

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

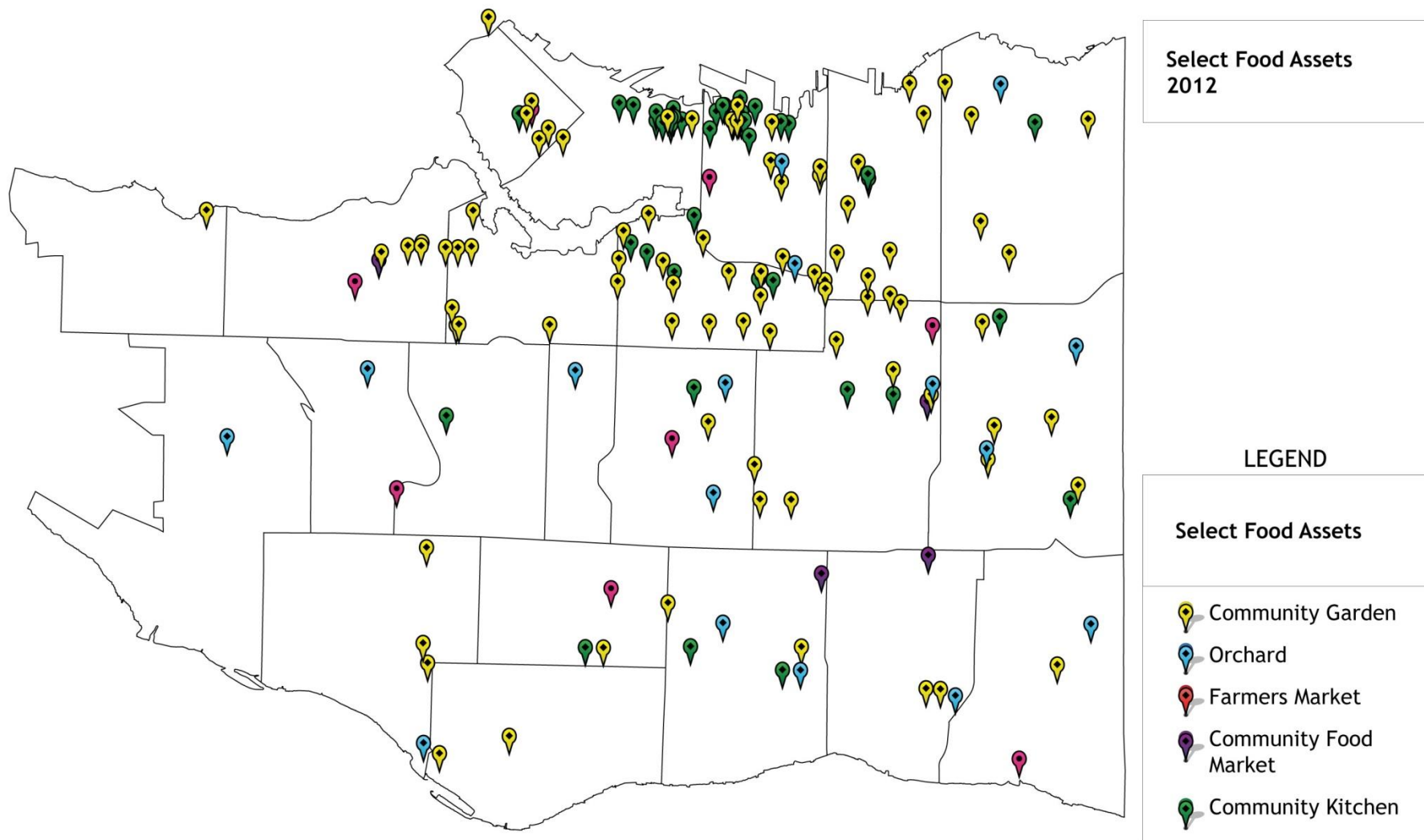


Notable advances

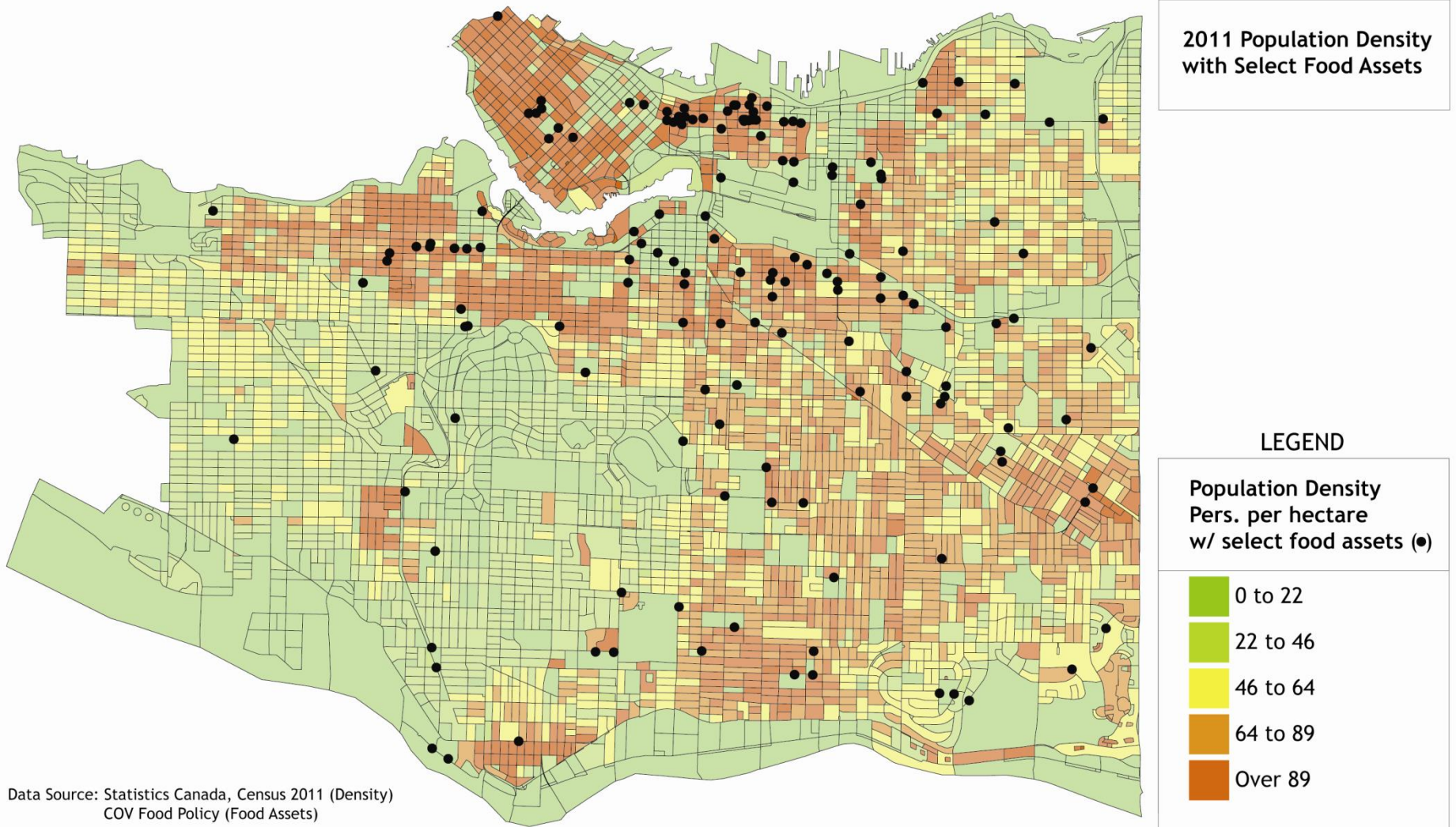
- Farmers markets contribute \$15 million/year to the local economy
- 700 new garden plots were created from 2010-2012
- Land area of urban farms has increased from 2.3 acres to 8.28 acres since 2010
- 103 street food vendors offer a variety of cuisines
- In 2011, 20,000 residents were involved with the neighbourhood food networks



