

BRING FOOD HOME

Conference Program

Thursday, March 4, 2010

8:00am - Conference registration opens

8:30am – 3:00pm

CSA Mini-School (lunch from 12:00pm - 1:30pm)

Canadian Organic Growers (COG PWW), Ecological Farmers of Ontario (EFAO) and Ignatius Centre are presenting a CSA mini-school, a one-day workshop for farmers considering the Community Supported Agriculture (CSA) model. Three CSA farmers of different sizes and types will share their experiences on all aspects of organizing a CSA including an overview of different approaches, member recruitment and retention, crop planning, and financial planning and management.

Your facilitators for the day include Fran McQuail of Meeting Place Organic Farm, Ann Slater of Ann Slater Fresh Organic Vegetables, Angie Koch of Fertile Ground CSA and Heather Lekx of Ignatius Farm CSA.

9:00am – 12:00pm

Community Food Centre networking session

In 2009, The Stop Community Food Centre (The Stop) participated in an initiative sponsored by the Metcalf Foundation seeking ways to move toward a more local, sustainable food system in Ontario by identifying key leverage points for food system change. The project culminated in a discussion paper articulating the Community Food Centre (CFC) model and making a set of key recommendations surrounding the initiation of a process to systematically and sustainably expand the CFC model across the province of Ontario. This half-day working group will bring together organizations and community groups that have been a part of this initial process from across the province to discuss the paper, its recommendations along with future directions and actions towards the goal of a provincial-level funding stream to support CFCs in every region of Ontario.

9:00am – 12:00pm

Tour – TBD

10:00am – 12:00pm

New Farmer Training: Crop Planning for Vegetable Growers

This workshop will look at the fundamentals of profitability analysis and record keeping as developed in the new book “Crop Planning for Vegetable Growers” written by Frederic Theriault and Daniel Brisebois. Fred will present two simple techniques that can help farmers analyse the profitability of their crops with regards to two key resources on the farm: space and time. These essential tools to business success will help new farmers plan ahead during the winter months and make the tough choices about which crops to grow and which prices to charge for their vegetables.

Frédéric Thériault, one of the 5 co-managers of Ferme Coopérative Tourne-Sol, Les Cèdres, Quebec

Thursday, March 4th (continued from previous page)

10:00am – 12:00pm

Pastured Based Livestock: Salad Bar Beef

This is the term Salatin coined to describe his pasture-finished cattle: fresh daily paddocks and lots of forage species variety. A hardcore how-to talk, this one walks the audience through electric fencing, water systems, breeding, movement logistics, forage growth and rest cycles, stockpiling for dormant seasons, and processing. A permutation on the theme is mob stocking herbivorous solar conversion lignified carbon sequestration fertilization. Whew! And it's all here to see.

Joel Salatin, Polyface Farm

Lunch and FoodNet Ontario Annual Meeting: 12:00pm - 1:30pm

Sessions

*note: expanded speakers bios follow the program and are listed in alphabetical order

1:30pm – 3:00pm

New Farmer Training: Healthy Soils for Healthy Food

This hands on workshop is a starting point to understanding the importance of healthy soils. First we will look at Brix measurements of plant matter using a refractometer and discuss what the results mean. Improving a Brix rating means understanding soils and improving soil structure by creating an environment where microorganisms can grow and flourish and which allows a large unrestricted root system to develop.

Paul Leeds, Soil Specialist and Consultant for Evergreen Liquid Plant Food Ltd

1:30pm – 3:00pm

New Farmer Training: Pasturing Pigs

Thinking about pasturing pigs? Join Tarrah Young of Green Being Farm for an introduction to the art and science of pasturing pigs... profitably. She will share lessons from her own experiences raising heritage pigs on pasture, as well as innovations gleaned from research abroad. Topics to be covered include: pork paradigms, the role of pigs in the agri-ecosystem, selecting a breed, strategies for grazing pigs on pasture and in the woods as well as marketing, economics and important resources for aspiring pig graziers.

Tarrah Young is a first generation farmer who runs Green Being Farm in Neustadt, ON

1:30pm – 3:00pm

New Farmer Training: Pastured Poultry

Start Small, Think Big!!!

This workshop will show you how it is done: how to start into pastured poultry on a small scale and how to stick with it for years to come. Sensibility - Sustainability - Financial Stability.

Sean McGivern of Grass Roots Eco Farm

Thursday, March 4th (continued from previous page)

1:30pm – 3:00pm

New Farmer Training: Introduction to Sheep

If you are thinking of getting into sheep, come and learn the importance of initial decision making, in terms of breed selection, housing, fencing, etc. The economics of sheep will be briefly discussed including feed cost inputs and augmenting income with added value.

Daina Hunter of Land's End Farm, near Belwood, Ontario has been involved in the sheep industry for 22 years. Her flock of 40 consists of commercial Charollais and crossbred Charollais ewes. She has been active in all executive positions of District 5 of the Ontario Sheep Marketing Agency. Her academic background is in science, with resulting work opportunities as veterinary technician, lab technician and archivist, as well as animal research assistant. Daina and her husband Bruce have three grown daughters and three grandchildren.

1:30pm – 4:30pm

Planting Urban Ontario: An Urban Agriculture networking session

Come and network with people involved in urban agriculture initiatives across the province. How can we work together and share ideas/resources? This half day session will include introductions, updates on urban agriculture activities, a discussion of provincial project, and brainstorming potential common activities across the active Ontario cities/regions.

1:30pm – 4:30pm

Good Food Box Network Development Meeting

Good Food Box programs are designed to provide individuals and families with affordable and healthy fruits and vegetables. The Food Security Work Group of the Ontario Public Health Association, FoodNet Ontario, the Ontario Healthy Communities Coalition and Community Voices Consulting are collaborating on "the Future of the Good Food Box" project and are hosting the inaugural meeting of the Good Food Box Network. This is your opportunity to have your voice heard and to get connected with others running similar programs or developing new programs. We share your enthusiasm for accessible, sustainable and widely available Good Food Box programs resulting in an increase in access to fruits and vegetables for Ontario children and families who are living on low incomes. All welcome.

