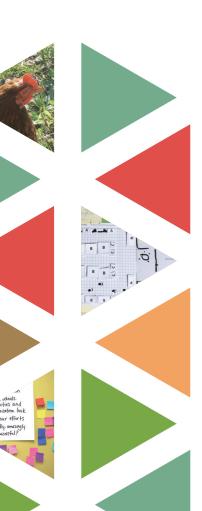




# Food First<sup>NL</sup>

Annual Report 2014-2015













Kristie Jameson

Eleanor Swanson
Chair of the Board

A MESSAGE FROM THE FOOD FIRST NL

# Board Chair & Executive Director

This is an exciting year for the Food Security Network of Newfoundland and Labrador, as it's the year we officially change our name to Food First NL.

The Food Security Network of NL was founded in 1998 as a result of a recommendation from a local action group of Dietitians of Canada in response to growing concerns of hunger and poverty in Newfoundland and Labrador. The Organization was the first of its kind in Canada—since then, almost every other province and territory have followed suit and there are now nine similar organizations established across the country.

Over the last 17 years, the Food Security Network of NL has grown steadily but stayed true to the mission adopted in 1998, "to actively promote comprehensive, community-based solutions to ensure access to adequate and healthy food for all."

In the beginning, the organization focused primarily on increasing understanding about food security across the province, and worked to bring about community action and policy. This was done by convening committees, hosting events, submitting briefs, and creating and distributing a newsletter.

2007 was a major turning point, when we hosted the first-ever Food Security Assembly for Newfoundland & Labrador. The Assembly brought together 117 delegates from across the province, representing a diversity of sectors in order to gather ideas and opinions and set a provincial food security agenda.

The Assembly raised awareness about food security, inspired the creation of new community organizations, and pinpointed several priorities for our own organization.

Since then, the Food Security

Food isn't just an obstacle, it's part of the solution.

Network of NL has been at the heart of a rapid growth in interest and action on food security in the province, and we now run a diverse set of programs that improve access to healthy food across Newfoundland and Labrador.

We're eager to embark on this next chapter of the organization. The Food Security Network of NL name has served the organization well as we've laid down our roots, established our identity, and raised the issue of food security in the province.

The name change to Food First NL celebrates the evolution of the

organization to meet the needs and address the food security issues of today. This new brand stays true to our mission and goals, and its simplicity helps reflect our aim to bring food to the forefront and simplify the issue in Newfoundland & Labrador.

Our province continues to face major health, environmental, economic, and social challenges—including high rates of chronic disease, a changing climate, an unstable economy, and continuing high rates of poverty.

Food is intimately connected to many of these challenges, and is where we should look for innovative solutions. Food isn't just an obstacle, it's part of the solution.

At this turning point, it's important to acknowledge the founding members of the Food Security Network of NL, who recognized the importance of these issues and who put in great efforts to establish the organization. Without their foresight and hard work, this wouldn't be the organization it is today. Thank you all.

As we set out on this next chapter, we will continue to work closely with our invaluable partners, supporters and members that have helped to grow Food First NL to where we are today, and we look forward to where we will go together tomorrow.



**1997:** Dietitians of Canada local action group propose forming a provincial food security network in response to concerns of hunger.

1998: The Food Security Network of NL (FSN) is founded.

1999: Joanne Cag is hired as FSN's first Coordinator.

**1999:** The organization's mission statement is revised to its present: "to actively promote comprehensive community-based solutions to ensure access to adequate and healthy food for all."

**2005-2007:** FSN hosts 30 consultations, presentations and workshops across the province as part of the "Food Security: It's Everybody's Business" project.

**2007:** FSN hosts the first ever NL Food Security Assembly, featuring 117 delegates from across the province.

**2010:** FSN develops the Best Practices Toolkits series—guides designed to help organizations who want to start bulk buying clubs, community gardens, community kitchens, and farmers' markets in their communities.