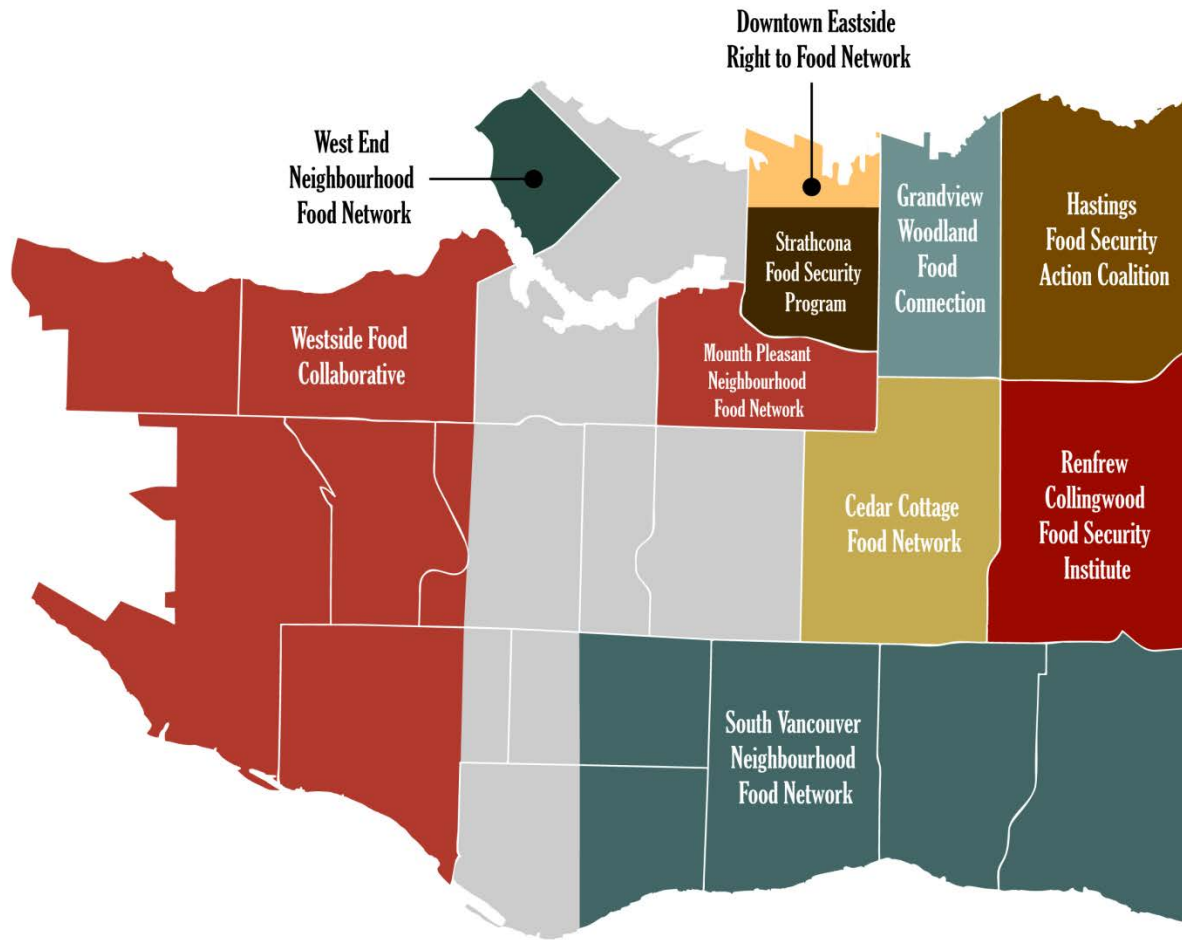
Select food assets by type



Select food assets + density



Neighbourhood food networks



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).