1:30pm – 4:30pm

Tour - TBD

Networking and Refreshment Break 3:00pm - 3:30pm

3:30pm - 5:00pm

Relationship Marketing

For nearly half a century, Polyface Farm's patron base has morphed and expanded with the regional culture and new food awareness. As a 10-year-old with a backyard flock of laying hens, Salatin pedaled eggs around his rural neighborhood in the basket of his bicycle. Mixing humorous stories with passionate "aha's", this presentation draws from a host of marketing venues to educate and entertain. Currently, Polyface supplies some 400 families from an on-farm store, 1,600 families in Metropolitan Buying Clubs, 30 restaurants, and 10 retail venues. Each has assets and liabilities, and Salatin freely discusses all the nuances. Heavy on hilarious stories, this talk empowers otherwise reluctant marketers to go for it.

Joel Salatin, Polyface Farm

Thursday, March 4th (continued from previous page)

Dinner on your own at a local restaurant 4:30pm - 7:30pm

Dessert and Reception 7:30pm - 10:00pm

Keynote Speaker: Joel Salatin on Building a Local Food System that Works

Joel Salatin, 50, is a fulltime farmer in Virginia's Shenandoah Valley. A third generation alternative farmer, he returned to the farm fulltime in 1982 and continued refining and adding to his parents' ideas.

The farm services more than 1,500 families, 10 retail outlets, and 30 restaurants through on-farm sales and metropolitan buying clubs with salad bar beef, pastured poultry, eggmobile eggs, pigator pork, forage-based rabbits, pastured turkey and forestry products using relationship marketing.

He holds a BA degree in English and writes extensively in magazines such as STOCKMAN GRASS FARMER, ACRES USA, and AMERICAN AGRICULTURALIST.

The family's farm, Polyface Inc. ("The Farm of Many Faces") has been featured in SMITHSONIAN MAGAZINE, NATIONAL GEOGRAPHIC, GOURMET and countless other radio, television and print media. Profiled on the Lives of the 21st Century series with Peter Jennings on ABC World News, his after-broadcast chat room fielded more hits than any other segment to date. It achieved iconic status as the grass farm featured in the NEW YORK TIMES bestseller OMNIVORE'S DILEMMA by food writer guru Michael Pollan.

A sought-after conference speaker, he addresses a wide range of issues, from "creating the farm your children will want" to "making a white collar salary from a pleasant life in the country." A wordsmith, he describes his occupation as "mob-stocking herbivorous solar conversion lignified carbon sequestration fertilization." His humorous and conviction-based speeches are akin to theatrical performances, often receiving standing ovations.

Friday, March 5, 2010

8:00am - Conference registration opens

9:00am - 10:15 Opening Plenary

Conference Welcome – *Lorna Heidenhiem*, Ontario Healthy Communities
Coalition Program Overview – *Lauren Baker*, Sustain Ontario: The Alliance for Healthy Food and Farming, *Joan Brady*, FoodNet Ontario

Food and Farm Innovation in the Waterloo Region

Waterloo Region leads farm and food innovation in the province of Ontario. Conference participants will enjoy this showcase and discussion of the activity and experience in the Waterloo Region. More than 10 years of attention to the local food system by stakeholders has resulted in the development of many successful programs and business models. A good lead off for the conference as we seek to learn and share in order to “Bring Food Home”

Introduction – *Sanjay Govindaraj*, Public Health Planner, Region of Waterloo Public Health
Moderator: *Colleen Ross*, National Farmers Union, Panel: *Steve Martin*, Waterloo Foodlink; *Jodi Koberinski*, Organic Council of Ontario; *Nina Bailey-Dick*, Bailey’s Local Foods

Sessions *note: expanded speakers bios follow the program and are listed in alphabetical order

10:30am - 5:00pm (lunch from 12:00pm – 1:30pm) Value Chain Management Workshop - *Note: full day session*

One of the best ways to learn about value chains is to speak with those who’ve made them work. As part of Value Chain Management, our workshop leader will chair a panel discussion involving all three links of a value chain. A grower, a CEO and a retailer will candidly share what they did, how it worked out and lessons learned along the way. After attending Value Chain Management, you will understand:

- The concept of value chains
- How value chains add profit and stabilize markets
- Why the best value chains outperform the rest
- The operational pitfalls that must be avoided
- How to integrate your product into a new or existing value chain

Workshop Leader: *Martin Gooch*, Director Value Chain Management Centre at the George Morris Centre;
Panel: *Greg Connell*, Director Canadian Produce Marketing Association; *Angela Santiago*, CEO. Little Potato Company; *Brad Bartko*, Grower for the Little Potato Company

10:30am – 12:00pm Navigating certification, verification and traceability: Producer and Consumer Perspectives

Certification, verification and traceability systems have been popping up over the past few decades as more and more consumers want to ensure their food purchases match their values. But what does it all mean? This session begins a dialogue amongst the various certification and verification organizations aimed at bringing clarity for both producer and eater.

Panel: *Brian Sterling*, ONTrace; *Moe Garahan*, Just Food Ottawa; *Patrick Conner*, The Big Carrot; *Art Corbett*, Foodlink; *Jodi Koberinski*, Organic Council of Ontario, *Chris Alward* Director of Market Development, Local Food Plus

Friday, March 5th (continued from previous page)

10:30am – 12:00pm

Cook, Eat, Learn: Youth Food Literacy Programs

Student and youth nutrition programs aim to increase the skills, knowledge and access to food and food programming. Providing young people with lifetime habits in healthy eating as well as providing nourishment to enable them to learn and grow will reduce risk factors for health and development challenges in the future. Projects in several communities will be highlighted including:

- Building farm to school partnerships in Ontario
- Cook It Up! A community-based cooking program for at-risk youth.
- Recipe for Change - Food Literacy Education from Field to Table

Panel: *Stephanie Segave*, Manager of Ontario Student Nutrition Program, South West Region; *Linda Davis*, Executive Director, London Community Resource Centre; *Meredith Hayes*, Field to Table Schools and Youth Program Manager

10:30am - 12:00pm

Building Community-Based Urban Agriculture Programs - Chickens, Employment, & the Power of Diversity

