



# MORE THAN A GARDEN

2010-2011 Annual Report



# 2010-2011 Milestones

## our projects

Food is a key ingredient for life and is emerging as an important societal issue connected to health and wellness, culture and celebration, poverty and hunger, agriculture and rural communities, the environment, and our economy. The time has come to connect these dots and start working together from a wider food systems approach.

Food Matters Manitoba's mission is to engage Manitobans towards healthy, sustainable, and fair food for all. We cultivate community food skills, develop public awareness and partner capacity, and build networks across the food system. The vision, as articulated by many Manitobans and food systems stakeholders is The Manitoba Food Charter. This annual report highlights inspiring stories from our 2010-11 community food projects. There are many other projects and events we worked on this year from the Grow North Conference in Leaf Rapids to the Farm to Cafeteria Initiative, the Winnipeg Food Policy Working Group, and our Brown Bag lunch series. Our winter road program shipped gardening materials to 5 remote First Nation communities and we are honoured to coordinate the Manitoba Food Security Network and work with over 190 partners. The annual Golden Carrot Awards highlight the inspiring work of the many Manitoba community food champions.

These projects are made possible through our hard working and committed staff, interns, volunteers and partner organizations. We would like to thank our board members from across the province for their sage guidance and leadership and the many funders and donors who support our work.

There is much more to do as we work towards a better food system. In the coming year we are looking forward to launching Dig In Manitoba, an exciting new initiative to engage families, schools, faith groups, and farmers in eating close to home, cultivating new food skills, and learning about fair food. We will also be developing a charitable giving program in 2011 to enable us to continue to engage Manitobans towards healthy, sustainable, and fair food for all.

Collaboration occurs when we encounter challenges too large to solve on our own and we look forward to working with you as we build new partnerships across the food system in 2011.

Rhonda Lorch  
Board Chair

Kreesta Doucette  
Executive Director



Above: Youth Gathering attendees holding food art at the 2011 Growing Local Conference.

