

# Food Policy Update



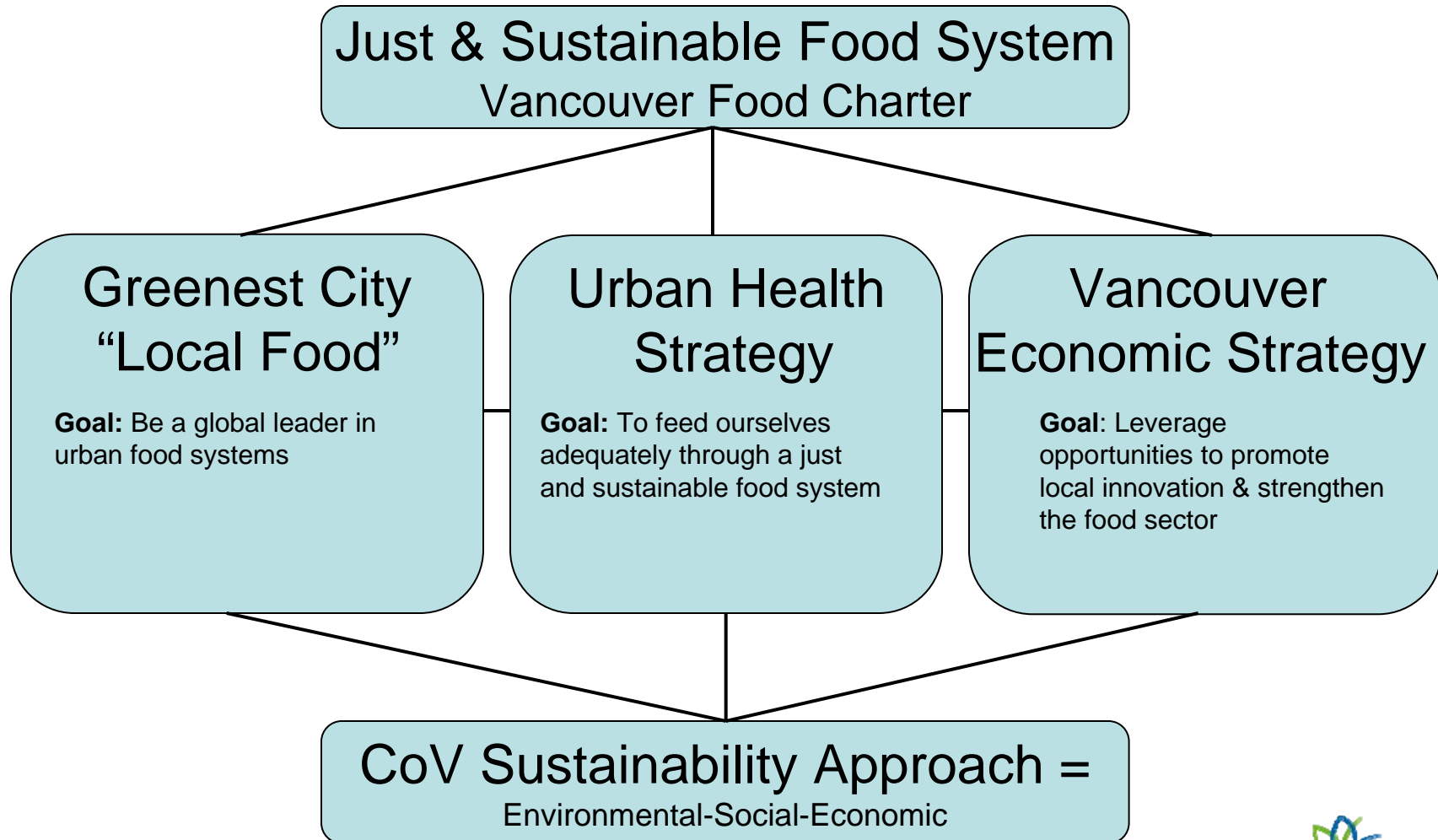
February 14, 2012

# Purpose

1. Request support for grant to New City Market and approval of SOLEFood expansion
2. Update on Greenest City Local Food Strategies
  - Municipal food strategy
  - Food infrastructure
  - Neighbourhood resiliency