**2010:** FSN partners with the Nunatsiavut Government and the Hopedale Inuit Community Government to host the first Community-Led Food

Assessment in Hopedale, Nunatsiavut

**2012**: FSN develops guides for food skills workshops for community groups and individuals across the province.

**2013:** FSN creates the All Around the Table video series—short documentaries highlighting traditional food skills of seniors in Eastern Newfoundland

2015: FSN rebrands as Food First NI





1 & 2. Photos from the St. Bonaventure's College farm to school salad bar.

2. Farm to Cafeteria Canada Learning Lab



### Farm to School

Connecting young people with local food—and with food security.

### Farm to School Salad Bar

When a group of students approached teacher Chris Peters at St. Bonaventure's College asking for a wider variety of healthy options in the cafeteria, he knew just who to ask for advice. Sarah Ferber, Education Manager with Food First NL had recently been in the school speaking to students about food security. She had mentioned the national organization Farm to Cafeteria Canada was looking to do more here in the province.

After a year of planning, applications, and teamwork between the school, Food First NL, Lester's Farm Market and Chartwells Food Services, the Farm to School Salad Bar program was launched in the spring of 2015. The self-serve, all-you-can-eat salad bar allows students to pick from a variety of vegetables and fruits, with as much as possible sourced locally, according to the season.

One of the main ideas behind the program, says Peters, is to get kids thinking about food — where it comes from and how it's grown.

The St. John's school has been a trailblazer in this regard: they have a composting program to divert organic

waste and a school garden that produces food for a local food bank. One long term goal of the program is to improve food literacy among students by connecting the program with the school curriculum.

Peters is eager to see more schools across the province launch farm to school salad bars.

The self-serve, allyou-can-eat salad bar allows students to pick from a variety of vegetables and fruits, with as much as possible sourced locally, according to the season.

"I'm glad our school is starting this, but I'd really like to see other schools in the province take this on."

"We're getting the ball rolling," he laughs. "Or the seed planted. Whatever metaphor you want to use."

### Farm to School Learning Lab

This year, Food First NL partnered with the School Lunch Association to organize a Learning Lab series, aimed to increase the amount of healthy, local food in schools.

Representatives from the School
Lunch Association, Eastern Health, NL
English School District, Service NL
Department of Environmental Health,
Memorial University, FJ Wadden Inc,
Seed to Spoon, and others are at the table.
This group is discussing how to make
cafeterias better champions of healthy
eating. Early plans include developing
resources and building partnerships
— including those to promote school
gardens and food literacy education.

Both the Salad Bar and Learning
Lab are part of a growing network of
Farm to School Programs championed
nationally by Farm to Cafeteria Canada.
They are part of the Nourishing School
Communities Project funded by the
Canadian Partnership Against Cancer and
Health Canada through the Coalitions
Linking Action & Science for Prevention
(CLASP) initiative. Learn more at
www.farmtocafeteriacanada.ca



- Careen's Gas Bar & Convenience is the location of the Healthy Corner Stores NL pilot project
- 2. Convenience store food offerings are often selected based on long shelf life



# Healthy Corner Stores NL

Bringing healthier food options—and better business—to convenience stores.

Healthy Corner Stores NL (HCSNL) is a new initiative to help make it good business sense for corner stores to improve their selection of quality, affordable, healthier, and local food.

Newfoundland & Labrador has the most corner stores per capita, as well as the highest proportion of corner stores in rural areas, of all of the provinces or territories in Canada. Since many smaller communities do not have a supermarket nearby, corner stores play a larger food role in the province than in other places in Canada.

These small stores are central to rural communities as they have always stocked a range of items like groceries, snacks, and other products for everyday use. Convenience store food offerings, however, are often stocked based on long shelf-life and low wastage.

Corner stores in rural areas also face a growing range of barriers to supplying quality food and goods.