Front Cover: Shamattawa Horticultural Therapy Project



# Stats, Facts & Figures

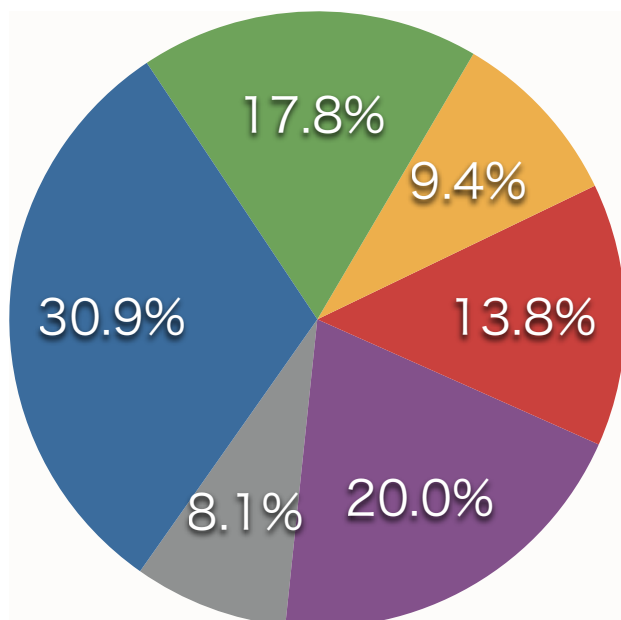
our numbers

**60** charter signatories    **190** partner organizations

**85** community displays & events    **82** media stories

**25+** food security projects    **6107** volunteer hours

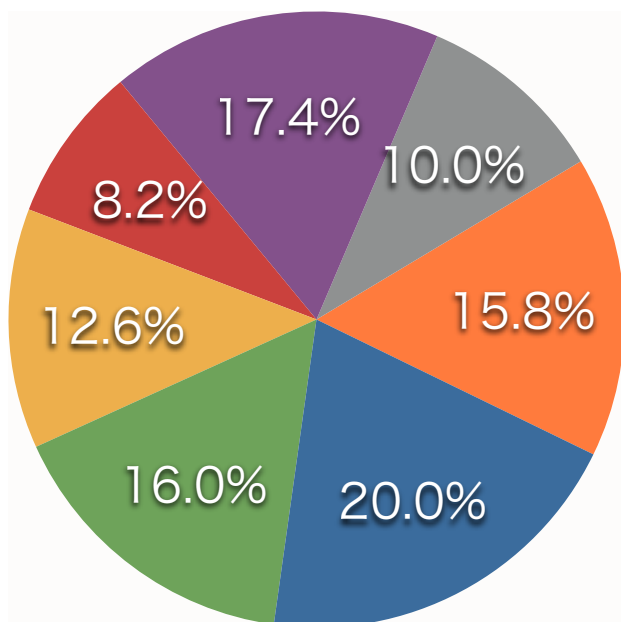
## Income 2010-11



**Manitoba Government 30.9%**  
**The Winnipeg Foundation 20%**  
**Government of Canada 17.8%**  
**Fundraising Income 9.4%**  
**Heifer Canada 8.1%**  
**Other Funding 13.8%**

Other Income 7.5%  
Donations 4.4%  
Manitoba Alternative Food Research Alliance 0.6%  
North End Revitalization, Inc. 0.4%  
TD Friends of the Environment 0.4%  
Assiniboine Credit Union 0.3%  
Farmers' Market Association of Manitoba 0.1%  
Peak of the Market 0.1%

## Expenditure 2010-11



**Child Nutrition Council of MB 20%**  
**Northern Healthy Foods Initiative 17.4%**  
**Administration 16%**  
**Growing Local Conference 12.6%**  
**Our Food, Our Health, Our Culture 10%**  
**Manitoba Local Foods Project 8.2%**  
**Other Projects 15.8%**

Public Education 4.3%  
Farm to Cafeteria 4%  
Grow North Conference 4%  
Good Food Box Expansion Feasibility Study 2%  
Farm to School 0.6%  
North End Food Security Network 0.4%  
Climate Friendly Schools 0.3%  
Localvore Iron Chef/Comic Contest 0.1%  
Manitoba Food Miles School Outreach 0.1%

For a copy of our audited financial statements please see our website or contact our office.



# Northern Healthy Foods Initiative

## more than a garden

Food Matters Manitoba's Northern Growing Projects are so much more than growing local and healthy food. These projects are building skills and community by bringing people together at gatherings such as the Grow North Conference. This past year our Northern Liaison, Raquel Koenig, worked with 13 First Nations, northern and remote communities. The 500 participants and 60 new community/individual gardens attest to the resurgence of gardening in the North. Gardening is not new to the northern region or to Manitoba First Nations. Each time Raquel visits a community, people recall stories of when their parents and grandparents had gardens.

The gardens provide something for everyone. For Ivan Cook of Lac Brochet, it's about spending quality time with his daughters. For Gerald Anderson of Fox Lake, getting his own garden was a proud moment. His garden is about developing positive self esteem and a feeling of pride and accomplishment. The gardens also have a positive affect others in the community. Raquel has seen

that even for families that struggle with addictions, the garden represents a sacred and respected spot where they do not allow alcohol.

The Shamattawa Horticultural Therapy Project has been a positive experience for the students. The project has involved a memorial tree planting for youth lost to suicide and work with Cheryl Cohan, a certified horticultural therapist, to engage students and community members in horticultural and nature related activities in order to increase knowledge of plants and gardening. Horticultural Therapy provides an educational and healing experience for those involved. Davina MacKay, a teacher in Shamattawa, noted that, "When Cheryl has been in the class, we have made some lotions and exfoliants. It seems that anything they can touch and feel, I have noticed, it calms them down." Teachers like MacKay are engaged and motivated by the results they are seeing in their students and hope to keep learning skills related to horticultural therapy to support their students and community.