This session will be a forum for sharing ideas, questions, and lessons with fellow urban aggies from across Ontario. Facilitators will frame the three issues, briefly present innovative models/ challenges existing in the province, set up a series of questions to spark discussion, and then draw out the knowledge in the room. The three topics will be:

- Backyard Hens: Urban Agriculture Advocacy and Policy Change
- How Can We Make a Living Growing Food in the City?
- Unleashing the Power of Diversity

Panel: *Carolyn Scotchmer* Executive Director, Greenest City; *Andrew McCann*, farm, food and seed activist from Kingston, Ontario; *Ian Hepburn-Aley*, Community Food Facilitator, FoodShare Toronto

10:30am – 12:00pm

Sustaining a Democratic, Just and Sovereign Food System in Canada: The Imperative for Indigenous (Food) Sovereignty

The emphasis of this session will be to discuss the possible roles and responsibilities of settler Canadians to engage in solidarity work with Indigenous peoples who are defending their access to healthy, accessible, traditional foods. How to approach Indigenous food sovereignty as an ally, by linking current Aboriginal struggles across Turtle Island (with a specific emphasis on Ontario as a jurisdictional area) to historical, political and economic processes of dispossession of land and territory through past and on-going colonialism, will be explored.

Moderator: *Geri Blinick*, M.A. Candidate in Human Geography, Carleton University; Panel: TBA

10:30am – 12:00pm

Re-valuing Farm Stewardship: Ecological Goods and Services

Farmers and ranchers have been stewards of the land in Ontario for many generations, ensuring sustainability on the landscape for the long term production of food and fibre. This stewardship ethic has created agricultural landscapes that produce environmental benefits vital for healthy human populations such as clean air and water, wildlife habitat, carbon sequestration, and soil retention and renewal. Often referred to as “Ecological Goods and Services”, the production of these environmental benefits comes at a cost to farming operations.

Friday, March 5th (continued from previous page)

As society's demand on the environment increases, the need to conserve and restore natural capital to sustain both healthy human populations and natural habitat grows in importance. The Alternative Land Use Services (ALUS) is a farm policy concept that recognizes the value of conserving and restoring Canada's natural capital while respecting and rewarding the important role that farmers play in producing these environmental benefits. Early successes of the Norfolk ALUS Pilot Project have demonstrated ALUS's ability to provide farmer-driven solutions to environmental problems and the loss of natural capital across Ontario. ALUS has also been recognized as helping urban consumers build the kind of food system they want, and in the long run, provide some potential new policy framework for food security as well as environmental stewardship. This session will focus on collaboration of urban and rural partners in growing the ALUS concept in Ontario to create awareness of Ontario's natural capital and the environmental benefits produced on farm lands as part of Ontario's infrastructure and life support system.

Moderator: *Kristen Thompson*, Norfolk ALUS; Panellists: *Bryan Gilvesy*, YU Ranch; *Debbie Field*, FoodShare; *Alison Blay-Palmer*, University of Waterloo.

10:30am – 12:00pm

Culinary Tourism - Stimulating local economies with our food culture

Collectively, the panel will explore culinary tourism and its effects on rural economic development. Partnerships between the agriculture and tourism sectors of a community continue to grow and strengthen in Ontario. Touted as the "Gastronomic Capital" of Ontario, Prince Edward County (PEC) is one (if not the only) municipalities to have gastronomy as a "pillar" in their economic development strategy. We'll speak with Dan Taylor about the changes to PEC in the past 10 years and what's on the horizon there. Eugene Zakreski will share with us the Savour Stratford program. Initiated 2 years ago, Savour Stratford has seen new energy and attention being given to the destination – it's no longer just a theatre town but a foodies fantasy vacation spot. Joining us from the Taste of Woolwich event, Carol Popovic will share with us how this event strengthens and celebrates community partnerships.

Moderator: *Rebecca Le Heup- Bucknell*, Executive Director, Ontario Culinary Tourism Alliance
Panel: *Carol Popovic*, Region of Waterloo Public Health Officer; *Dan Taylor*, PEC Economic Development; *Eugene Zakreski*, Executive Director Tourism Stratford

Lunch 12:00pm – 1:30pm – Special Speakers Series

How to Make Your Food Stories the Media's First Course

Food and farming issues are in the news and of interest to the public. Join food writers from different media outlets in a discussion about how to shape our messages to be of interest to a wider public and get good food news on the front page.

Nicola Ross, Alternatives; *Sarah Elton*, freelance writer and author of *Locavore*; *Lorraine Johnson*, freelance writer and author of *City Farmer: Adventures in Urban Food Growing*; *Elbert Van Donkersgoed* editor of the *Plumblin*: Perspectives on good food and farming, in conversation with *Catharine Porter*, Toronto Star columnist.

Local food writers will be available to sign their books following the panel.

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Sessions *note: expanded speakers bios follow the program and are listed in alphabetical order

1:30pm – 3:00pm

Farmer Led Strategies – Regaining Farmers' Share of the Food Dollar

Statistics show that although food prices continue to rise, for most commodities the farmers' share of that price has decreased. Commodity prices, when considered in the context of inflation, are at an all time low. Individuals and farm groups have approached this inequity in various ways including alternative marketing structures, creating premium branded products and forming value chain relationships. Each speaker on this panel has a story to tell: successful programs, marketing campaigns and innovative marketing relationships all play a role in their vision of farmer-driven solutions.

Moderator: Sarah Elton, freelance writer and author of *Locavore*

Panel: Jamie Reaume, Holland Marsh Growers' Association; other panellists: TBA

1:30pm – 3:00pm

The Abattoir Crisis and Rebuilding Meat Processing Infrastructure

Small locally inspected abattoirs are an essential part of a diverse farm culture and local food system. Farm families, consumers and rural economies all benefit when farmers sell meat directly to the public in their home communities. A consistent fair inspection system geared to the needs of farmers, small abattoir owners and the public is needed to ensure the survival of this important service. Current regulations and the restrictive inspection climate have resulted in the loss of many community abattoirs. Action must be taken to strengthen local abattoirs as vital links in sustainable local food systems.