Corner stores and partners throughout

the food system can work together to help more people find good food without having to make a trip to the nearest grocery store. This is a collaboration between Food First NL, Eastern Health, and the Food Policy Lab at Memorial University of NL.

"A sustainable future for rural communities means ensuring stronger local supply chains, improving shopping experience, and creating a system that's economically viable."

"We need to think of corner stores as representing the past, present, and future of rural communities," says
Dr. Catherine Mah, head of the Food
Policy Lab at Memorial University. "A sustainable future for rural communities means ensuring stronger local supply chains, improving shopping experience, and creating a system that's economically viable."

In the spring of 2015, Careen's Convenience, run by Vivian and Gary Careen in the Cape Shore community of Branch was announced as the pilot store for the project. HCSNL will be providing seed funding from Health Canada for a store makeover, including physical changes, marketing support, food and nutrition education, and technical assistance. They will also be providing access to a team of food, health, policy, and community sector leaders ready to work with them over the next year.

### **Seniors Food Celebration**

Sharing and celebrating food with seniors at events across the province.

Food First NL helped coordinate 32 Seniors Food Celebrations across the province in 2014-2015, with more than 1,300 participants. At each event, seniors enjoy a healthy meal, have conversations about food issues that matter to them, and learn new food skills.

The project was also able to support groups in purchasing much-needed kitchen and garden supplies to help in hosting future events.

"The concept of the project is really simple: to

share, celebrate and learn about food," says Sarah Ferber, Food First NL Education Manager. "I think that's what made it so special and successful."

As a result of the success of this program, Food First NL will be continuing to host Seniors Food Celebrations in 2015-2016, with support from the Department of Seniors, Wellness and Social Development.

1,300 people attended Seniors Food Celebration events in 2014-2015





### Food traditions

In the summer of 2014, the Norpen Aboriginal Women's Circle invited seniors from Port Saunders and Port au Choix to discuss food traditions from their earlier days, and later visited the French Rooms Culture Centre where they learned about the history of early French settlers and made bread in a traditional brick oven.



#### Indoor Gardens

Food First NL provided the group Charlottetown Peer Advocates with pots, seeds, full-spectrum light bulbs and resources about indoor and container gardening to help 25 participants from the area to grow indoor gardens at home.