**Left:** Ivan Cook and his daughters. **Right:** Gerald Anderson and his garden.



# North End Food Security Network

together for local food

In partnership with Food Matters Manitoba, The North End Food Security Network (NEFSN) undertook a Community Food Assessment which involved community members, retailers, restaurants, and agencies identifying challenges and opportunities to increase access to healthy food in Winnipeg's North End. Volunteers also visited grocery stores in the North End neighbourhood to learn about local food, low cost food, and healthy foods carried on the shelves. In partnership with funders several ideas from the assessment have grown into projects such as a neighborhood grocery shuttle, and the creation of healthy recipes, distributed to residents, based on ingredients available in corner stores. Margo Malabar, the Food Security & Greening Coordinator at the North End Community Renewal Corporation, has seen improvement in the North End neighbourhood of Winnipeg. "People are opening up wanting to learn food skills, cook new things, try new foods. This is happening across all age groups," explained Malabar.

Food Matters Manitoba has supported the NEFSN with several projects including the Our Food, Our Health, Our Culture project. Chefs from local restaurants have come into the North End and taught people how to make traditional bison stew among other dishes. A farmers' market with over 11 local vendors has been established in the neighbourhood which has roughly 250 people shopping each week. Area residents loved the quality of local meat and are curious what to do with kale.



Area residents learning food skills at Lord Selkirk Park Resource Centre.

## Good Food Hero Comic Contest

healthy, sustainable and fair food champions

Food Matters Manitoba partnered with other Canadian food security organizations and sponsors to get young people thinking about healthy, sustainable, and fair food through a national comic contest. There was a tremendous response and the top 30 from 250 entries were printed in the comic book distributed to parents, schools and food security organizations across the country. Participants' ages ranged from 5 to 17. Teachers used the contest not just as an art project but also incorporated it into classroom learning for students to learn about where their food comes from. The comic book is viewable online under our events page.



Canada's Good Food Heroes Comic Book



"We're going to the school board to present what we learned, what we think of local foods and how it supports our community... ..we're just hoping to raise awareness about what's available in the area."

Whitney Pull,  
Stonewall Collegiate  
Institute student



Left: Stonewall Collegiate Institute  
Right: Kildonan East-Collegiate

## Localvore Iron Chef Cook-Off

inspiring Manitoban youth

"The Buffalo Soldiers," Food and Nutrition students at Stonewall Collegiate Institute know all about creating change at the local level. "Not a lot of people know you can actually buy from local farmers," said Whitney Pull, team member. After placing first at the Localvore Iron Chef Cook-Off the team went on to serve 500 portions at their school's musical dinner theatre, going to their school board to present what they learned and holding a fundraising dinner for a student in their school who required a kidney transplant. Pull added, "By buying local foods from local farmers it will help our community."

Challenge teams of high school students to create new recipes using local and sustainably produced ingredients, partner them up with chef mentors, encourage their competitive spirits with glory and prizes and you have the Localvore Iron Chef Cook-Off! Over 26 entries were submitted from northern, rural and urban Manitoba schools for the inaugural competition. Seven finalist teams were selected to compete in the 2 tiered event in February.

Sturgeon Heights Collegiate hosted the Cook-Off which had over 150 attendees throughout the day which featured celebrity judges and local food displays. Students were given only 1 hour to prepare a dish from scratch as judges marked on teamwork, taste, ingredient knowledge, and final presentation. Supporters, teachers and students hope to see the competition continue to inspire healthy living and illustrate the availability of sustainably produced delicious local food during a Manitoba winter.



# Rainbow Community Garden

where dreams come true

On the first day of the Rainbow Community Garden 2010 season, 28 families from 19 different nationalities got together at the University of Manitoba Garden site to share ethno-cultural food, drinks, and snacks, and enjoy multicultural music before getting down to work. Aff Abodigin came to plant vegetables from her native country of Sudan. Abodigin immigrated to Canada 12 years ago and now comes to the garden during the summer with her 3 boys who play with other children at the garden site. Potluck dinners are held with all the families, creating a community. The garden has received overwhelming interest from participants and is expanding to two other sites. Food Matters Manitoba's Local Food Project funded by Heifer Canada was able to provide the Rainbow Community Garden with funds for plants and seeds, gardening equipment and skill building workshops.

Abodigin and others are able to grow produce in Manitoba that is normally grown in tropical climates of Africa and Asia. The fresh produce they use in recipes is a healthier and more affordable option than the expensive frozen and dried imported alternatives at grocery stores.

