

THE FUTURE OF FOOD IN WINNIPEG



Proceedings from the community discussion forum
on February 20, 2015
at the University of Winnipeg



With support from event partners:

Alliance



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Executive Summary

Food is an important part of all our lives, whether it's through the meals we prepare, the local food we buy or grow, the waste we compost, or the community and family food celebrations we enjoy. We all take part in our local food system and how we interact with food is directly linked to our quality of life, our health, the diversity and vitality of our neighbourhoods, and the vibrancy of our city.

Winnipeg is a city with vast potential yet significant food related challenges. Located in the center of Canada's agricultural sector, both economically and geographically, Winnipeg resides in a unique place. Food impacts all Winnipeggers, from middle income families learning what to do with the food in their fridge to the 60,000 individuals who access a food bank each month. Impressively, food related businesses account for one in eight jobs in the city and there is a growing number and diversity of restaurants contributing to the city's unique food culture. Food is also intimately connected to health as evidenced by the one in ten Winnipeggers directly affected by diet-related chronic diseases, such as diabetes. At the same time, food has the power to bring people together through culture and food traditions, experiences, and innovation.

The City of Winnipeg currently responds to a diversity of food related issues including land use and zoning for food related businesses, food related permits, landfills and food waste, economic development opportunities (food processing, restaurants and food trucks), and transit options to access food. Yet Winnipeg is one of the few major Canadian cities without a food policy council or municipal food strategy. Municipalities across Canada are recognizing the enormous potential for food to transform a city through thoughtful consideration and planning culminating in a food policy council. Over 60 Canadian municipalities have [food policy councils](#)¹ and/or food policy strategies. Despite these examples and key opportunities no coordinated mechanism currently exists to take action on food issues in Winnipeg.

On February 20, 2015, Food Matters Manitoba and partners organized the *Future of Food*, a forum for Winnipeggers to discuss their vision for food in the city. More than 100 representatives from 50 sectors including, local business, transportation, First Nations groups, educational institutions, healthcare, anti-poverty groups, farmers, food processors and distributors, community organizations, and various levels of government including city officials and staff, attended to examine the state of food in Winnipeg and share ideas on how food can be used as a tool in building a more vibrant city. This report highlights both the visions put forth and key opportunities discussed at the *Future of Food* forum. Our aim is for this report to provide a starting point for consultation and to support the City of Winnipeg taking leadership on food policy initiatives that contribute to the vibrancy our city.

This report identifies and discusses three major themes that appeared throughout the table discussions at the *Future of Food* forum. Each of these areas—growing food, getting food, and

¹ http://capi-icpa.ca/pdfs/2013/Municipal_Food_Policy_Entrepreneurs_Final_Report.pdf

food skills—have also been highlighted because they are areas in which the City of Winnipeg can take leadership and action. The three themes this report focuses on are:

1. Growing Food in Winnipeg: Upgrading community garden infrastructure

Community gardens are an important component of local food production in our city. They are a source of healthy, fresh food, provide a space for recreation and physical activity, bring communities together, beautify neighbourhoods, increase neighbourhood safety, and enhance environmental diversity.

2. Getting Food in Winnipeg: Increasing investment in local food access

Having geographic and financial access to food is a key component of a healthy, food-secure neighbourhood. Creating market spaces for distributing local food provides economic opportunities for emerging food producers and businesses, while at the same time providing additional locations to purchase good food.

3. Food Skills in Winnipeg: Upgrading community food facilities

Sharing and preparing food is an essential component of a vibrant food system and community. While increasing economic and geographical access to food is essential, so too is learning to cook nutritious meals. Such food skills have important health benefits and can, along with celebrating over a meal with friends and neighbours, have a positive impact on the physical, emotional, social, and economic well-being of community members, regardless of income level.

The following are recommendations based on the discussions at the *Future of Food* forum:

Recommendation #1: Form a Winnipeg Food Policy Council

To ensure future action is effective, coordinated, and considers a systems approach, the main recommendation is that the City of Winnipeg form a Winnipeg Food Policy Council. Municipal food policy councils have been effective at leveraging resources across multiple sectors in order to support municipal projects such as community gardens, community kitchens, food box distribution schemes for low-income neighborhoods, local and sustainable food procurement programs, food hubs, and farmers' markets.

