



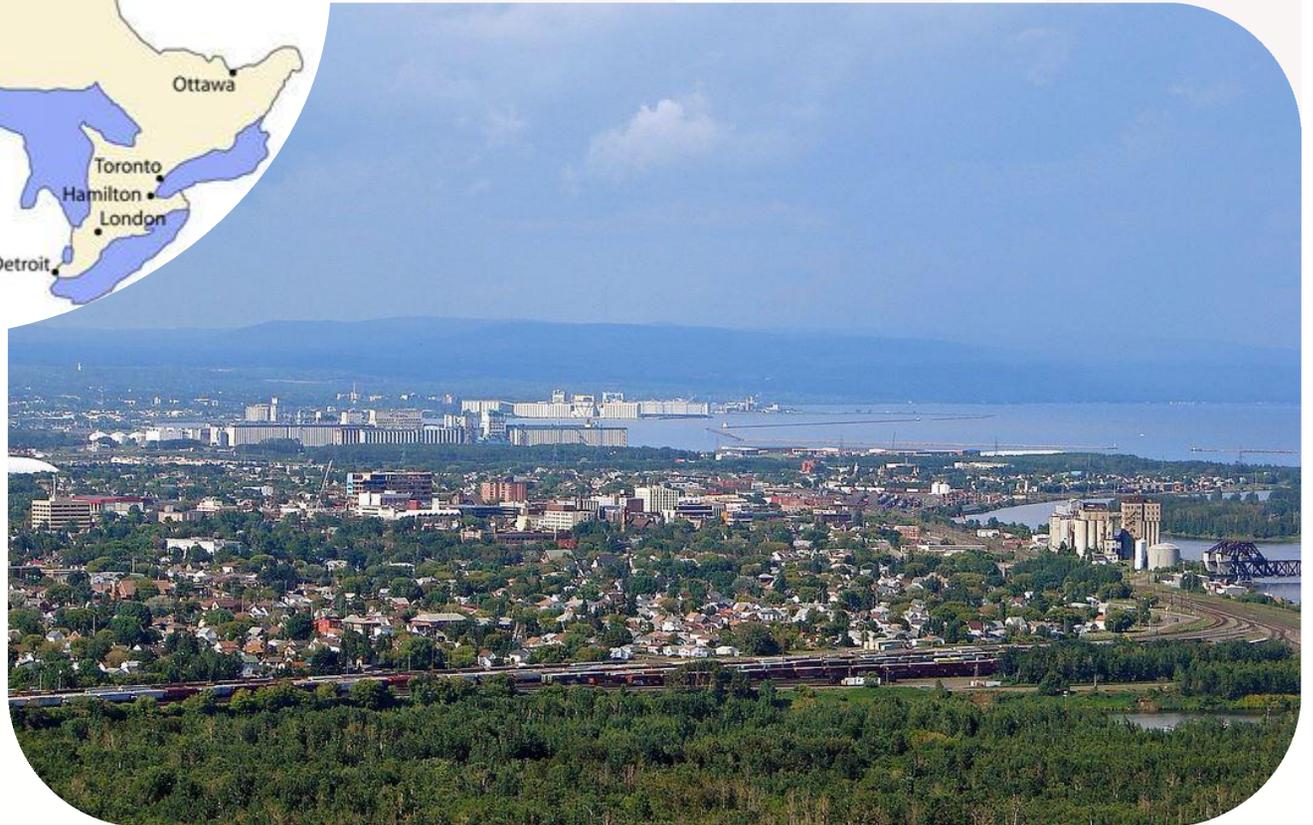
Thunder Bay + Area

# Food Strategy

Connecting Food  
and Community

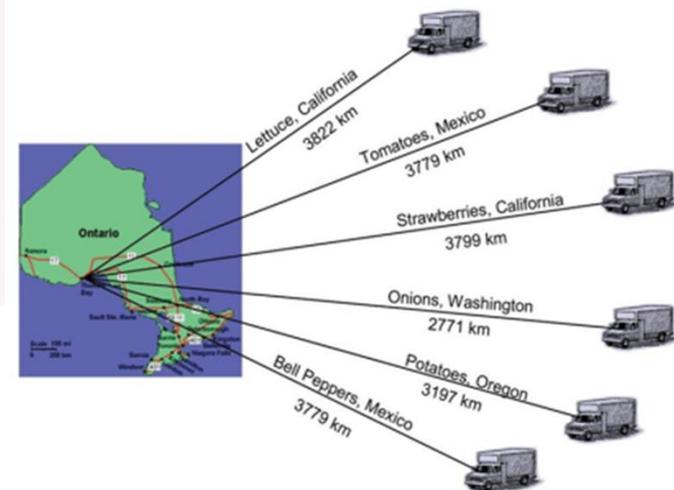


# Thunder Bay and Area



# Local Food Issues

- “ High incidence and cost of **diet-related illnesses**;
- “ **Food insecurity** (e.g. reliance on emergency food services, food deserts);
- “ **Difficulty making a living from farming**, aging demographic of farmers, barriers to entry for new farmers;
- “ **Environmental impacts** of the current food system.



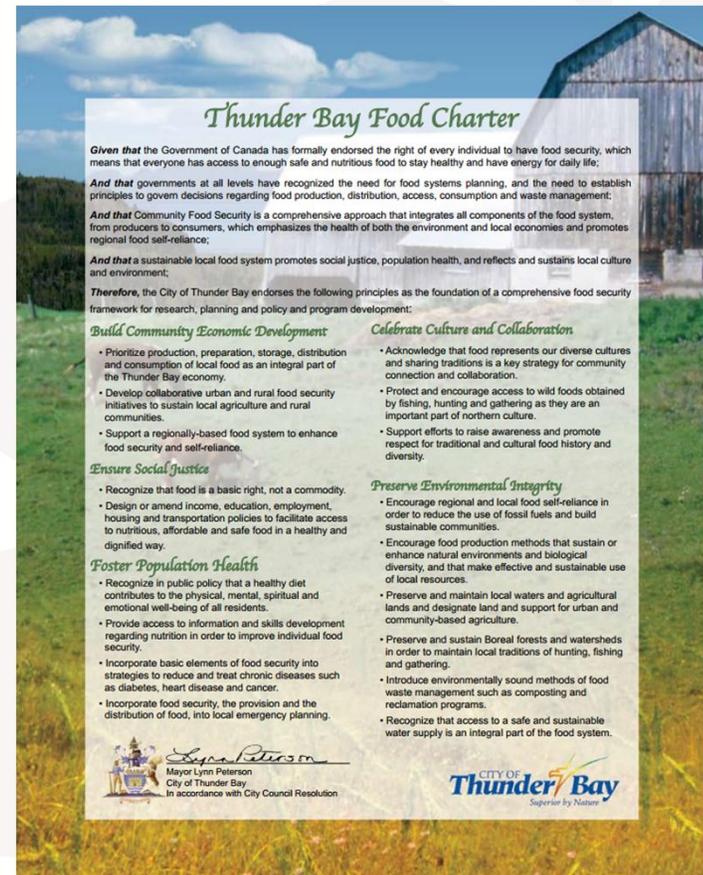
# Community Solutions



# Development of a Food Charter

## Key Principles:

- “ Build community economic development
- “ Ensure social justice
- “ Foster population health
- “ Celebrate culture and collaboration
- “ Preserve environmental integrity



# Food Strategy Background

- “ Various stakeholders endorse the **Food Charter in 2008**
- “ **Community Environmental Action Plan and Thunder Bay Strategic Plan 2011-2014** recommend the development of a local food strategy
- “ **Food Summit 2012:** Community leaders call for the development of a Food Strategy
- “ **Food Summit 2013:** Participants decide on seven strategic action areas (the seven pillars)



