

Revelstoke Local Food Initiative

Strategic Plan

Public View

Created February 19, 2017

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Mission

Through education, facilitation, and advocacy, we will empower the community to enhance local food production and utilization.

Vision

The Revelstoke Local Food Initiative (LFI) cultivates a vibrant, resilient local food system.

Goals

1. Provide educational opportunities to increase awareness of our dependence on the fragile global food system and of the social, economic and health benefits of a resilient, sustainable, and more localized food system.
2. Increase accessibility to and production of local foods.
3. Work with other community or regional organizations and their members to facilitate and promote food security initiatives.
4. Grow the self-sufficiency of our organization and of our programs.
5. Advocate for resilient food policies, by-laws, and programming in partnership with our municipal, regional, and provincial bodies.

Goals, Objectives and Actions

Goal 1: Provide educational opportunities to increase awareness of our dependence on the fragile global food system and of the social, economic and health benefits of a resilient, sustainable, and more localized food system

1 a) Objective: Coordinate and deliver the Garden Guru series to promote and enhance local production and preservation of foods.

Also meets Goals 2 & 3

Actions	Who	When
Coordinate and deliver the Garden Guru series of approximately 12 skill-building workshops on food production and processing.	Contractor	March to October
Network with “Guru” speakers, affiliated organizations, LFI contractors for ideas and support.	Contractor	March to October
Provide Board and coordinator with regular updates on workplan and a final detailed report and evaluation of program before contract ends.	Contractor	March to October

1 b) Objective: Coordinate and deliver the Incredible Edible Film Festival to promote and increase knowledge of food distribution and organic principles and farming.

Also meets Goals 2 & 3

Actions	Who	When
Partner, coordinate, and deliver with the Performing Arts Centre the Incredible Edible Film Festival.	Contractor	November to April
Submit a proposal to Board detailing selected films and speakers.	Contractor	May year previous
Provide Board and coordinator with regular updates on workplan and a final detailed report and evaluation of program before contract ends.	Contractor	November to April

1 c) Objective: Provide a free educational program, Little Sprouts, about the basics of growing food to preschool children

Also meets Goals 2 & 3

Actions	Who	When
Coordinate with pre-schools and daycare attendants for garden visits, field trips, and planting activities by following standardized communications protocols.	Contractor	April to September
Provide children with hands-on experiences in planting, maintaining, and harvesting gardens to enable them to make a	Contractor	April to

deeper connection with the foods they eat and how they can be produced locally.	r	September
Provide Board and coordinator with regular updates on workplan and a final detailed report and evaluation of program before contract ends.	Contractor	April to September

1 d) Objective: Provide a free educational program, Farm to Table, for grades 4 and 10 to reinforce the connection between food, health, and the environment.

Also meets Goals 2 & 3

Actions	Who	When
Coordinate garden visits, field trips, and gardening activities with SD19, individual schools, and classroom teachers by following standardized communications protocols.	Contractor	September to June
Deliver curriculum as outlined in Farm-to Table Manual (created 2017).	Contractor	September to June
Provide Board and coordinator with regular updates on workplan and a final detailed report and evaluation of program before contract ends.	Contractor	September to June

1 e) Objective: Provide a free educational gardening program, Garden Partnership, to elementary school children to promote inter-generational sharing of knowledge.

Also meets Goals 2 & 3

Actions	Who	When
Coordinate program activities with participating classrooms teachers and Mount Cartier Court staff by following standardized communications protocols.	Contractor	April to October
Deliver curriculum as outlined in Garden Partnership Manual (created 2017).	Contractor	April to October
Ensure summer garden maintenance plan is in place and being followed.	Contractor	July and August
Provide Board and coordinator with regular updates on work plan and a final detailed report and evaluation of program before contract ends.	Contractor	April to October

1 f) Objective: Provide a free educational observation beehive.

Also meets Goals 2 & 3

Actions	Who	When
Build and maintain beehive.	Coordinator	April to October
Promote the use of the beehive in educational programs stressing the importance of pollinators.	Coordinator	April to October

Demonstrate and instruct best bee keeping practices.	Coordinator	July and August
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Goal 2: Increase accessibility to and production of local foods.

