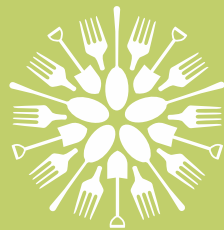




IN EVERY COMMUNITY
A PLACE FOR FOOD



community food centres
CANADA good food is just the beginning



WHERE WE CAME FROM

BACKGROUND

The Stop Community Food Centre (1982); The Stop's Green Barn (2006)





**WE'VE GOT
FOOD ISSUES**

FOOD INSECURITY AND POVERTY

Food Insecurity

4 million

Canadians experience some level of food insecurity²

852,137

Canadians used a food bank in a single month in 2015, more than 1/3 of them children¹

70%

of households that rely on social assistance as their main source of income are food insecure²

Poverty

-23%

The decrease in income of the lowest-earning 20% of Canadians from 1976-2010¹³

8.8%

of Canadians fell under the the Low Income Cut-Off (LICO) in 2011, rising 23% for single mothers¹⁰

\$86B

The estimated public and private cost of poverty in Canada¹²



DIET-RELATED ILLNESSES

Poor Diet

4.14

Type 2 diabetes rates are 4.14 times higher in the lowest income group than in the highest income group³

9 million

Canadians have diabetes or pre-diabetes⁴, one of the highest rates among all OECD countries⁵

80%

of premature heart disease cases can be prevented through lifestyle, including eating a healthy diet⁶



LACK OF SOCIAL INCLUSION

Social Isolation

2.31

Those above the Low-Income Cut-Off were 2.31 times more likely to report a sense of community belonging than those below it⁹

3 to 4

Canadians with the lowest incomes are 3 to 4 times more likely to report fair to poor mental health¹⁰

46%

of all adult eating occasions are undertaken alone, up from 44% two years prior¹¹

Lack of Civic Engagement

Since the

1960s

voter turn-out in Canada has decreased significantly,⁷ particularly among lower-income Canadians⁸





WHY SCALE UP?

FOOD BANKS AND A NEW FOOD MOVEMENT



- Food banks are the dominant response
 - belief is that food banks have “got it covered”
- Sector is grossly underfunded relative to expectations
- Growing public interest in “the power of food”
- The Good Food Revolution creating allies, but leaving out low-income people
- Many requests for advice...
- Could the model be distilled and replicated?



In Every Community a Place for Food

The Role of the Community
Food Centre in Building a
Local, Sustainable, and Just
Food System

Metcalf Food Solutions

The Stop Community Food Centre
Kathryn Scharf, Charles Levkoe & Nick Saul

June 2010

METCALF
FOUNDATION





PILOT PHASE

2010-12



The Table Community Food Centre
Perth, ON (Opened 2012)





The Local Community Food Centre
Stratford, ON (Opened 2012)





GOING NATIONAL

OUR MISSION



To **provide ideas, resources and a proven approach** to partner organizations across Canada to create Community Food Centres that bring people together to **grow, cook, share, and advocate** for good food

To work with the broader food movement to build greater **capacity for impact**

To **empower communities** to work toward a healthy and fair food system



THE STOP



HOW THE FIGHT
FOR GOOD FOOD
TRANSFORMED
A COMMUNITY
AND INSPIRED
A MOVEMENT



NICK SAUL *and*
ANDREA CURTIS



"THE STOP IS AN INSPIRING TRUE STORY ABOUT
HOW A LOW-INCOME NEIGHBORHOOD GOT BACK TO
TAKE CHARGE OF ITS COMMUNITY—
IT'S A BLUEPRINT FOR ALL OF US."