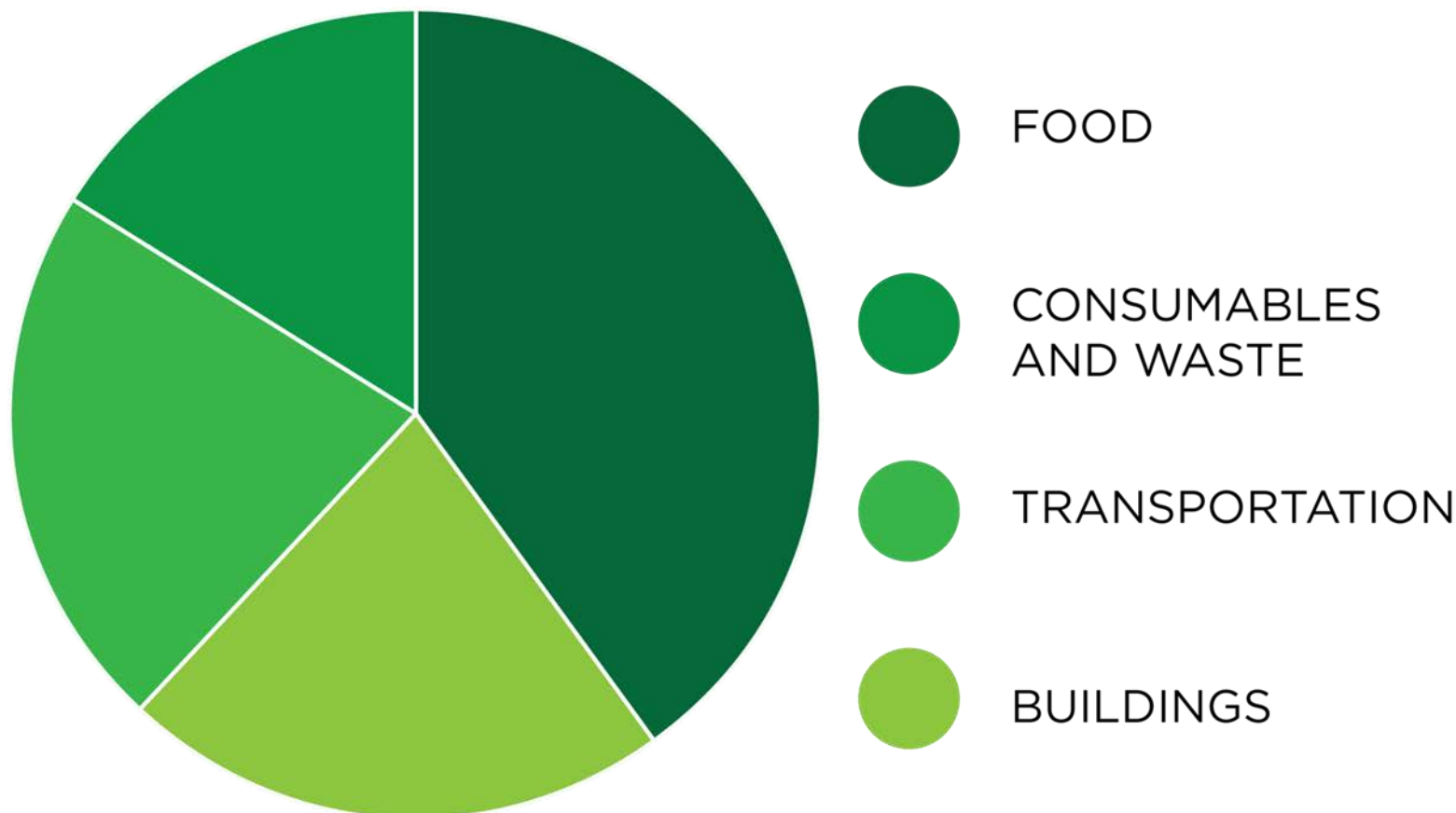


Challenges remain



Environmental impacts

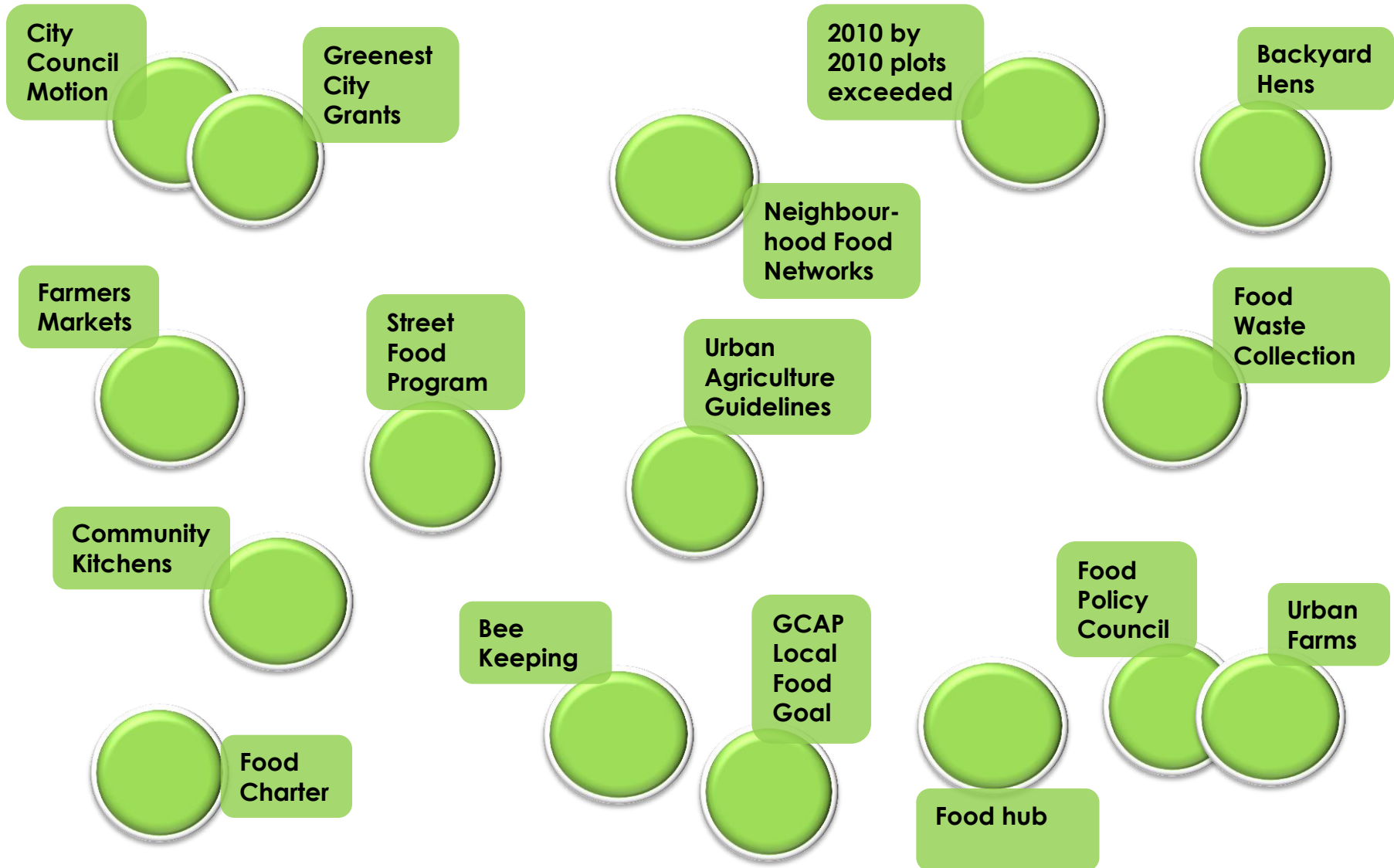
MAJOR COMPONENTS OF VANCOUVER'S ECOLOGICAL FOOTPRINT



Unequal food access

WESTSIDE	DTES & STRATHCONA	SOUTH VANCOUVER	GRANDVIEW WOODLAND
<ul style="list-style-type: none">○ High proportion of isolated seniors and newcomers	<ul style="list-style-type: none">○ High levels of food insecurity○ High child poverty rates	<ul style="list-style-type: none">○ High population of newcomers, low income and lone parent families	<ul style="list-style-type: none">○ “Food deserts”○ Barriers for retailers wanting to carry healthier foods