Approaching food issues from a systems perspective, as these councils do, means integrating and balancing all interests that impact that food system. Improvements to the local food system proposed by food policy councils can stimulate economic development and create a multi-sector approach to food issues. This approach can reshape private and public spaces in cities, while also developing creative, community-specific solutions to localized food issues. Such councils have been successfully implemented in Toronto, Vancouver, and Edmonton, along with many other smaller Canadian cities and towns.

Recommendation #2: Develop a Municipal Food Strategy

The second emerging policy recommendation is for the newly established Winnipeg Food Policy Council to initiate a process of public and expert consultation to contribute to the development of a municipal food strategy. A food strategy outlines the ideal vision of the food system, the coordinated actions necessary to achieve it, and measureable goals. Such a strategy will articulate how municipal regulations, policies, and programs can be developed, modified, or eliminated to reach these goals. From a systems perspective, a food strategy has the potential to be an economic strategy, an environmental strategy, a health strategy, and a social strategy.

Envisioning a Vibrant Winnipeg

The *Future of Food* forum was organized in three parts. First, participants examined the state of food in Winnipeg and learned about examples of successful food strategies in other Canadian cities (Vancouver, Toronto, Edmonton, etc.). Next, participants were given the chance to envision, “What would an ideal Winnipeg look like in 20 years?” After sharing their visions for the future everyone was asked to participate in a series of roundtable discussions on food system-related topics. Topics covered the entire food system, with tables discussing production, distribution and processing, access, waste, eating and celebration, and governance and education.



Winnipeg in 20 Years

Future of Food participants were not short on visions when challenged with the question, “What would an ideal Winnipeg look like in 20 years?” While their responses were diverse, it was clear that Winnipeggers want to see a safe, vibrant, and fair city in which no neighbour goes hungry and all can enjoy the benefits of good food. They also want a city that recognizes the preventative power of food in health outcomes.



In summary, participants highlighted wanting to live in a city that recognises the preventative power of food in health outcomes and therefore:

Supports the growth of urban agriculture

- Promote urban infill to reduce pressures on agricultural land
- Encourage planting edible landscapes (annual plants and fruit trees) instead of ornamental landscapes on city property
- Increase the number of community gardens and municipal services support for community gardens
- Change by-laws to enable residential chicken-raising and beekeeping

Increases healthy and affordable food access in all neighbourhoods for all income levels

- Increased healthy food options in public spaces (community centres, arenas, etc.)
- Reduction in red tape for community food markets
- Sale of affordable, fresh produce in grocery/corner stores in Winnipeg neighbourhoods
- Community-integrated, year-round food production opportunities (i.e. co-op greenhouses)
- Encourage private food businesses to invest in healthy school lunch and snack programs

Provides food education for people of all ages

- More city programs that incorporate good food education (gardening, composting, cooking with local foods, nature education, etc.)
- Renovate community centres with licensed commercial kitchen spaces for food processors, after school programming, and community groups
- Tax incentives for more urban commercial kitchen spaces (perhaps under the social enterprise strategy)
- More good food education included in city programming (food prep skills, food safety basics, nutrition awareness, etc.)

Celebrates the diversity of food cultures and traditions

- Newcomers have access to land to grow their traditional foods and easily process, prepare and sell in local markets
- Local food festival to celebrate local food businesses and food production options within the city

Views waste as resource to combat environmental concerns

- Comprehensive composting/food waste program
- City-wide curbside composting pick up

Increases city support through

- An active, resourced, and progressive municipal food policy council
- A city official/staff person responsible for food security, food policies, implementation, and related community engagement
- A city official responsible for facilitating a network for existing community garden and their expansion and upkeep
- Steps taken to act upon *Our Winnipeg* plan

- More community consultation around neighbourhood-specific food issues to inform local food policy
- Food and community fabric considered in all city planning and architectural decisions (i.e. active transportation routes, waste/recycling, pollution, urban agriculture, etc.)
- New building codes that provide space for food sales, rooftop apiaries, and greenhouses
- Neighbourhood local food enhancement programs that develop garden spaces, fruit tree orchards, etc.
- Dashboard of key food and social related indicators at neighbourhood level, with the city to create targets for change

Issues identified that are outside of City of Winnipeg jurisdiction

- Ensuring/enforcing price ceilings on produce and nutritious food (i.e. North End grocery/corner stores)
- All children with need will be provided a healthy breakfast at school
- Significant reduction in food bank usage by transitioning into co-ops and social enterprise
- Guaranteed annual income that allows for healthy food and activities for low-income families
- Review of regulation around procuring, preparing, and selling wild game

Planning for the Future of Food in Winnipeg



From these visions for the future of food in Winnipeg, attendees were asked to join a series of table discussions to delve deeper into the complexities of food in Winnipeg. A key observation was how food is an issue that affects social, economic, and health outcomes.

