

# Good Food 2025

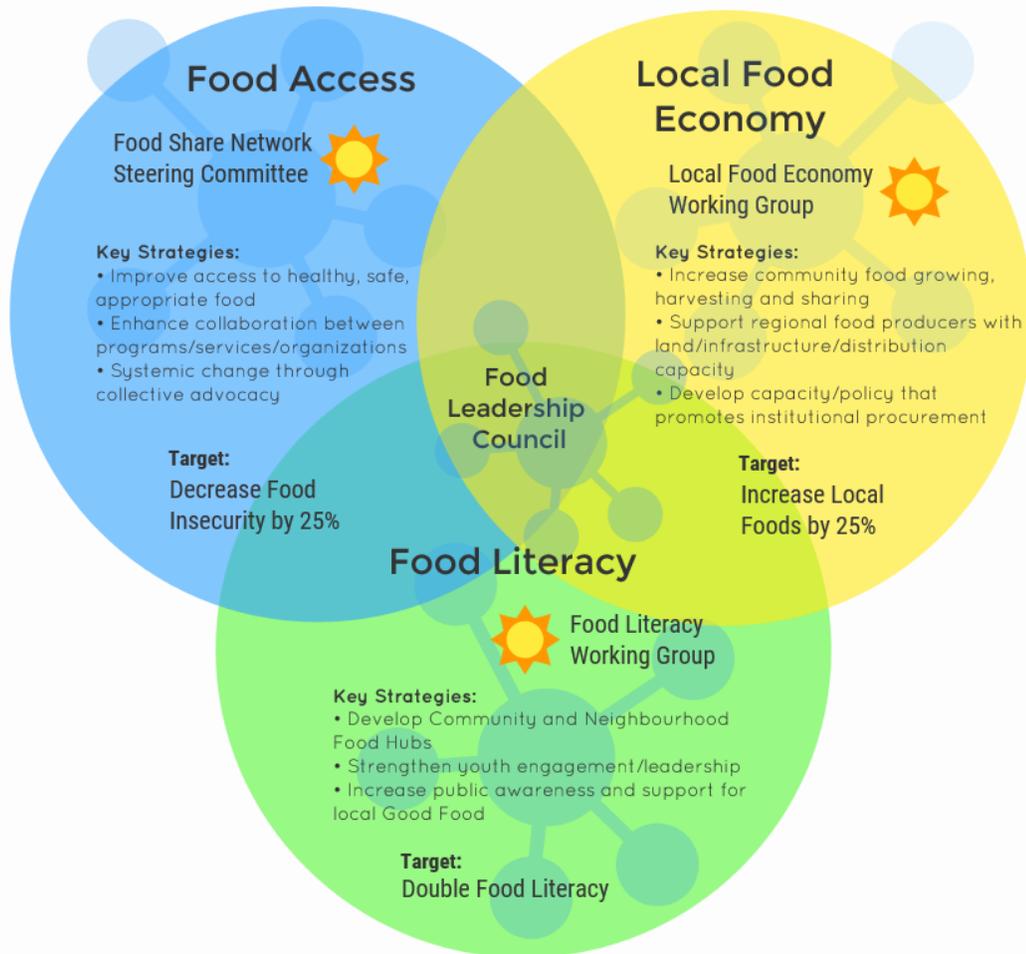
## Primer

*Transforming the Regional Food System Through Collective Impact*



Greater Victoria - Capital Region

# Good Food 2025



Good Food 2025 receives the generous support of the Victoria Foundation, Innoweave, the J.W. McConnell Family Foundation and Vancity

To download electronically, visit [www.crfair.ca](http://www.crfair.ca)

November, 2016

## Good Food 2025

Good Food 2025 is an initiative to transform the regional food system. By working together, we can create a healthier and more sustainable food system, providing good food for all. This primer outlines our goals, achievement targets and our action plan until 2025.

In 2008, the Capital Region Food Charter defined a regional vision for our food system as:

***A sustainable and secure local food and agriculture system that provides safe, sufficient, culturally accepted, nutritious food accessible to everyone in the Capital Region through dignified means.***

## Good Food Network as the Engine of Change

The Good Food Network is a way of connecting across sectors and silos to engage the whole food system. Strengthening diversity and collaboration are critical to achieving system change. Various members of the network have been working together since the early 1990s, and pockets of collective action have emerged over time, such as Farm to School network, the Victoria Urban Food Table and the Food Share Network. Organizing across these networks, intentionally seeding other relationships, and working together to build collaboration between community, government and the private sector, is a key strategy for innovation and action. The Good Food Network was formally launched at the 2015 Capital Region Food Summit as the “big tent” network for supporting collaboration and building a united voice around our shared vision. Members include individual activists, government, funders, educators, academics, students, farmers, fishers, food processors, retailers, chefs, restaurants, health, indigenous, and other food and farm organizations.

### ***Purpose of the Good Food Network:***

***To connect and align our efforts and work together towards a healthy and sustainable food system in the Capital Region***

***Good Food is defined as good for the planet, good for the provider, and good for the health and wellbeing of all (see [www.crfair.ca](http://www.crfair.ca))***

## The Good Food 2025 Strategy as the Roadmap

Good Food 2025 sets out our broad **goals** and provides a plan for reaching them. We are establishing meaningful **targets** to gauge our impact and have outlined key **strategies** and **action plans** to guide our work. This primer includes background to all of these elements and is intended to provide insight into how we are organizing and aligning our efforts.

As a supplement to this work, the Victoria Foundation and CRFAIR have also collaborated in the production of a report entitled *Towards Good Food 2025*, to be released early in 2017. *Towards Good Food 2025* is intended to provide a much-needed basis for the development of a regional food system measurement and monitoring framework that will be revised and updated regularly. See Appendix C for a preview of the full report.