Rainbow's coordinator, Raymond Ngarbou, spoke of another benefit of the garden site. Having young children at the site keeps them away from playing unsupervised around Central Park in downtown Winnipeg where they are targeted by gang members. It allows single mothers and parents to bring their children to the garden site where they are entertained with toys and games, play soccer and ride bicycles. Various departments of the University of Manitoba have also studied the garden and the benefits it provides.

The Rainbow Community Garden is one of 30 projects of the Heifer Canada funded Food Matters Manitoba Local Foods Project. The initiative which ran from 2008-2011 included projects such as Flin Flon's 180 family container gardening project, funding to support the Landless Farmers Collective urban agriculture project, support for School and Community gardens in Winnipeg Beach, Brandon, Notre Dame des Lourdes and Flin Flon and support for training and skill building workshops at the annual Growing Local food security conference at University of Winnipeg.

In 2011, Heifer and Food Matters are launching Revisioning the Manitoba Harvest, a new 5 year project to support direct marketing families, newcomer and aboriginal growers, and a local food family, school and faith group pledge campaign.

"I really appreciate what people did to give us a spot to garden."

Aff Abodigin



Raymond Ngarbou with Aff Abodigin and her three sons at the Rainbow Community Garden.



# Growing Local '11

## learning-growing-knowing

People from across Manitoba ventured to the sold out 500 person Growing Local Conference at the University of Winnipeg. This year's event included over 30 workshops, sought-after speaker and farmer Joel Salatin, and a 100 participant Youth Gathering. A Culinary Tour of Manitoba featured the work of 11 of Manitoba's top local food chefs and the farmers they partnered with to create the incredible local food evening. For Tamara Kemp, Growing Local was a family affair as she hosted a session on her Killarney community garden while her husband attended workshops and her sons were at the Youth Gathering. "We will definitely attend next year's Growing Local as a family!" exclaimed Kemp.

Along with the learning, the conference grows networks and new relationships. Four Arrows Regional Health Authority's Food Security Coordinator Byron Beardy and Southern Manitoba farmer Robert Guilford first met at the Growing Local Conference. The two subsequently collaborated to establish a Northern poultry project in Island Lake which will have 16 families raising meat birds this year and work on the "coup de ville" a northern poultry pen. At this year's Growing Local Conference, Robert and Byron connected with Fort Albany, Ontario and recently travelled there to establish a poultry project.

Raising poultry provides a sense of pride and an affordable supplement to buying from the grocery store. Poultry can cost \$15 per kg (\$7.00 per lb) in stores. "It's not going to solve all of the problems but it's one step to solving some of the problems," reflected Guilford.

February 2012 will mark the fifth Growing Local Conference with new workshops and opportunities to strengthen our Manitoba Food Security Community. For those interested in attending, early bird registration begins in fall 2011.

"My sons enjoyed the Youth Gathering and learned about interesting topics. They had a better understanding of sustainability and why we are so passionate with where our food comes from."

**Tamara Kemp**



2011 Culinary Tour of Manitoba.



Networking Break at Growing Local.



# FMM 2010-11

## Major Funders

### Heifer International Canada

Manitoba Local Foods Project

### Human Resources Development Canada

Summer Jobs Student and Career Focus Intern

### Manitoba Aboriginal and Northern Affairs

Northern Healthy Foods Initiative,

Shamattawa Horticultural Therapy Project,

Grow North Conference

### Manitoba Health and Healthy Living

Newsletters, Manitoba Food Security Network,

Presentations, Growing Local Conference

### Manitoba Climate Change Action Project

Industry Trade and Mines:

