



GROWING COMMUNITY

2011-2012 Annual General Report

GROWING FOOD COMMUNITIES

A Message from the Executive Director and the Board Chair

Seven years ago, a group of Manitobans had a vision for a more vibrant, healthy, and sustainable food system. This collective vision is what helped form the Manitoba Food Charter and sow the seeds for the work of Food Matters Manitoba.

Our annual report showcases the incredible ways these seeds have grown and blossomed. Our *northern projects* continued to grow, with traditional food skills and gardening programs on the go in 13 communities. High school students from across the province showed off their creativity and highlighted this province's abundance in the second edition of the *Localvore Iron Chef Cookoff*. And we held our largest ever *Growing Local Conference* at the Marlborough Hotel, with over 700 participants from across the province.

In this last year we also began sowing seeds for the future. We launched our first *charitable giving campaign* in December, and

are in the midst of creating a strategy to support our long-term sustainability. Our non-partisan *I Vote Because Food Matters* campaign helped to raise awareness for food as a provincial election issue. The *Golden Carrot Awards* celebrated over 70 new and continuing community food champions at an awards ceremony held at the Manitoba Legislative building.

An abundant harvest is also on the horizon. Over 400 families are participating in the *Dig In Challenge*, an exciting initiative engaging people to eat close to home and learn new food skills. Food Matters has hosted *Fruit Share* and facilitated the establishment of the *Winnipeg Food Share Co-op*, which will expand good food box distribution in the coming months. We will also continue to work with our many partners to bring local, sustainable, and fair food into Manitoba institutions through projects like *Farm to Cafeteria* and a regional food assessment.

All of this work would not have been made possible without the committed support of our staff, interns and volunteers. We would like to thank our board members who have graciously given their time and wisdom, as well as our network of partners across Manitoba. A heartfelt thank you also goes out to our generous donors and funders whose financial support enables Food Matters Manitoba to sow the seeds for healthy, sustainable and fair food for all.



Rhonda Lorch
Board Chair

Kreesta Doucette
Executive Director

FMM STAFF

Core Staff

Paul Chorney, Community Liason
Kreesta Doucette, Executive Director
Stefan Epp-Koop, Food Assessments + Evaluation
Lauren Howard, Office Manager 2012
Raquel Koenig, Northern Liason
Julie Rempel, Office Manager

Staff

Allyson Watts, Accountant
Kalynn Spain, School Outreach Coordinator 2012

Interns

Shawn Defoort, Office + Digital Assistant 2012 (YMCA)
Kiley Dyck, Communications Liason 2012 (YMCA)
Dayna Kroeker, Comm. Liason + Design 2012 (HRDC)
Sagan Morrow, Dig In Manitoba Coordinator 2012 (HRDC)
Chris Shiffmann, Comm. Coordinator 2011 (HRDC)

Contract Staff

Erika Frey, 2012 Northern Assistant + Special Projects
Coral Maloney, 2012 Conference Assistant
Lise Smith, 2012 Conference Coordinator
Erica Young, 2012 Conference Assistant + Special Projects

Practicum Students

Rob Holt, Communications Intern (U of W)
Beth Ann McIvor, Community Development Assistant (RRC)
Sharon Unger, Conference + Localvore Assistant (RRC)

FMM BOARD

Board Chair

Rhonda Lorch, Winnipeg MB

Rural Board Members

Adele Braman, East Selkirk MB 2011
Rita Doyon, Holland MB
Glen Franklin, Deloraine MB
Ryan Graves, Brandon MB

Northern Board Members

Laurel Gardiner, MB
Carol Hydamaka, Flin Flon MB
Erin Wilcox, Thompson MB 2012

Urban Board Members

Stefan Epp-Koop, Wpg MB 2011
Bohdanna Kinasevych, Wpg MB
Rhonda Lorch, Wpg MB
Annika Weeks, Wpg MB



Expert Advisory Seat

Michelle Visser-Wikkerink, Wpg MB

Federal Gov. Representative

Pat Lachance, Rural Secretariat 2012
Lori Rudolph Crawford, FNIH

Provincial Gov. Representative

Paul Fieldhouse, MB Healthy Living
Seniors and Consumer Affairs

Special thanks to our many volunteers and the following volunteers of note:

Kris Antonius

Mike Berg

Marilyn Firth

Adrienne Percy

Sue Barkman

Lydia Carpenter

Barb Gemmell

Joyce Slater

WHAT'S GROWING?