84%
OF COMMUNITIES IN
NEWFOUNDLAND & LABRADOR
DO NOT HAVE A GROCERY

FFFFFFFFF

NEWFOUNDLAND & LABRADOR WOULD HAVE ONLY A

**2-3 DAY** 

SUPPLY OF FRESH VEGETABLES IF THE FOOD SUPPLY CHAIN WAS DISRUPTED<sup>1</sup>

1 2 3

90%

OF NEWFOUNDLAND & LABRADOR'S FRESH VEGETABLES ARE GROWN OUTSIDE THE PROVINCE<sup>1</sup>

44444444

MORE THAN

80%
OF THE PROVINCE'S SEAFOOD PRODUCTION IS EXPORTED<sup>6</sup>

AT 1 IN 20 PEOPLE, NEWFOUNDLAND & LABRADOR HAS THE

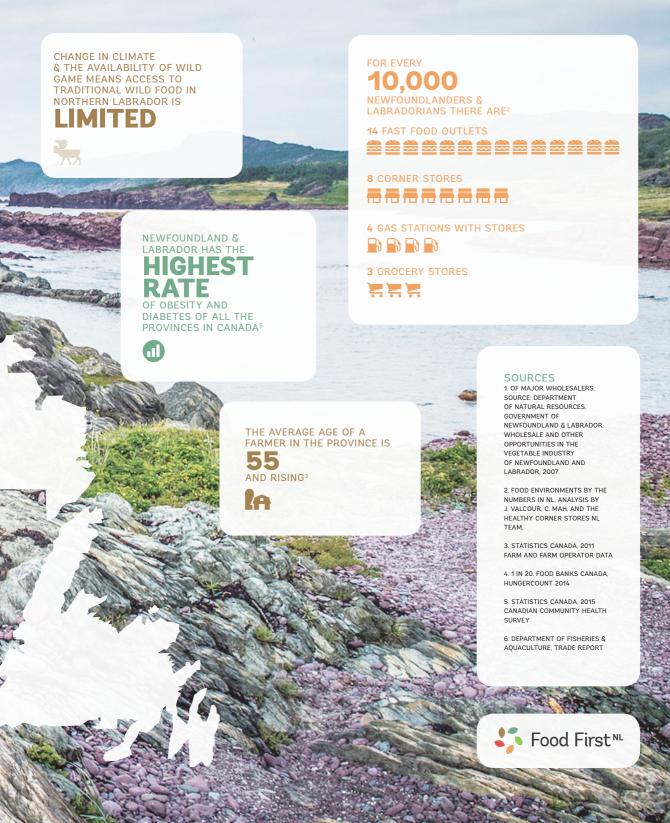
HIGHEST RATE

OF FOOD BANK USAGE OF ALL THE PROVINCES IN CANADA<sup>4</sup>

**\*\*\*** 

TICKLE COVE PHOTO BY KENNY LOUIE (CC)

# o put food first in d & Labrador?













- Rigolet Good Food Box program
- Playing a traditional Inuit game in Baker
  Lake, Nunavut
- 3. Gardening Program in Rigolet
- 4. Hopedale Community Kitchen Program
- 5. Community-led Food Assesssment training in Baker Lake, Nunavut

### NiKigijavut Nunatsiavutinni: Our Food in Nunatsiavut

Communities in northern Labrador working to overcome food insecurity.

The communities of Nunatsiavut face unique food security challenges, including social, environmental, and economic factors impacting access to traditional, wild foods, as well as high cost, limited availability, and poor quality of store-bought food. The NiKigijavut Nunatsiavutinni: Our Food in Nunatsiavut project focuses on overcoming these challenges to ensure Nunatsiavut residents have access to food that is both healthy and culturally-appropriate.

For Inuit communities, achieving food security is more than ensuring that enough food is available in stores. For generations, Inuit of Nunatsiavut have relied on wild food harvested from the land and sea (caribou, seal, porpoise, fish, birds, berries, and plants) as an essential part of their diet. Wild food is not only

In January a Food First NL team gave a 5-day workshop in Baker Lake, Nunavut on running Community-Led Food Assessments

a source of nutrition, it also carries with it great cultural meaning. Harvesting, preparing, and preserving wild food is deeply connected to the traditional Inuit way of living.

Yet, over recent years, changing weather, sea ice, and wildlife migration patterns, as well as increasing costs of getting out on the land to hunt, have made wild foods harder to access. Labrador is also now in the third of a five-year ban on hunting caribou due to extremely low herd numbers. Caribou meat has been the main source of protein in Nunatsiavut for generations, however since the ban was enacted in 2012, it is not only the nutritional value that is missing. Many say the traditional practice of hunting caribou and providing food to family and friends is one of the biggest impacts of the ban on

Nunatsiavut community members.

The Our Food in Nunatsiavut project aims to address food security challenges from many angles: developing a better understanding of the nature of the food issues faced in the region, supporting communities in creating innovative food programs informed by local residents, and connecting people and organizations to create a shared plan for regional action on food security.

This project is led by Food First NL, with funding from the Public Health Agency of Canada, in close partnership with the Nunatsiavut Government, the Nain, Hopedale, Makkovik, Postville and Rigolet Inuit Community Governments,

Trent University, the Government of Newfoundland and Labrador, and more.