# Background: Strategic Context





# Greenest City Action Plan: Local Food



# Local food: Long term Goal

Vancouver will become a global leader in urban food systems





# Local food: Overall Target

Increase city and neighbourhood food assets by 50% by 2020:

- Community Gardens
- Urban Farms, Orchards
- Farmers Markets
- Central Food Hub
- Neighbourhood Food Networks
- Community Composting
- Community Capacity



# Local Food Strategies

## Strategies:

1. Develop a coordinated municipal food strategy
2. Support food infrastructure & green “food” jobs
3. Enhance neighbourhood resiliency
4. Facilitate information sharing & knowledge transfer
5. Advocate regionally, provincially, nationally



# 1. Municipal Food Strategy

**TALK  
FOOD  
WITH  
US**



# 1. Municipal Food Strategy, cont.

- Build on Vancouver Food Charter, Greenest City, Urban Health, Economic Strategy
- Identify goals
- Create framework for decision making
- Identify priority areas for action
- Consider full range of City tools



# 1. Municipal Food Strategy Timeline

- Phase 1 (Summer 2011): Internal consultation (complete)
- Phase 2 (Fall 2011 / Winter 2012): External consultation and community engagement
- Phase 3 (April 2012): Analysis of feedback and linking back with CoV departments, key stakeholders
- Phase 4 (June 2012): Presentation to Council

# 1. Municipal Food Strategy: Community Engagement and Outreach



Conducted community engagement process during fall of 2011 to gather ideas & suggestions

- Outreach to over 2500 people
- Strong multicultural outreach
- Social Media

• New partnerships and engagement techniques = unique approaches (e.g.

Community Food Animators and RainCity Chronicles Event)



# 1. Municipal Food Strategy: What Have We Heard?

- Emphasis on Neighbourhood / place-based solutions
- Consider multiple approaches, innovative techniques
- More urban agriculture opportunities (farming and gardens)
- Increase access to healthy, local food to vulnerable populations
- Confirms that residents are interested and concerned about food system issues