## What is the Challenge Good Food 2025 is Addressing?

When we talk about our regional food system, we mean all of the complex relationships and processes that bring food from the land or waters to our plates. Is it produced in ways that are sustainable, if not regenerative to the ecosystem? Is it health promoting? Are the systems involved economically viable? For thousands of years the earth has provided. With the coming of new settlers to the island over 150 years ago, many changes occurred. More recent shifts to a global food economy have turned our food system on its head. There are benefits but also deep challenges. We know that the planet will need to sustain 9 billion people very soon.

Good Food 2025 is a regional response to all of these problems. It is about transforming our regional food system for the better. Some of the key issues that Good Food 2025 addresses are:

- the loss of food lands and farmland and diminished water quality
- challenges with farm and food producer/provider profitability and sustainability
- support for revitalization of indigenous food systems
- increasing food prices
- lack of knowledge of how to grow and prepare healthy food
- high rates of food insecurity in our communities
- significantly increasing rates of diet-related chronic diseases
- ensuring adequate food supplies in the event of an emergency or natural disaster
- reducing or eliminating food waste
- global impacts of climate change

These issues are challenging and interconnected. Good Food 2025 takes a systems approach to developing stronger regional capacity to effect positive change in the food system that sustains us all.

## There are four goals that the Good Food Network shares:

1. Grow the local food economy to provide more of our foods closer to home and in a manner that promotes economic, social and environmental health
2. Enable all residents in the region to have the food knowledge, skills and ability to make informed choices about their foods
3. Increase the percentage of people who are food secure and able to access adequate healthy food

- Celebrate food as a vital part of all cultures and ensure that Indigenous foods are honored, with access to traditional ways of hunting, gathering and fishing by indigenous peoples

To demonstrate solidarity and unity of purpose behind these goals, we ask members of the Good Food Network to sign the Good Food 2025 Resolution of Support (Appendix D) and join the network database.

## Three Impact Areas and Outcome Targets:

In order to work towards our goals, we have set ambitious targets. There are many barriers to achieving these but we must be ambitious to achieve real change.



**Local Food Economy:** Local food production for the Capital Region increases from less than 10% of total food consumption in 2011 to 25% by 2025.



**Food Literacy:** Number of households in the CRD who report growing or accessing healthy, local, and traditional food steadily increases from 23% in 2014 to 46% by 2025. To do this we will double our Food Literacy efforts.



**Food Access:** The number of households who report that they are food insecure drops by 25%, from 14% of households in 2012 to 10% by 2025.

## Priority Strategies for Each Impact Area

Each of the three impact areas includes a unique strategy to achieve our desired outcomes. These are intended to help network members align their activities and find common ground with potential partners. We expect an evolution of these strategies over time as the Good Food Network develops and new opportunities emerge.

### **Local Food Economy**

- Increase community food growing, harvesting and sharing
- Support regional commercial food producers and build land, infrastructure and distribution capacity
- Develop capacity and policies that promote institutional procurement

### **Food Literacy**

- Develop and strengthen Community and Neighbourhood Food Hubs
- Strengthen youth engagement and leadership
- Increase public awareness and support for local Good Food

## Food Access

- a. Improve access to and availability of healthy, safe and appropriate food
- b. Enhance collaboration and cooperation between programs, services and organizations
- c. Systemic change through collective advocacy

For each of the core strategies above, a set of sub-strategies has been developed along with associated action plans, initiatives and projects. More information, including a summary of the key agencies involved, can be found in Appendix A and Appendix B of this document.

## Measuring Progress

As mentioned above, we have been working with the support and guidance of the Victoria Foundation to devise a set of food system indicators. This effort will be documented in *Towards Good Food 2025*, scheduled for release in early 2017. See Appendix C for an outline of the indicators that will be included. The purpose of *Towards Good Food 2025* is to establish a baseline for monitoring progress towards the Good Food 2025 targets. It provides available data on a set of potential indicators linked to the three impact areas and identifies data gaps that are being considered for future data collection, monitoring and research. The targets and indicators that have been established are the results of best efforts given available data, imperfect measures and the evolving nature of the work. We expect them to provide a useful starting point for food system monitoring but recognize that there will be opportunities for refinement over time.

## How are we organizing to do the work?

We have adopted the Collective Impact model as a way of strengthening shared ownership and collaboration in the regional food system. This model has been useful as a foundation for structuring the supports and capacities required to implement the Good Food 2025 strategy as a common agenda. The Collective Impact model is based on a foundation of shared measures, continuous communication, pro-active alignment of efforts, and the provision of “backbone” services to support network efforts.



## Working Groups and Networks

In order to strengthen communication and collaboration, we also draw from the constellation model. This model has been frequently recognized for its success in supporting complex systems change that includes diverse stakeholders and interests. In the model, working groups are formed around shared strategies, issues or functions. Working groups are self-governing and engage their own members as needed to fulfill their functions. In the Good Food Network, diverse perspectives will be represented on

a centralized Leadership Council. This body is currently in development but is intended to act as the network glue, providing strategic oversight to advance Good Food 2025.

An example of the constellation model at work is the **Food Share Network. Led by a Steering Committee**, this network is giving leadership to the **Food Access Impact Area** of the strategy. With over 40 members, they have their own objectives, projects and governance and they liaise across various other groups in the system to ensure co-ordination, alignment and shared learning.

**The Food Literacy** area of the strategy is organized differently. In this area, we have an overarching Food Literacy Working Group and Roundtable that comes together once a year. This working group is supported by a number of sub-level groups that have come together in key areas of strategic concern: **the Neighbourhood Food Hubs Working group, Youth and Food Security Community of Practice and the Farm2School Advisory Committee**. Like the Food Share Network, these groups have their own membership and organize themselves around their shared interests and work. They also liaise across various other groups and networks in the system. A practical example of these relationships is the Food Share Network's representation at the Neighbourhood Food Hubs table. Their presence at the table has allowed them to explore opportunities for the distribution of rescued food through the Hubs.

**The Food Economy area** is organized differently again. There is no formal working group, although one is currently in the development stages for launch in 2017. There are, however, a number of active groups and organizations working broadly and in key focus areas. Examples include the Salt Spring Island Agricultural Alliance, the Peninsula and Area Agriculture Commission, the Farmer2Farmer Network, the Farmland Trust working group, a multisector initiative on Shellfish Harvesting, and task groups on wildlife conflicts.

