane's Cooking School  
Mennonite Central Committee of Manitoba  
Northern Association of Community Councils  
Organic Food Council of Manitoba  
Pikwitonei School  
Ploughshares Community Farm  
Plum Ridge Farms  
Prairie Fruit Growers Association  
Prairie Skills Inc.  
Provincial Council of Women of Manitoba  
Resource Assistance for Youth  
Resource Conservation Manitoba  
Room to Grow  
Sherridon Community Council  
Simplicity Practice and Resource Centre  
Spence Neighbourhood Association  
St Mary's United Church Community Garden  
St. Matthews' Anglican Church  
St. Norbert Arts Centre  
Tall Grass Prairie Bread Company  
The Healthy Living Program  
The University of Winnipeg  
Thompson Zoo  
Vincent Massey School  
West Broadway Development Corporation  
West Central Women's Resource Centre  
Winnipeg Folk Festival  
Wolseley Family Place

Below: Fruitful gardens in Camperville.  
Right: A demonstration of traditional food preservation techniques.





#### **REPORT PREPARED BY**

Ashlee Espenell  
Food Matters Manitoba, 2010

#### **CONTACT US**

Food Matters Manitoba  
Unit 4, 640 Broadway  
Winnipeg, MB R3C 0X3  
phone: 204-943-0822  
toll-free: 1-800-731-2638  
fax: 204-943-0823  
[info@foodmattersmanitoba.ca](mailto:info@foodmattersmanitoba.ca)  
[www.foodmattersmanitoba.ca](http://www.foodmattersmanitoba.ca)

Find us on Facebook at  
[facebook.com/foodmattersmanitoba](https://facebook.com/foodmattersmanitoba)  
and on Twitter under [foodmattersmb](#)