Three major themes emerged from the table discussions: the need to improve infrastructure to grow food, increase access to locally produced and processed food, and strengthen food skills through programs at city facilities.

To ensure future action is effective, coordinated, and considers a systems approach, it is the recommendation of this report that the City of Winnipeg establish a Food Policy Council. Similar to food policy councils in other Canadian cities (see Appendix C), a Winnipeg Food Policy Council could be used as a forum to continue these discussions, advise the administration on Winnipeg-specific food security issues, and foster coordination between sectors. A common undertaking of such councils is to develop a food strategy. To develop a Winnipeg Food Strategy the council could conduct comprehensive public consultations, and draw on existing resources such as *Our Winnipeg*, *Food Matters Manitoba's* community food assessments, and other best practices.

The following section highlights the three key themes from the *Future of Food* forum. To facilitate first steps toward meaningful action each theme has additional research on existing city programming, resources, infrastructure, and potential partners.

Theme #1: Growing Food in Winnipeg

Improve Community Garden Infrastructure and Facilities

What are Winnipeggers saying?

“[There is] potential for a city staff person to monitor and increase community garden plots.”

“Create space for social inclusion and increased community safety.”

“Replace some city ornamental landscapes with edible landscapes.”

“Show people that food production can be beautiful.”

“Zoning by-laws need to include ‘specialized agriculture’ that allow for agricultural production but on a smaller scale.”

1. Basic Description

Community gardens are an important component of local food production in our city. They are a source of healthy, fresh food, provide a space for recreation and physical activity, bring communities together, beautify neighbourhoods, increase neighbourhood safety, and enhance environmental diversity. Throughout the forum, community gardens were not only the most discussed component of local food production, they also showed the most promise for municipal action.

2. Relevance

The City of Winnipeg currently supports community gardening through the operation of allotment gardens and the lease of land to community groups for the purpose of community gardening. However a number of barriers exist that prevent more people from taking advantage of community gardening. Current issues in Winnipeg are:

- Long wait lists for garden spaces;
- Insecure land tenure;
- Gardens that lack basic necessities (water, compost sites);
- By-laws that restrict garden purposes (i.e. market gardens);
- Lack of coordination between gardens across the city; and
- Inability to maintain school gardens throughout July and August.

3. Existing Resources and Initiatives

Building the future for community gardening in Region of Waterloo municipalities (2010):

This proposal developed by the Community Garden Council of Waterloo provides recommendations on community garden policies and implementation for municipalities.

http://www.together4health.ca/files/DOCS_ADMIN-%23815266-v1-MOP_GARDEN_POLICY_PROPOSAL.pdf

Inclusive community gardens: Planning for inclusive and welcoming spaces in Vancouver (2014):

This report was created through the Greenest City Scholars Program, which is a collaboration between the City of Vancouver and UBC Sustainability. It looks at what it means to be inclusive and how to build inclusivity into community gardens in Vancouver and beyond. <http://bit.ly/1Fi4BVq>

Montreal's Community Gardening Program (n.d.):

Montreal has the largest community garden program in Canada, serving over 10,000 citizens. This report provides a detailed account of the program including goals, contributors, stakeholders, animators, activities, and budget.
http://ville.montreal.qc.ca/pls/portal/docs/page/librairie_en/documents/Montreal_Community_Gardening_Program.pdf

4. Connection to the City (by-laws, programs, facilities, infrastructure, etc.)

Participants highlighted a number of opportunities for the City of Winnipeg to support and promote urban agriculture in our city. These opportunities include:

- Exploring opportunities to improve security of tenure for community gardens and community orchards on city property.
- Appointing community garden animators to monitor gardens, foster community connections, and facilitate educational and cultural programming.
- Providing access to public water facilities and composting at, or within a short walking distance of, community gardens.
- Implementing a soil-testing subsidy program for community gardeners.
- Updating existing community garden *Conditions of Use* to allow for the erection of a community garden shed at community garden sites.
- Updating existing, and developing new land use policies, zoning, and other regulatory levers to increase the number of community gardens throughout the city.