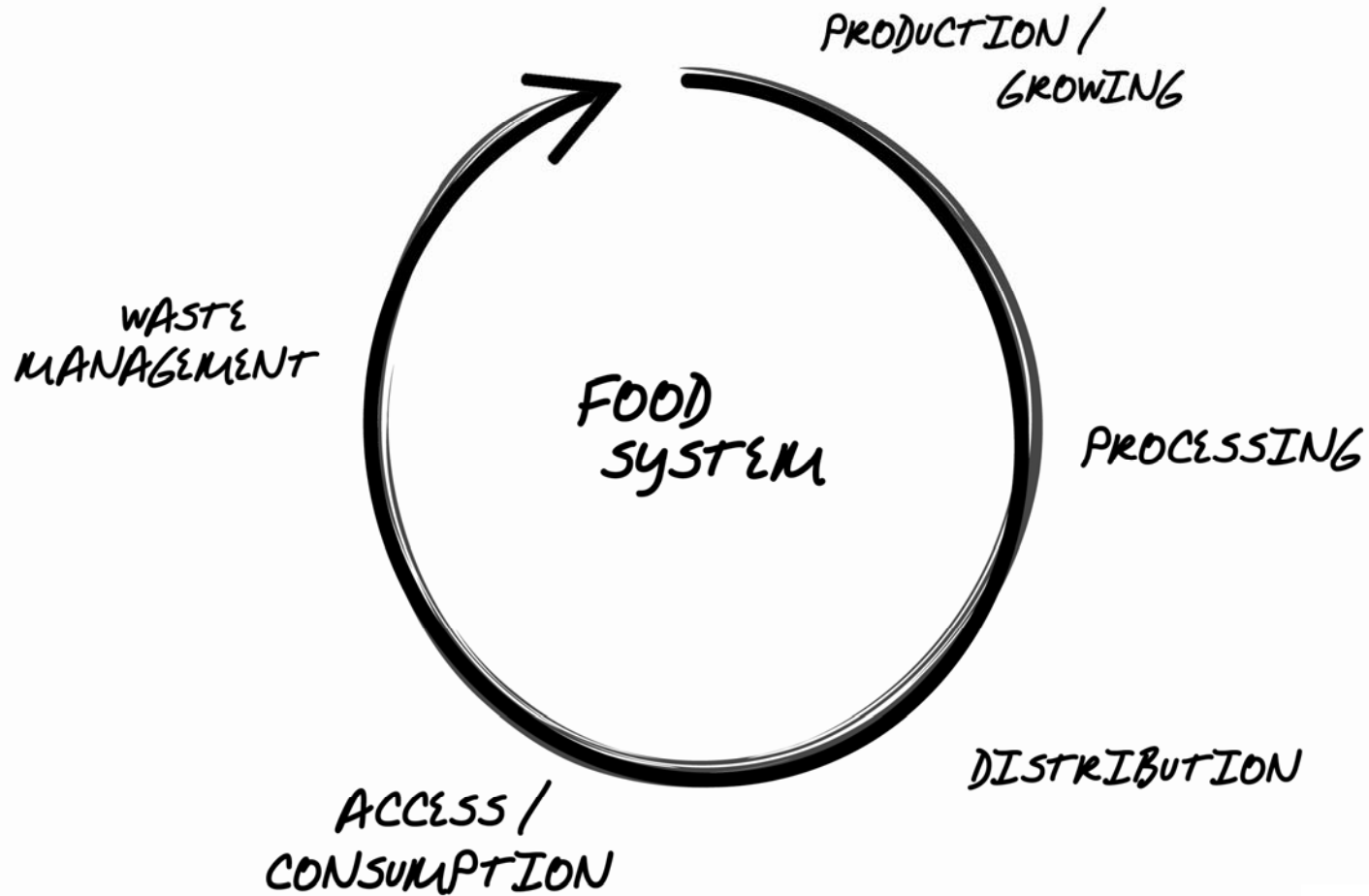


# 1. Municipal Food Strategy Next Steps

- Draft the Strategy (Feb/March)
- Inter-departmental review (April/May)
- Report to Council (June)



## 2. Food Infrastructure Actions and Food System

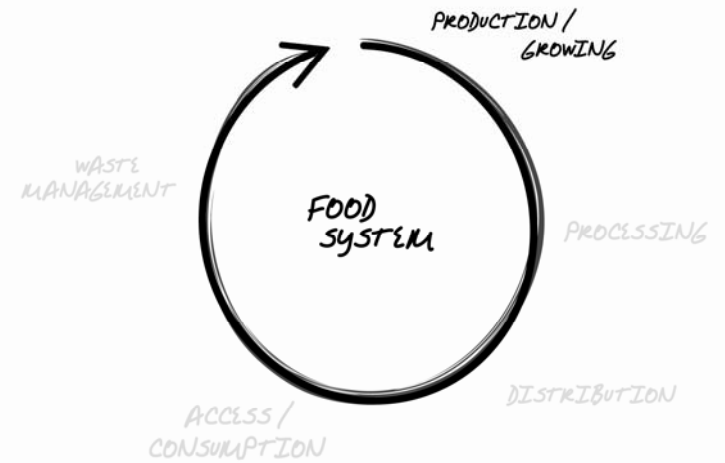




## 2. Food Infrastructure: Production

### Community gardens

- Achieved 2010 x 2010 challenge: established in 2006, to increase number of garden plots by 2010
- GCAP Target: 2,500 additional plots by 2020
  - Annually = 250 plots
  - 2011 achieved 490 plots
  - In line to reach 2012 target