2 a) Objective: Maintain community gardens to provide food and growing spaces for our community.

Also meets Goals 1 & 3

Actions	Who	When
Oversee garden maintenance, operations, and volunteers.	Contractor	April to October
Maintain the appearance and structure of garden boxes, compost, and tool sheds at RVAC and the United Church	Contractor/ volunteers	April to October
Utilize, demonstrate, and exhibit best practices in composting and soil maintenance with natural fertilizers.	Contractor/ volunteers	April to October
Utilize, demonstrate, and exhibit best practices in companion planting, weed control, and harvesting techniques.	Contractor/ volunteers	April to October
Provide fresh produce donations to the Community Connections Food Bank.	Contractor/ volunteers	Coordinate with Food Bank
Measure food production for tracking and comparison purposes.	Contractor/ volunteers	April to October
Engage and mentor at least 10 volunteers at each site.	Contractor	April to October
Provide Board and coordinator with regular updates on work plan and a final detailed report and evaluation of program before contract ends.	Contractor	April to October

2 b) Objective: Provide a fruit tree gleaning service to reduce bear attractants and process local food sources for the community in partnership with Bear Aware Society.

Also meets Goals 1 & 3

Actions	Who	When
Coordinate gleaning sessions with homeowners and volunteers.	Contractor	July to October
Measure food harvest and distribution for tracking and comparison purposes.	Contractor	July to October
Provide fresh produce for the Community Connections Food Bank.	Contractor	July to October
Host canning work bees to preserve surplus gleaned fruit.	Contractor	July to October
Provide Board and coordinator with regular updates on work plan and a final detailed report and evaluation of program before contract ends.	Contractor	July to October

2 c) Objective: Provide equipment rentals for our community to preserve food.

Also meets Goal 3

Actions	Who	When
Review and renew agreement with Big Mountain Kitchen.	Board & Big Mountain Kitchen	April
Review, maintain, and upgrade inventory lists and equipment such as dehydrators, canning equipment, and so on.	Big Mountain Kitchen	Year Round
Maintain records of equipment use and report to Board annually.	Big Mountain Kitchen	Year Round
Forecast and plan for future equipment needs.	Board and Coordinator	November

2 d) Objective: Provide a free seed library for our community.

Also meets Goal 1 and 3

Actions	Who	When
Maintain seed library's appearance and stock.	Board Member & Volunteer	Year round
Coordinate and liaise with Okanagan Regional Library, Revelstoke Branch to ensure quality program delivery.	Board Member	Year round
Recruit and coordinate volunteers to assist with maintenance of seed library.	Board Member	Year round
Promote and engage with local food producers to contribute to the seed library.	Board & Coordinator	Spring 2017
Create seed packets with name of plant, date of collection, logo, source, description.	Volunteer	Spring 2017

Goal 3: Work with community or regional organizations and their members to facilitate and promote food security initiatives.

3 a) Objective: Host, partner with, participate in, and/or establish a presence at local food markets and community events.

Actions	Who	When
Participate in the Track Street Growers annual garlic festival.	Coordinator	September
Promote local food vendors and outlets such as the indoor and outdoor farmer market on websites and publications.	Coordinator	Year round
Deliver the Garden and Art Tour.	Contractor and 20 volunteers	July

3 b) Objective: Improve community outreach to community organizations and events.

Actions	Who	When
Identify, prioritize, and select community or regional organizations for which you would like to partner or interact with.	Board & Coordinator	Strategic Plan Review
Create standards of communication for contractors when liaising with project partners and community groups.	Board & Coordinator	March
Post completed strategic plan onto website.	Coordinator	March
Participate in the Carousel of Nations (February), Soupalicious (November) and other food events.	Board & Volunteers	Ongoing

Goal 4: Grow the self-sufficiency of our organization.