5. Potential Partners

- City of Winnipeg - Planning, Property, and Development Department
- Neighbourhood Renewal Organizations
- Winnipeg Community Garden Network
- Community organizations with a strong interest in gardening and local food
- Community members with a strong interest in gardening
- Schools
- Winnipeg Regional Health Authority

Theme #2: Getting Food in Winnipeg

Increase Investment in Local Food Access

What are Winnipeggers saying?

“Increase the awareness of utilization of the existing food processing and distribution channels for Manitoban grown food”

“More access, distribution, consumption, utility and community development”

“Having more strategic locations for CSA, markets, and direct-from farm drop-offs, especially at large organizations (example: government buildings, companies over 50 employees, etc.)”

“More awareness of local supply options and supporting them”

1. Basic Description

A large topic of discussion centred on various ways to strengthen the processing and distribution activities of local food from Manitoba. This included supporting existing processing and distribution businesses, supporting community economic development through food business, and increasing shared food processing facilities. One key recommendation was to have more strategic locations for accessing local food, including farmers markets, direct-farm drop-off sites, and Community Supported Agriculture (CSA) pick-up locations. The municipal government can play a supportive role in creating spaces for distributing local food by not only supporting the creation of new markets, but also strengthening existing markets for accessing local food.

2. Relevance

Farmers’ markets are defined by the City of Winnipeg as “an occasional or periodic market held in an open area or in a structure where groups of individual sellers offer for sale to the public such items as fresh produce, seasonal fruits, fresh flowers, arts and crafts items, and food and beverages dispensed from booths located on-site.” These markets serve as primary destinations for consumers wanting to buy local food, particularly from small-scale producers and food entrepreneurs. These markets have been key for local food access and distribution and could be expanded to offer other services, such as a year-round market for other buyers, including restaurants and businesses. Benefits include:

- Supporting marketing opportunity for local producers, processors, businesses, and food entrepreneurs;
- Maintaining social ties between urban and rural populations and strengthening connections between buyer and producer;
- Improving access to fresh, diverse, healthy, and seasonal foods;
- Reducing transportation, handling, refrigeration, and storage of food;
- Improving other local businesses by increasing foot traffic to an area; and
- Increasing access to a growing market at the consumer level, as well as for businesses and restaurants.

3. Existing Initiatives and Resources

Planning for Food-Friendly Municipalities in the Waterloo Region (2013):

This report provides advice to supporters of food-friendly municipalities in the Waterloo region, include the support for community gardens and temporary farmers markets:

<http://chd.region.waterloo.on.ca/en/researchResourcesPublications/resources/FoodFriendlyMunicipalities.pdf>

Planning for Successful Farmers' Market in Towns and Cities: Best Practices Guide for Municipalities (for purchase):

This guide provides resources for local government to assist market organizers, including the benefits of farmers markets, how to support the success of markets and highlights three case studies from British Columbia.

<http://www.bcfarmersmarket.org/resources/subpage/best-practices-guide-municipalities-0>

4. Connection to the City (by-laws, programs, facilities, infrastructure, etc.)

The following recommendations demonstrate how the municipal government can support existing and future local food markets.

- Provide municipal incentives, such as waived fees for market space, or space provided at low-cost. For example, the Downtown Biz did not require vendors to pay a cost for using the Manitoba Hydro location in its first year and a small fee for vendors in its second year. This helped create a positive and successful market that now has high demand from vendors and customers.
- Partner with existing businesses located in different parts of the city to increase space for selling local food, including mobile farmers markets.
- Ease parking restrictions and provide parking assistance, including blocking off parking space the night before and day of market day.
- Create a link between municipal and market websites to provide virtual advertising at no cost.
- Advocate for better access to markets through urban active transportation planning, such as Bus Rapid Transit (BRT) corridors.
- Create an easy to understand, how-to guide to assist groups and businesses interested in starting a local food market with necessary zoning and licensing by-laws.
- Explore the potential to change by-law no. 200/2006 to extend the dates for markets to be open beyond from April 1st until October 31st. This would support the opportunity for year-round markets.

