

FOOD MATTERS MANITOBA



ANNUAL REPORT
2020-21



MESSAGE FROM THE CHAIR

What a year it has been. A time for grieving and a time for growth through uprisings, challenging policy, and systems. Here in Manitoba, we are being forced outside of our comfort zones to challenge prior socially accepted norms and governing views that have kept us from progressing and evolving through renewed partnership with First Nations, Métis and Inuit, the First Peoples of this land we call home.

As an organization we continue to engage in the challenging conversations that may lead us to decolonize our views and the systems we work in: How can we best support our First Nations partners? How can we ensure they have a leading voice within the organization? This is a fundamental part of the board's strategic planning process.

Staff and board members, past and present, have put their knowledge and hearts to work in organizing for the current journey we face: creating a long term plan for the organization, a strategic plan and an upgraded vision. A massive thank you to all members of the board, past and present, who have served over this past year: Vice Chair Beth Timmers, Secretary Curtis Brown, Treasurer Erin Crymble, Kirsten Earl McCorrister, Kaylee Michnik, Cynthia Neudorffer, Michael Salomons, Brenna Shearer, Ramogi Nyonje, Kayla Perry and Stacy Hay.

Certainly, this talented board is gratefully supported by the hard work and dedication of Executive Director, Rob Moquin. Rob's heart and soul are greatly intertwined with the work of Food Matters Manitoba, and is shown day in and day out in the valued leadership he brings to his role.

I am grateful for my time on the board, for the knowledge gained and the collaboration I've enjoyed. After three years, I am ready to step down from my role and to make room for new voices, different experiences and diverse perspectives on the board.

Thank you for your ongoing support of the organization.

ERIN NEUFELD
Chair of the Board

HELLO FROM OUR EXECUTIVE DIRECTOR

As 2020 began, no one knew how far-reaching and long-lasting the impacts of COVID-19 might be. But despite the challenges of responding to increased need and delivering services safely during a pandemic, we had one of our most successful years yet.

After years of searching, we moved into our new space at 422 Notre Dame Avenue . In September we launched the Food Action Hub network and by December we had a full, refreshed, and energized board of directors working on our forthcoming strategic plan. By March we were again celebrating a successful year at Food Matters Manitoba marked by strengthened partnerships, expanded sources of funding and a growing audience.

None of this would be possible without the talented and dedicated staff (Caryn, Demian, Myreille, Amalia, Katie, Debby, Hannah, Jordyn, Olivia) and our many funders, donors, and supporters who believe everyone should have the food they need to eat well all the time.

The social and economic toll of the pandemic has brought about enormous food access and supply challenges. While some reintroduced “victory gardens” and massive food waste diversion schemes, the federal government invested millions of dollars in food charity and food infrastructure projects. Billions of dollars in federal emergency income and wage subsidies reduced the proliferation of household food insecurity yet still left many households hungry due to unclear eligibility criteria and incompatibility with existing social assistance programs.

But our work's far from done. These experiences reinforce that structural change requires greater income equity and decolonization, not more charity and act as inspiration for the necessary social change we see ahead of the food movement and our organization. We must decenter white settler experience from descriptions of the food system and connect meaningfully with Indigenous and Black food movement leaders. We must shift the conversation away from individuals' bodies, personal health status, and food choices to the systems and structures that impact our relationships to food and land. And we must demand that governments establish a basic income guarantee, national pharmacare and childcare program, and renew commitments to end homelessness and poverty: the root cause of household food insecurity.

Thank you for joining us in reimagining what Food Matters Manitoba can contribute to food security in Manitoba. With much appreciation and best wishes,

ROB MOQUIN
Executive Director

YEAR IN REVIEW

This has been a year focused on strategic planning and curious rebuilding. The board, along with the support of the staff team are creating a renewed direction for Food Matters Manitoba within the ever-changing context of Covid and the growing Food Security Movement across Canada.