ISBN 9781573225115

COMMUNITY FOOD CENTRES CANADA: A NEW ORGANIZATION

- Set a goal to build 15 CFCs across Canada by 2017
- 16M of 20M goal raised to date
- Collectively raise \$13M
- Intense collaboration, CFCC offers shared services
- KE and support for broader sector: Good Food Organizations and grants Good Food Grants





Regent Park Community Food Centre
Toronto, ON (Opened 2014)





NorWest Co-op Community Food Centre
Winnipeg, MB (Opened 2015)







Dartmouth North Community Food Centre
Dartmouth, NS (Opened 2015)



LAUNCHING FALL 2016

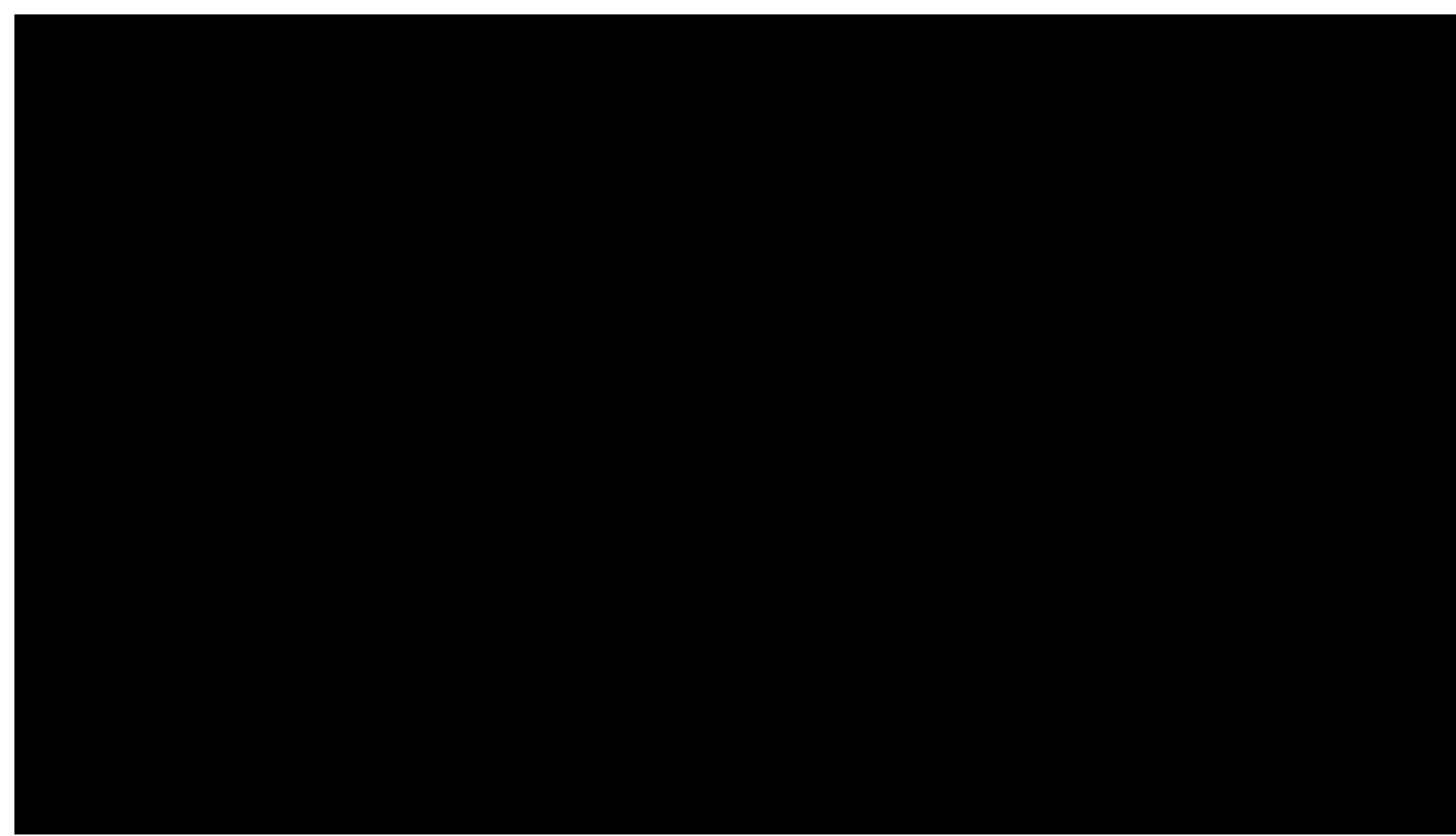






THE COMMUNITY FOOD CENTRE MODEL





COMMUNITY FOOD CENTRE STRATEGIC OBJECTIVES



- **Increase access** to healthy food for low-income community members
- **Increase skills** and knowledge to grow, cook and choose healthy food
- **Reduce social isolation** and increase connection to a variety of supports
- **Increase knowledge** of poverty and food system issues and create new opportunities for effective action on systematic issues



WHAT IT IS

- A **place** for food in...
- Dignified, welcoming space – kitchen, garden, dining room, offices, possibly bake oven/GH
- Each centre is locally relevant / adapted
- Critical mass of staff, infrastructure (central support)
- Focus on impact, measurement, telling a collective story



WHAT IT DOES – PROGRAM AREAS



Healthy Food Access

Community meals

Healthy food bank

Affordable produce markets

Community gardens



Healthy Food Skills

Community kitchens

Garden education

Nutrition education

Perinatal programs

After-school programs

“FoodFit”



Education & Engagement

Community Action Training

Peer advocacy office

Public education

Policy campaigns



WHAT'S DIFFERENT / WHAT IT ISN'T

It's not a network, coalition or co-location opportunity for many organizations

Food aggregator / food hub

Social enterprise

Big picture solution to poverty



GOOD FOOD ORGANIZATIONS



IN ALLIANCE WITH
COMMUNITY FOOD CENTRES CANADA

- 100 organizations, 8 provinces/territories
- Increases the capacity of community food security organizations to offer healthy and dignified food programs in their communities.