Policy response: Lack of coordination



Aim: Integration and Alignment



Policy directive for food strategy

ZERO CARBON 	Climate Leadership	Lighter Footprint	Green Economy
	Green Transportation		
	Green Building		
ZERO WASTE 	Zero Waste		
HEALTHY ECOSYSTEMS 	Access to Nature		
	Clean Water		
	Local Food		
	Clean Air		

Learning from other cities

	SAN FRANCISCO	LONDON	TORONTO
+	<ul style="list-style-type: none">• Focused and action-oriented• Ownership across City departments• Director of Food Systems	<ul style="list-style-type: none">• Comprehensive• Systematic	<ul style="list-style-type: none">• 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

Engaged
2,200
people

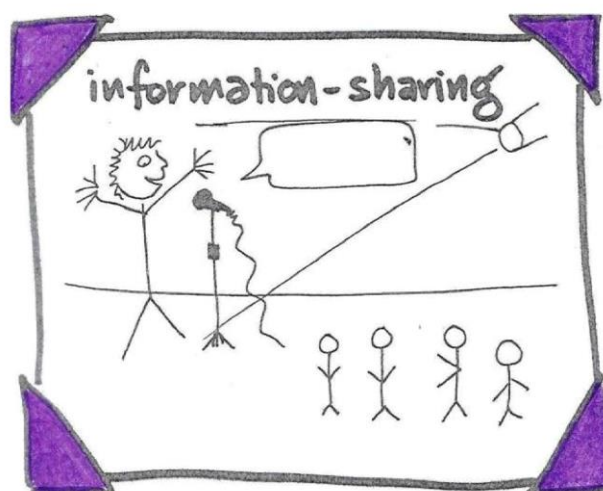


Translated
outreach materials

Website

Articles and
advertisements

Twitter & blog

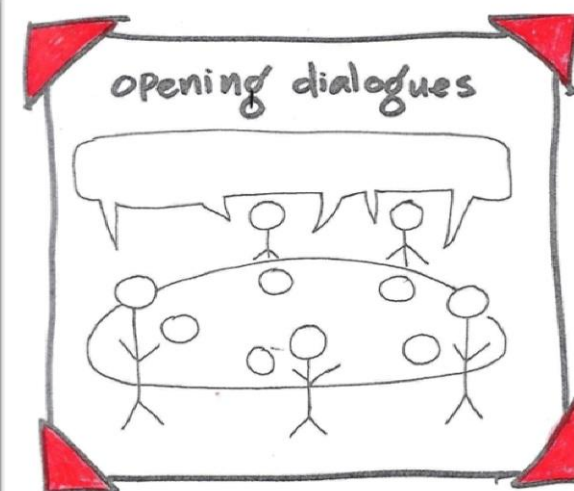


Storytelling and
dialogue events

Tabling and
facilitating events

Presentations

Fairs



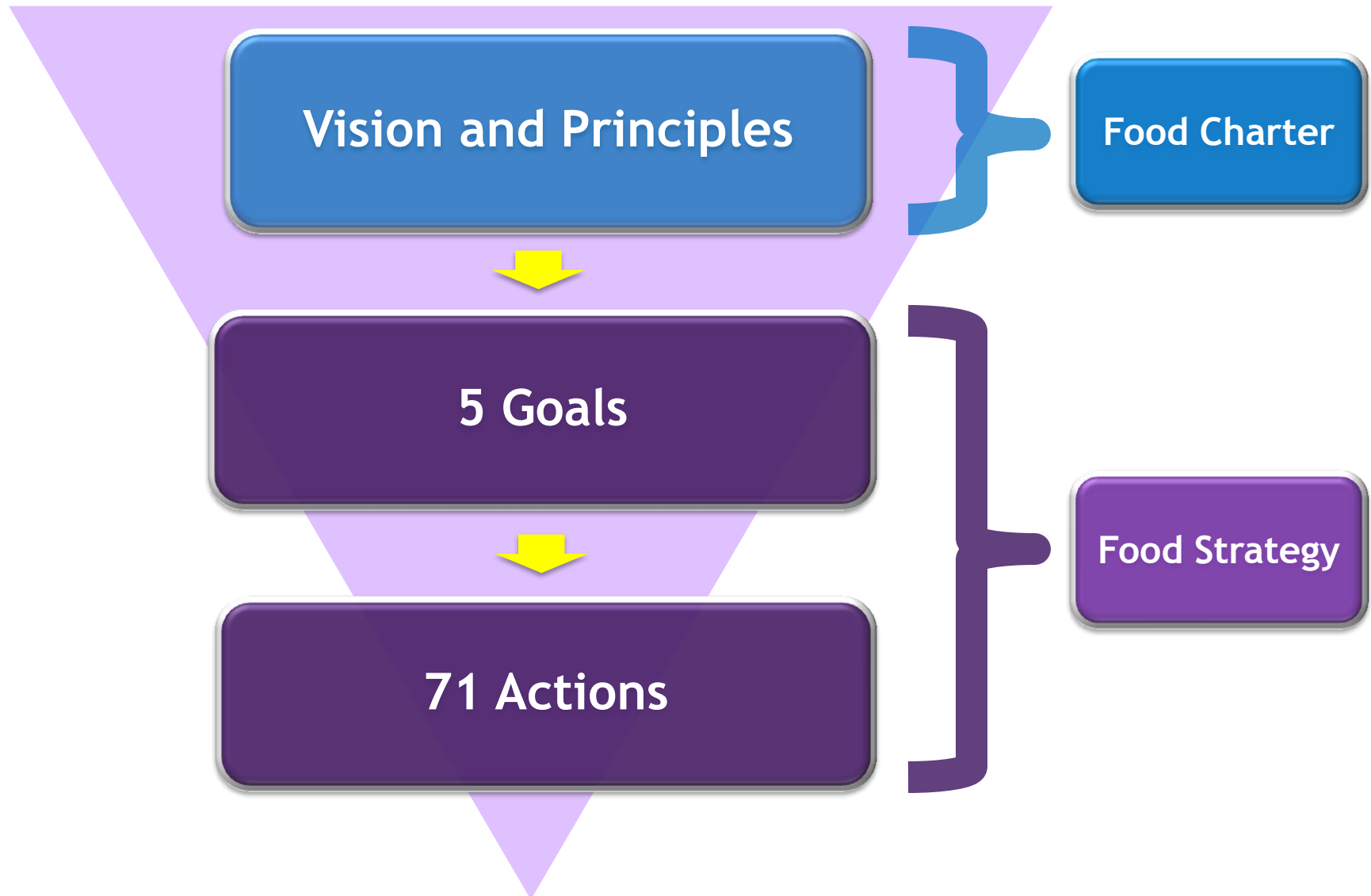
Focus groups