While reviewing our strategic goals, our core activities remain:

- Partnering with Northern & Indigenous leaders to deliver community-driven land-based education & community food production programs
- Nurturing long-term partnerships for improved food secure-focused programming across the province; creating and promoting educational resources for practitioners, the public and policy makers
- Facilitating shared learning opportunities to develop our common understanding of food security across Manitoba to promote leadership, capacity development and to foster collaboration
- Collaborating with academic partners, sector practitioners and community leaders on food system reform



NORTHERN PARTNERSHIPS



FOOD ACTION HUB



COMMUNITY
ENGAGEMENT



RESEARCH PARTNERSHIP

THANK YOU!

TO THE 2020-2021 BOARD OF DIRECTORS



Thank you to the tremendous board
for their vision, curiosity and
thoughtful strategic planning efforts.



Erin Neufeld, Chair
Beth Timmers, Vice Chair
Curtis Brown, Secretary
Erin Crymble, Treasurer
Kirsten Earl McCorrister
Kaylee Michnik
Dr. Cynthia Neudoerffer
Michael Salomons
Dr. Brenna Shearer



Thank you to outgoing board members:
Tyler Pearce, Gabriela Klimes, James
Manguba, Kayla Perry & Stacy Hay

NORTHERN PARTNERSHIPS

Core partnerships

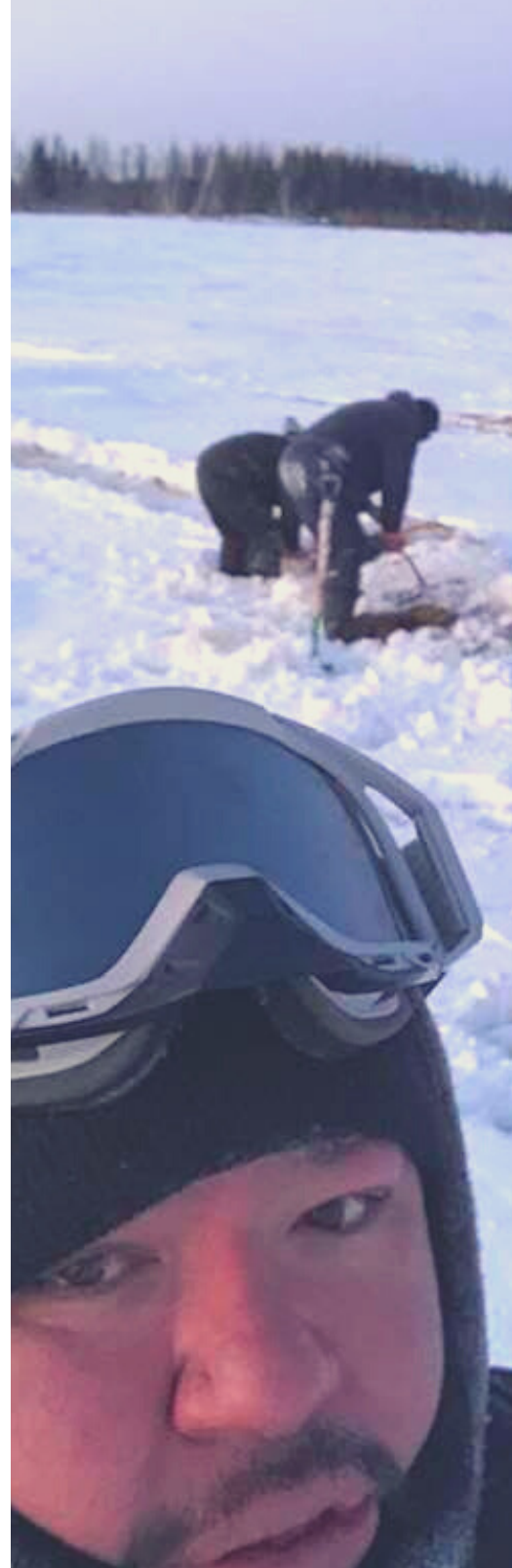
Thanks to the ongoing support of the **Northern Healthy Foods Initiative** from the Province of Manitoba, Food Matters Manitoba has provided logistics and facilitation support to 13 communities across Northern Manitoba for community driven food security projects: Fox Lake Cree Nation, Mispawistik Cree Nation, Crane River, Split Lake Cree Nation, Gillam, Mosakahiken, South Indian Lake, Norway House, Cross Lake, York Landing, Shamattawa, Brochet and Lac Brochet. Activities include land-based learning and community food production: snaring, skinning, drying, medicine gathering and processing, hunting, butchering, fishing & ice fishing, seed starting, gardening, composting, animal husbandry and cooking, canning & drying.

