How food connects to global challenges

**Global:** Food travels an average 2,400 km from field to fork

**National:** 900,000+ households in Canada are food insecure

**Provincial:** 4.7 million hectares of rich agricultural land is threatened by development

**City:** Over 50% of the world’s population now lives in cities
Vancouver’s history and current context

- City of Vancouver food policy mandate (2003)
- Vancouver Food Policy Council (2004)
- Vancouver Food Charter (2007)
- Food Systems Steering Committee (2009)
- Local food goal of GCAP (2010)
- Park Board Local Food Asset Task Force (2012)
- Inter-departmental technical teams (current)
- Unprecedented citizen interest and robust civil society organizations
Strong community partners

- Vancouver Food Policy Council
- Vancouver Coastal Health
- Neighbourhood Food Networks
- Urban Farmers Society
- Farmers Market Operators
- Community Garden Coordinators
- Street Food Vendor Association
- Vancouver School Board
- Universities
- Businesses
Food policy supports City sustainability goals

Social / Health:
- Healthy City Strategy

Environmental:
- Greenest City Action Plan

Economic:
- Vancouver Economic Action Strategy
Notable advances

✓ Six farmers markets contribute $15 million/year to the local economy
✓ 450 new garden plots were created from 2010-2012
✓ Land area of urban farms has increased from 2.3 acres to 8.28 acres since 2010
✓ 103 street food vendors offer a variety of cuisines
✓ In 2011, 20,000 residents were involved with the Neighbourhood Food Networks
Select food assets + density

Data Source: Statistics Canada, Census 2011 (Density) COV Food Policy (Food Assets)
Neighbourhood Food Networks (NFNs) were developed with Vancouver Coastal Health (VCH). They are grassroots coalitions of citizens, organizations and agencies that work collaboratively to address food system issues with the goal of improving access to healthy, affordable and nutritious food for all.

Adapted from Carr and Fodor, 2012
Challenges remain
Environmental impacts

MAJOR COMPONENTS OF VANCOUVER’S ECOLOGICAL FOOTPRINT

- FOOD
- CONSUMABLES AND WASTE
- TRANSPORTATION
- BUILDINGS
## Unequal food access

<table>
<thead>
<tr>
<th>WESTSIDE</th>
<th>DTES &amp; STRATHCONA</th>
<th>SOUTH VANCOUVER</th>
<th>GRANDVIEW WOODLAND</th>
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</thead>
<tbody>
<tr>
<td>- High proportion of isolated seniors and newcomers</td>
<td>- High levels of food insecurity</td>
<td>- High population of newcomers, low income and lone parent families</td>
<td>- “Food deserts”</td>
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<td></td>
<td>- High child poverty rates</td>
<td></td>
<td>- Barriers for retailers wanting to carry healthier foods</td>
</tr>
</tbody>
</table>
Policy response: Lack of coordination

- City Council Motion
- Greenest City Grants
- 2010 by 2010 plots exceeded
- Backyard Hens
- Farmers Markets
- Street Food Program
- Neighbourhood Food Networks
- Food Waste Collection
- Community Kitchens
- Urban Agriculture Guidelines
- Food Policy Council
- Food hub
- Food Charter
- Bee Keeping
- GCAP Local Food Goal
- Urban Farms
### Policy directive for food strategy

<table>
<thead>
<tr>
<th>ZERO CARBON</th>
<th>Climate Leadership</th>
<th>Lighter Footprint</th>
<th>Green Economy</th>
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<tbody>
<tr>
<td></td>
<td>Green Transportation</td>
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<td></td>
<td>Green Building</td>
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<thead>
<tr>
<th>ZERO WASTE</th>
<th>Zero Waste</th>
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<thead>
<tr>
<th>HEALTHY ECOSYSTEMS</th>
<th>Access to Nature</th>
<th>Lighter Footprint</th>
<th>Green Economy</th>
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<tbody>
<tr>
<td></td>
<td>Clean Water</td>
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<td></td>
<td>Local Food</td>
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<tr>
<td></td>
<td>Clean Air</td>
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# Learning from other cities