Moderator: *Dave Lewington*, Farmer and Direct Marketer from Northern Ontario; *Gary Eagleson*, Beef Project Director, Huron Business Development Corporation; Small Abattoir Owner – to be announced.

1:30pm – 3:00pm

In Every Community, a Place for Food? Models for Community Action and Advocacy

Each and every community is unique in its composition and traditions and each is challenged with a lack of community food security. Sharing stories, successes and challenges overcome between communities allows the principles and approaches to be replicated and adapted in an effort continue the goal of increased food security across the province. Each presenter shares their particular specialty and solutions for the benefit of all. Features will include:

- Community Food Centre Model
- Rural Food Bank Distribution Centre serving 9 satellite food banks
- Identifying opportunities for action – a study
- University Campus Food Bank
- Expanding the Good Food Box programs

Panel: *Charles Z Levkoe*, The Stop Community Food Centre; *Janice Dunbar*, Huron County Health Unit Community Developer; *Sarah Tsang*, Public Health Dietician, Haliburton, Kawartha; *Rebecca Stuebing*, Food Sustainability Researcher Algoma University; *Zahra Parvinian*, Social Enterprise Manager, FoodShare Toronto

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1:30pm – 3:00pm

Community University Partnerships and Service Learning Projects

Across Ontario academics and community groups are working together on food systems research and action. This session will include presentations from the Thunder Bay Food Security Research Network's Community Service Learning initiative, local food systems research at the University of Guelph and the development of a new tool to measure the sustainability of the food system in communities across Canada.

Moderator: *Stephanie Scott*, Faculty of Environmental Studies, University of Waterloo; *Drs. Connie Nelson and Mirella Stroink*, Food Security Research Network, Lakehead University; *Karen Lamén*, University of Guelph; *Alison Bay Palmer*, Wilfrid Laurier University

1:30pm – 3:00pm

Planning Ontario's Working Countryside

A thriving agricultural sector is the key to preserving farmland. Health, economic development and land use planning are crucial to the future of Ontario's \$33-billion agricultural industry, but training and resources for sustainable food and farm planning are not reaching planners. To fill the gap, the Ontario Farmland Trust has produced a Planning Ontario's Working Countryside publication. This manual includes suggestions for how planners and municipalities can support agriculture and protect farmland. This workshop will present the findings of the guide and address issues such as municipal planning to foster local food production, tools to protect the farmland itself, impediments to local food marketing, and supporting new young farmers to foster farm succession. Joining Ontario Farmland Trust will be a number of planners and others who have been intentional in seeking solutions that will provide a balanced approach for a sustainable future.

Moderator: *Karen Hutchinson*, Caledon Countryside Alliance; *Arthur Churchyard*, Ontario Farmland Trust; *Stirling Todd*, Senior Planner, Regional Municipality of Halton

1:30pm – 3:00pm

Local Seeds in Ontario: Farm-based and Bioregional?

"The Future of Seed carries with it the Future of Humanity" - from *Manifestos on the Future of Food & Seed*, 2007, edited by Vandana Shiva

Most in the sustainable farm and food movement agree with the *idea* that local food systems need seeds bred, saved and sold for local ecologies, as opposed to the Genetically Modified Organisms now rapidly usurping agricultural biodiversity here and around the world. We often assume that seeds suited to our local climates, soils and diets will be available to underpin the local farm and food systems we are rebuilding. Yet, few farmers save very many of their own seeds, and most of us place our orders without thinking of where our seeds come from. We have almost completely lost the knowledge, tools, seed farms, plant breeders, and seed companies required for bioregional seed preservation, development and exchange. Do we have the capacities to rebuild regional seed systems? What might this rebuilding process look like? More importantly, do we really need to rebuild local seed systems or does the long distance breeding, production and trade of seed make sense? This session will explore these essential, but oft neglected questions. We will map the links between the heritage seed saving movement, renewed interest in farm-based breeding, and the new regional seed companies, such as those who have recently formed the Eastern Canadian Organic Seed Growers Network (ECOSGN).

Panel: *Kim Delaney*, Hawthorne Farm Organic Seeds; *Andrew McCann*, Farm and Food Activist, Kingston, On.

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Refreshment Break 3:00pm – 3:30pm

Sessions *note: expanded speakers bios follow the program and are listed in alphabetical order

3:30pm – 5:00pm

Institutional Food Procurement

Both a challenge and an opportunity, offering local sustainable fare in an institutional setting makes sense for a variety of reasons. This workshop is organized by Local Food Plus (LFP). LFP is an award-winning non-profit organization dedicated to making the local sustainable connection between farmers, consumers and the companies that feed them.

Panel: Local Food Plus

3:30pm – 5:00pm

Access to Land and Capital for Food and Farm Enterprises

In the last 15 years, Ontario lost 62% of its young farmers (under 35) and the average age of Canadian Farmers is 55-59 years (national labor average is 41). The agricultural industry is facing a succession crisis and significant barriers have been recognized as making it difficult to break into the industry. A new generation of young, re-visioning and immigrant farmers has the potential to revitalize the farming sector but the industry may need to change to accommodate them. This panel will discuss the challenges and offer successful models and solutions.

Speakers to be announced

3:30pm – 5:00pm

New Farmers and Alternative Markets; Working with the Supply Managed System

Supply management has from the mid '60's allowed for a stable return in both the dairy and poultry industries. Supply management balances supply and demand and pays farmers based on a cost of production basis. Certain aspects including the high cost of quota, minimum quota holdings and lack of flexibility for new and additional products have been recognized as shortfalls of the system. Each panel member has contributed to a paper commissioned by the Metcalfe foundation to suggest new relationships and criteria that will allow new farmers and alternative markets to work within the supply managed system

Speakers to be announced

3:30pm – 5:00pm

Community Food Animation: Stone Soup – How Food Can Bring People Together and How Communities Can Build Better Food Systems

In this interactive session participants will learn about experiences in Toronto and Waterloo in creating community food markets, community kitchens, and community gardens. Presenters will share their successes, challenges and key learnings in bringing to life these community based food solutions. They will also share some useful tools and approaches. Participants will have an opportunity to learn, through hands-on activities, about how to use these approaches and to think through how they might integrate them into their own work.