5. Potential Partnerships

- Farmers Market Association of Manitoba
- Existing Farmers Markets in Winnipeg (St. Norbert, MB Hydro, River Heights, etc.)
- Community organizations with a strong interest in local food

Theme #3: Food Skills in Winnipeg

Upgrade Community Food Facilities

What are Winnipeggers saying?

“Better food policies for community spaces that serve food (community centres, arenas, daycares, etc.). Focus on real, healthy, and safe food”

“Meetings/gatherings with healthier, ethical, local food. The City should be leading by example and sourcing from local places like Neechi Commons”

“Food Security courses in education systems and include skills for all levels”

1. Basic Description

Sharing and preparing food is an essential component of a vibrant food system and community. While increasing economic and geographical access to food is essential, learning to cook nutritious meals and celebrating over a meal with friends and neighbours also has important health benefits and can have positive impacts on the physical, emotional, social, and economic well-being of community members.

Throughout the forum, participants expressed a clear interest in enhancing educational opportunities around food skills for Winnipeg residents of all ages. Discussion also focused on celebrating the diversity that exists within the city and increasing access to traditional and culturally appropriate foods.

2. Relevance

In order for this to become reality, there needs to be adequate space for people to gather to participate in such activities. Community centres are a natural gathering place for community members from all income levels to come together to engage in social events, recreational activities, and various food programming activities. Centres equipped with the proper facilities and kitchen spaces can:

- Serve as a gathering place for people in the community to connect around food and food preparation;
- Promote universal access to food skills and knowledge by providing classes on how to prepare healthy, low-cost meals;
- Provide healthy eating information at community events held in the facility;
- Provide information and programming that demonstrates how to make the most of emergency food provisions;
- Incorporate traditional Indigenous and newcomer foods into food programming;
- Provide the opportunity for community members to obtain food handlers’ training and certification through partnership with community organizations; and
- Offer space and opportunities for intergenerational sharing of food skills.

3. Existing Initiatives

There are a handful of city run community centres that are equipped with teaching kitchen facilities. Through the Leisure Guide the city offers cooking classes for youth and adults that range from preparation of basic recipes to learning the art of specialized cuisines. These classes take place at various community centres and schools across Winnipeg and require participants to pay a class and lab fee.

It seems that there has also been an increased interest in creating commercial community kitchen facilities. Licensed kitchens, like Knox Community Kitchen and the West End Commons, provide well equipped spaces for individuals, organizations, or businesses to rent. These spaces are rented for various needs, ranging from food skills programming to small-medium scale food production. These licensed kitchens are a hub of activity and offer equipment and space to individuals or groups that would not be able to build or maintain such a facility independently.

4. Connection to the City

There are currently 63 community centres across Winnipeg that provide various levels of programming and are equipped with a range of kitchen facilities. The city can actively promote universal access to food skills and knowledge by creating or upgrading kitchen spaces. The city can also create and fill a position in each ward, such as a Community Food Facilitator, to facilitate the development of family food skills.

Increasing the number of well equipped kitchen facilities will provide the necessary space and resources for community centres and other organizations to offer food related programming. This could include the continuation of existing cooking and nutrition classes offered through youth drop-in programs at specific centres, the expansion of Leisure Guide programming to offer more food skills across a wider geographical area, and the integration of food into various community events held at the centres.

5. Potential Partnerships

- Community organizations and neighbourhood associations
- The Province of Manitoba
- Winnipeg Regional Health Authority

Conclusion

Food must be viewed from a systems perspective thereby facilitating its power to impact the physical, social, economic, and environmental well-being of individuals and communities. By making connections between food system elements such as land use and food production, infrastructure, access to local markets, and food waste planning, we can ensure food contributes positively to a better, more vibrant Winnipeg for all. All these elements are fundamental components to a sustainable Winnipeg food system and should not be examined in isolation.

The “*Future of Food: Envisioning and planning for a more vibrant city*” forum was a starting point for 100 Winnipeggers from over 50 sectors to share their vision for good food in Winnipeg. However, moving forward a more comprehensive consultation process is necessary and this report should be considered a summary of initial findings. Information from additional consultations such as *Our Winnipeg* and four Community Food Assessments conducted by Food Matters Manitoba, with support from the Winnipeg Foundation, in St Vital, the North End, Inkster, and Downtown also contain consultation information and neighborhood specific recommendations. Eventually a strategy that outlines how to support and implement Winnipeg’s vision for their food system will be required.