### Food Leadership Council (under construction – Proposed for 2017)

The Food Leadership Council is intended to provide leadership capacity and guidance to the Good Food Network and, in particular, to CRFAIR as the network backbone (more information on CRFAIR's role in the network can be found below). This body will function at the highest level, acting as a point of reflection to ensure the Good Food 2025 initiative is efficiently and effectively working to achieve our ambitious goals. More specifically, we envision that the Leadership Council will be responsible for providing guidance on strategy, community and stakeholder engagement, the development of shared measurement, research and reporting. When necessary, the Leadership Council can also act as a liaison to the wider community, local government, and other authorities.

Development of the Leadership Council is planned to occur in 2017, and we will strive to ensure representation from a wide range of sectors. We believe it is necessary to include at least one member from the following organizational types to allow for a broad base of expertise and influence at the table:

- Not-for-profit organizations
- Funders
- Business
- Specific sector associations
- Indigenous organizations
- Educational Institutions
- Government agencies

In addition, the Leadership Council will strive to represent the voices of residents from across the region, including the Urban Core, the Western Communities, the Saanich Peninsula, and the Gulf Islands.

The proposal currently under consideration is to develop a “lightweight” governance model for the Good Food Network to ensure that there is clear direction and engagement of leadership while enabling strategy development and action at all levels. This will allow the network to stay organized and be responsive to shifting challenges and opportunities.

## Backbone Organization (CRFAIR)

CRFAIR provides a range of supports related to the planning, implementation and monitoring of the Good Food 2025 Strategy. As the network backbone, CRFAIR can coordinate and provide administrative services to the Good Food Network and the Leadership Council. Backbone services currently offered or in development include:

- Communications within the network and support for public communication strategies (manage website, deliver newsletter, etc)
- Connecting and aligning relationships for collaboration across the network and the strategy areas
- Support for the Leadership Council meetings and strategy monitoring, learning and adapting
- Supporting or coordinating working groups as needed
- Filling gaps in project delivery and management where there is lack of leadership able to step forward
- Proposal development and fundraising to support the strategy
- Develop partnerships to advance and manage the data collection, synthesis and generation of learning and progress reports

## The Good Food Network and “Constellation” Organizing:

The Good Food Network is currently in the formalization process and the membership is growing steadily. Actors that have not yet joined can do so by becoming a signatory to *Good Food 2025 Resolution of Support* (see Appendix D) and registering to be included in the Good Food Network database. We are placing a very high priority on advancing network formalization over the next six months.

As the Network grows, it is important that individuals and organizations have the opportunity to come together around key needs, concerns and opportunities. These may be reflected within the current strategy or will grow organically through self-organization.

As noted above, we call the diverse ways of coming together “constellations.” These are the forums and engines that drive work forward on the ground. Each has unique elements and reflects different roles and focuses. Here are some examples of current constellations or forums in various stages of development:

1. **Victoria Urban Food Table**
2. **Farm to School Advisory Committee**
3. **Neighbourhood Food Hubs Working Group**

4. **Youth Food Action Team**
5. **Food Literacy Roundtable**
6. **Food Share Network**
7. **Indigenous food sovereignty group/network**
8. **Food Funder Table**
9. **Regional CRD Food Security Task Force**
10. **Salt Spring Agricultural Alliance**

These groups determine their priority activities and decide when teams are needed to implement specific action plans. The flexibility exists for each group to devise its own annual work and resource plan but network support from the backbone organization is available if required. A key role of the backbone is to actively engage these groups and support connection of their efforts to Good Food 2025.

## Our North Star:

The following principles guide the Good Food Network and its development:

- Together we are stronger and we organize with a purpose to increase our capacity, to encourage public recognition of the issues and support for solutions, and to have a collective voice on issues that matter.
- The Good Food Network exists to amplify the efforts of its members, building on the strength of the many organizations that are already active in transforming the regional food system.
- The Good Food Network brings exceptional value to members, including greater connection between organizations, the sharing of knowledge and strategies, aligning action by working towards shared results, and supporting organizations to act collectively to accomplish their own goals related to local and sustainable food systems in the region.
- The Good Food Network expands the pie of resources available throughout the regional food system rather than slicing the existing pie thinner.
- Members, especially funding partners, recognize that the Good Food Network provides essential, connective infrastructure for all members working to advance our collective goals, and that the coordination services of the backbone functions needs sufficient, predictable, multi-year funding in addition to financial support of its individual members.