### **Store Food Shortages**

The occasional empty store shelf is not an uncommon sight in Newfoundland and Labrador. However, unpredictable weather, unpaved and unlit runways, and mechanical issues with the coastal ferry means further challenges getting food to the remote communities in Northern Labrador, where shelves are regularly bare for long stretches of time. With no road linkages to other communities or major wholesalers, all food shipped up Labrador's north coast is transported by plane or boat. Food First NL's Commu-



Kitura is a member of the NiKiKautik ("A Place Where Food Is") Cooking Program, a traditional Inuit and contemporary cooking skills education program. A group meets with their cooking instructor, Regina Dicker of Food First NL, once a week to prepare a variety of food, and the participants take that food home at the end of the day. After a recent breadbaking workshop, Kitura's first time baking her own bread, she left with six fresh loaves and by the time she got home she had only two loaves left—she was so proud of her work she gave four loaves away on her walk home.

# ?

# What is a Community-Led Food Assessment?

A community-led food assessment (CFLA) is a process that examines all of the issues affecting access to food in an area. Residents come together to identify areas for improvement and to develop solutions that work for them.

Food First NL is now coordinating CLFAs in three Inuit communities in Nunatsiavut. Labrador: Rigolet, Nain and Hopedale under the project name NiKigijavut Nunatsiavutinni: Our Food in Nunatsiavut.

"The term 'community-led' is an important part of what makes all of these projects unique." says Food First NL Executive Director Kristie Jameson. "With a community-led food assessment the discussion and decision-making is happening in the community where the program is taking place, by the people involved. People understand their community's strengths and know where things need to improve, and they're best equipped to develop solutions that will work locally."

nity Led Food Assessments in Nunatsiavut outlined some of the major barriers residents face to accessing healthy store food, including frequent empty shelves, high costs of food, decreased nutritional value, and increased spoilage of food due to shipping and storage methods.

In Rigolet, residents like Belinda Shiwak felt frustrated about the lack of affordable, healthy store food in their town.

"Fresh vegetables and fruits are an expensive luxury," Shiwak says. "We have only one store. The food is expensive, sometimes it is old and out-of-date, and sometimes not even there to purchase."

#### The Good Food Box

One solution that came up to address store food shortages in Rigolet:
Coordinate a group of people to order in bulk, and share the cost of shipping.

"We found out that many residents were interested in bulk buying and wanted programs which offered cheaper shipping, better quality and reasonably priced food," says Carlene Palliser, coordinator of the Our Food in Nunatsiavut project for Rigolet.

The first bulk order was placed in November of 2014 — with 55 out of 98 households in town participating. That number went up to 63 in January, amounting to 64 per cent of all households in Rigolet.

The Good Food Box Program alternates between offering boxes of healthy fruits and vegetables and healthy meats in the community. Through the Rigolet Community-Led Food Assessment, residents said there is less healthy meat available in the community since the caribou ban has been in effect, and expressed a need for better access to quality meat. "We offer meat boxes and ensure everyone can participate, no matter what income they are at," says Palliser. "A typical box contains a whole chicken, pork roast, beef roast, chicken legs, lean ground beef, and stewing beef."

Residents have already seen the wider effects of the Good Food Box beyond their dinner tables.

"This fall, the price of the turkeys at the store was outrageous, as in \$70 a turkey," Palliser says. "We had a 10-pound turkey in the Good Food Box listed for sale for \$33. I went shopping a few weeks ago and the price of the turkey went down to something like \$34. The meats, although frozen, are looking fresher there as well."

### Gardening Programs

Community members in Hopedale felt that part of the solution to achieving food security came from the past: gardening.

There is a long history of successful gardening in Labrador, dating back to the 1700s, when Moravian missionaries gardened in the region.

Raised-bed gardening was a necessity in Hopedale, as the soil is primarily sand, and the town is built on bedrock. 64% of all households in Rigolet took part in the Good Food Box program in January

"They had gardens, and if they did it, we can do it," says Juliana Flowers, coordinator of NiKigijavut Hopedalimi: Our Food in Hopedale, which is supporting a new raised bed community garden for Hopedale residents.

Potatoes, turnips, carrots, spinach, cabbage, beets, onion, calendula, and mesclun are currenlty growing in the community garden.