In many ways this work builds on direction 8 of *Our Winnipeg’s* Vitality section, which states, “Working through community partnerships, respond to food needs as identified by communities”. *Our Winnipeg* outlines a number of enabling strategies:

- Collaborate on local food opportunities that are part of community development initiatives;
- Include food in planning for neighbourhood revitalization strategies;
- Within the city’s mandate, pursue opportunities to support local food production;
- Develop planning tools to manage the sustainability of existing community gardens and to enable the creation of new permanent or temporary gardens;
- Maintain an inventory of city properties suitable for food production.

The Future of Food report highlights the potential partnerships that exist to support and operationalize these strategies. The first step should be the formation of a Winnipeg Food Policy Council. A Food Policy Council, similar to what has been done in other Canadian cities (see Appendix C), would identify emerging food issues, promote analysis through a food lens, contribute to the development of a municipal food strategy, and assist in the development and implementation of innovative policy and projects.

A sustainable local food system supports our local economy, increases access to good food, improves ecosystems, celebrates First Nations culture and foods, farmers, and the unique wealth of cultural diversity newcomers bring. Altogether Winnipeg’s food system has the potential to help create an attractive city unique to all of Canada.

Appendix A: Forum Attendee List

Last	First	Organization Name
Altemeyer	Rob	MLA Wolseley
Andres	Adolf	Organic Food Council of Manitoba
Andres	Wanda	Organic Food Council of Manitoba
Andrews	Jody	South Osborne Community Orchard
Barkman	Janna	Fort Whyte Alive
Beaulieu	Tressa	University of Manitoba Human Ecology Department
Belton	Curt	Manitoba Eco-Network
Bialkoski	Kimberly	Flora and Farmer
Brandon	Josh	Social Planning Council of Winnipeg
Brewer	Robert	Transportation Canada
Bruan	Nolram	University of Manitoba Human Ecology Department
Brydon	Adriana	NorWest Co-op Community Food Centre
Carr	Kirk	
Carreau	Matt	Urbanist Meetup
Cobb-Friesen	Ellen	Manitoba Eco-Network
Colatruglio	Sarah	University of Manitoba Human Ecology Department
Cunnin	Dave	Agape Table
Dobson	Sean	City Councillor St. Charles Ward
Ducharme	Anita	National Aboriginal Diabetes Association
Dyck	Natalie	Urban Eatin'
Eason	Mary Jane	Mary Jane's Cooking School
Etkin	Brian	e-consultants
Feeleus	Marnie	Fresh Options Organic Delivery
Feschuk	Jennifer	Green Action Centre
Forget	Angela	Good Food Box
Friesen	Ellen Cob-Friesen	MB Eco Network
Funk-Unrau	Genny	Klinic
Gardiner	Laurel	Food Matters Manitoba
Garrod	Patricia	
Ghosh	Prabal	Manitoba Agriculture, Food, and Rural Development
Goulet	Amy	University of Manitoba Human Ecology Department
Grahn	Myrna	Manitoba Agriculture, Food, and Rural Development
Grant	Kaye	Reconnaissance Management Consulting Group Inc.
Hall	Ian	University of Manitoba Sustainability Office
Harlos	Sande	Winnipeg Regional Health Authority
Harms	Lavonne	Winnipeg Regional Health Authority
Johnston	Damon	Aboriginal Council of Winnipeg
Klassen	Mark	Urban Eatin'
Klassen-Wiebe	Megan	CMU Farm
Krauss	Maureen	HTFC Planning and Design
Kroeker	Adam	University of Manitoba
Kueneman	Rod	University of Manitoba
Lachance	Pat	Food Matters Manitoba
Leadbeater	Naomi	Brandon Neighbourhood Renewal Corporation
Lennon	Mike	City of Winnipeg City Planner