2011-2012 Projects at Food Matters Manitoba

PROJECTS LEGEND

- 1 Get Growing School Kits
- 2 Northern Healthy Foods Initiative
- 3 Farm to Cafeteria
- 4 St. Vital Food Assessment
- 5 Regional Food Assessment
- 6 Growing Local Conference
- 7 Good Food Heroes Comic Book
- 8 Golden Carrot Awards
- 9 Northern Harvest + Grow North
- 10 Winnipeg Food Share Co-op
- 11 Fruit Share
- 12 Localvore Iron Chef Cook Off
- 13 Our Food Our Health Our Culture



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11



12



13



The Sisler Squashers on competition day: Charmaine Agsalud, Lisa Huang, Clarisse Camiguing, Keisha Mendoza.

1. The girls at the Growing Local Youth Gathering.

2. Charmaine, Lisa, Clarisse and Keisha with Sisler teacher and mentor Lauren Sawchuk.

SISLER SQUASHERS

Winnipeg Youth Growing Change in their School Community

Charmaine, Lisa, Clarisse and Keisha are some of the inspiring youth creating food change in their families, schools and communities in partnership with Food Matters Manitoba. Through projects such as Localvore Iron Chef, Farm to Cafeteria, the Youth Gathering at Growing Local, and School Grow Kits, the aim is to change the way that younger generations think about and interact with the food they eat.

This year's Localvore Iron Chef home economics category winners, the "Sisler Squashers," take food and sustainability seriously. The girls featured above are actively involved in many school activities including composting, an after school cookers group, a gardening club and more, and are inspiring classmates to join their cause. Their winning Localvore dish, "Manitoba Winter Root and Squash Penne" was prepared using almost exclusively locally sourced ingredients and also featured herbs from their school garden. "Cooking

with local ingredients lets us have a better understanding of where our food comes from and how it's produced" says Charmaine, one of the Sisler Localvore champions.

The Sisler students were given the opportunity to share about their Localvore Cook-off experience and talk about their involvement

with local food and sustainability at the Growing Local Youth Gathering in February. The girls gave a great presentation and were excited to learn about and connect with a community of like-minded individuals in Winnipeg and surrounding areas.

Food Matters Manitoba is proud to be a part of inspiring young people to take action in their families, schools, and larger communities. By supporting Food Matters Manitoba you are ensuring that young people have the opportunity to experience new ways of learning and sharing new healthy food skills.



NORTHERN GARDENS

Community Building Journeys in 13 Northern Communities

Julianne and her family helped recycle trampoline frames to convert into a new greenhouse for Fox Lake. This is just one of the many local food self-sufficiency projects that Food Matters has helped support and promote through the Northern Healthy Foods Initiative and together with partners in 13 northern and remote communities. The projects vary by community and expand each year along with Northern enthusiasm for growing vegetables!

This past spring, a new vegetable garden was created across from George Saunders Memorial School in York Landing First Nation. The students worked long days to prepare their own garden site as well as another site for an elder in the community. The project was highly successful with the youth managing to grow a variety of vegetables including carrots, beets, potatoes and lettuce on their 20' x 30' community plot.

The Fox Lake community garden project saw exciting changes this past May with the addition of a greenhouse made of salvaged trampoline frames. This innovative greenhouse idea was developed by Thompson resident Barry Little and was inspired by resources that were available in the community. The hoop style greenhouse was erected behind the Fox Lake Band office and is now being used to grow tomatoes and cucumbers for members of the community.

In Cross Lake First Nation over 20 individual raised garden beds were planted by students at Mikisew School. The project is challenging, but continues to be a powerful community-building journey.

These are only three highlights of the Northern Healthy Food Initiative garden project's 2011 growing season. Food Matters Manitoba is also excited to be working in 10 other northern communities on local food self-sufficiency projects. For more information on all the northern garden projects and to find out how you can get involved please visit the 'projects' page on our website.





The youth at George Saunders Memorial School worked long days to have their site ready to plant.

- 1. Julianne, Jayce and Jolene Anderson admire the new trampoline greenhouse with their grandmother, Elizabeth Neckoway in Fox Lake.*
- 2. Fabien shows off his harvested lettuce.*



Adrienne Percy and her children, niece and nephews show that cooking and eating healthy is fun and delicious!