4 a) Objective: Increase board members, memberships, and volunteers

Actions	Who	When
Track current volunteer hours, engagement, recognition, and thanks in database.	Coordinator	Year round
Review incentives for volunteers and the general public to become members.	Coordinator	March
Create strategies to establish better communication and promote memberships with target audience at events and programs (eg. Newsletter to parents of children in programming).	Board & Coordinator	March
Keep volunteers and members engaged with organization throughout the year by regular email updates and social media posts.	Board & Coordinator	Year round

4 b) Objective: Maintain and increase revenues

Actions	Who	When
Create a subcommittee to identify, track, and secure grants, funding proposals, and fundraising initiatives.	Board & Coordinator	October
Coordinate and deliver the annual farm to table gala fundraising dinner, Midsummer Night's Green.	Contractor & volunteers	August
Coordinate and deliver Garden Guru series, Community Gardens, Incredible Edible Film Festival, Garden and Art Tour, and The Food Preservation Equipment Rentals.	Coordinator & Contractors	Throughout the year
Coordinate and deliver the Seed Swap.	Coordinator & Volunteer	March

4 c) Objective: Create marketing strategy to better promote organization

Actions	Who	When
Create a marketing subcommittee to develop and review sustainable strategies.	Board & Coordinator	February
Marketing strategies could include the following: <ul style="list-style-type: none"> • Deliver presentations to community groups to explain the purpose of RLFI. • Complete a Spring advertising campaign for program start up, equipment rentals, garden plots. • Submit stories and photos to local media for events and programs. • Ensure local media receive press releases in a timely fashion before events. • Maintain and/or increase Facebook presence • Maintain an online payment systems for memberships, workshops, and events. • Updating website regularly (event info, photos, website links) • Create, maintain and update a master email and contact lists from all programs. 	Coordinator & Subcommittee	February

4 d) Objective: Apply best practices in managing organization, contractors, programs and events.

Actions	Who	When
Solidify AGM dates and procedures such as establishing: <ul style="list-style-type: none"> • Consistent, and proper accounting procedures; • Regular, transparent and accessible reporting on financials; • Review and approval of annual budget; • Review and approval of organization's policies and by-laws; • Scheduled reviews and evaluation of strategic plan, contractor work, programs and workshops; and • Transition to new Society Act by implementing and educating Board of changes. 	Board & Coordinator	March
Establish a hiring sub committee to review funding, review job descriptions and task lists, post positions, hire contractors, and monitor and evaluate contractor work performance.	Board & Coordinator	March
Create feedback mechanisms both formal (workshop and program evaluation sheets, contractor feedback) and informal (coordinator talking with participants and noting feedback) for evaluation purposes for all workshops and programs.	Coordinator	May
Review budgets, coordinators' reports and evaluation forms and possibilities for revenue generation for each program within two months of completion.	Board & Coordinator	Year round
Create the following snapshot reports of programs and workshops for Board Review by: <ul style="list-style-type: none"> • Detailing briefly workshops offered, presenters' names, # of volunteers required per event, cost per workshop, revenues, and summary of participant and presenter feedback; 	Board & Coordinator	October/ November

<ul style="list-style-type: none"> Describing for each program proposed budgets, funding agencies, application deadlines, and amounts secured each year, contractors hired, total # of volunteers and names of main volunteers, # of attendees or participants, and food produced in each garden. 		
Ensure contractor and volunteers have criminal record checks completed prior to program start.	Coordinator	Year round
Establish a minimum bank account policy and who can access this fund	Board & Coordinator	September
Create a procedure for safely storing passwords.	Coordinator	March
Create a back-up system and security for computers.	Coordinator	March
Review Coordinator position, responsibilities, budget and work performance.	Board	
Attend Board governance workshop.	Board	March

Goal 5: Advocate for resilient food policies, by-laws, and programming in partnership with our municipal, regional, and provincial bodies.

Objective: Strengthen RLFT's advocacy role.

Actions	Who	When
Write letters of support for local organizations, groups, and individuals.	Board & Coordinator	Ongoing
Receive regular reporting and updates from the Food Security Coordinator to ensure synergy between both organizations.	Board & Food Security Coordinator	Board meetings & as needed
Create an Agriculture Land Reserve sub committee.	Board	Fall
Engage and update the designated Revelstoke City Counsellor regarding desired food policies and by-laws as well as RFLI programming and events.	Board & Coordinator	Monthly