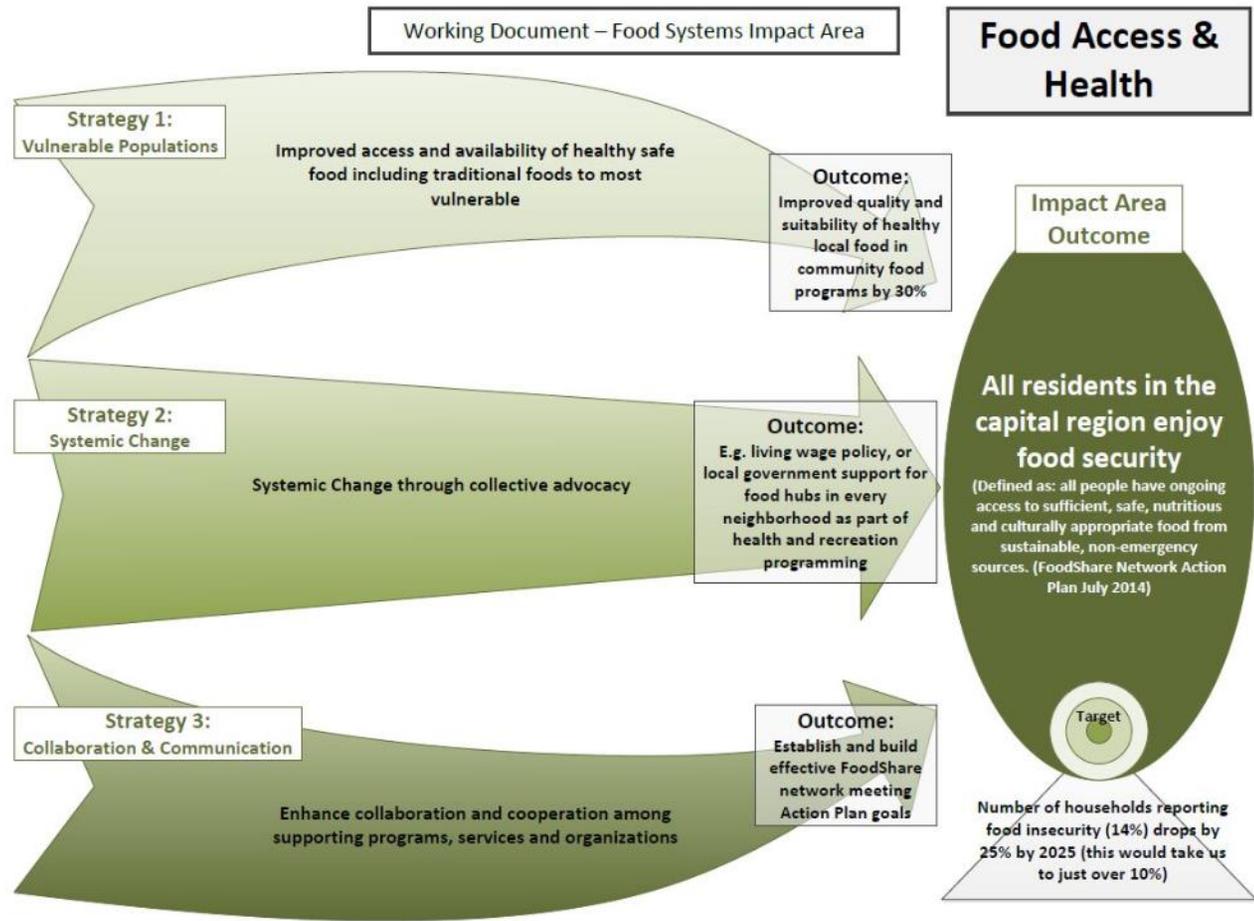
## Strategies and Action Plans:

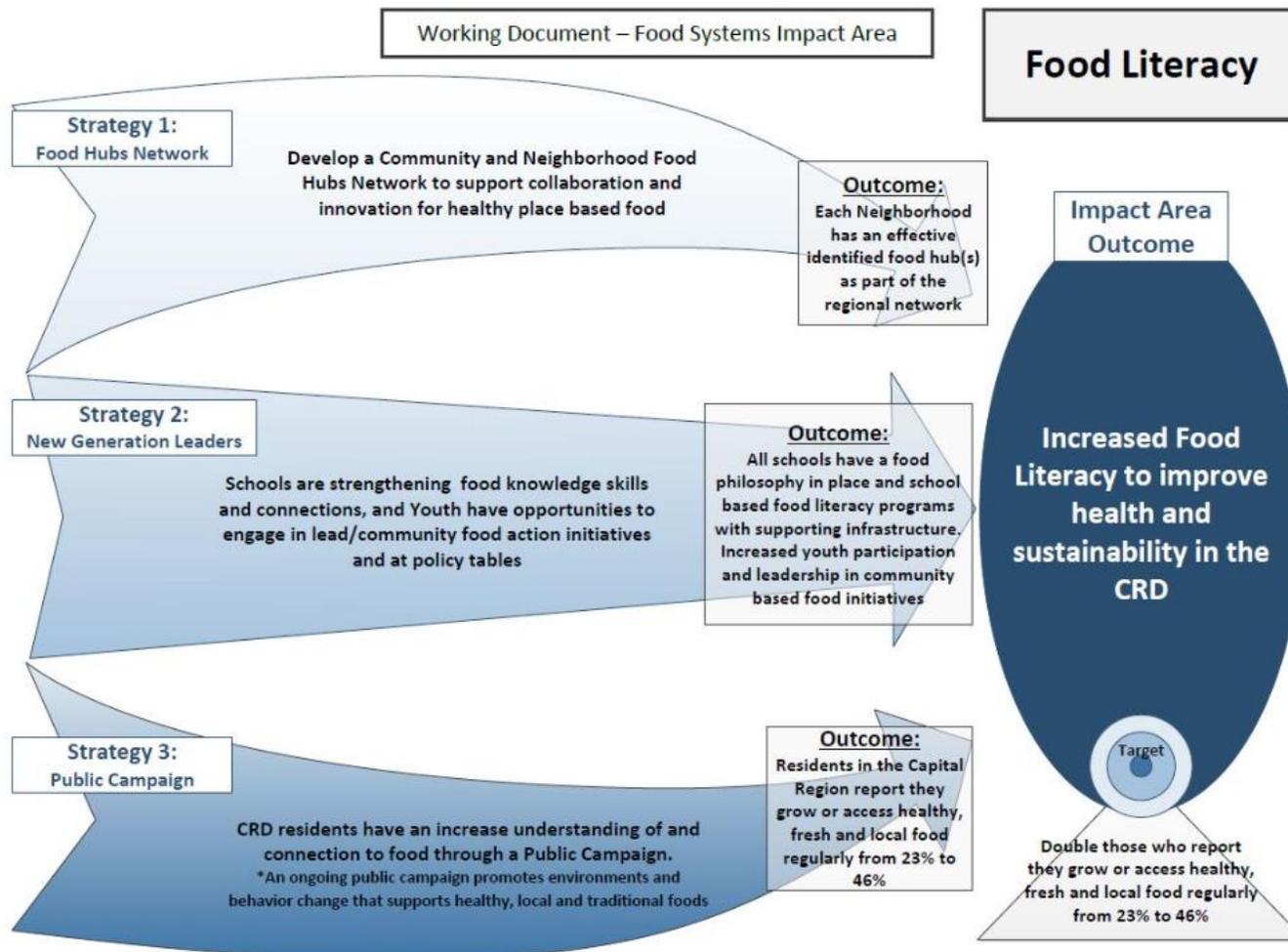
We are currently working on a way to fully document the Action Plans in each of Good Food 2025's three Impact Areas: Local Food Economy; Food Literacy; and Food Access. We have attached a **Summary Table of Strategies Currently in Motion** as Appendix D. This table serves as an outline of strategies, sub-strategies and action plans associated with the Impact Areas. It also provides examples of aligned projects and initiatives along with a list of leading and participating organizations. Given the dynamic nature of the network, keeping up to date with the full scope of work can be a challenge. Providing tools to assist with this is a key network function, enabling participating organizations and individuals to understand how they can join, align or advance efforts that are already underway.