- Offers resources, customized training, grants, and chances to network and promote shared priorities.
- Working together through a set of shared principles





GOOD FOOD PRINCIPLES



GOOD FOOD PRINCIPLES

1 WE TAKE ACTION FROM THE INDIVIDUAL TO THE SYSTEMIC LEVEL

Poverty and food issues are complex, and so are the answers. Making good food a basic right means working for change at the individual, community, and system-wide level. We try to work across program areas to provide many points of connection for community members including meeting basic needs with food access programs; helping people maximize their choices by building the skills to choose, grow, and cook good food; and creating opportunities to get involved with the big-picture issues that affect our communities.

2 WE BELIEVE AND INVEST IN THE POWER OF GOOD FOOD

Good food has the power to build health while connecting and inspiring people to become engaged in issues that matter to them. We strive to make good food a priority and to provide food through our programs that is delicious, healthy, sustainably produced, and pleasurable to eat.

3 WE CREATE AN ENVIRONMENT OF RESPECT AND COMMUNITY LEADERSHIP

Respect for every person's inherent value and potential to contribute underpins our work. We strive to communicate this respect through procedures that break down the stigma often associated with charity and by creating an inviting and safe space for people to sit down with their neighbours over food. We look for ways for our participants to use their assets by involving them as volunteers and leaders.

4 WE MEET PEOPLE WHERE THEY'RE AT

We avoid making assumptions about community members' skills and goals. Some come with assets to share, and others need very tangible support in order to participate. We recognize that meeting people where they're at means not judging or preaching, but working with them toward the changes that they want to make. We focus on celebrating achievements big and small as we work toward reaching individual and community goals.

