



Food Security Network NL

2011-2012 Annual Report



Our Mission is to actively promote comprehensive, community-based solutions to increase access to adequate, healthy food for all.

Our Vision is a province where all people, at all times, have physical and economic access to sufficient, safe, and nutritious food to meet their dietary needs and food preferences for an active and healthy life.

Our Goals are to:

1. Catalyze and support community food security initiatives across Newfoundland & Labrador;
2. Increase Food Security public awareness, engagement, skills, & education in Newfoundland & Labrador;
3. Build strategic partnerships to enhance food security in Newfoundland & Labrador; and
4. Enhance our ability to address food security in Newfoundland & Labrador

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Growing Food Security in Our Province

A Message from the Executive Director & Board Chair

The Food Security Network of Newfoundland & Labrador (FSN) formed in 1998 when a group of dietitians came together to address the issues of hunger, poverty, and food insecurity in Newfoundland & Labrador.

Since its inception, FSN has grown from these roots into the multifaceted organization it is today - working to address the diversity of food security issues in the province.

Over this past year FSN has supported community-led projects, developed new resources, built new strategic partnerships, and enhanced our capacity to address food security issues in the province. Our 2011-2012 annual report highlights the range and impact of our work in achieving our mission of promoting comprehensive, community-appropriate solutions to increase access to adequate, healthy food for all.

Over 2011-2012 FSN has achieved a great deal. Among many other accomplishments, FSN has continued to facilitate community food planning and action in Nunatsiavut, Labrador; FSN has proudly launched our new Food Skills Workshops series created through our Root Cellars Rock Initiative; and FSN has undertaken a new evaluation project to measure the impact of our work.

FSN's continued success is due to the hard work and dedication of our staff, volunteers, community organizations, and over 150 partners and collaborators from across the province. This next year, FSN will continue to build on this success and work collaboratively with a broad range of partners toward the common goal of a healthier food system in Newfoundland & Labrador.



Susan Green
Board Chair



Kristie Jameson
Executive Director

FSN Continues to Grow

FSN by the Numbers

Over the past year, FSN's network and accomplishments have continued to grow.

1,000 FSN Members

150 Partners & Collaborators

2,269 Monthly Blog Visits

20 New Resources Created

175 Food Initiatives Across NL

5 World Food Day Events

30 Community Presentations

20 Media Stories

Engaging Communities Project: Food

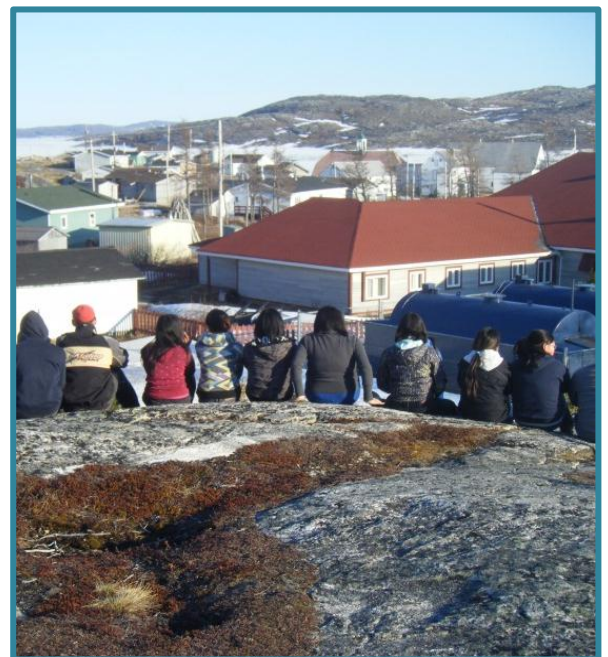
FSN has continued to facilitate community food planning and action with northern, Inuit communities in Nunatatsiavut. The *Engaging Communities* project stems from the *NiKigijavut Hopedalimi* (“Our Food in Hopedale”) project which completed a Community-led Food Assessment (CLFA) in Hopedale. This project engaged residents in examining local food-related issues to develop a community-appropriate food action plan. In 2011, FSN received funding from the Public Health Agency of Canada for the *Engaging Communities* Project, which included:

NiKigijavut Hopedalimi

The NiKigijavut Hopedalimi Community Action Plan called for action to increase access to healthy food in Hopedale. In 2011-12, the community implemented two initiatives from the plan:

Community Freezer: FSN leveraged funding to purchase a walk-in freezer for the Community Freezer Program. With this expanded space, the program will offer increased country food to elders and low-income families in Hopedale.

Gardening Education: 6 gardening workshops were held with over 35 children, youth, adults and elders. As a result, there are many new gardeners in Hopedale. There are now plans for a community and backyard garden program.



Security in Remote, Inuit Communities



CLFA Model for Inuit

FSN partnered with Trent University to develop five culturally-appropriate learning guides and activity guides in consultation with Nunatsiavut and Inuit Tapiriit Kanatami. These guides are intended to support coordinators in northern, Inuit communities in completing a CLFA. Future plans for this project include piloting these guides and hosting additional CLFAs in Nunatsiavut.



