City of Vancouver Food Strategy

Presentation to City Council
January 29, 2013
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:** BC’s rich agricultural land is threatened by development

**City:** Over 50% of the world’s population now lives in cities
Vancouver’s food policy 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 partnerships

- Vancouver Food Policy Council
- Vancouver Coastal Health
- Metro Vancouver
- 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

- Farmers markets contribute $15 million/year to the local economy.
- 700 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 by type
Select food assets + density

Data Source: Statistics Canada, Census 2011 (Density)
COV Food Policy (Food Assets)
Neighbourhood Food Networks (NFNs) 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. They were first funded by Vancouver Coastal Health (VCH).

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>
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<td>Barriers for retailers wanting to carry healthier foods</td>
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Policy response: Lack of coordination

- City Council Motion
- Greenest City Grants
- Street Food Program
- Urban Agriculture Guidelines
- Neighbourhood Food Networks
- 2010 by 2010 plots exceeded
- Backyard Hens
- Community Kitchens
- Farmers Markets
- Food Charter
- Food Waste Collection
- Food Policy Council
- Urban Farms
- Bee Keeping
- GCAP Local Food Goal
- Food hub
- Neighbourhood Food Networks
- Farmers Markets
## 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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<tr>
<td></td>
<td>Green Transportation</td>
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<td></td>
<td>Green Building</td>
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| ZERO WASTE | Zero Waste         |                  |               |

| HEALTHY ECOSYSTEMS | Access to Nature |                  |               |
|                    | Clean Water       |                  |               |

<p>|                  | Local Food        |                  |               |
| Clean Air         |                    |                  |               |</p>
<table>
<thead>
<tr>
<th>SAN FRANCISCO</th>
<th>LONDON</th>
<th>TORONTO</th>
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| • 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 |
Engaged 2,200 people

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
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

Food System

Food Production

Food Waste Management

Food Access
## Five priority focus areas

<table>
<thead>
<tr>
<th>Focus Area</th>
<th>Priority Action Area</th>
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<tr>
<td>1. Growing food</td>
<td>o Support urban agriculture (community gardens &amp; urban farms)</td>
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<td>2. Empower residents</td>
<td>o Enhance participation in community-based food programs</td>
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<td>3. Food access</td>
<td>o Improve access to local, affordable food retail</td>
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<td>4. Food processing and distribution</td>
<td>o Address infrastructure gaps in local food processing, storage and distribution</td>
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<td>o Increase percentage of local food purchased by City</td>
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<td>5. Food waste</td>
<td>o Expand food waste disposal programs</td>
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## Integration with food strategy goals

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<td>Develop urban farming policy</td>
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<td>Support neighbourhood food networks</td>
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<td>Establish community food markets</td>
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Benefits and Outcomes:

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