Food Miles and Climate Change project

### Manitoba Sustainable Development

#### Development Innovations Fund

Farm to School

### Public Health Agency of Canada

Our Food, Our Health, Our Culture

### Rural and Co-Operatives Secretariat,

#### Agriculture and Agrifood Canada

Farm to Cafeteria project

### The Winnipeg Foundation

Child Nutrition Council of Manitoba,

School Nourishment Program

### YM/YWCA Youth Eco Internship Programs

School Outreach Intern; Conference Interns

### Charitable Donors

Aimee Pochinco	Maria A. Aparicio
Brian Mamrocha	Michael Walter
Caroline Doucette	Patricia Jorgensen
Charles Levkoe	Racquel Baert
Cheryl Partridge	Rhonda Lorch
David Barnes	Richard Rainford
Elizabeth Taylor	Ryan Lowe
Evonne Plett	Sarah McEwan
Glen Franklin	Shaun Loney
Janet Kroeker	Stefan Epp
Jon Taylor	Stephen Smith
Katarina Kupca	Sue Black
Kelly Janz	Tim Kroeker
Kreesta Doucette	Tim Maunder
Linda Goosen	Wanda Andres
Mark Burch	

# FMM 2010-11

## Project Funders

### Farm To Cafeteria Project

Organic Food Council of Manitoba

Rural and Co-operatives Secretariat, Agriculture and

Agrifood Canada

### 2010 Golden Carrot Awards

Bothwell Cheese

Heifer International Canada

Manitoba Agriculture, Food, Rural Initiatives

Place Louis Riel

### 2011 Growing Local Conference

Assiniboine Credit Union

CBC Radio One 89.3 FM/990 AM

Health in Common

Heifer International Canada

Farmers' Market Association of Manitoba

First Nations and Inuit Health Branch

La Siembra Co-operative (Camino)

Manitoba Alternative Food Research Alliance

Manitoba Agriculture Food and Rural Initiatives

Manitoba Farm Mentorship

Nature's Farm

Peak of the Market

Province of Manitoba Department of Aboriginal and

Northern Affairs

Province of Manitoba Department of Healthy Living,

Youth and Seniors

Public Health Agency of Canada

Rural and Co-operatives Secretariat of Canada

The University of Winnipeg

### 2011 Localvore Iron Chef Cook-Off\*

Local Food Plus

Loveday Mushroom Farms Ltd.

Nature's Pasta

Peak of the Market

Vita Health

\*visit us online for additional Cook-Off funders

### Charitable Donors

Boon Burger Café

Four Arrows Regional Health Authority

Jack Wenaus Financial Services Inc.

Organic Planet Worker Co-Op

Sisters of Our Lady of the Missions

The Stop Community Food Centre

The Stephenson Family (In Memory of Bob Gagnon)



# FMM Staff

## Core Staff

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

## Staff

Allyson Watts, Accountant  
Ashlee Espenell, Communications Coordinator (2010)  
Chris Schiffmann, Communications Coordinator (2011)  
Elaine Kinchen, 2011 Conference Coordinator  
Erika Frey, 2011 Conference  
Communications Coordinator  
Kailey Kroeker, Local Food Projects Assistant (2010)  
Kalynn Spain, School Outreach Coordinator  
Kristina McMillan, Special Projects (2010)  
Lauren Howard, Office Coordinator

## Contract Staff

Danielle Mondor, 2011 Conference Assistant  
Kelly Kuryk, 2011 Conference Assistant  
Kristin Fillingham, Farmers' Feast Assistant &  
Youth Gathering Assistant  
Marilyn Firth, Farmers' Feast Coordinator &  
Culinary Tour of Manitoba Coordinator



Localvore Iron Chef Cook-Off,  
Sturgeon Heights Collegiate.

# FMM Board

## Board Chair

Rhonda Lorch - Winnipeg, MB (2011)  
Susan Berthiaume - Winnipeg, MB (2010)

## Rural Board Members

Adele Braman - East Selkirk, MB  
Glen Franklin - Deloraine, MB  
Rita Doyon - Holland, MB  
Wanda Andres - Selkirk, MB  
Diane Bazin - Notre Dame de Lourdes, MB (2010)

## Northern Board Members

Carol Hydamak - Flin Flon, MB  
Erin Wilcox - Thompson, MB  
Laurel Gardiner - Winnipeg, MB  
Charlene Lafreniere - Thompson, MB (2010)  
Miriam Schwartz - Thompson, MB (2010)

## Urban Board Members

Annika Weeks - Winnipeg, MB  
Bohdanna Kinasevych - Winnipeg, MB  
Rhonda Lorch - Winnipeg, MB  
Stefan Epp - Winnipeg, MB  
Susan Berthiaume - Winnipeg, MB