1. Kids can cook too!

2. Boundary Creek farmers, Theresa and Geoff Dyck are Manitoban farmers and supporters of the Dig In Project.

DIG IN MANITOBA

How Food Matters is Digging In to Family Food

Adrienne Percy and her children, niece and nephews are part of over 400 families participating in Dig In Manitoba, an exciting new initiative to learn new food skills, eat close to home, and be the difference for fair food.

With over 30 workshops across the province, the challenge features menu planning, cooking demos, gardening and composting workshops and more. Dig In is also an on-line community for people to share stories, knowledge and recipes, log activities and easily find local foods and other resources.

From May to September, families that sign up for this free challenge pledge to shift at least \$10 of grocery money each week towards local food, try at least two new Dig

In activities each month with over 30 choices, and attend Dig In

workshops to be entered to win great prizes. Founding families of the Dig In Challenge that want to get more involved can sign up as Dig Deeper families.

The Dig In Challenge aims to give Manitoba families lasting gifts: the tools they need to live a healthy, local lifestyle throughout the year and food skills they can use - for life! Dig In families are also encouraged to learn, share and act around fair food issues such as local and global hunger and poverty, farm fair food, and northern food issues.

Food Matters Manitoba and 50 other committed partners are working together on the first of this four year campaign. Sign up today at www.diginmanitoba.ca!

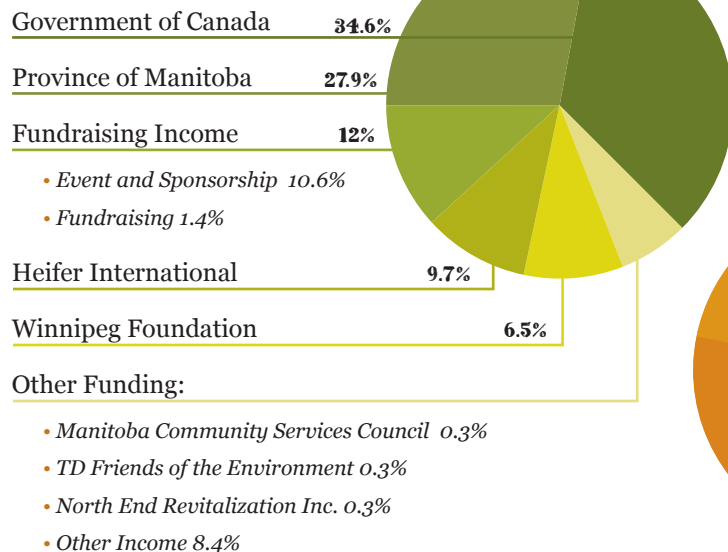


STATS, FACTS, AND FIGURES

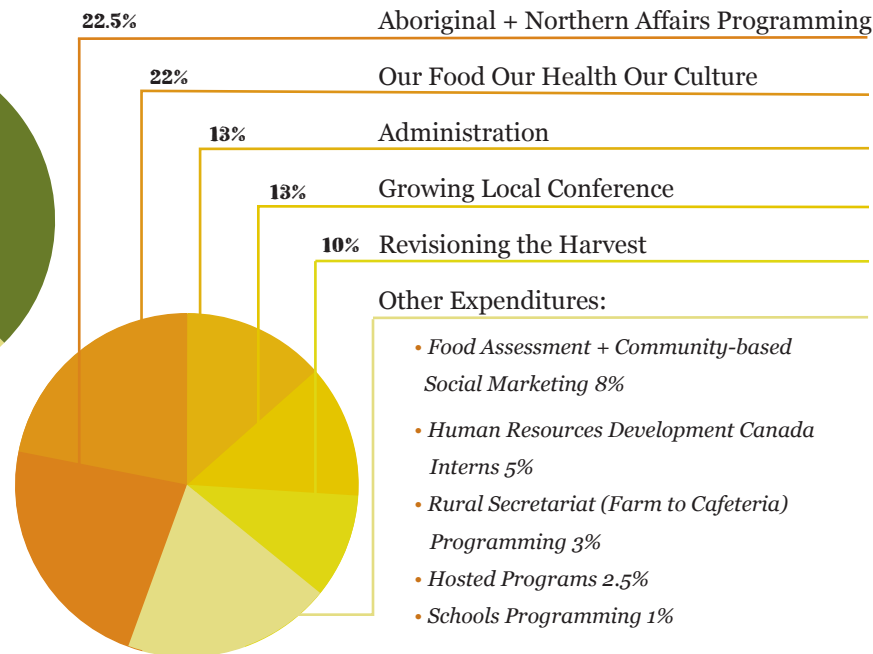
Income and Expenditure 2011-2012:*

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

Income 2011-2012



Expenditure 2011-2012





*23 FOOD SECURITY PROJECTS . 69 CHARTER SIGNATORIES . 272 PARTNER ORGANIZATIONS
82 COMMUNITY DISPLAYS, PRESENTATIONS + EVENTS . 84 MEDIA STORIES . 7013 VOLUNTEER HOURS*