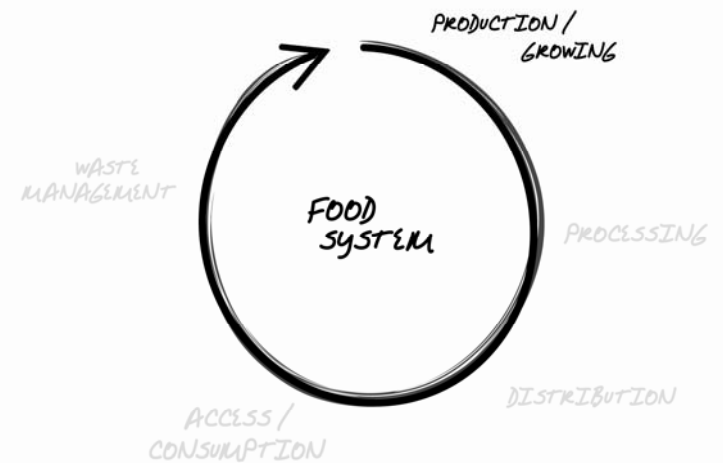




## 2. Food Infrastructure: Production

### Urban farming

- Current status: 1 farm (Solefood at Hastings and Hawks)
- GCAP Target: 5 farms by 2020
- 3 new sites for Solefood
- *In addition:* 15 farming businesses operating in backyards
- Urban Farming Forum: Dec 2011; 400 participants; Vancouver's first

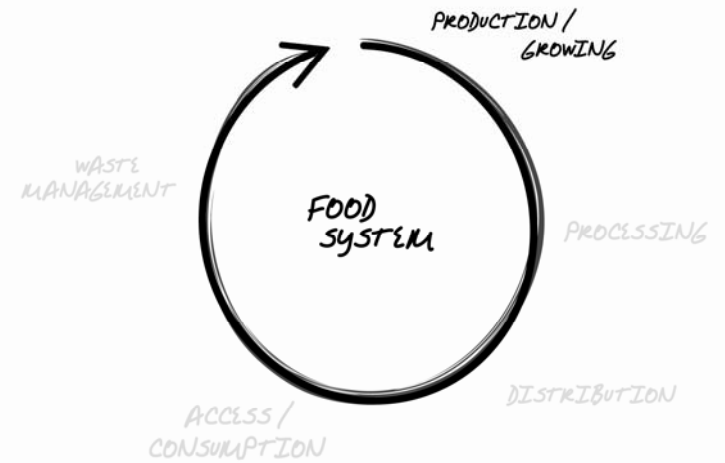




## 2. Food Infrastructure: Production

### NEW: Expansion of SOLEFood Farms

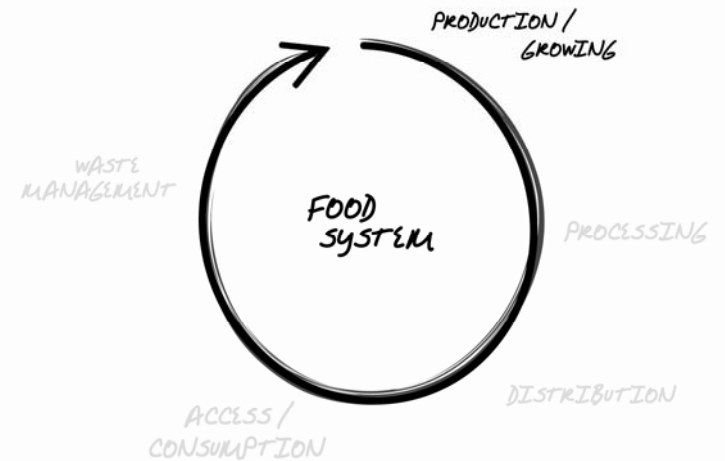
- Staff recommending 3 new sites
- Low income employment
- Increase from 10 to over 20 jobs
- Community education & outreach (schools, tours)