Additional support

Thanks to **Community Food Centres Canada** our Administrative & Program Support, team was able to dedicate the much needed time and extra support Northern Partners requested throughout the emergent and regularly evolving Covid challenges faced this past year.

A generous partnership with the **Northern Manitoba Food, Culture & Community Collaborative** (NMFCCC) allowed Food Matters to provide an additional \$136,024 in project funds to partner communities. Further, NMFCCC and **Dillon Consulting's** Winnipeg team, helped to resource harvesters in Fox Lake, York Landing, Norway House and Lac Brochet for weekly winter harvest activities included rabbit snaring and muskrat and beaver trapping, caribou and moose hunts, geese hunting, ice fishing and smoking/drying meats. Foods harvested were shared across each community with local families.

Healthy Horizons Foundation and **NIB Trust Fund** supported additional youth gatherings, medicine camps and land based learning activities as gathering and travel restrictions permitted.



13

NHFI PARTNER
COMMUNITIES

1,510

PEOPLE REACHED
WITH FEDERAL
COVID RESPONSE
FUNDS

\$136,024

LEVERAGED
COMMUNITY- DIRECTED
FUNDS FROM NMFCCC

313

YOUTH REACHED IN
NORTHERN LIFESTYLES
PROGRAM

FOOD ACTION HUB

LAUNCH

Trial

The quiet days of early-covid in the spring and summer of 2020 allowed the Food Action Hub team to create a strong framework for the online Hub. During this time, resources were catalogued and renewed. After much preparing to deliver the new program on Mighty Networks, the Food Action Hub launched its trial in September 2020. The Hub trial began with 46 members and 21 participating organizations. Quickly the Hub team realized the barriers to hosting our content and resources on a third party site like Mighty Networks and reorganized our original paid-membership model.

Learning & Redevelopment

The trial showed us that no matter how many high quality resources and articles we share, the true value of the Food Action Hub is ALL in the diverse network of participating food sector practitioners, academics, policy thinkers and community program facilitators. We converted our membership model to only include a membership fee if members wish to host and manage their own unique groups on the site. We also moved from a third party host to a custom website of our own: <https://hub.foodmattersmanitoba.ca>.

Re-Launch in Spring 2021

After much technical redevelopment (thanks to **PeaceWorks Technology Solutions** for your expertise and support on this exciting project) we relaunched the Food Action Hub in June 2021.

Hop on the [Food Action Hub](#) anytime to join the conversation, share your experience, knowledge and favourite food program resources with fellow community practitioners all across Manitoba.



46

TRIAL MEMBERS

94

ONLINE RESOURCES

42

BLOG ARTICLES

21

HUB CONNECTED
ORGANIZATIONS

COMMUNITY ENGAGEMENT

Beyond Our Plate moves online

High school classes in Manitoba functioned online throughout the 2020-21 school year due to Covid-19 public health restrictions. We redeveloped the material to be better shared in this new online learning environment. 8 classrooms participated in the BOP workshop in winter/spring 2021.

BOP for teachers

Taking BOP to classrooms during Covid-19 was especially challenging as teachers were over-run with demands of managing classes on and off-line. Many teachers contacted were interested in delivering the material to their students but wanted to receive the resources and some training to be able to delivery BOP to their students independently. In spring 2021 we created a professional development package for teachers to deliver BOP - this PD program will be delivered in fall 2021.

BOP > Food Security Matters

In addition to the high school class program, Food Matters developed both a BOP "Beyond the Charity Model" program to engage BOP participants in dialogue around charity alternatives as well as a "Food Security Matters" program to more deeply engage discussion around the oppression and systemic influences that are part of a food secure (and insecure) experience. These expanded programs are ready to be delivered in fall 2021.