National Collaboration

This project has worked in collaboration with Inuit Tapiriit Kanatami in order to promote the CLFA model nationally and to develop partnerships for expanding the project. Through this collaboration, FSN has the opportunity to share the outcomes of this project with the National Inuit Food Security Working Group.



Food Security Research

This project partnered with Trent University to develop knowledge bases on Food Security in the Circumpolar Region, Food Security in Inuit Communities, Obesity in Inuit Communities, and Inuit Community Food Security Interventions. This research will inform the evaluation of interventions such as those stemming from the NiKigijavut Hopedalimi project and the CLFAs in Nunatsiavut.

ROOT CELLARS ROCK!



Root Cellars Rock aims to promote healthy local food production and consumption across the province by celebrating Newfoundland & Labrador's food heritage and promoting growth in food self-sufficiency – through citizens, community groups, and food producers.

Root Cellars Rock uses the *4Ps of Local Food* as its foundation:

Planting: Growing food

Picking: Harvesting food

Preparing: Making healthy meals

Preserving: Preserving food



Food Skills Workshops

In 2011-12, the Root Cellars Rock Initiative developed a new series of eight food skills workshops to support communities in enhancing food skills with individuals and families province-wide. In consultation with over 40 community food security initiatives from across the province, FSN determined what topics groups were most interested in hosting workshops on and what resources they require to do so successfully. FSN interviewed local experts and completed an extensive literature review to inform the content of the workshops.





Food Skills Workshops have been created on eight topics: Container Gardening, Composting, Seed Saving, Edible Wild Plants, Preparing Local Vegetables, Using Culinary Herbs, Canning/Bottling, and Root Cellars. Each kit provides all the how-to information, resources, and activity plans necessary for community groups to host workshops.

The Root Cellars Rock Food Skills Workshops were launched in July 2012 and FSN has plans to collaborate with community groups across the province to host several workshops throughout the coming year.

View the Root Cellars Rock Food Skills Workshops online at rootcellarsrock.ca/workshops.

Other Highlights from 2011-2012

Root Cellars Rock Blog and Social Media FSN has grown rootcellarsrock.ca into the go-to place to find local food resources, news, and events in Newfoundland & Labrador. In 2011-12 the blog was visited nearly 30,000 times and use of Root Cellars Rock social media (Facebook, twitter, YouTube) has dramatically increased. As these resources expand, FSN is able to reach out to more people across the province to promote healthy food production and consumption.

Avalon Buy Local! Buy Fresh! Map As a member of the Advisory Committee, FSN is proud to announce the release of the second print edition of the Avalon Buy Local! Buy Fresh! Map and the launch of the new online home for the map, avalonfresh.ca. With the website's launch people can now quickly and easily find out information about 28 different producers on the Avalon, as well as details about local agricultural products, seasonal availability, food news, and upcoming events.

Farmers' Markets Food Safety Project



Farmers' markets are an important and growing way to provide access to locally grown and prepared food of all kinds. Farmers' markets provide an opportunity for a wide variety of food vendors to sell their products, including locally grown vegetables, fruit, and meats. Vendors are also selling prepared foods such as baked goods, preserves, and hot, ready-to-eat foods.



Following food safety best practices is essential for farmers' market organizers and vendors. In 2011, FSN partnered with the St. John's Farmers' Market Cooperative and received funding from the Canadian Agricultural Adaptation Program to develop two food safety handbooks to support vendors and organizers of Farmers' Markets across the province meet food safety best practices. Through this project, FSN collaborated with the Department of Health and



Community Services in developing the new *Public Market Guidelines* outlining the standards that markets must meet.

The content of the handbooks draws primarily from the *Public Market Guidelines* document. The handbooks include easy to use charts and checklists to help market organizers and vendors ensure the safety of food sold at public markets. The handbooks are available online at:

www.foodsecuritynews.com/resources

Social Return On Investment Analysis

In 2011, FSN began a Social Return On Investment (SROI) analysis to better understand the impact of our work.

FSN is participating in a pilot project of the Community Sector Council NL (CSC) which brought together 14 organizations to conduct SROI analyses on their programs. CSC obtained funding from the Atlantic Canada Opportunities Agency and the Provincial Government for this project.

Training and guidance was provided by the United Kingdom based new economics foundation, experts in SROI analysis.



What is SROI?

SROI is a framework to measure the value an organization creates that goes beyond what can be captured in financial terms. SROI shows how an organization is creating change by measuring social, environmental, and economic outcomes and by using financial proxies to put dollar values on social and environmental outcomes.

FSN's SROI Process

FSN is undertaking an SROI analysis to gather evidence and show how effective our work and the work of community groups across the province is in improving food security and access to healthy food.

To commence this analysis, FSN engaged in extensive consultation with community groups who run community kitchens, community gardens, and farmers' markets in NL. Through these consultations FSN has developed a Theory of Change to describe how our activities help community groups create value for their participants.