## 2. Food Infrastructure: Production

### Fruit Trees / Orchards

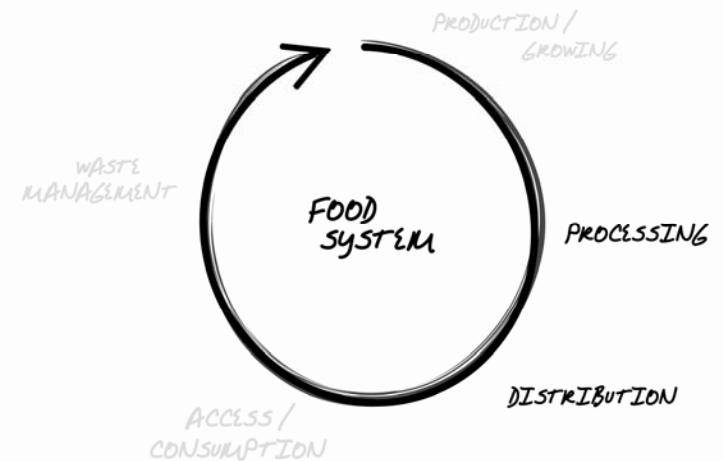
- GCAP Target: 10 Community Orchards
- Currently 7 (4 additional since 2010)
- Partnerships with community for maintenance and harvesting
- Developing an urban forest management plan to provide further direction on fruit tree planting across the city