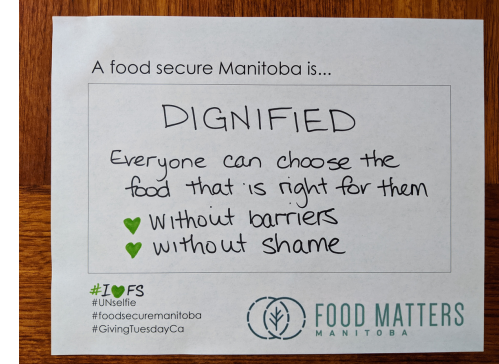
Community Outreach & Learning Events

Outreach and engagement activities this year included a Giving Tuesday campaign in December that featured community definitions of a food secure experience and a social media campaign defining the conditions of food security. Our monthly newsletter, The Beet, continues with over 3,750 subscribers and the Northern Sun newsletter was published and sent to partners in both Winter 2020 and Spring 2021

Community learning events in Winter 2020 included a Food Matters hosted webinar titled "Connecting our Diverse Food Security Experiences: A Panel Discussion" and "Covid-19 and Food Security: From Emergency to Equity" at the CCEDNET Gathering. An "Intro to Composting" workshop was delivered by dedicated Food Matters volunteer, Justin van Oeveren in March 2021. This workshop sold out so quickly (and was so well received) that another was offered again in April!

Community engagement programs ready for delivery in fall 2021

Beyond our Plate - PD for teachers
Beyond our Plate - Beyond the Charity Model
Food Security Matters



A Food Secure experience.
When all 5 conditions are met.



Note: Household Food Insecurity (HFI) occurs when economic or physical access to food is disrupted.

PARTNERS IN RESEARCH & LEARNING

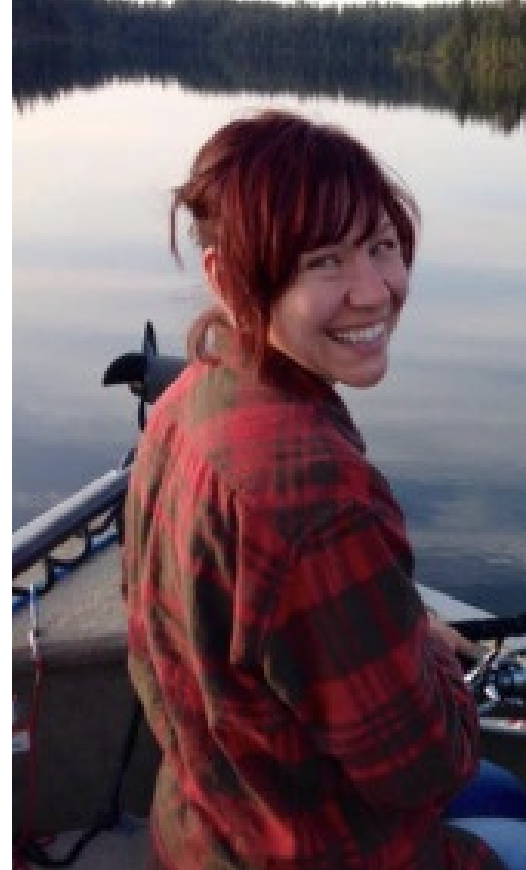
Partnership Engage with SSHRC

Drs. Kristen Lowitt, Queen's University and Joyce Slater, University of Manitoba are leading this project in partnership with Food Matters Manitoba. They have been involved with Food Matters since 2018 and 2010, respectively, through community-based research, evaluation, and food policy initiatives.

With funding from a SSHRC Partnership Engage Grant, this project supports Food Matters in bringing together our food movement partners to understand their needs and engage them in responding to the COVID-19 crisis.

There are two key needs we've identified that we seek to address through this research project: 1) To identify and prioritize the key food systems vulnerabilities and gaps in Manitoba that have emerged due to COVID-19; 2) To produce a set of collaborative policy outputs that will equip Food Matters's partners for engagement in equitable and resilient food security policy responses now and beyond the COVID-19 crisis.

The project continues into 2021-2022. Stay tuned to Food Matters Manitoba's website and the Food Action Hub to learn more about emerging priorities, design briefs, design labs, and policy responses.