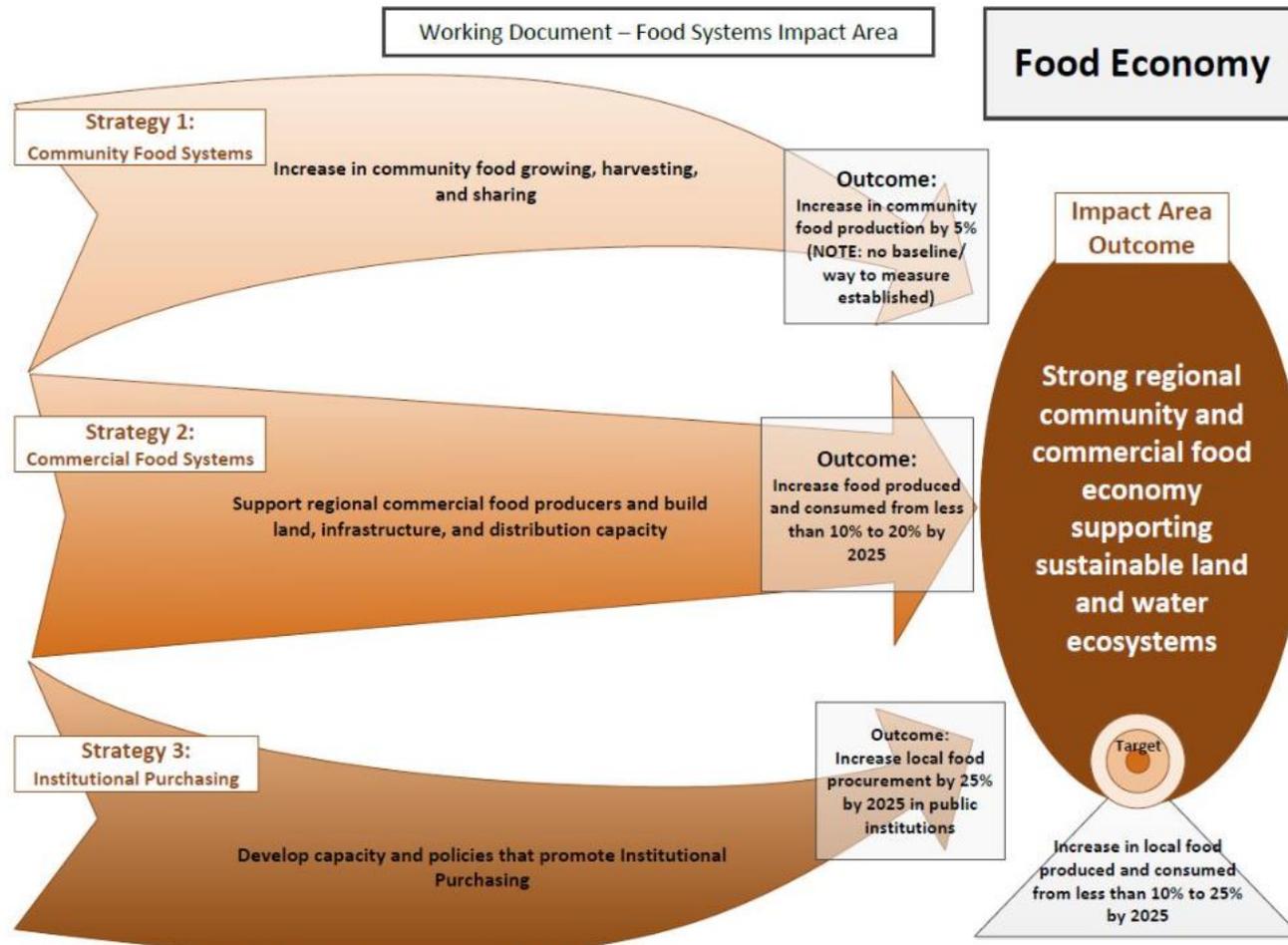
Appendix A provides visual representations of the three impact areas. These were originally developed in 2015 and are intended to be periodically revised through a collaborative, adaptive learning process.

We anticipate that the Food Leadership Council will take the lead on guiding the strategy development, utilizing opportunities like the annual Good Food Summit and regular sub-networking and planning forums to inform and refine the strategy. We also envision that the Leadership Council will provide an annual progress update. As the backbone organization, CRFAIR is committed delivering constant support and communication to enable this work and to ensure timely and effective communication with and among the broader Good Food Network community.