Moderator: *Ravenna Barker*; Panel: *Sanjay Govindaraj*, Public Health Planner, Waterloo Region Public Health; *Laura Callum* (CNW); *Candace Wormsbecker*, Diggable Communities; *Sara Conrad*, Neighbourhood Markets; *Karima Kassam*, Community Health Promoter, York Community Services

Friday, March 5th (continued from previous page)

3:30pm – 5:00pm

Food Policy Councils and Community-based Food System Planning

Food Policy Councils and Food Charters are becoming increasingly prevalent in cities across Ontario. While Toronto's Food Policy Council has been in existence since the 1990s, new groups are springing up in Waterloo Region, Sudbury, Kingston, and other communities. Though they may not share the "Food Policy Council" moniker, these groups are – like the TFPC – bringing together key sectors and interests from their food system to examine the big picture of the food system and identify the changes needed. Come hear representatives of some of these groups from across the province discuss their accomplishments and challenges.

Moderator: *Marc Xuereb*, Region of Waterloo Public Health

Panelists: *Ellen Desjardins*, Co-Chair, Waterloo Region Food System Roundtable; *Moe Garahan*, Director, JustFood (Ottawa); *Lynn Garrison*, Public Health Nutritionist, Halton Food Council; *Tracy Phillippi*, Member, Toronto Youth Food Policy Council; *Bridget King*, Public Health Nutritionist, Sudbury Food Connections

3:30pm – 5:00pm

Market Opportunities for Ethnocultural Vegetables

Local farmers are growing more vegetables and herbs to meet the demand of Ontario's Afro-Caribbean, Chinese and South Asian populations. This session will explore the economic opportunities from the producer perspective, as well as the health benefits of increased access to foods used in the culinary traditions of Ontario's ethnocultural communities.

Barnidele, Adekunle, University of Guelph and Farmstart; *Sobia Khan*, George Brown College

5:30pm – 7:00pm

Sustain Ontario - The Alliance for Healthy Food and Farming Annual General Meeting

Join Sustain Ontario for a celebration of its first year of working towards a food system that is healthy, ecological, equitable and financially viable. Over the past year, Sustain Ontario has reached out across the province to develop a strong network and identify research, advocacy and communications priorities. Come and hear about Sustain Ontario's 2010 work plan and meet the steering committee and advisory council. Local food and drinks will be served. Everyone is welcome.

7:00pm – 10:00pm

**Taste of Waterloo Region Reception
Children's Museum / 10 King Street West / Kitchener**

Sponsored by Sustain Ontario - The Alliance for Healthy Food and Farming

Join us for a celebration of local food and drink from the Waterloo Region.

Meet local cooks, farms, and food and farming organizations.

Great music! Local catering from the Garden Party, Divinely Raw, Dana Shortt Gourmet, and the Museum Cafe. Info tables from Loft Market, Foodlink Waterloo, Waterloo Food Systems Roundtable, and more...

Saturday, March 6, 2010

8:00am - Conference registration opens

Sessions

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9:00am – 10:30am

Market Vouchers: A Community Link to Food Security

Vouchers redeemable at farmers markets are being hailed as an effective method of making markets more accessible to low-income people while also supporting local farmers. This panel will highlight several small voucher programs that have been piloted in Ontario, as well as other larger-scale projects in the United States and British Columbia, addressing both opportunities and challenges. Following the panel, there will be a facilitated discussion focusing on potential action that can be taken to make food access programs at markets (including vouchers and other strategies) a reality. The presenters hope that the exchange will lead to building province-wide support for sustainable market voucher programs. Moderator: Anne Freeman, Coordinator of the Greenbelt Farmers' Market Network project

Panel: *Rhonda Teitel-Payne*, Stop Community Food Centre; *Julia Graham*, Community Health Worker Stonegate Community Health Centre; *Roberta Stimac*, founder and manager of the Withrow Park Farmers' Market; *Emily Martyn*, BC Farmers Market Nutrition and Coupon Project; *Carolyn Young*, Stop Community Food Centre; *Ayal Dinner*, Community Food Animator, Foodshare Toronto; *Elaine Radway*, Community Harvest Working Group, Kingston

9:00am – 10:30am

Addressing Threats to Ontario Farmland

It is indisputable that land is one of the most precious resources that a society can have and it is the base of many enterprises. Conflicts arise when these land uses do not complement each other. Productive farmland is diminishing at an alarming rate and the spread of development, aggregate mining, and other non-food production uses is increasing. This workshop will address two specific case studies: the first, a focus on Brant County and the issues created by a leapfrog development pressures, a result of the Greenbelt; the second an examination of aggregate mining in Dufferin County that will displace over 7,000 acres of rich farm land. Each presentation will examine the problems and offer concrete solutions.

Speakers: *Ella Haley*, Sustainable Brant, *Mark Reusser*, Waterloo Region Food System Roundtable,

9:00am – 10:30am

Taking Back the Middle

Across Ontario communities are "rebuilding the middle" of the food system - food processing and distribution infrastructure. This is essential to strengthening regional food economies and developing equitable and healthy local food chains. In this session different models and strategies to get local food from farm to fork will be explored.

Moderator: *Gayl Creutzberg*, Training and Resources Coordinator for FarmStart;
Panel: *Nina Bailey-Dick*, Bailey's Local Foods; *Shauna Bloom*, PhD Student in Geography at the University of Guelph, *Hélène St.Jacques*, President of Informa Market Research Co. Ltd; *Theresa Schumilas* is an organic farmer and food systems researcher

Saturday, March 6th (continued from previous page)

9:00am – 10:30am
Beyond food localism

Building solidarity with food producers globally is an important part of the local food movement. This session focuses on efforts building new trade relationships: horizontal trade, fair trade, Slow Food's Arc of Taste, and diasporic food systems. These initiatives explore how we can develop linkages across borders that are equitable and financially viable for farmers.

