



# 3<sup>rd</sup> Annual Headwaters Food Event

Headwaters Food, Farming and Our Future  
November 25<sup>th</sup>, 2014

# Who is the Headwaters Food and Farming Alliance?

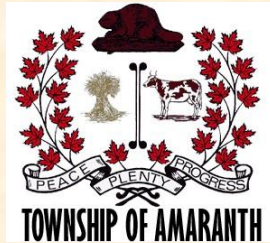
## HFFA Hub:

- Sandra Dolson (Caledon)
- Jane Aultman (Amaranth)
- Janet Horner (GHFFA)
- Marci Lipman (Dufferin Farm Fresh)
- Jennifer McCorriston (WDG PH)
- Shirley Boxem (HCIA)
- Theresa Sauren (Dufferin.Biz)
- Gemma Duley (Edge of Control Consulting)
- Karen Hutchison (HCIA – Staff resource)



# 3<sup>rd</sup> Annual Headwaters Food Event: Headwaters Food, Farming and Our Future Sponsors

## Organizations that participate on the HFFA Hub



## Local Food Sponsors:



## Funding Partners:



*for food. for farming. for our future.*





## Goals for Today:

- 🍴 Update on HFFA progress
- 🍴 Meet our sub-committees
- 🍴 Growing a Local Food System Report
- 🍴 HFFA Plans for 2015
- 🍴 Community Conversation





## HFFA Vision

HFFA envisions a food system in the Headwaters that is productive, sustainable, transparent, and fair; supports the health and well-being of our residents and food providers; and contributes to a prosperous and equitable economy.





# HFFA Major Accomplishments of 2014

- Independent , strong sub-committees
  - More on these later
- Public Health funded report on challenges to growing a local food system in Headwaters
- Engagement in municipal election debates



# Education, Literacy and Access Working Group

- Chair Jacalyn Dryland
- Project Coordinator, Jennifer Payne







for food. for farming.  
for our future.



**THINK FOOD  
AND FARMING**

**Education, Literacy and  
Access  
Committee**



# Food Access



Food insecurity





# TEACH EVERY CHILD ABOUT FOOD







## Farm to School Pilot Programs



# Farm to School Pilot Programs



## Education Workshops

- ✓ Modules for Kindergarten to Grade 6
- ✓ Curriculum-tied activities related to local food
- ✓ Authentic delivery by local farmers
- ✓ FREE on a limited scale for 2014-2015 school year



## Local Food Club

- ✓ Monthly local food packs delivered through schools
- ✓ Tips for storing, handling and cooking
- ✓ Information about local farms and food producers
- ✓ Offered to families at select schools for 2014-2015 school year

# September 2014

- ✓ Farmer Training at Everdale Farm

# October 2014

- ✓ First two K-3 workshops delivered at Palgrave Public School
- ✓ First Food Club delivery at Primrose Elementary

# November 2014

- ✓ Finalized design of 4-6 unit
- ✓ Third workshop delivered at Island Lake Public School
- ❑ First Food Club delivery at ILPS





**Farm to School Workshops - Palgrave Grade 3**



# Primrose **Growing Home** Local Food Club

## First Delivery October 2014





# Island Lake **Growing Home** Local Food Club

## Kick off Pumpkin Party!



# F2S Project Funding



To date Local Food Club orders =  
\$3,600

# Thank you!

- Everdale Farm
- Fiddle Foot Farm
- Food & Friends Network
- Whole Village
- All our food suppliers
- Government of Ontario
- Teachers and parents
- Our volunteers!
- Our supportive ELA workgroup
- HFFA Hub
- HCIA
- WDG Public Health
- Nicole, Shirley and Anita

# How can YOU get involved?



- Assist with fundraising
  - run an event or campaign
  - make a donation to the programs
  - sponsor families for Local Food Club
  - sponsor school workshops
- Share farming expertise
  - Deliver school workshops
  - Next program phase: host schools for farm visits
- Supply food/info for Local Food Club packs & events
- Assist with monthly food deliveries



# Keep in Touch!

- Connect with us and help build our network:

facebook.com/HeadwatersFood



twitter.com/HeadwatersFood



✓ bookmark [www.hffa.ca](http://www.hffa.ca)

✓ sign up for our email list for newsletters

✓ come to workgroup meetings

✓ share your ideas, expertise, time

## THANK YOU!



# Culinary Tourism

- Michele Harris, Executive Director of the Hills of Headwaters Tourism Association



*March 28th -  
April 13, 2014*



[www.tasteofmaple.ca](http://www.tasteofmaple.ca)

Participants: 29

Web pages created: 37

Unique visitors: 8,565

Page views: 11,463

**Friday, October 17th -  
Sunday, November 2nd**

***TasteoftheHarvest.ca***



[www.tasteoftheharvest.ca](http://www.tasteoftheharvest.ca)

Participants: 23

Web pages created:

Unique visitors:

Page views:





## PRODUCT DEVELOPMENT IN HILLS OF HEADWATERS: ROTATING EVENT SERIES

HILLS OF HEADWATERS  
ACTION PLANS:

SIGNATURE EXPERIENCE DEVELOPMENT



- Development of a Pan Am Signature Taste Trail
- Launch date June 2015 (to coincide with the Torch Relay events)
- Soliciting participating restaurants, bakeries, cafes etc to submit & include a Pan Am inspired dish/drink
- Visitors to the equestrian events of the Pan Am Games will be given ballots to vote online for their favourite dish
- Restaurant patrons will also be given ballots to vote for their favourite dish
- Winner will be announced in August 2015



# Growing the Local Food System in Headwaters

- ☉ Background
- ☉ Recommendations
- ☉ HFFA Priorities





# Background

- ❶ Funding from Healthy Communities Fund, Ministry of Health and Long-Term Care delivered through the Wellington-Dufferin-Guelph Public Health Unit
- ❷ HFFA Hub members from Dufferin.Biz, The Town of Caledon, and Wellington-Dufferin-Guelph Public Health assisted the researchers on the project
- ❸ In depth interviews and focus groups with members of the local food system:
  - ❶ Producers (farmers)
  - ❷ Processors (processing food)
  - ❸ Distributors (selling food)
  - ❹ Food Advocates (food safety and accessibility)

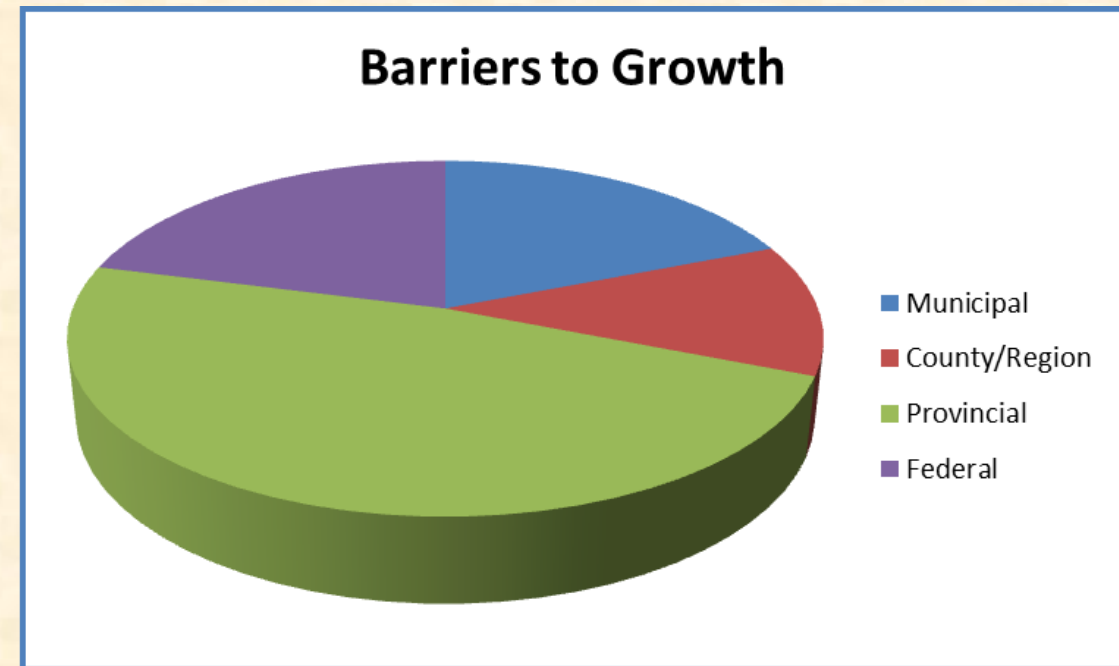


# Recommendations



47 barriers to growth were identified spanning regulatory, financial and business related issues

28 recommendations to encourage and support the development of a local food system in this region





# HFFA Priorities

- 🍴📍 Developing a Local Food Charter
  - 🍴📍 Promote Local Food Week Activities and Events
  - 🍴📍 Creation of a Resource Site (website)
  - 🍴📍 Staffing Position
- 
- 🍴📍 HFFA will support the other recommendations through partnerships, collaboration or through the sharing of data.



# What is a Food Charter?

- ❶ A statement of values and principles that:
  - ❶ Present a vision for a just and sustainable food system that has been developed by the community and endorsed by the community's decision makers
- ❷ It serves to:
  - ❶ anchor municipal commitments to sustainable food system policies
  - ❶ provide guidelines for decisions about food
  - ❶ act as a tool that links policy and community action.





# Why a Food Charter?

- ❖ Food Charters combine:
  - ❖ Vision statements
  - ❖ Principles / Guidelines
  - ❖ Action goals
  - ❖ Background & rationale

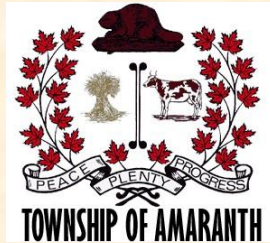


# Next Steps for HFFA and a Headwaters Food Charter

- ☛● Gather input today from all of you
- ☛● Put together a work plan for 2015 based on feedback
- ☛● Consult the public
  - ☛● Stay tuned for opportunities to engage

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## **Community Consultation**

More information:

[www.hffa.ca](http://www.hffa.ca) OR [action@headwaterscommunities.ca](mailto:action@headwaterscommunities.ca)