5 WE AIM HIGH FOR OUR ORGANIZATION AND OUR COMMUNITY

Our organizations need to be properly resourced to do our important work. Volunteers are vital, but they can't sustain the entire sector. Private philanthropy and government must also play a role in supporting organizations that are properly staffed and funded to be able to create impact. In return, we are committed to holding ourselves to a high standard of performance and impact in order to demonstrate our value.



www.cfccanada.ca | www.goodfoodorganizations.ca



GOOD FOOD PRINCIPLES



Take action from the individual to the systemic level



GOOD FOOD PRINCIPLES



Believe and invest in
the power of good food



GOOD FOOD PRINCIPLES



Create an environment of respect and
community leadership



GOOD FOOD PRINCIPLES



Meet people where they're at





GOOD FOOD PRINCIPLES



Aim high for our organization and
our community





IMPACT

NATIONAL EVALUATION STRATEGY

- **Healthy food access:** Healthy meals served; kilograms of fresh produce harvested; fruit & vegetable consumption
- **Healthy food skills and behaviours:** Fruit and vegetable consumption; regularity of cooking healthy meals at home; basing food choices on nutritional & other health considerations; perceived physical & mental health
- **Social inclusion:** Volunteerism by participants; number of successful referrals; level of social support; new friendships made; sense of community belonging
- **Civic engagement:** Feelings of self-efficacy; contacting media and politicians



AGGREGATED OUTPUTS



Collective Program Impact 2015

(The Local, The Table, Norwest, Dartmouth North, and Regent Park Community Food Centres)

114,577 healthy meals served and sent home

32,069 volunteer hours contributed by **517** volunteers

2,648 program sessions offered, including **823** community meals, **66** affordable produce markets, **401** community kitchens, **223** community gardens, **87** youth-focused sessions, **64** FoodFit sessions, and **91** social justice club meetings

7,331 lbs of produce harvested by community members and split between them and programs

1,339 visits to Advocacy Offices and **2,081** peer advocate hours logged

91 kids participated in **87** education program sessions

70 Community Action Training graduates



ANNUAL PROGRAM SURVEY



Annual Program survey Results 2015

(The Stop, The Local, The Table, Norwest, Dartmouth North, and Regent Park Community Food Centres)

93% people say their Community Food Centre is an important source of healthy food.

77% say they've made healthy changes to their diet

69% say they're eating more fruits and vegetables

52% say they've seen improvements in their physical health

66% say they've seen improvements in their mental health

54% say they're cooking more healthy meals at home

82% say they've made new social connections at the Community Food Centre





LESSONS

- You need significant investors who get it
- You get what you pay for and the “too big/too small paradox”

- Stories and the power of food to inspire and engage
- You can't create a perfect food system in microcosm (tolerating ambiguity)



- Skilled staff are important-- but it's good people and politics that build a culture
- Health: a powerful impact-- to be used wisely
- Think twice about making profits from food!




LOCAL FOOD



**SUPPORTING
LOCAL FOOD AT
THE LOCAL**



**PUTTING OUR
MONEY WHERE
OUR MOUTH IS...**
SUPPORTING LOCAL FOOD
IN LANARK COUNTY



A CULINARY
FARMRAISER

for
The TABLE
Community
Food Centre

Barns, Farms and Wicked Chefs

Showcasing

The best from Lanark County's farmers and chefs
...set to music



Saturday,
August 24
5:30 to 10 p.m.

Tickets
\$100
Charitable receipts
issued for \$70 per ticket

At the historic barns of
Ecotay
942 Upper Scotch Line
(10 minutes west of Perth, Ont.)

DEEDS
Country elegant

**PURCHASE TICKETS
IN ADVANCE FROM**
ticketsplease.ca
or 613 485 6434

In 2013, five lively on-farm events featuring local chefs and farmers will raise money to bring healthy, sustainable food into low-income communities. Because farmers need a fair price, low-income communities need fair access, and we all benefit from a healthy and fair food system. #sharethehealth

TO LEARN MORE ABOUT
SHARE THE HEALTH
cfccanada.ca/sharethehealth

@sjplacatorfood
CommunityFoodCentresCanada

TO LEARN MORE
ABOUT THE TABLE
Visit them online at
thetablecfc.org
or like The Table's
Facebook page

the Table
community food centre
a member of the
COMMUNITY FOOD CENTRES
OF CANADA



The Table Community Food Centre
**BARNs, FARMs &
WICKED CHEFS**

eat and drink . support good food for all

27.08.16

EcoTay Perth

thetablecfc.org/bfwc-2016

The Local's upcoming Food Fair for Fair Food a free celebration of the region's bounty