Alvaro Venturelli, Plan B Organic Farm, Paul DeCampo, Slow Food Toronto, Anan Lololi, AfriCan Food Basket

9:00am – 10:30am
Influencing National Policy

Policy at all levels of government has evolved over the years in an attempt to standardize and regulate a complex and variable industry. A focus on agribusiness, export driven and globalized food trade has predominated. Currently, federal policy does not take into account nor recognize the very real alternative provided by the development of sustainable local food systems. This workshop will explore current movements and strategies directed at influencing and changing national food and agricultural policy.

Panel: *Freeman Boyd, Bruce County Local Food Coordinator; Colleen Ross of the NFU, Amanda Sheedy of the PFPP (invited); David McInnes, Canadian Agri-Food Policy Institute; Jean-Frederic Lemay, Equiterre*

9:00am – 10:30am
Web 2.0 for the Food Movement

The food and farm sector has seized new social media opportunities to promote local food, engage the public in food and farming issues, and share information. Come and hear about how to harness the power of the web to share your food and farm messages. Learn about the power of Twitter, blogging, Facebook, and other web 2.0 strategies.

Panel: *Jodi Koberinski, Executive Director, Organic Council of Ontario, Emily Fudakowski, Local food campaign project coordinator, outreach consultant, Barry Martin, Hyphenotic,*

10:45 am -12:30 pm - Food Solutions Panel

The Metcalf Foundation has been a catalyst for good farming and food ideas in Southern Ontario, with the goal of transforming food and agriculture at a system-wide level. The authors of five Food Solutions papers, recently commissioned by the Metcalf Foundation, will be discussing their research to date on solutions to specific food and farming challenges.

Moderated by Sandy Houston, George Cedric Metcalf Foundation

Panel: *Lauren Baker - Menu 2020: Tasting the Future of Farming and Food in Ontario*
Joe, Nasr, Rod MacRae and James Kuhns - Building Infrastructure Required for Scaling up Urban Agriculture in Toronto
Christie Young and Melissa Watkins - New Farmers and Alternative Markets Working within the Supply Managed System
Sally Miller, Maureen Carter-Whitney and Helene St. Jacques - Nurturing On-Farm and Farmer-Owned Food Processing
Nick Saul, Kathryn Scharf and Charles Levkoe - In Every Community, A Place for Food? The Community Food Centre Model

Saturday, March 6th (continued from previous page)

Lunch 12:30 pm – 1:30 pm

1:30 pm – 4:00 - Action Planning and Closing Keynotes

This session will review and prioritize the ideas emerging from this conference. Can we agree on two or three initiatives to work on at the provincial level? What have we learned? Where do we go next?

Moderator: *Wayne Roberts*, Toronto Food Policy Council; Panellists: *Katherine Pigott*, Waterloo Region Public Health; *Angie Koch*, Waterloo Region Farmer, *Joan Brady*, FoodNet Ontario

Speakers' Bios

Chris Alward Director of Market Development LFP. Chris leads LFP's marketing and public awareness efforts, and connects farmers with buyers through a variety of distribution systems. Prior to joining LFP, Chris owned a boutique catering company, spent 5 years in Toronto restaurants, and logged nearly a decade helping companies do business and market themselves online. **Local Food Plus** works along the value chain to increase local food procurement. LFP is committed to creating local sustainable food systems that reduce reliance on fossil fuels, create meaningful jobs, and foster the preservation of farmland – and farmers.

Nina Bailey-Dick started Bailey's Local Foods (a local food buying club) in 2008 to make it easier for urban families to eat local food. Now her and her business partner, Rachael Ward, scramble to keep up with the buying club's over 500 family members and over 50 suppliers of local food. Nina is a dreamer and big-picture thinker who is convinced that local food will save us from paralysis as we are faced with climate change, peak oil and other complex challenges. She is passionate about reinvigorating the farming community with new respect, higher incomes and new farmers to strengthen our local food system. She is also a former farmer and helpless foodie who enjoys serving backyard-laid fried eggs to her three young children.

Geri Blinick is an M.A. candidate in Human Geography at Carleton University. Her thesis research will focus on Indigenous Food Sovereignty for an Omàmiwinini (Algonquin) community in Kiji Sibi (the Ottawa Valley). Her research will explore Manoomin (wild rice) as a communally managed food, and how it can be seen as an example of alternative social and economic organization. Other areas of academic interest include: colonial processes and property regimes, sustainable community organization and decolonization of the academy. Geri is also a member of the Indigenous Peoples' Solidarity Movement of Ottawa, a grassroots organization that directly supports indigenous peoples in diverse struggles for justice. She is also involved with numerous activities relating to food and community.

Shauna Bloom has spent the past seven years researching and writing about local, organic, and sustainable food systems. She grew up surrounded by farm fields in rural South Dakota and her first job at age thirteen was picking corn and beans for a local produce farmer. While she didn't realize it at the time, she was hooked and that experience turned into a lifelong interest in food and farming. Shauna went on to complete an undergraduate degree in environmental policy, a master's degree in geography and is currently finishing a PhD in geography at the University of Guelph. Along the way she manages to keep her fingers in the dirt by volunteering on local farms whenever she gets the chance.

Freeman Boyd farmed on the Niagara Escarpment for 30 years, vending poultry products and garden produce at the Owen Sound Farmers Market. He studied and taught Philosophy of the Environment at the University of Guelph, completing a Ph.D. in agricultural ethics in 2005. A dedicated field naturalist, Freeman has a special interest in birds, mushrooms and botany. He is twice past president of the Owen Sound Field Naturalists. Freeman is married with three grown children. He has been coordinator of the Grey Bruce Local food Project since its inception in 2007.

Arthur Churchyard, Ontario Farmland Trust. Arthur is focused on next generation farmers and sustainable livelihoods. He is an award-winning writer and student leader, organizing a number of grassroots events including Guelph's campus Sustainability Week.

Patrick Conner, Board of Directors, The Big Carrot. After having shopped at the Big Carrot for many years, Patrick became a Member of this worker-owned co-operative retailer in 2007. He is serving as Chair of the store's Non GMO Committee. **The Big Carrot** was founded as a worker owned co-op in 1983 with seven members and has now grown into a large retail operation and a leader in Canada's organic movement. The Big Carrot instituted a GMO Free policy in 2001 and was a founding force in The Non GMO Project.