## Expert Advisory Seat

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

## Federal Government Representative

Pat Lachance, Rural and Co-operatives  
Secretariat - Winnipeg, MB

## Provincial Government Representative

Paul Fieldhouse, Manitoba Healthy Living  
Youth and Seniors - Winnipeg, MB



David Lathlin, Crossing Bay Community NHFI Project

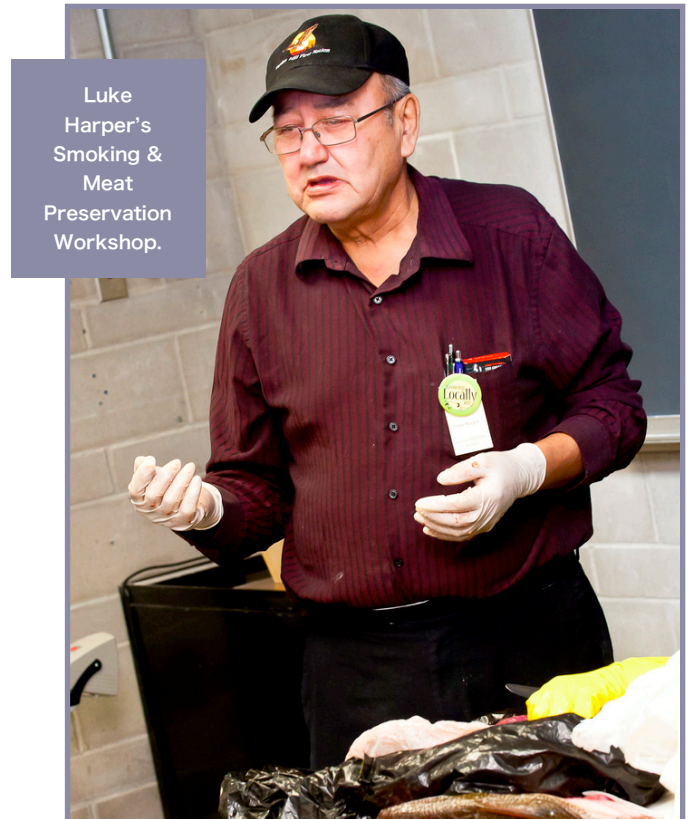


# Manitoba Food Charter

## 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 MB  
 Inner City Aboriginal Neighbours  
 Klinik Community Health Centre  
 Town of Leaf Rapids  
 Mallard Community Council  
 MB 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  
 SEED Winnipeg

Sherridon Community Council  
 Simplicity Practice and Resource Centre  
 Spence Neighbourhood Association  
 St.Mary's United Church Community Garden  
 St.Matthews' Anglican Church  
 St.Matthews-Daniel McIntyre Community Assoc.  
 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



### Photography Credits

100 Acre Woods	Great Glass Eye
Photography,	Photography,
Jeff & Tara Miller: 6, 10L	Jonah O'Neil: 8, 11, 12
Chris Schiffmann: 7	Margo Malabar: 5
Kristin Fillingham: 2	Raquel Koenig: 1, 4, 10R





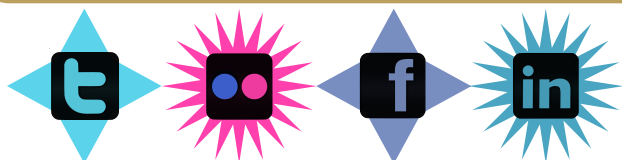
Food Matters Manitoba is a registered charity that engages Manitobans towards healthy, sustainable and fair food for all.



Food Matters Manitoba  
4-640 Broadway  
Winnipeg, Manitoba  
R3C 0X3

phone: (204) 943.0822  
toll-free: 1.800.731.2638  
e-mail: [info@foodmattersmanitoba.ca](mailto:info@foodmattersmanitoba.ca)

Learn more about food issues at our website.  
[www.foodmattersmanitoba.ca](http://www.foodmattersmanitoba.ca)



Your charitable donation to Food Matters Manitoba helps fund healthy, sustainable and fair food security projects in local communities. That's a gift worth giving!