By Scott Wishart, Stratford Beacon Herald
Monday, July 25, 2016 5:26:22 EDT PM



There was a cornucopia of delicious foods being served up at The Local Community Food Centre's free food fair last August. Here, volunteers from the centre's Cook Ahead program serve up a Greek salad made with locally grown ingredients. This year's free event is Saturday from 3-7 p.m. (MIKE BEITZ/The Beacon Herald files)



SATURDAY, JUNE 15, 2013 AT THE NEW FARM

SAM ROBERTS BAND

A FUNDRAISER FOR GROW FOR THE STOP

GATES & TASTING STATIONS OPEN AT 5:30PM • EXPRESS & CO. 6:30PM • SRB 8:30PM

103 Acres Bakery	Greenore Kiches	Ivy Peachball	Mapleton's Organic Dairy	ONE Restaurant	Table 17
Azzari Enoteca	Eneeca Escari	HOOKED	Matt Fleet	Reckwood Station	Tarica
Carmen	Ivy	LUMA	Merchants of Green Coffee	The Stop Community Food Co-op	Vertical

tickets and info at thenewfarm.eventbrite.com

Grandview Estate
Frogpond
Jerrico



NATIONAL LEAD SPONSORS



www.efcanada.ca/sharethehealth





ORGANIC GARDEN

GROW COMMUNITY



STAY IN TOUCH

www.cfccanada.ca

Facebook/LinkedIn: Community Food Centres Canada

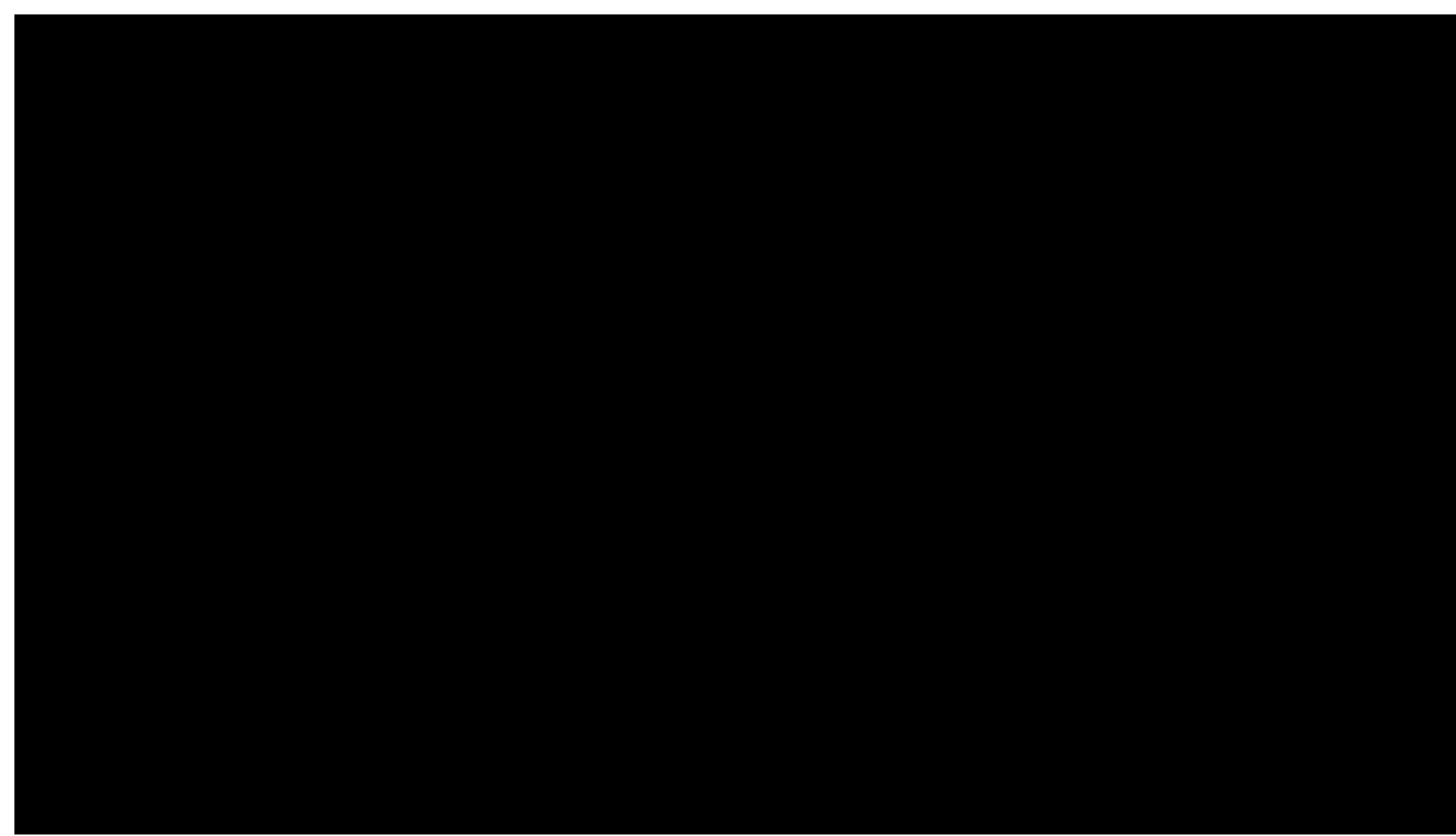
Twitter/Instagram/YouTube: @aplaceforfood