## 2. Food Infrastructure: Processing & Distribution

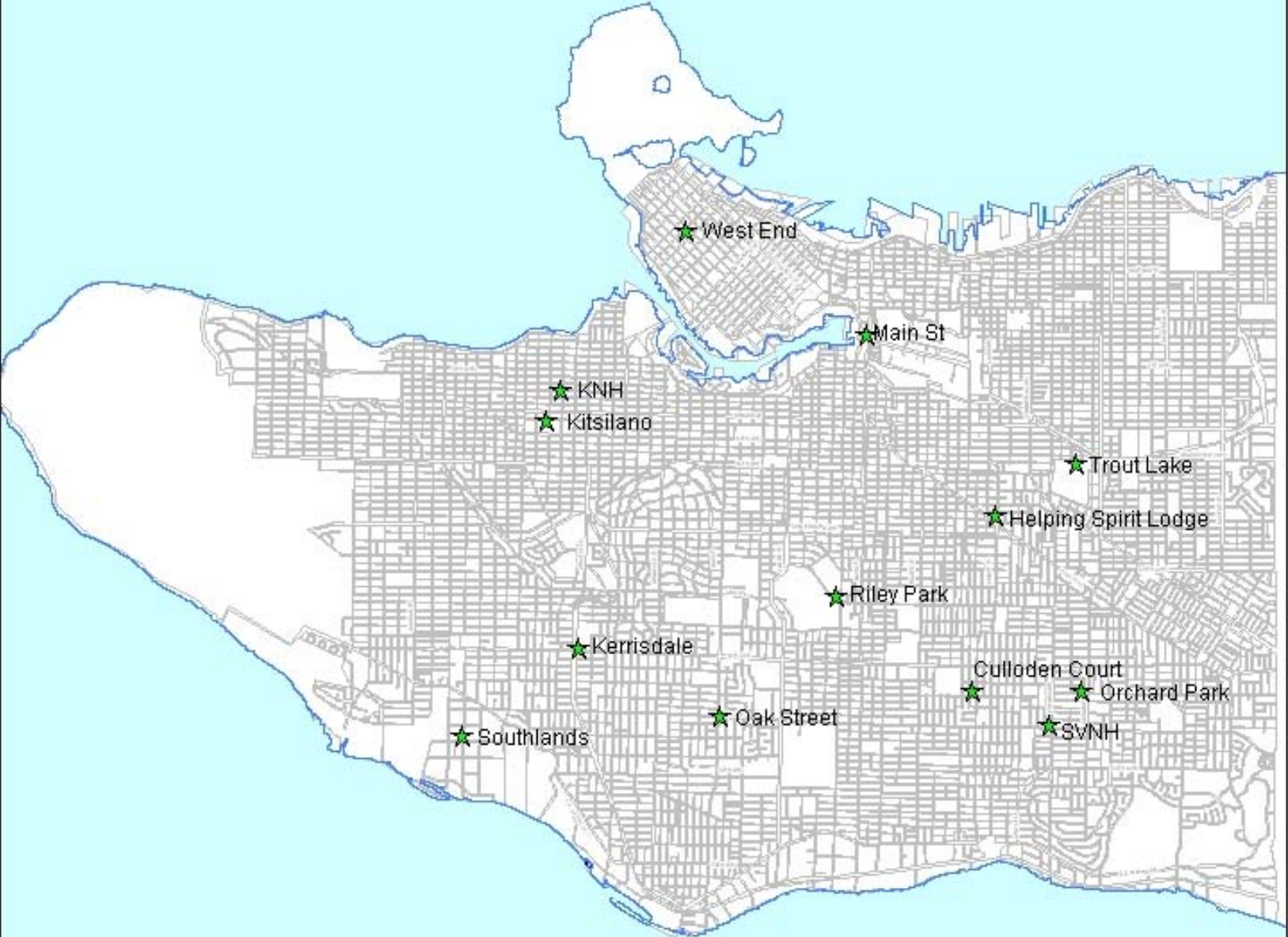
### Farmers Markets

- By-Laws and Interim Actions, approved July 2010 to allow for expansion across the city
- Target: accessible to every neighbourhood
- Currently 13 (6 additional since 2010)
- 9 additional enquiries





# Locations of Farmers Markets 2011





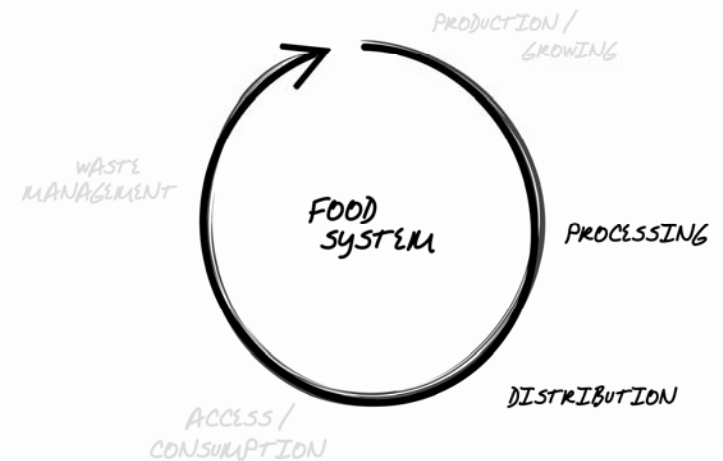
## 2. Food Infrastructure: Processing & Distribution

### NEW: Central Food Hub

- Staff recommending grant for Business Planning Phase
- GCAP Target: 1
- Project completion 2014 (est.)

### Components:

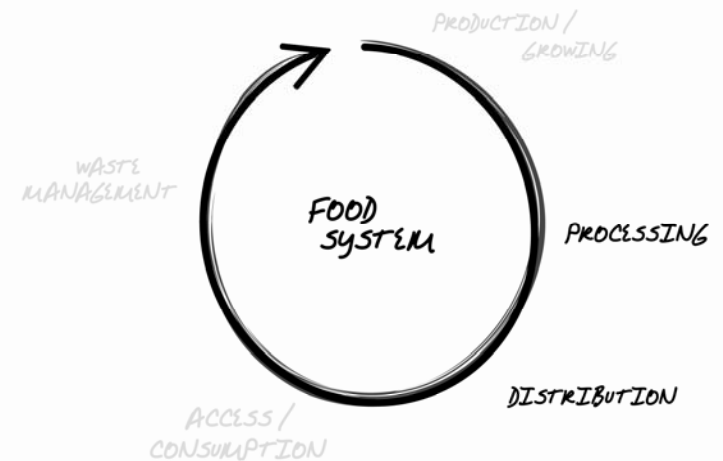
- Year Round Farmers Market
- Chef's Market
- Food Processing
- Employment, Education & Training opportunities



## 2. Food Infrastructure: Processing & Distribution

### City of Vancouver Municipal Purchasing of Local Food

- Action plan under development
- Baseline assessment and recommendations: April 2012
- Exploring partnership with UBC and Vancouver Board of Education