Art Corbett currently sits on the Board of Directors for Foodlink, Waterloo Region. Has over 20 years experience in the natural product industry. His career includes work in the organic dairy industry and mass retail. Foodlink specializes in brand management (Buy Local! Buy Fresh!), product development, distribution and logistics. **Foodlink** is a grassroots promoter of healthy local food systems: "We envision a healthy local food system that sustains both food producers and consumers in our community."

Gayl Creutzberg is Training and Resources Coordinator for FarmStart. She spent the past summer researching local food distribution models, and speaking with many producers, restaurants, and 100 Mile stores to determine the challenges of distributing farm and artisanal products direct from the farm. She continues to volunteer with the Grey and Bruce Counties' Local Food Project initiatives to increase farm gate sales by developing a viable model for local food distribution.

Kim Delaney operates one of the Ontario companies in the new network - Hawthorne Farm Organic Seeds <http://www.hawthornfarm.ca/> near Palmerston, Ontario. She is a founding member of ECOSGN. She will discuss the role of bioregional seeds in the sustainable local farm and food movement from the point of view of a seed saver and grower who has built a local organic seed company.

Ayal Dinner has worked in community development, food security and food production. He is a community food animator with Foodshare Toronto – supporting the creation and operation of community food projects, including Good Food Markets, community gardens, and community kitchens, focused on low-income neighbourhoods in Toronto. He is a founder and Board member of the West End Food Co-op, a new cooperative working towards opening a grocery store and local food hub. He manages the Sorauren Farmers' Market, a project of the West End Food co-op. In the past, he operated Rise Up Foods, producing baked goods with local ingredients and selling at farmers' markets. Ayal lives in Toronto with his partner and their two children, who are all as obsessed with food as he is!

Sarah Elton is the author of *Locavore, From farmers' fields to rooftop gardens how Canadians are changing the way we eat* that will be published in March by Harper Collins. She is also the food columnist for CBC Radio's *Here & Now* and a writer for numerous publications, including *The Globe and Mail*, *Macleans*, *Report on Business* magazine and *The Atlantic*. She documents her locavore adventures on her food blog <http://thelocavore.ca/>.

Anne Freeman has been the manager of the Dufferin Grove Organic Farmers' Market in Toronto for 6 years. Working with FoodShare, she helped to develop the Toronto Farmers' Market Network, and is now co-ordinating the Greenbelt Farmers' Market Network project

Emily Fudakowski, local food campaign project coordinator for Beyond Factory Farming and outreach consultant in Canada for the Eat Well Guide. After graduating from Carleton University in 2006 with a degree in Sociology and Geography, Emily travelled throughout S.E Asia where her fascination with farming and ecology grew with every greenhouse, rice terrace and tea plantation she visited. Emily's first experience with organic farming was in Eastern Ontario where at 16, she worked on a biodynamic farm.

Moe Garahan, Just Food. Moe has been working on food security issues in Ottawa since 1995. She was part of the founding teams in Ottawa for the Good Food Box, the Community Garden Network and the Ottawa Food Security Council (OFSC). Moe has been Director of Just Food (previously OFSC) since 2004. **Just Food's** mission is to ensure Ottawa is food secure. Just Food works with all players in the value chain to increase food security through a variety of projects.

Julia Graham works at Stonegate Community Health Centre as the Community Health Worker managing the Stonegate CHC Food Access Program. The program responds to food insecurity issues in the Stonegate community through a farmers' market, community garden, school based snack program, capacity building workshops and food related community events. Julia co-chairs the Community Health Centre Food Security Network and is part of other networks and working groups that target food related issues such as the Toronto Farmers' Market Network, Stonegate Food Access Committee, and the Mabelle Food Access Coalition.

Daina Hunter of Land's End Farm, near Belwood, Ontario has been involved in the sheep industry for 22 years. Her flock of 40 consists of commercial Charollais and crossbred Charollais ewes. She has been active in all executive positions of District 5 of the Ontario Sheep Marketing Agency. Her academic background is in science, with resulting work opportunities as veterinary technician, lab technician and archivist, as well as animal research assistant. Daina and her husband Bruce have three grown daughters and three grandchildren.

Karima Kassam, MHSoc, is a health promoter at York Community Services (YCS), a community health centre in West Toronto. She has been practicing community based health promotion for over ten years. Over her tenure at YCS, she has supported numerous food security initiatives including the student meal programs at two local schools, the Community Kitchen Collective and cooking classes at the Centre. She also represents YCS on the Community Health Centre Food Security Network.

Jodi Koberinki, Organic Council of Ontario. Jodi has worked in the organic food sector for over a decade as both an entrepreneur and an animator committed to organic certification. The **Organic Council of Ontario** is the voice of the Organic Sector in Ontario. OCO works with its business members, government, and NGOs to increase certified organic production in the province.

Paul Leeds, Soil Specialist and Consultant for Evergreen Liquid Plant Food Ltd. owned Leeds Berry Farm in Elora, where he grew strawberries, raspberries and blackberries following Evergreen's biological farming system. Paul consults throughout Ontario, the US, and South America. He is frequently called upon by fruit growers to consult on alternatives to using fungicides and herbicides.

John Lubczynski is an urban planner with the Department of Planning, Housing and Community Services at the Region of Waterloo. He has a Masters Degree in Planning from Queen's University and has also done some graduate work at the University of Stockholm in Sweden. Over the past 20 years, John has worked on a wide range of planning projects in both urban and rural communities. He was recently part of the core team of planners that prepared the new Regional Official Plan. John has a strong interest in food and planning issues, was just re-appointed for a second term to the Waterloo Region's Food System Roundtable.

Azzam Sam Mahboob, MES Student, University of Waterloo, with research interests in Canadian Politics, International Security, and Canada/ US Security Relations.

Barry Martin is a principal at communications design firm Hypenotic, Barry has been helping values-driven brands and organizations define, articulate and manifest why their prospects should care about their offerings since '98. His agency believes brands are increasingly being measured by what people say about them, not what they say about themselves. That brands become more relevant by moving the needle on issues that matter to their communities. That people notice, trust and evangelize for brands that are ON a mission and filter those who simply HAVE a mission. That marketing today means building relationships from within which you will sometimes sell. That, as the best brands have always known, earned word of mouth is more influential than interruptive media. That the speed and convenience with which people share information today is a boon to those who "get it", and bane to those who don't. And that all marketing is social or anti-social.