Stakeholder
roundtables

Toolkits and
exercises

Educational
workshops

Components of Vancouver's Food Strategy



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

Vision and Principles

Five Goals

Actions

Component 2: Five goals

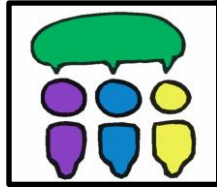


1



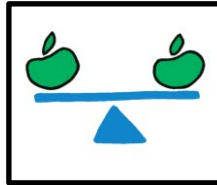
Support food friendly neighbourhoods

2



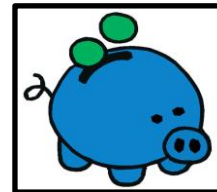
Empower residents to take action in their own neighbourhoods

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

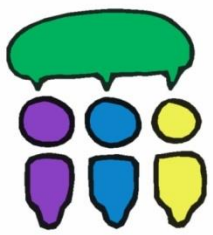


Goal 1: Support food-friendly neighbourhoods

Key focus:

- ✓ Food assets / infrastructure
- ✓ Built environment
- ✓ Scaling up
- ✓ Build on unique context of each neighbourhood



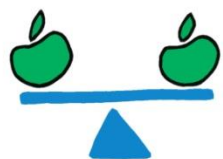


Goal 2: Empower residents to take action in their own neighbourhoods

Key focus:

- ✓ Human capacity
- ✓ Community development
- ✓ Access to resources, skills and knowledge
- ✓ Participation and inclusion