FUNDERS AND DONORS

Thank you to our 2011-2012 funders and donors:

Major Funders, Donors, and Partners: \$1,000 and over

- Assiniboine Credit Union
- First Nations and Inuit Health
- Heifer International
- Human Resource Development Canada
- Local Food Plus
- MB Aboriginal and Northern Affairs
- MB Agriculture, Food and Rural Initiatives
- MB Community Services Council
- MB Co-op Association
- MB Healthy Living, Seniors and Consumer Affairs
- MB Housing and Community Development
- MB Alternative Food Research Alliance
- MB Sustainable Development Innovations Fund
- McConnell Foundation
- Moksha Yoga
- North End Revitalization Inc.
- Province of Manitoba
- Public Health Agency of Canada
- Rural and Co-operatives Secretariat: Agriculture and Agri-Food Canada
- SPARK/CCEDNet
- St Norbert Farmers' Market Association
- TD Friends of the Environment
- The Winnipeg Foundation
- YM/YWCA Digital Youth Internships

Charitable Donors

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- Moksha Yoga
- Monika Zinn
- Nan Colledge
- Patricia Lachance
- Paul Chorney
- Raquel Koenig
- Rhonda Lorch
- In honour of Roger Fournier
- Sagan Morrow
- Sarah Carson
- Sean Hogan
- Shannon Stebelko
- Sheri Blaylock
- St. Mary's United Church
- St. Norbert Farmers' Mkt
- Stefan Epp-Koop
- Susan Tough
- Tall Grass Prairie Bread Company
- Tracy and Les Howard
- Yetman's Ltd.
- Yvonne Taylor
- 6 anonymous donors



MANITOBA FOOD CHARTER

Organizational Signatories

The Manitoba Food Charter is a vision document of what a healthy, sustainable, and fair food centered province could look like. Individuals and organizations that have signed the Charter have identified action steps they are taking towards achieving food security in Manitoba.

- 100 Mile Manitoba
- Ag. Committee Turtle Mtn CDC
- A Rocha Canada
- Art City
- Bayline Regional Roundtable
- Beyond Factory Farming
- Bunibonibee Cree Nation
- Burtwood Regional Health Authority
- Canadian CED Network- MB
- 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 Center and Area Association
- Farmers' Market Association of Manitoba Co-op Inc.
- Fort Whyte Alive
- Fresh Option Organic Delivery
- Frontier School Division
- Fruit Share
- Green Action Centre
- Green Bean Coffee Imports
- Harvest Moon Society
- IRCOM Inc.
- Inner City Aboriginal Neighbors
- Klinik Community Health Centre
- Mallard Community Council
- MB Alternative Food Research Alliance
- MB Council on Child Nutrition
- Manitoba Eco-Network
- Marg's Organics Plus
- Mary Jane's Cooking School
- Mennonite Central Committee of MB
- Northern Association of Community Councils
- Organic Food Council of MB
- Pikwitonei School
- Ploughshares Community Farm
- Plum Ridge Farms
- Prairie Fruit Growers Association
- Prairie Skills Inc.
- Pregnancy and Family Support Services
- Prov. Council of Women of MB
- Resource Assistance for Youth
- Riding Mtn Biosphere Reserve
- Room to Grow
- SEED Winnipeg
- Sherridon Community Council
- Simplicity Practice and Resource Centre
- Spence Neighbourhood Association
- St. Mary's United Church
- St Matthews' Anglican Church
- St Norbert Arts Centre
- Tall Grass Prairie Bread Co.
- The Food Label Movement
- The Healthy Living Program
- The Landless Farmers Collective
- The University of Winnipeg
- Thompson Zoo
- Town of Leaf Rapids
- Urban Eatin' Gardeners Co-op
- Vincent Massey School
- West Broadway Development Corporation
- West Central Women's Resource Centre
- Winnipeg Folk Festival
- Wolseley Family Place



Food Matters Manitoba is a registered charity that engages Manitobans towards
HEALTHY, SUSTAINABLE AND FAIR food for all



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