# Appendix A: Good Food 2025 Impact Areas







## Appendix B: Summary Table of Impact Area Strategies Currently in Motion – November 2016

<b>Table 1: Local Food Economy Impact Area</b>			
Core Strategies	Sub Strategies	Action Plans/Initiatives or Projects Examples Underway (not all are listed)	Key Agencies involved
1. Increase community food growing, harvesting and sharing	1.1 Neighborhood Food Networks and Hubs Strategy	Coalition of Neighbourhood Houses Share Food Security Lead Working Group on NFN, Food Hubs Action Plan underway, Focus Neighbourhood level pilots initiated	Victoria Community Food Hub Society, CRFAIR, Coalition of Neighbourhood Houses, Foodshare Network, Shelbourne Community Kitchen, LifeCycles and more...
	1.2 Support community based garden creation, seed banks, gleaning projects	Regional support agencies and networks deliver seed library, fruit tree gleaning, food growing programs, good food boxes, community kitchens, and , Farm2School initiatives, Seedy Saturdays	Lifecycles, Compost Education Center, Vic West Food Security Collective, Gorge Tillicum Urban Farmers, LAU, WELNEW Tribal School, Farm to School and more
	1.3 Advance enabling policy environment	Urban Food Policy Tables works with Municipal Staff and Council Saanich Food Security Policy Development North Saanich Whole Community Agriculture Strategy, CRD Regional Food Strategy	Victoria Urban Food Table Saanich Food Security Task Force local governments, CRD
	1.4 Grow success of the urban food growing and retailing sector	Growing in the City Initiative/ Urban Agriculture handbook Residential home occupation bylaw Farm Market development and coordination	City of Victoria Farm market organizations

<b>Local Food Economy Core Strategies (cont)</b>	<b>Sub Strategies</b>	<b>Action Plans/Initiatives or Projects Examples Underway (not all are listed)</b>	<b>Key Agencies Involved</b>
<b>2.Support regional commercial food producers and build land, infrastructure and distribution capacity</b>	2.1 Support for New Entrants	Land Access through Linking and leasing Incubator Farm Development Young Agrarians , Mentor Network development	Young Agrarians, CRFAIR, 4H, Haliburton, Community Farmland Trust Orgs, MAL New Entrants
	2.2 Sector Capacity Development	Farmer2Farmer Conference and network Mentorship Pairing, Academic and one off-capacity workshops, Scaling loans	CRFAIR, with partner farm orgs, SOIL Apprenticeships, WWOOFs, Canadian Organic Growers, MAL Strengthening Farming, Royal Roads F2F series, Whole Foods and Vancity
	2.3 Land Protection and Access	Community Farmland Trust Development of Local Government Farmland Trust Zoning and ALR designations in use Maintain Urban Containment Boundary Non Farm Use bylaw enforcement	Salt Spring Island Farmland Trust Haliburton Community Farm, Farmland Trust orgs –Sooke and Peninsula, CRFAIR, Farmland Protection Coalition Local Governments, CRD
	2.4 Develop aggregation and distribution, and marketing Infrastructure	Fresh and Local Exploratory Phase 2 Farm Centre Prototype -Salt Spring Island Viewfield site development Longview Farm initiative Buy Local Rooster brand Exploratory	CRFAIR, NOURISH, Whole Foods SaltSpring Island Agriculture Alliance Longview Farms Cowichan Green Community South Island Prosperity Project
	2.5 Shoulder season/staple crops development	F2F workshops, markets workshops, technical workshops	various as above under capacity building
	2.6 Mitigate environmental conflicts	Wildlife Strategies and ad hoc task groups Water and Drainage projects	CRD, Peninsula and Area Agriculture Commission, Local governments, MAL Regional Agrologist

<b>Local Food Economy Core Strategies (cont)</b>	<b>Sub Strategies</b>	<b>Action Plans/Initiatives or Projects Examples Underway (not all are listed)</b>	<b>Key Agencies Involved</b>
<b>3. Develop policy and capacity that promote institutional purchasing</b>	3.1 Health Care Facilities Pilot	Institutional Purchasing Pilot Feed Comox initiative, Nourish BC	CRFAIR, Chefs, seniors health care facilities, Feed Comox, McConnell Foundation
	3.2 Academic	Real Food Challenge	University of Victoria, Meal Exchange
	3.4 Island Health	Island Health Food Hubs prioritize Island Health Institutional Purchasing for policy change efforts	Island Health Food Security Hubs
	3.5 Healthy Food in Schools Policy	School District wide Healthy Foods Policy proposed	Farm to School Advisory School District 61

<b>Table 2: Food Literacy Impact Area</b>			
<b>Core Strategies</b>	<b>Sub Strategies</b>	<b>Action Plans/Initiatives or Projects Examples underway (not all are listed)</b>	<b>Key Agencies Involved</b>
<b>1. Develop and strengthen community and neighborhood food hubs</b>	1.1 Neighborhood Food Networks and Hubs Strategy	Share Food Security Lead coordinates Coalition of Neighbourhood Houses food initiatives Working Group on NFN, Food Hubs Action Plan underway, Focus Neighbourhood level pilots initiated to increase food literacy	Victoria Community Food Hub Society, CRFAIR, Coalition of Neighbourhood Houses, Foodshare Network, Shelbourne Community Kitchen, LifeCycles and more...
<b>2. Strengthen youth engagement and leadership</b>	2.1 Engage youth through school based initiatives	Farm to School Network initiatives of school farms, school gardens, and salad bars, Growing Chefs, and Growing Young Farmers initiatives, Foods 9-12 classes curriculum-the story of food	Farm to School Advisory, LifeCycles, Growing Chefs, ICC, Growing Young Farmers, ŁÁU, WELNEW Tribal School, Whole Foods Foundation, Victoria Foundation
	2.2 Engage youth through Youth Food Action Team and youth for youth activities	Youth Food Action Inventory of youth friendly ways to engage with food security initiatives Dissemination of Videos of youth food action projects on youtube Youth Food Action Team Projects	CRFAIR, Horner Foundation, Youth Food Action Team,
	2.3 Develop capacity through Youth and Food Security Community of Practice	Organizations come together through lunch and learn series to share best practices about engaging youth and youth empowerment	CRFAIR, Horner Foundation, Quadra Village Community Center, Community Living BC, Island Sexual Health Society, Westshore Child and Youth Family Services-Skookum Cafe, and more
<b>3. Increase public awareness and support for local Good Food</b>	3.1 Actions for Good Food	100 Actions for Good Food Campaign 10 things you can do for Good Food Today	CRFAIR, Black Press Media
	3.2 Experiential events and buy local guides and promotion	Island Health Food Security Hubs activities: CRFAIR newsletter, Farm Fresh Guide, Get Fresh Guide, Farmers Markets, United for the Planet, Seedy Saturday Flavour Trails Program, Feast of Fields, Taste Victoria	Island Health, CRFAIR, Direct Farm Marketing Association, Mctavish Academy of the Arts and Food Security, Farm Folk City Folk, Moss Street Market, James Bay Market Society