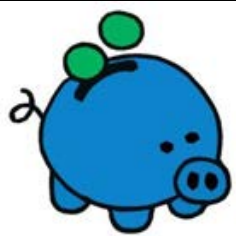


Goal 3: Improve access to healthy, affordable, culturally diverse food for all residents



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





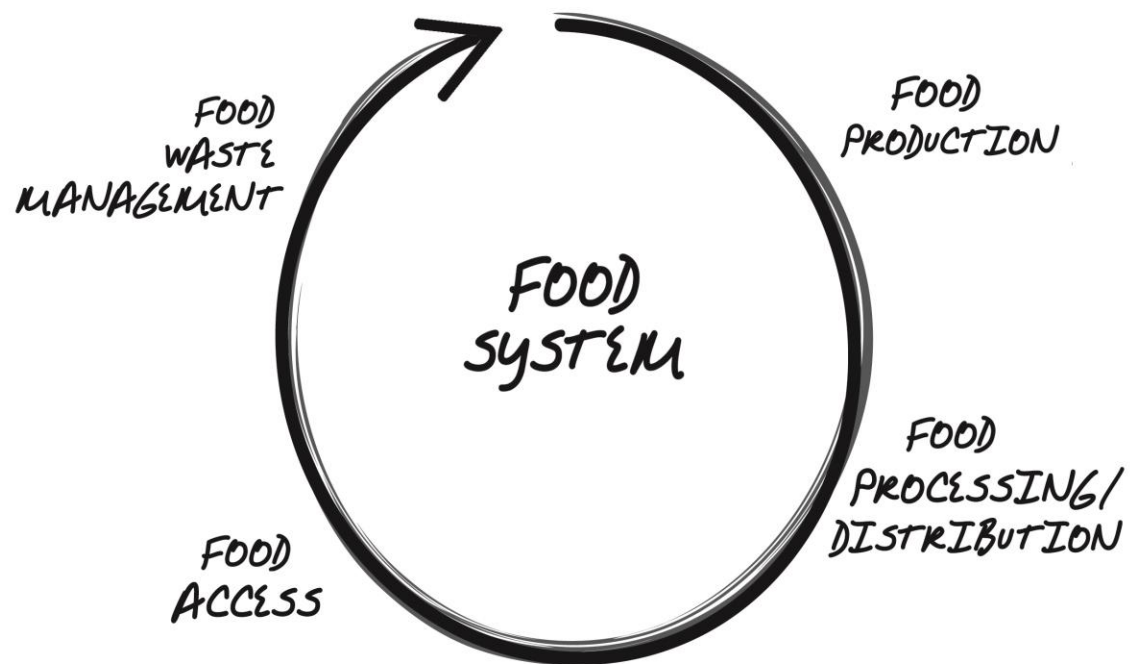
Goal 5: Advocate for a just and sustainable food system with partners and all levels of government



Key focus:

- ✓ Advocacy at all levels of government
- ✓ Partnerships
- ✓ Leverage tools

Component 3: Actions



Five priority focus areas

Focus Area	Priority Action Area
1. Growing food	<ul style="list-style-type: none">○ Support urban agriculture (community gardens & urban farms)
2. Empower residents	<ul style="list-style-type: none">○ Enhance participation in community-based food programs
3. Food access	<ul style="list-style-type: none">○ Improve access to local, affordable food retail
4. Food processing and distribution	<ul style="list-style-type: none">○ Address infrastructure gaps in local food processing, storage and distribution○ Increase percentage of local food purchased by City
5. Food waste	<ul style="list-style-type: none">○ Expand food waste disposal programs

Integration with food strategy goals

	GOAL 1  NEIGHBOURHOODS	GOAL 2  EMPOWER RESIDENTS	GOAL 3  INCREASE ACCESS	GOAL 4  GREEN ECONOMY	GOAL 5  PARTNERSHIPS
Develop urban farming policy	✓	✓	✓	✓	✓
Support neighbourhood food networks	✓	✓	✓		
Establish community food markets	✓	✓	✓	✓	
Increase food processing and distribution opportunities			✓	✓	✓
Expand food waste disposal programs	✓	✓			✓



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