# Food Strategy Pillars



FOOD  
ACCESS



FOREST & FRESH  
WATER FOODS



FOOD  
INFRASTRUCTURE



FOOD  
PROCUREMENT



FOOD  
PRODUCTION



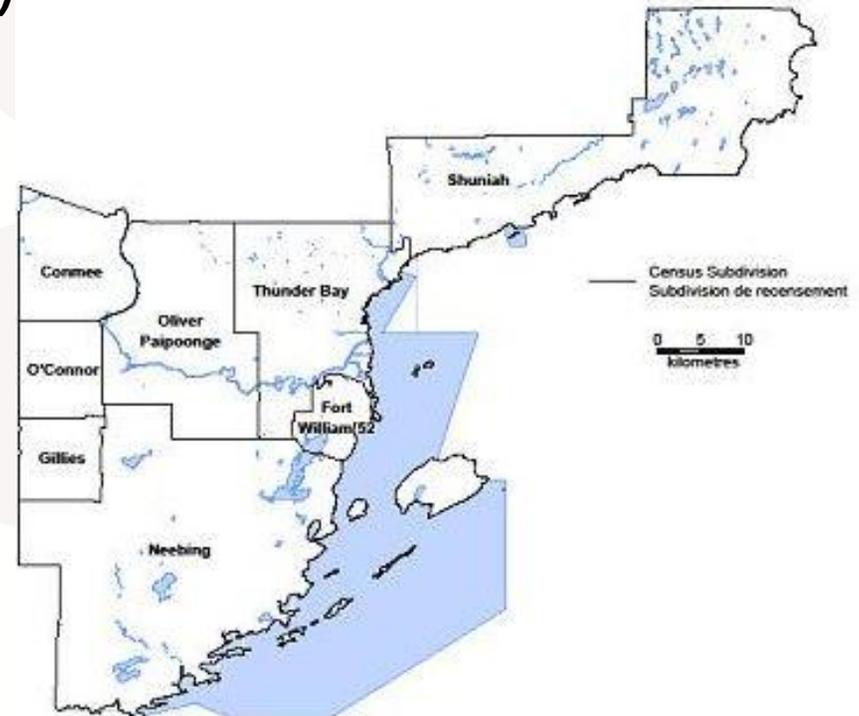
SCHOOL FOOD  
ENVIRONMENTS



URBAN  
AGRICULTURE

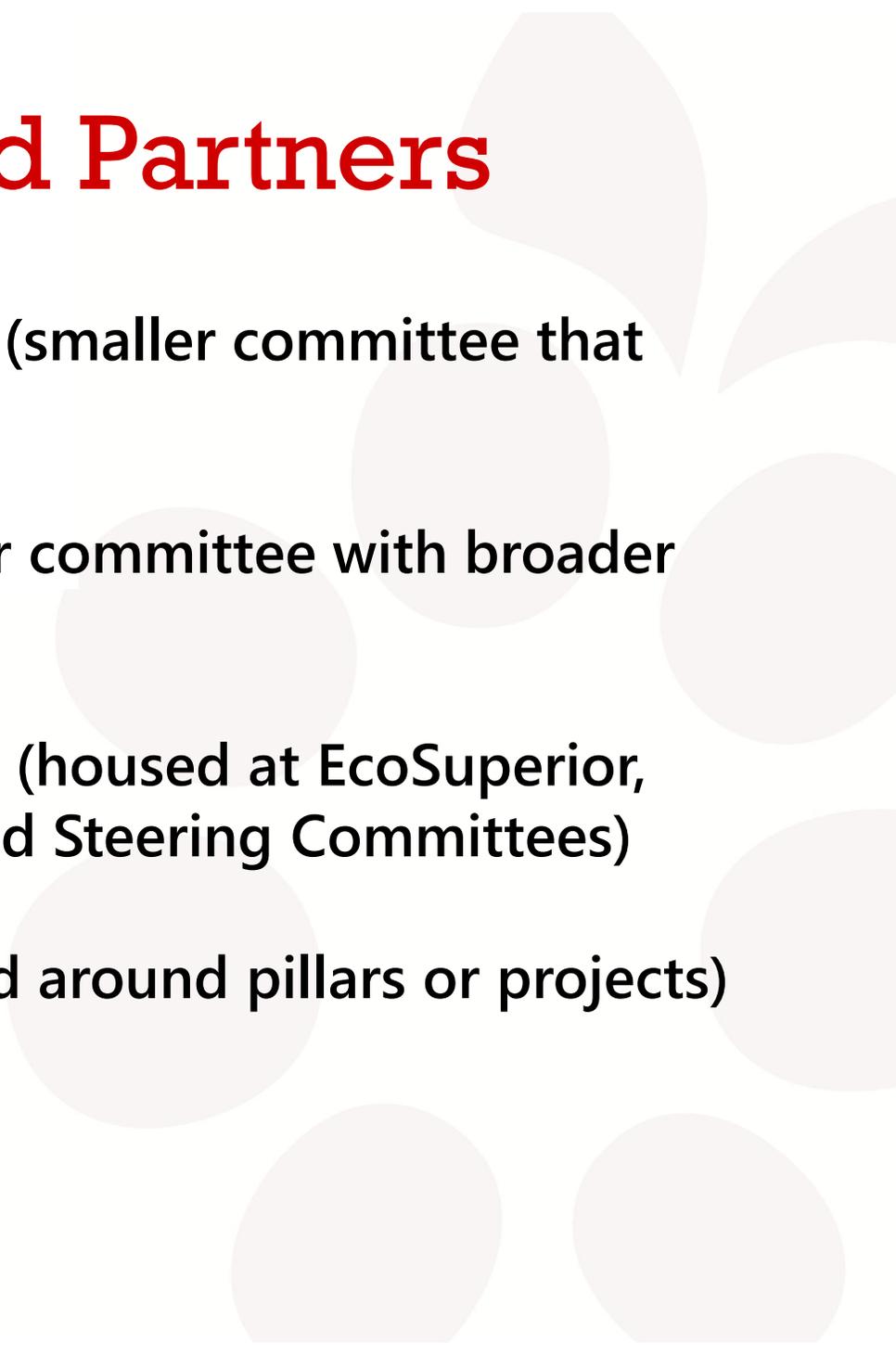
# Funding and Scope

- “ Three years of funding from the Ontario Trillium Foundation
- “ Develop the Food Strategy (year 1) and begin implementation (years 2 and 3)
- “ Communities involved include adjoining municipalities and townships





# Governance and Partners

- “ **Administrative Committee** (smaller committee that manages the project)
  - “ **Steering Committee** (larger committee with broader representation)
  - “ **Food Strategy Coordinator** (housed at EcoSuperior, governed by the Admin and Steering Committees)
  - “ **Working groups** (organized around pillars or projects)
- 



# Avenues of Community Engagement

- ” Food Summit 2012 & 2013
- ” Steering Committee
- ” **7 working groups** (70 people)
- ” One-on-one conversations
- ” **15+ presentations** to community groups with Q&A
- ” Seminars and stakeholder workshops
- ” Focus Groups
- ” Producer & buyer surveys
- ” Surveys with **100 people** living on low income
- ” Web platform for providing feedback
- ” Open House with **140+ participants**
- ” In the past year alone, **400+ people** involved in shaping the Food Strategy

# Endorsements by Local Councils

- ” City of Thunder Bay
- ” Municipality of Oliver Paipoonge
- ” O’Connor Township
- ” Township of Gillies
- ” Municipality of Shuniah
- ” Conmee Township
- ” Municipality of Neebing





# The Thunder Bay and Area Food Strategy is:

1. Community-led approach to defining issues and crafting solutions
2. Built on collaboration and partnerships
3. Bridge across sectors
4. Deals with issues comprehensively
5. Action-oriented

# Looking Forward



Work with community partners to develop projects and pursue policy change in all 7 areas

## Examples:

- “ Develop a **community food security report card**
- “ Pilot initiatives to **increase food access**
- “ Work with economic development to **support local food businesses**
- “ Research **chicken bylaws**
- “ Establish a **regulatory process for forest foods**

# A Few Key Takeaways

- “ Strong community engagement is crucial and is an ongoing process
- “ Orient your work towards relationships and partnerships
- “ Work from multiple angles at the same time
- “ Be action focused





# **Thank You!**

**Thunder Bay & Area Food Strategy**

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