Maloney	Coral	
Martens	Tabitha	
Mathieson	Angela	Centre Venture
May	Erin	Brandon Neighbourhood Renewal Corporation
Mayes	Brian	City Councillor St. Vital Ward
McFarlane	Cath	Winnipeg Regional Health Authority
McGregor	Forrest	Child Nutrition Council of Manitoba
McMillan	Stuart	
Miller	Phaedra	Manitoba Health, Healthy Living, and Seniors
Moffatt	Hannah	Winnipeg Regional Health Authority
Mondor	Danielle	Fort Whyte Alive
Murray	Shirley	
Ngarboui	Raymond	Rainbow Comm. Gardens
Nash	Ramona	Central Station Community Centre
Nivet	Meeling	Portage la Prairie Food Development Centre
Oulton	Doris May	Alliance for the Prevention of Chronic Disease
Pagtakhan	Mike	City Councillor Point Douglas Ward
Pauls	Meaghan	Bell Tower Community Café
Pelser	Laura	University of Manitoba Human Ecology Department
Platt	James	City of Winnipeg Urban Planning Division
Powell	Charles	Manitoba Agriculture, Food, and Rural Development
Ragoonath	Christa	Councillor Brian Mayes
Ross	Shelley	Gray Academy of Jewish Education
Ross	Chris	Winnipeg Regional Health Authority
Rudolph-Crawford	Lori	FNIHB
Sansregret	Rachel	North Point Douglas Women's Centre
Sawchuck	Laryssa	Canadian Diabetes Association
Sawchuk	Lauren	Sisler School
Schoppe	Anneliese	
Sharma	Devi	City Councillor Old Kildonan Ward
Shukla	Shailesh	University of Winnipeg
Smith	Braden	Chief Planner, City of Winnipeg
Smith	Tim	Manitoba Healthy Living and Seniors
Spain	Kalynn	Small Farms Manitoba
Suderman	Tanya	Spence Neighbourhood
Tara	Jasmine	NEFSN
Thompson	Shirley	University of Manitoba
Thompson	Uy	University of Manitoba Human Ecology Department
Vickers	Ian	Diversity Foods
Waldie	Christelle	division colaire franco-manitobaine
Wiebe	Kyle	University of Winnipeg
Wowk-Slukynsky	Natalie	FNIHB
Zacharias	Jill	Manitoba Agriculture, Food, and Rural Development

Appendix B: A Winnipeg Food Strategy Proposal

THE FUTURE OF FOOD IN WINNIPEG

TOWARDS A WINNIPEG FOOD STRATEGY

The City of Winnipeg currently responds to a diversity of food related issues and is one of the few major Canadian centers without a food policy initiative. Over 60 Canadian municipalities have food policy strategies, food policy councils or other policy initiatives.

Who does this impact?

All Winnipeg citizens from middle income families who cook with a debit card and a microwave, to First Nations families interested in reconnecting to their culture in an urban environment, to newcomers, businesses, seniors, and the 60,000 Manitobans who use a food bank each month.

Why?

- 1 Increase efficiencies by bringing multiple sectors that wouldn't otherwise work together to the table to help the city accomplish its goals
- 2 Leverage non-city cash and in kind resources to address food issues. For example the Toronto Food Policy Council leverages over \$7,000,000 of non-City resources towards food security initiatives based on a \$200,000 annual contribution from the City
- 3 Address public health issues
- 4 Boost local economies and combat poverty
- 5 Increase efficiencies in municipal level policy development

www.foodmattersmanitoba.ca



Specific Opportunities

- 1** Facilitate cultural connection across Winnipeg and enliven the public realm and place making through food
 - a. Partner on an annual local food and culture festival including tourism, local restaurants, and First Nations and multicultural associations and service providers
 - i. Host annual Our Food Our Health our Culture multicultural ceremonial community feasts
 - b. Build on the success of street vendors and food trucks
- 2** Increase access to good food for all Winnipeggers
 - a. Facilitate planning towards the development of a downtown Winnipeg grocery store
 - b. Implementation of city healthy food policies
 - c. Establishment Community Food Facilitators in Winnipeg Neighbourhoods
 - i. After school cooking classes at City Community and Recreational Centres
 - ii. Provide adequate funding and training to city-run recreation facilities to ensure City staff and contracted food services have necessary infrastructure, skills and training to access, prepare and serve healthy food
 - d. Work to develop a healthy corner store/convenience store program where grocery access is limited
 - e. Adjust transit routes so that families and seniors in underserved neighbourhoods can access grocery stores
- 3** Showcase our vibrant local food scene and enhance supply and demand
 - a. Create partnerships to strengthen and diversify the local food economy
 - b. Strengthen farmers markets
 - c. Increase local food purchasing within City of Winnipeg operations
 - d. Support the operation and expansion of vibrant local food businesses
 - e. Assist in neighbourhood scale food infrastructure
- 4** Growing
 - a. Development of innovative food growing opportunities with a target on 1000 new garden plots and the promotion of rooftop gardens
- 5** Treat surplus food and food waste as a resource
 - a. Develop partnerships to assist in the redistribution of healthy, fresh and high quality surplus food including gleaning and claiming high quality food that do not meet the standards of existing retailers
 - b. Develop partnerships and initiatives to reduce food waste
 - c. Support the establishment of municipal food waste composting