Community Food Centres Canada

80 Ward Street, Suite 100, Toronto ON M6H 4A6

416 531 8826 | info@cfccanada.ca

Charitable #83391 4484 RT001



GOOD FOOD RULES!



GOOD FOOD IS GOOD

We prioritize good food in everything we do, and believe that everyone, regardless of income, deserves to have it. We believe good food can build health, culture and morale, and that a good meal can be the first step in many journeys.



IF IN DOUBT, THROW IT OUT

The food we distribute and serve reflects our respect for our community members. If it's rancid, spoiled, sub-standard or doesn't contribute to health, we don't put it out.



IT MATTERS WHERE IT CAME FROM

Our food choices affect not only our individual wellbeing, but also our environment, our economy, and farmers. We buy local and sustainable grown fresh whenever we can, and encourage others to do the same.



HEALTHY FOOD IS SIMPLE

Good nutrition doesn't have to be painful or confusing. It can be as simple as eating a variety of foods in moderation, with lots of fruits and veggies and not too many processed foods. We encourage a common-sense approach to healthy eating that promotes better choices most of the time but still leaves room for joy and pleasure.



FOOD IS POWER

Cooking and growing your own food feels good because it allows you to control your ingredients, save money, and provide for yourself, your family and your friends. Meals don't have to be fancy, elaborate or time-consuming to be tasty. We try to create hands-on, inspiring opportunities for people to come together to grow, cook, and share good food.



FOOD SHOULD TASTE GOOD

We try not to preach or judge about what we think people "should" eat. We strive to respect personal and cultural food preferences, and to find the sweet spot where delicious meets nutritious.



FOOD BRINGS US TOGETHER

We're always looking for opportunities to get together around food. Coming together in the kitchen, dining room and garden allows us to break down barriers by focusing on a shared human need and the unique experiences, tastes and skills that we each bring to the table.



CFCC VIDEOS

- PSA Regular: <https://youtu.be/6I67LoG19Q0>
- PSA Extended: <https://youtu.be/CHDsRqoA-s>
- CFCC Animation: <https://youtu.be/VvjiXIfHCl0>