As part of the project, Food First NL is providing information sessions and workshops, where residents learned about gardening, composting and greenhouses, as well as the methods to extend the growing season.

### Cooking Programs

Another major issue raised through the CLFAs was the need for more opportunities to build traditional and contemporary food skills in the region, as well as provide more general information and resources about healthy eating.

The purpose of Nain's NiKiKautik ("a place where food is") Cooking Program is to teach a blend of traditional



Inuit and contemporary cooking skills using wild and store-bought foods in a group setting.

The group meets with a cooking instructor twice a week to talk about food and make a variety, and sometimes fusion, of traditional and contemporary food—think stuffed Arctic Char or Swedish moose meatballs—that they can bring home for their families and friends at the end of the day.

The class has already started to create a network of cooking teachers. The participants of the program now help other community groups deliver cooking demonstrations and prepare food for the monthly elder feasts in the community.



This is the first tomato of 2015 grown by Carlene Palliser—Our Food in Rigolet Coordinator and beginner gardener. Locally-grown food is in short supply in Rigolet, so a backyard garden skill-sharing program was organized in the spring of 2015 as part of the Food First NL CLFA. Six beginner gardeners were mentored by five community members with gardening experience. 77 of 98 households responded to the CLFA survey in the town, with 96 per cent of respondents reporting concerns with food.







Cavell Park Community Garden in St. John's

### St. John's Food Policy Council

Citizens and municipal government—focusing on food issues together.

Wherever government and the food system intersect, there is food policy. Food policies are the area of public policy concerning how food is produced, processed, distributed, purchased, and disposed of.

For example, regulations for opening a food-based business, policies and guidelines on whether junk food and soft drinks are allowed in vending machines, the nutrition requirements placed on daycares, and the regulations for the administration of food assistance programs—these are all food policies.

Sarah Crocker, Public Education Coordinator at Food First NL, was one of the people working behind the scenes to make the St. John's Food Policy Council happen this year.

"The city is involved with food in so many ways," she says, "from zoning developments and the licensing of businesses, to how agricultural land development is balanced with commercial and residential development."

The City of St. John's, like most municipalities across Canada, does not have a Department of Food nor does it necessarily view these sorts of decisions as food policy, or as influencing the food system.

If we have policy that comes out of this council that we can take back to city hall, that's going to help us make better decisions, right across the board.

To fill this gap, many cities in Canada have formed food policy councils. These councils can be purely grassroots efforts or can be officially sanctioned by the municipality. In St. John's, the idea to form a food policy council came from the City's Environmental Advisory Committee, after a presentation from Food First NL's Executive Director, Kristie Jameson.

In December 2013, the city pledged their support for Food First NL to develop a council to bring together citizens, community organizations, industry, and government to discuss issues of local relevance and provide ideas and recommendations for new and improved policies, and programs to improve the regional food system. At the inaugural meeting in June of 2014, 29 people representing food system stakeholders gathered to discuss the purpose, priorities, and membership.

Councillor Dave Lane was named the City of St. John's Council representative.

"If we have policy that comes out of this council that we can take back to city hall, that's going to help us make better decisions, right across the board," says Lane.

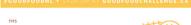
The founding membership of the St. John's Food Policy Council was formed in April 2015, with the council now focusing in on identifying strategic issues for the council for the coming year. Stay updated on activities of the council by visiting www.sjfpc.ca.



### WHAT IS GOOD FOOD?

What does good food mean to you? It's a complicated question hiding inside a simple one. Is good food about nutrition? Flavour? Is where your food comes from important to you?

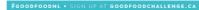




# TAKE 20 MINUTES TO PLAN YOUR MEALS FOR THE WEEK

Taking a bit of time to pick your recipes and make a list of everything you'll need in advance can help you be more efficient and take some of the stress out of cooking at home—even if you don't always stick to the plan.