Potential Partners

City of Winnipeg
Winnipeg Chamber of Commerce
Winnipeg Regional Health Authority
Winnipeg Harvest
Aboriginal Council of Winnipeg and
other First Nations and Metis partners

Newcomer agency representation
Chronic-disease health sector representative
General Council of Winnipeg Community Centres
Food Matters Manitoba
Community Funders (ie. Winnipeg
Foundation and The United Way)

www.foodmattersmanitoba.ca



Appendix C: Examples from Other Canadian Cities

While all of these key opportunities can go a long way in improving the place of food in our city, real strength comes from a system-wide approach to food integration as a tool in improving vibrancy.

Food strategies have been an effective way for cities to incorporate food as a tool for community engagement and building. For example, as an initiative of the Edmonton Food Policy Council, Get Fresh, the city's food strategy was built on a series of community consultations to address neighbourhood-level food issues. Initiatives like the key opportunities described above can be connected to an overall vision and future initiatives through a food strategy.

EDMONTON, AB

The Advisory Committee that developed the Edmonton Agriculture Strategy: FRESH identified nine strategic directions, which form the basis of action for the entire Strategy. The Strategic Directions are:

1. Establish the Edmonton Food Council
2. Provide Food Skill Education and Information
3. Expand Urban Agriculture
4. Develop Local Food Infrastructure Capacity
5. Grow Local Food Supply and Demand
6. Enliven the Public Realm through a Diversity of Food Activities
7. Treat Food Waste as a Resource
8. Support Urban Farmers and Ecological Approaches to Farming
9. Integrate Land Use for Agriculture

[View the full FRESH Strategy](http://www.edmonton.ca/city_government/documents/FRESH_October_2012.pdf)

http://www.edmonton.ca/city_government/documents/FRESH_October_2012.pdf

TORONTO, ON

The Toronto Food Strategy, which is carried out by the Toronto Food Policy Council has eight aims and objectives:

1. To animate, cultivate and shepherd innovative food policy approaches being discussed in Toronto.
2. To develop and advocate for “healthy public policy” on food security issues by encouraging cooperation among the many government departments and sectors that have an impact on food security.
3. To support innovative projects and policies that improve food security by encouraging urban agriculture and regional food self-reliance.

4. To work with City staff and community partners to enhance the capacity of community groups and agencies to advocate for improvements to government food security programs and provide direct services that address the food security needs of people they serve.
5. To partner with educators to promote inter-disciplinary research and teaching in subjects related to community food security.
6. To identify municipal mechanisms best suited to advance community food security.
7. To enhance Toronto's reputation for excellence and leadership in the fields of public health and community food security.
8. To initiate research, publications, educational events and partnerships that foster dialogue and advocacy on ideas, policies and programs that keep Toronto City Council, City staff and interested citizens abreast of emerging trends in the fields of food security, local food self-reliance and sustainable food systems.

[View the Toronto Food Strategy](#)

<http://www.toronto.ca/legdocs/mmis/2010/hl/bgrd/backgroundfile-30483.pdf>

VANCOUVER, BC

The City of Vancouver has identified eight priority areas:

1. Support and enable all forms of urban agriculture (specifically community gardens and urban farms), and make stronger connections with all parts of the food system.
2. Enhance access for individuals to participate in the activities of neighbourhood food networks and other community-based food programs, particularly for vulnerable and isolated groups.
3. Improve access to healthy, local, affordable food for all by increasing the number of healthy food retail including farmers markets, community food markets, and piloting healthy food retail programs.
4. Address gaps in local food processing, storage and distribution infrastructure by exploring possibilities that might include a food business incubator or food hub.
5. Increase the percentage of local and sustainable food purchased by City facilities.
6. Reduce food waste going to landfill or incinerator.
7. Expand and support food waste disposal programs.
8. Expand local collection and composting options

[View the Vancouver Food Strategy](#)

<http://vancouver.ca/files/cov/vancouver-food-strategy-final.PDF>



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We believe in good food for everyone. Join us!