<b>Table 3: Food Access Impact Area</b>			
<b>Core Strategies</b>	<b>Sub Strategies</b>	<b>Action Plans/Initiatives or Projects Examples underway (not all are listed)</b>	<b>Key Agencies Involved</b>
<b>1. Improve access to and availability of healthy, safe and appropriate food</b>	1.1 Neighborhood Food Networks and Hubs Strategy	Coalition of Neighbourhood Houses Share Food Security Lead Working Group on NFN, Food Hubs Action Plan underway, Focus Neighbourhood level pilots initiated to increase healthy food access	Victoria Community Food Hub Society, CRFAIR, Coalition of Neighbourhood Houses, Foodshare Network, Shelbourne Community Kitchen, LifeCycles and more...
	1.2 Recover food through the food rescue and reduce food waste	Food Rescue initiative reduced and ugly vegetable sales composting and animal feed pickups from retailers	FoodShare Network, Mustard Seed, Thrifty Foods, Rotary Club, Victoria Foundation, Salt Spring Community Services, Coalition of Neighbourhood Houses, Root Cellar, Red Barn Market
	1.3 Provision of food and meal programs to most vulnerable	Over 150 programs in the region such as Good Food Boxes, community, meal programs, school breakfast and lunch programs, hampers	Foodshare Network, School Districts, Fernwood NRG, Coalition of Neighbourhood Houses, Food banks, Churches, Shelbourne Community Kitchen
<b>2.Enhance collaboration and cooperation between programs, services and organizations</b>	2.1 Develop the Food Share Network	Over 40 agencies are involved in the Food Share Network created strategic action plan and updated it in the recent visioning session Nov 2016 Develop shared data base and interagency information sharing platform prioritized Nov 2016	Food Share Network (40 agencies)
<b>3.Systemic change through collective advocacy</b>	3.1 Exploration of quality foods donation policy	Prioritized by FoodShare Network for 2017	FoodShare Network
	3.2 Exploration of other policy areas that impact access to food	Identified by FoodShare Network for 2017, for further discussion (affordable housing, living wage, universal daycare etc.)	FoodShare Network

## Appendix C

Update – November 2016

# Towards Good Food, a Report on Monitoring Indicators and Outcomes

## Background

Across the Greater Victoria Capital Region, community organizations, government agencies, funders, private businesses, academics, farmers, and other food producers and consumers are working together to address challenges and opportunities within the food system. In 2014, a broad multi-sector process was initiated, now known as Good Food 2025, to form a collective impact initiative geared toward shared outcomes for a health-oriented and sustainable local and regional food system. Through Good Food 2025, three long-term areas of impact have been identified: local food economy, food literacy, and food access. Each impact area is associated with desired outcomes and targets for 2025.

As the backbone organization of Good Food 2025, the Capital Region Food & Agriculture Initiatives Roundtable (CRFAIR) is working in partnership with the Victoria Foundation and an advisory group to develop a way to measure progress over time towards the three outcomes and targets. This brief outline provides an update of our work related to measurement to date, with plans to release a full report in early 2017.

The purpose of the report (*forthcoming*) is to establish a baseline for monitoring progress towards the Good Food 2025 targets. It provides available data on a set of potential indicators linked to the three targets. This report largely focuses on the Greater Victoria Capital Region, except where reliable local or regional data is not available.

Indicators were selected for each impact area, with input from advisors, based on available data collected from published data sets, reports, and experts. Qualitative data will be included in the form of “local highlights.” The intent is that indicators be reviewed and adjusted as changes occur over time within the food system, as better data becomes available, or adjustments are made to the 2025 targets. Data gaps are identified in the report to be considered for future data collection, monitoring or research. It is understood that targets and indicators established are “best efforts” in light of imperfect measures, currently available data, and our evolving work. We seek to share the information collected to date in a timely manner, while recognizing that the measures will need to evolve and be refined over time.

The full report will be available in early 2017 at [www.crfair.ca](http://www.crfair.ca) under the Good Food 2025 tab.

## Outcomes, Targets & Indicators



### **IMPACT AREA #1: Local Food Economy**

**OUTCOME:** Strong regional community and commercial food economy supporting sustainable land and water ecosystems.

**TARGET:** Local food production for the Capital Region increases from less than 10% of total food consumption in 2011 to 25% by 2025.

Local food is considered to be Vancouver and surrounding Islands and waters. As there is no known measure of local food produced or local food consumed, we are looking at the following indicators to provide us with data that can shed light on progress towards our target. Indicators relate to seafood processing and employment, including by First Nations; farming production, operation and sustainability; community food production; local food procurement by public institutions; and food waste and recovery (see Summary Table of Indicators- Local Food Economy below).



## **IMPACT AREA #2: Food Literacy**

**OUTCOME:** Increased food literacy to improve health and sustainability in the CRD.

**TARGET:** Number of households in the Capital Region who report growing or accessing healthy, local and traditional food steadily increases from 23% in 2014 to 46% by 2025.

As there is no baseline or known measure for “food literacy” in the region we are looking at how we might develop a baseline and ways to measure change over time. We would like to measure the impact that having a food literate population would have, and this has been named as our target. However not only do we have no statistically significant way to measure this, there are other factors that may also impact

our target. We may better consider a target to double our efforts to increase food literacy in the region. This is all part of ongoing discussions. In the interim we have established Indicators related to community kitchens and food programs for youth and families; consumption of cultural or traditional foods; school-based food programs; and health practices (see the Summary Table of Indicators-Food Literacy - below).



## **IMPACT AREA #3: Food Access**

**OUTCOME:** All residents in the Capital Region enjoy food security.

**TARGET:** The number of households that report that they are food insecure drops by 25%, from 14% of households in 2012 to 10% by 2025.