"I THINK IT'S A
GOOD IDEA TO EAT
LOCAL FISH... IT HELPS WITH
THE SMALL COMMUNITIES, IT
HELPS PEOPLE MAKE A LIVING,
IT'S OBVIOUSLY GOOD FOR
YOU, AND IF YOU EAT LOCALLY
YOU'RE GETTING IT FRESH."

Jerry Hussey, fisherman and scallop dive















Discussion cards from the 2014 Good Food Challenge

### #GOODFOODNL • SIGN UP AT GOODFOODCHALLENGE.CA

90%

OF NEWFOUNDLAND
& LABRADOR'S FRESH
VEGETABLES ARE GROWN
OUTSIDE THE PROVINCE





GOODFOODNL • SIGN UP AT GOODFOO

### TAKE A FEW MINUTES TO EAT A SINGLE RAISIN

This is a famous introduction to something called "mindful eating". The basic idea is to slow down and pay attention to the experience of food—the flavour of each bite, the texture, the colour. It also doesn't have to be a raisin, it can be anything you eat.



# The NL Good Food Challenge

A challenge to learn more about food and to think about what good food means to you.

The annual Good Food Challenge was founded by Food First NL to encourage people to discuss and learn more about food and food issues as a way toward healthier eating.

"With the Good Food Challenge we want people to think about food, talk to each other, and come up with their own goals for eating better," says Food First NL Executive Director Kristie Jameson. "Food and food issues have become so complicated, and it can be overwhelming to make good food choices."

Last year more than 400 people across the province signed up for the challenge. Every morning during the work-week a discussion card was posted online with challenges, facts, quotes, questions and tips. Each card was designed to be easily shared and to spark conversation.

For many people, good food isn't just about taste or nutrition.

412 people across
Newfoundland & Labrador
signed up for the Good Food
Challenge in 2014

"Becoming more aware of your food—where it comes from, who made

it, how it was produced, how it got to you—these are all questions related to food security," says Jameson. "People come across these ideas naturally when they think carefully about what good food means to them."

"Much of our food is shipped from outside the province. Many communities face high costs, low quality, and low availability of fresh foods. We struggle with some of the highest rates of diabetes and obesity in the country," says Jameson. "Just by regularly taking a few moments to consider an apple you're eating, for example, connects you to some of the issues we face here."

## 2014-15 Funders • Board • Staff

#### **PARTNERS & FUNDERS**

This year's activities would not have been possible if it weren't for generous support from all of Food First NL's organizational and government partners, collaborators, and funders. The knowledge, resources, and input provided to us have greatly increased what we are able to accomplish.

In 2014-15, Food First NL had funding support from the following sources:

Department of Seniors, Wellness and Social Development, Government of Newfoundland and Labrador, which provides annualized funding to support Food First NL's activities.

Public Health Agency of Canada, Innovation Strategy on Achieving Healthier Weights in Canada, which provides funding support for Food First NL's NiKigijavut Nunatsiavutinni: Our Food in Nunatsiavut running from 2013 - 2017

New Horizons for Seniors Program, Employment and Social Development Canada, Government of Canada, which provided support for Food First NL's Seniors Celebrate Food Program in 2014 - 2015.

Nourishing Schools Communities funded by the Canadian Partnership Against Cancer and Health Canada through the Coalitions Linking Action & Science for Prevention (CLASP) initiative, which provided support for Food First NL's Farm to School activities.

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#### PUBLIC AWARENESS

Food First NL works to increase understanding and awareness of food security, and its impacts, in order to enhance efforts across the province.



### COMMUNITY ACTION

community action to improve food security across the province.



#### STRATEGIC Partnerships

Food First NL works to build diverse strategic partnerships to enhance food security in the province.



Food First NL is grateful for the support and hard work of our volunteer Board of Directors and our diverse membership.

The growth in food security work across the province comes from many volunteers, community champions, and organizations that start and maintain projects which increase access to healthy food.

#### Connect with us online

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