Emily Martyn has recently returned to Toronto from Vancouver where she worked as Assistant Manager at the city's busiest farmers market and participated in urban farming and food security programs across the city. Her experience with the BC Farmers Market Nutrition and Coupon Project showed her how these programs can increase nutrition education, social engagement and food democracy, and she is excited about the possibility of bringing Market Bucks to Toronto.

Andrew McCann is a seed, farm and food activist from Kingston, Ontario. He has market gardened; volunteered at the Heirloom Seed Sanctuary (www.providence.ca/seeds/); co-initiated and co-coordinated Food Down the Road: Toward a Sustainable Local Food System for Kingston and Countryside (fooddowntheroad.ca); started and taught the online certificate program, Sustainable Local Food for All Canadians (www.sl.on.ca/parttime/OnlineCredit-SustFood.htm) and is currently working with Urban Agriculture Kingston and Kingston area farmers to found a wholesale local food distribution cooperative with on-site mill and bakery. He is turning his agroecology masters thesis into a book entitled *Gauguin's Potatoes: Local Food, Biotechnology and the Future of Seed*.

Sean McGivern of Grass Roots Eco Farm is already an organic farming pioneer at age 30. McGivern farms over 1000 acres of land and operates Grass Roots Organics Grain Mill in Desboro, Ontario. His farm is also home to a host of livestock and poultry managed organically using rotational grazing. McGivern is a First Generation Farmer. His farm is a sustainable business model both financially and ecologically.

Tracy Phillippi, Toronto Youth Food Policy Council, 416-364-9643, tmphill@gmail.com
The Toronto Youth Food Policy Council (TYFPC) has been fostering a youth perspective on food policy since their formal introduction in September 2009. Since September, the world's first Youth Food Policy Council has been providing youth with a unique space to network, learn about food-security issues and have their voices heard. During today's presentation, the TYFPC will discuss the origin and evolution of their council, and provide inspiration to other North American cities who are interested in forming a similar group.

Theresa Schumilas is an organic farmer and food systems researcher. She has 25 years experience with local government directing community based health and policy research and planning. She consults and teaches widely on issues related to bioregional food systems and community economic development. Theresa is a strong advocate of small and medium scale agriculture and believes that these firms are the key economic drivers of the organic sector.

Hélène St.Jacques, President of Informa Market Research Co. Ltd., has been engaged in the field of marketing and communication research for over 25 years. Prior to starting Informa in 1979, Ms. St.Jacques was research director in three major advertising agencies located in Canada and in Australia. Ms. St.Jacques is interested in developing data interpretation skills and creating an understanding of the uses of market research and to this end guest lectures for academic institutions, and business conferences in Canada and the United States. Ms. St.Jacques also is extensively engaged in volunteer activities. Currently she is on the Board of FoodShare and the Toronto Food Policy Council. Ms. St.Jacques has a Bachelor of Arts degree from University of Waterloo and a Masters degree in Education from the University of Toronto. The focus of studies is community economic development and the creation of healthy, sustainable communities.

Roberta Stimac, a graduate of the masters in environmental studies at York University, is the founder and manager of the Withrow Park Farmers' Market.
An active member of the local food and environmental movement, Roberta has collaborated with many local organizations and groups, including the Riverdale Food Working Group, Toronto Community Garden Network, Toronto Food Policy Council, Toronto Farmers' Market Network and the David Suzuki Foundation, on environmental, local food and food security projects. Roberta is an urban gardener and seed saver, and currently serves on the board of Seeds of Diversity Canada.

Brian Stirling is the CEO of OnTrace. Prior to joining OnTrace, he was Director of Business Development for RFID and Product Traceability at IBM Canada. Before joining IBM, Brian was Vice President/General Manager of a mid-sized engineering and technology consulting firm. It was at that time that he first developed a vision for whole-chain food traceability and led projects in the USA and Canada, including Can-Trace. **OnTrace** is a non-profit industry led organization in Ontario. We provide agri-food traceability solutions in Ontario as well as educate producers and processors about the need for Traceability.

Rhonda Teitel-Payne has coordinated urban agriculture programs at The Stop Community Food Centre, a job that merged her interest in food and the environment with the community development and diversity focus of her Master of Social Work degree. The Stop's urban agriculture work encompasses community gardens, a year-round organic greenhouse, a Sustainable Food Systems Education program and a farmers' market. She is a member of the Toronto Food Policy Council, Toronto Community Garden Network and Toronto Farmers' Market Network. Rhonda was awarded a Vital People grant by the Toronto Community Foundation in 2009 for her leadership in the field of community gardening and urban agriculture.

Frédéric Thériault is one of the 5 co-managers of Ferme Coopérative Tourne-Sol, Les Cèdres, Quebec since 2005. Frédéric has a BSc and an MSc in Agriculture and Environment from McGill. He also taught Principles of Plant Sciences, and Ecological Agriculture at the McGill University. He is co-author of the book Crop Planning for Vegetable Growers, which is soon to be published by Canadian Organic Growers.

Ishmael Wireko is an MA Student at Brock University, with research interests in Public Administration, Environment and Sustainable Development, Politics of Developing Countries, Globalization.

Carolyn Young has just completed her Masters of Environmental Studies at York University focusing on Toronto farmers' markets while apprenticing at Whole Circle Farm. She now works at the Stop Community Food Centre as part of the Urban Agriculture team where she is involved in linking the Stop's Green Barn farmers' market with other food access programs such as the Stop's Good Food Market.

Tarrah Young is a first generation farmer who runs Green Being Farm in Neustadt, ON with her husband Nathan. They raise and direct market pastured pork and poultry, grassfed lamb and vegetables. Their mission is to farm in a way that allows animals to be the creatures they are meant to be, by raising them in a way that does not compromise their dignity or that of the environment. They have other missions too: to grow damn tasty food, make a buck doing so, and help other new farmers do the same.