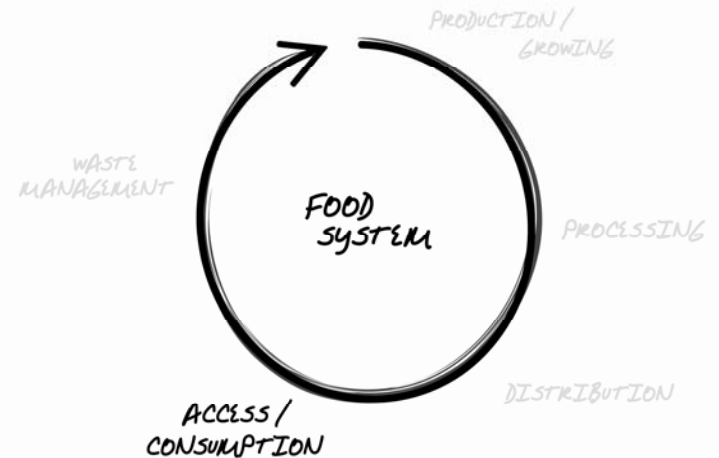




# 3. Neighbourhood Resiliency: Food Access

## Improve Access to Healthy Food

- Pocket markets at social housing sites (Trout Lake and South Vancouver neighbourhoods)
- Mobile fruit and vegetable stands (DTES Kitchen Tables Project)
- Healthy corner stores (concept phase)

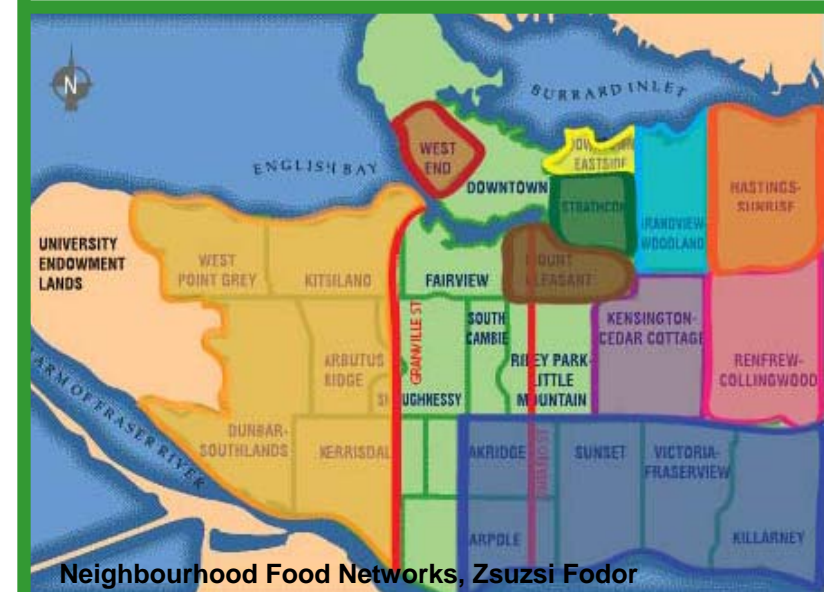
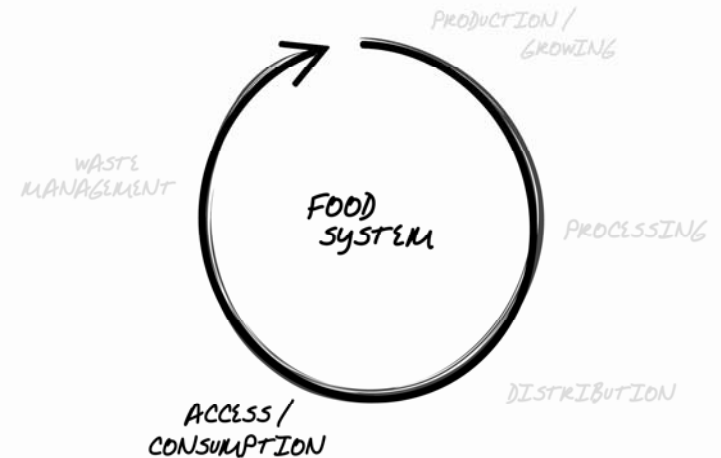