Currently there is data collection of people served through emergency food programs, but this does not adequately measure food insecurity in our communities. We have selected the following indicators related to the availability of food for people in the Capital Region; adequacy of available food (i.e., quantity and quality); provision of food through emergency food services; provision of food through school meal and snack programs; incidence of dietary-related disease; and affordability as indicators that will help us better understand food security in our region. Other indicators that could also impact food security but are not considered here are housing affordability, living wage, social assistance rates and other data related to broader socio-economic factors.

## SUMMARY TABLES OF POTENTIAL INDICATORS (DRAFT)

### IMPACT AREA #1: LOCAL FOOD ECONOMY

FOCUS	INDICATOR	STATUS
<b>SEAFOOD</b>	Number of regional seafood processing operations	44
	Number of jobs and amount of wages associated with regional seafood sector	804 jobs, \$23.2 million in wages
<b>FARMING FARMLAND IN PRODUCTION  FARM OPERATORS</b>	Number of farms, total area (hectares)	1,036 farms, 13,606 ha
	Farmland use	<i>Forthcoming</i>
	Size of Agricultural Land Reserve	16,393 ha
	Number of operators, average age of operators	1,660, 57
	Farm reported gross receipts and income	\$50,874,004 729 farms (< \$10,000), 213 farms (> \$25,000), 9 farms (> \$1,000,000)
<b>ENVIRONMENTALLY SUSTAINABLE FARMING</b>	Land owned, rented/leased/shared	77%, 23%
	Number of organic farms	141
<b>FOOD PROCESSING</b>	Number of food processing and manufacturing businesses	103
	Number of businesses with employees in food processing sector	<i>Forthcoming</i>
<b>COMMUNITY FOOD PRODUCTION</b>	Number of community gardens	30
	Number of community orchards	2
<b>WASTE</b>	Food recovery at production (program level data)	<i>50,000 lbs.</i>
	Food rescue from retail (only one program reporting)	<i>800 lbs. produce/day</i>
	Organic composting (kitchen scraps diverted since 2007)	12,000 tonnes

## IMPACT AREA #2: FOOD LITERACY

FOCUS	INDICATOR	STATUS
SKILL BUILDING & COMMUNITY FOOD PROGRAMS	Number of organizations offering community kitchen programs	17
	Number of Food Skills for Families programs	8
	Number of organizations offering food programs for youth	10
CULTURAL & INDIGENOUS FOODS	Youth reporting consumption of cultural or traditional foods	25%
SCHOOL PROGRAMS & PRACTICES	Number of Farm to School programs	11
	Number of elementary schools with school garden space	43
HEALTH PRACTICES	Consumption, by adults of vegetables and fruit (5 or more servings per day)	42.6%
	Number of families accessing Pregnancy Outreach Programs (Best Babies) per month	294
	Breastfeeding rates (initiation, 6 months)	100%, 47.9%

## IMPACT AREA #3: FOOD ACCESS

FOCUS	INDICATOR	STATUS
FOOD PREMISES	Number of restaurants	<i>Forthcoming</i>
	Number of food stores	237
	Number of wholesalers	139
	Number of farmers' markets	14
	Number of farm gate sales	59
	Number of Community Supported Agriculture & Fisheries	6
	Number of Food Box Programs	4
	FOOD INSECURITY	Households food insecurity
EMERGENCY FOOD SERVICES	Number of food banks	34
	Number of people served per month through community meal programs	108,525
	Number of people per month accessing food hamper programs	17,930
SCHOOL MEAL AND SNACK PROGRAMS	Number of lunch programs	32
	Number of schools, number of children served through BC School Nutritional Snack Program	100, 37,084 students
DIETARY-RELATED DISEASE, PREVALENCE	Diabetes	5.1%
	Hypertension	18.5%
	Overweight and obesity	48.2%
COST OF FOOD	Cost of food, reference family of four for one month on South Vancouver Island	\$944

## Appendix D: Good Food 2025 Resolution of Support

Good Food 2025 is a comprehensive multisector, multi-jurisdictional strategy to promote a healthy and sustainable food system in the Capital Region. Good Food is “good for the planet, good for the provider, and good for the health and well-being of all” (more on this effort -[www.crfair.ca/goodfood](http://www.crfair.ca/goodfood)).

*Whereas*, we live in an abundant and productive ecosystem and yet we consume less than 10% of our foods from Vancouver Island(s) land and waters,

*Whereas*, residents' interest in local foods is growing significantly and yet farms and food lands are disappearing rapidly, and many people do not have access to local and cultural foods,

*Whereas*, Over 50,000 people in the Capital Region do not have secure access to adequate healthy food and must rely on emergency food services,

*Whereas* less than 50% of people on the island consume their daily recommended fruit and vegetables (Canada Food Guide), over 50% of people are overweight or obese, and the prevalence of diet related disease and chronic illness (diabetes, hypertension, cardiovascular disease) continues to rise,

*Whereas* there is substantial support, skills, expertise and investment that could be leveraged, to realize significant health, environmental and economic benefits to our region through food system initiatives,

**Be it therefore Resolved, that the undersigned endorses the vision of the Capital Region Food Charter and the Good Food 2025 strategy and to work towards these following goals :**

1. To grow the local food economy to provide more of our foods closer to home promoting economic, social and environmental health.
2. To enable all residents in the region to have the food knowledge, skills and ability to make informed choices about their foods.
3. To increase the number of people who are food secure and accessing adequate healthy food.
4. To celebrate food as a vital part of all cultures, and ensure that Indigenous foods are honored with access to traditional ways of hunting, gathering and fishing by indigenous peoples.

Individuals and organizations signing this resolution of support will be listed at [www.crfair.ca](http://www.crfair.ca) and this list will be presented to local decision makers.

Organization's Name (if not applicable leave blank) \_\_\_\_\_

Contact/ Person's name \_\_\_\_\_

Title or Position \_\_\_\_\_

Address \_\_\_\_\_

Email \_\_\_\_\_

Please direct questions about, and return this resolution to:

Email: [info@crfair.ca](mailto:info@crfair.ca) or Mail: Box 46002 Quadra Street, Victoria BC, V8T 5G7