Social Sciences and Humanities
Research Council of Canada

Conseil de recherches en
sciences humaines du Canada

Canada

BRANDON

FOOD COUNCIL

Establishing a Food Council Plan

Food Matters supported the Brandon Food Council with a Coordinator position, focused on developing infrastructure, communicating with potential collaborators, public engagement, and establishing a baseline of understanding for formulating policy and project planning.

Thanks to the Thomas Sill Foundation for their support in stabilizing and supporting this role.

Core Activities

The Brandon Food Council Coordinator organized the following activities and initiatives with the support of the council volunteers.

- Strengthened partnerships with the City of Brandon
- Coordinated a Virtual Community Event: “Edible Brandon” to plan for becoming an edible urban community
- Established a Matrix of activities and strategic goals
- Partnered with University of Winnipeg to support an Inner City & Urban Studies student to investigate and compile research and best practices on Urban Agriculture for future BFC edible community planning.
- Established a Facebook group
- Created a brand and logo for the Brandon Food Council
- Rooting for Local Food project (seedling exchange)
- Partner in the Everyone Eats service created in response to household food insecurity exacerbated by Covid-19
- DIY deer smoking video with local knowledge keeper

The Brandon Food Council Coordinator managed the administration and coordination of activities throughout the year, with guidance and support from the volunteer Council members.

Edible Brandon

Virtual A community event

Food brings us all together. Join us on Thursday March 4 2021 to learn, brainstorm and discuss innovative ideas for local food in Brandon.

Growing

COMMUNITY GARDENS

What's going well? What could be better?

Innovative

FOOD GROWING

Opportunities for vertical gardens, rooftop gardens, street farms, living walls?

Animals

FOOD RAISING

Animals for meat or eggs in the city?



Earth

FOOD HARVESTING

What should we grow and harvest?
Medicine gardens, fruit trees, orchards, public gardens?

Foodscape

FOOD MAPPING

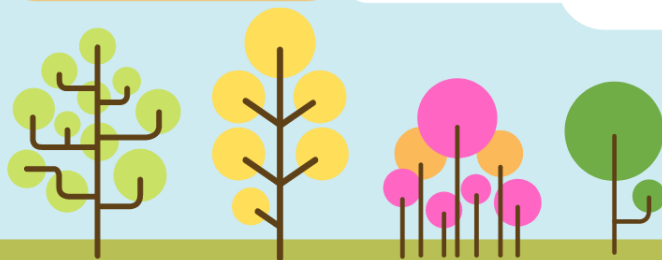
What food resources should we map in our city?

REGISTER NOW

Join us on Zoom for our virtual event

March 4

6:45-8:45 PM



Register Online:
https://zoom.us/join/register/tJIsceCqrTsoGdTSfjNqKmarBIPxpBgM_PuC

BRANDON FOOD COUNCIL

The Brandon Food Council emerged as an independent organization as of April 1, 2021.

Congratulations to the whole Food Council team.
Food Matters looks forward to connecting and collaborating again in the future!

THANK YOU TO OUR GENEROUS **FUNDERS**

ACU

Barb Elliott Trust

Community Foundations of Canada

D Sutherland Medical

Dillon Consulting, Winnipeg office

Healthy Horizons Foundation

Manitoba Health Seniors & Active Living

NIB Trust Fund

Northern Healthy Foods Initiative

Northern Manitoba Food, Culture & Community
Collaborative

Partnership Engage, Social Sciences and
Humanities Research Council

Roquette

Scotia Bank

Thomas Sill Foundation

Winnipeg Foundation

AND A SPECIAL THANK YOU TO ALL OUR **INDIVIDUAL DONORS**

THANK YOU!

TO THE 2020-2021 STAFF TEAM



Thank you to the
dedicated and passionate
staff team at
Food Matters Manitoba.



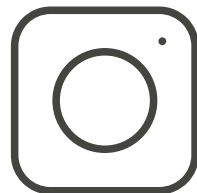
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Caryn Douglas
Debby Lute-Storey
Demian Lawrenchuk
Hannah Muhajarine
Jordyn Sheldon
Katie Anderson
Myreille Fortin
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Rob Moquin



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FOOD MATTERS
M A N I T O B A