<table>
<thead>
<tr>
<th>San Francisco</th>
<th>London</th>
<th>Toronto</th>
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</table>
| • Focused and action-oriented  
• Ownership across City departments  
• Director of Food Systems | • Comprehensive  
• Systematic | • Comprehensive but pragmatic  
• Actions for City and partners  
• 3-4 dedicated City staff |
Vancouver’s consultation process

Engaged 2,200 people

TALK FOOD WITH US
Multiple consultation formats

- Translated outreach materials
- Website
- Articles and advertisements
- Twitter & blog
- Storytelling and dialogue events
- Tabling and facilitating events
- Presentations
- Fairs
- Focus groups
- Stakeholder roundtables
- Toolkits and exercises
- Educational workshops

Engaged 2,200 people
Components of Vancouver’s Food Strategy

Vision and Principles

Five Goals

Actions

Food Charter

Food Strategy
Component 1: Vision and principles

**Vision**
- Economic, ecological, social well-being
- Local production
- Resource protection
- Food access
- Retaining cultural food traditions
- Dialogues between sectors and groups

**Principles**
- Enable community economic development
- Improve ecological health
- Promote social justice
- Encourage collaboration and celebration
Component 2: Five goals

1. **Support food friendly neighbourhoods**
2. **Empower residents to take action in their own neighbourhoods**
3. **Increase access to healthy, affordable, culturally diverse food**
4. **Make food a centrepiece of Vancouver’s green economy**
5. **Advocate for a just and sustainable food system with partners and all levels of government**
Goal 1: Support food-friendly neighbourhoods

Key focus:
- Food assets / infrastructure
- Built environment
- Scaling up
- Build on unique context of each neighbourhood
Goal 2: Empower residents to take action in their own neighbourhoods

Key focus:
- Human capacity
- Community development
- Access to resources, skills and knowledge
- Participation and inclusion
Goal 3: Improve access to healthy, affordable, culturally diverse food for all residents

Key focus:
- Vulnerable populations
- Affordability
- Healthy food options
Goal 4: Make food a centrepiece of Vancouver’s green economy

Key focus:
- Localizing food supply chain
- Economic multiplier effect of local food
- Innovative models: e.g. social enterprises, food hub, food business incubator
- Green food jobs
Goal 5: Advocate for a just and sustainable food system with partners and all levels of government

Key focus:
- Advocacy at all levels of government
- Partnerships
- Leverage tools
Component 3: Actions

Vision and Principles

Five Goals

Actions
## Five priority action areas

<table>
<thead>
<tr>
<th>Action Area</th>
<th>Priority focus</th>
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<tbody>
<tr>
<td>1. Growing food</td>
<td>- Support and enable all forms of urban agriculture (especially <strong>community gardens and urban farms</strong>), and make stronger connections with all parts of the food system</td>
</tr>
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</table>
| 2. Human capital            | - Collaborate with Vancouver Coastal Health to support Vancouver’s **Neighbourhood Food Networks**  
- Enhance access to participation in **community-based food programs**, particularly for vulnerable and isolated groups |
| 3. Food access              | - Improve access to healthy, local, affordable food for all by increasing the number of **farmers markets** and **community food markets**, and piloting healthy food retail programs |
| 4. Food processing and distribution | - Address gaps in local **food processing, storage and distribution infrastructure** by exploring possibilities that might include a food business incubator or central food hub  
- Increase the percentage of **local and sustainable food** purchased by City facilities |
| 5. Food waste               | - **Reduce food waste** going to landfill or incinerator by expanding food waste disposal programs  
- Create **community food composting facilities** |
<table>
<thead>
<tr>
<th>Growing food</th>
<th>Goal 1</th>
<th>Goal 2</th>
<th>Goal 3</th>
<th>Goal 4</th>
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</table>
Benefits and Outcomes:

- Become a global leader in urban food systems
- Meet and exceed our GCAP targets
- Integration and alignment
- Build a healthier city
- Improve socio-economic outcomes and create green jobs
- Strengthen community capacity