FSN is continuing to work on gathering data through surveys and questionnaires and developing a model to calculate the value of our work and the work of our partner community food security groups.

FSN Committees

Over 2011-2012, FSN has collaborated with a wide range of partners in establishing two new committees to inform our work.

Institutional Food Policy Committee

The Institutional Food Policy Committee works to encourage institutions across the province to create sustainable food policies. To achieve this, the committee has four main objectives:

- I. To gather and disseminate up-to-date information and resources relevant to sustainable institutional food policies;*
- II. To bring together key stakeholders from a range of sectors related to institutional food policy in Newfoundland & Labrador;*
- III. To facilitate action-oriented and solutions-focused dialogue; and*
- IV. To identify opportunities for action and potential leaders on institutional food policies in Newfoundland & Labrador.*

Sustainable Fisheries Committee

The Sustainable Fisheries Committee has three overarching goals:

- I. To raise awareness of the importance of fisheries to food security;*
- II. To increase engagement and dialogue on Newfoundland & Labrador sustainable fisheries and food-related topics;*
- III. To collect and disseminate knowledge about these themes.*

The Sustainable Fisheries Committee is particularly interested in the contributions fisheries make to food security and recognizes that fisheries contribute to food security through the supply of fish as food and by generating earnings that enable the purchase of food.



World Food Day 2011

World Food Day was established by the United Nation's Food and Agriculture Organization to highlight global hunger and is observed every year on October 16th. FSN uses World Food Day to draw attention to food security challenges faced locally and highlight the exciting responses that are happening across the province.

For World Food Day 2011, five communities across the province organized events to get the word out about food security issues of local importance. In partnership with FSN, film screenings, dinners, harvest parties, and public presentations were hosted in Corner Brook, Hopedale, Riverhead, Stephenville, and St. John's.

In St. John's, FSN teamed up with Oxfam and Food Education Action St. John's (FEASt) to host the 3rd Annual World Food Day Movie & Meal event. FSN also partnered with the NL Young Farmers' Forum and the St. John's Farmers' Market to effectively address the theme for 2011: the role of young farmers in enhancing food security.

Farmers in NL face many challenges, including access to land, high cost of labour, and access to capital to start a farm business. At the same time, NL has an aging farming population producing our food.

The 2011 World Food Day Movie & Meal brought together 100 people and encouraged public dialogue about the role of young farmers and the importance of reducing barriers to new entrants. The event screened *The Greenhorns*, a documentary about innovative young farmers, and served a locally-sourced meal. All proceeds went to support the St. John's Farmers' Market.



FSN 2011-2012 Board of Directors

Susan Green, Chair

Lindsey Hewitt, Vice Chair

Maureen Leat, Secretary

Deborah Capps

Michelle Lester

Morgan Murray

Donna Nolan

Susan Pottle

Jill Stead

Jill Wheaton

Mark Wilson

Michele Wood

FSN 2011-2012 Staff

Kristie Jameson, Executive Director

Rick Kelly, Communications Coordinator

Sarah Ferber, Administration and Outreach Coordinator

Laura Nelson-Hamilton, Office Manager

Frances Boase, NiKigijavut Hopedalimi Community Coordinator

Partners and Funders

FSN would like to acknowledge and thank our organizational and government partners and collaborators for their contributions over this past year. Their valuable knowledge, resources, and input have greatly enriched FSN's 2011-2012 activities.

FSN would particularly like to thank the **Department of Health & Community Services**, *Health Promotion and Wellness Division* for their ongoing financial support that has made much of our work possible.

In 2011-2012, FSN had four additional project funders:

- **Public Health Agency of Canada**, *Innovation Strategy on Achieving Healthier Weights in Canada*
- **Agriculture & Agri-Food Canada**, *Canadian Agricultural Adaptation Program*
- **Department of Innovation, Business & Rural Development**, *Community Capacity Building Program*
- **Trent University**, *Indigenous Environmental Studies Program*

Looking Forward

FSN Board and Staff are eager to embark upon the coming year. Over 2012-2013, FSN will continue to expand our Root Cellars Rock Initiative and promote the food skills workshops province-wide; we will further facilitate community food planning in Northern Labrador; and we will complete our SROI analysis to better understand our value and improve our programs.



FSN looks forward to continuing to work collaboratively with a broad range of community partners, key stakeholders, and funders to improve food security in Newfoundland and Labrador over 2012-13 and years to come.

Getting Involved

FSN is grateful for the support and hard work of our volunteer board of directors and our many members. The growth in food security work across the province comes from many volunteers, community champions, and organizations starting projects that increase access to healthy food.

How can you get involved?

- *Sign up for the E-News*
- *Become a Member of FSN*
- *Join one of our committees*
- *Start or join a local initiative in your community.*

Visit www.foodsecuritynews.com for more information about getting involved with FSN or contact Rick Kelly, Communications Coordinator, at richardkelly@foodsecuritynews.com or 709.237.4026.



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