# 3. Neighbourhood Resiliency: Food Access

## Neighbourhood Food Networks

- Currently 10 (5 supported in part by City Grants)
- Neighbourhood-based
- Education and skill-building
- Strong mechanism for community capacity building
- Focus on improving food access and building social inclusion



Neighbourhood Food Networks, Zsuzsi Fodor

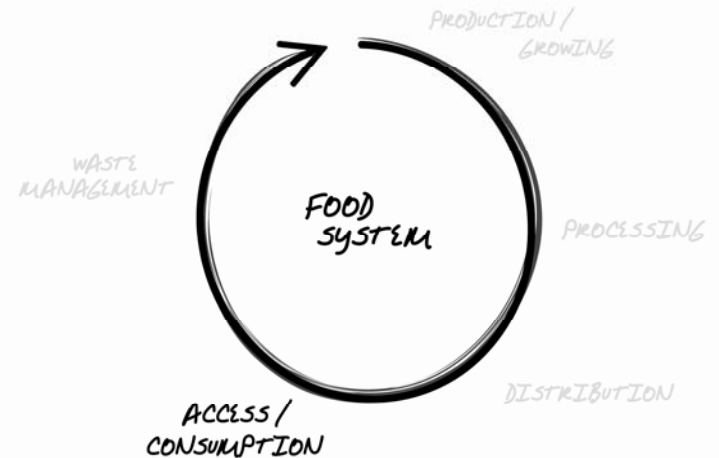
# 3. Neighbourhood Resiliency: Food Access

## Street food vending

- Annually: approx 15 new locations
- Currently 91 (up from 60 in 2010)
- Additional 18 for 2012

*NEW* to 2012 selection process  
(underway):

- Taste Event (Feb 24<sup>th</sup>)
- 3 sites will be “green grocers”
- locations beyond downtown:  
Commercial Drive and South Hill
- Resource Guide, Information Sessions
- Vancouver Street Food Vending  
Association



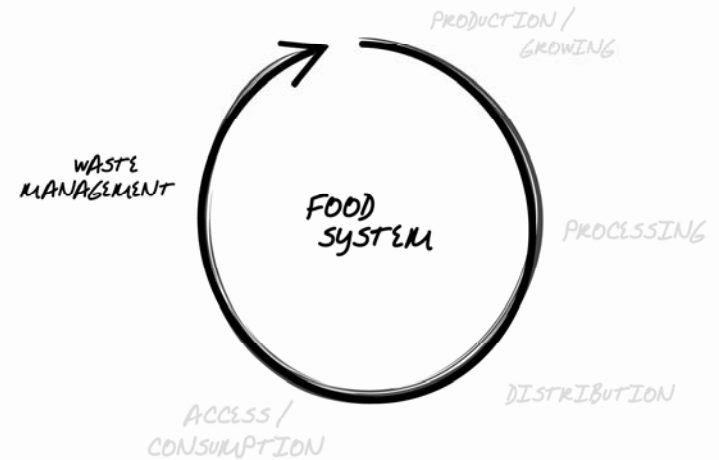
# 3. Neighbourhood Resiliency: Food Waste

## Food scraps drop off pilots

- Drop Off at West End and Riley Park Farmers Market
- 11,065 lbs of food scraps (Aug - Oct 2011)
- Supported through Greenest City Neighbourhood Grant

## Food scrap collection pilot

- 2000 single family households



# Local Food: Looking Ahead

- Complete Vancouver Food Strategy (June 2012)
- Continue food actions and targets

Success as a result of:

- Inter-departmental collaboration
- Leverage and partnerships:
  - Citizens involved in the food system
  - Vancouver Food Policy Council
  - Vancouver Board of Education
  - Vancouver Coastal Health
  - VanCity
  - Non-profit organizations
  - Business Community

