

Good Food Program:

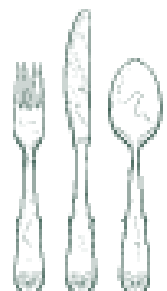
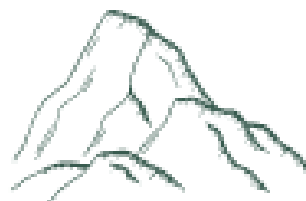
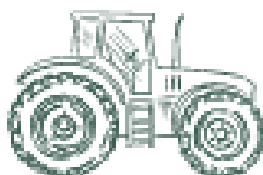
GOOD FOOD GATHERING

Farmers and Restaurants

November 8 2022

Raven Room, Whistler

Prepared by the Squamish Food Policy Council



This event, and work is taking place on the unceded and traditional food lands of the
Sḵwx̱wú7mesh Úxwumixw and Lil'wat7úl



good food gathering: *farmers & restaurants*

**TUESDAY NOVEMBER 8
10-1
RAVEN ROOM, WHISTLER**

Join other local farmers and restaurants for a networking and problem-solving event hosted by the Squamish Food Policy Council. By gathering diverse regional food players at the same table, we can forge new relationships, learn about our regional food system, and identify the pertinent gaps within it in order to begin to imagine a vision for the future of food and agriculture in our communities. Attendees can expect to leave with new local business contacts, knowing more about our local farms and restaurants, and being informed and inspired about our region's food economy.

Space is limited. [Register on Eventbrite](#)

SPECIAL THANK YOU TO THE RAVEN ROOM



The Raven Room in Whistler and co-owner Steph Redmond have been exceptionally generous and supportive for this event. The Raven Room highlights what's possible with local and seasonal flavours in their food and drinks, we can't think of a better pair or place to be for the Good Food Gathering! Thank you.



Squamish to Lillooet
GOOD FOOD
PROGRAM



TABLE OF CONTENTS

1. **Background**
 2. **Our Team**
 3. **Speakers**
 4. **Terms of Reference**
 5. **Good Food Program**
 6. **Snapshot of our Local Food System**
 7. **Case Studies**
 8. **Seasonal Food Chart**
 9. **Food Asset Map**
 10. **Food Forward Contracts**
-

BACKGROUND

SQUAMISH FOOD POLICY COUNCIL



The Squamish Food Policy Council (SFPC) was formed in 2015 to further sustainable food systems work in Squamish and the Squamish-Lillooet region. Our mission is that ALL members of Squamish have access to enough nutritious, safe, ecologically sustainable, and culturally appropriate food at all times. Squamish Valley food and agricultural lands are protected and productive, and producers, processors, growers, foragers, and knowledge holders are valued and supported.

SQUAMISH CAN



Squamish CAN (Climate Action Network) is the backbone organization for the SFPC that strives to educate, support, and empower the community of Squamish by developing, promoting, and implementing sustainable strategies to mitigate climate change. Formed in 2009, Squamish CAN is a registered non-profit that is the centre point for many initiatives involving community partners in Squamish to achieve a common goal. They work with municipal and regional governments, public educators, other non-profits, and local businesses to see change happen in the community. Squamish CAN also aims to increase civic engagement in food systems through community gardens, food literacy workshops, and educational programs and events, whilst cultivating partnerships at the local and regional level to influence policy.

OUR TEAM



Gaby Barnes

Food Systems Manager
gaby@squamishcan.net

Gaby she leads the Good Food Program, Squamish to Lillooet Food Task Force, and organizational planning. Gaby is passionate about creating sustainable communities and believes that creating a thriving local food system is one of the most important and rewarding actions we can take. Gaby holds a MEd in Sustainability, and a BA in Environmental Studies. Some of Gaby's favourite things involve food - from growing in her garden, parading the farmers market, dining out, and cooking a good meal amongst friends and family, she is happiest when food is on the table.



Krystle tenBrink

Executive Director
krystle@squamishcan.net

Krystle is our Executive Director and a co-founder of the Squamish Food Policy Council. She has almost 20 years of non-profit management experience and has been contributing to advancing food systems within Squamish and across the province since 2009. She has directly lead dozens of events, initiatives and projects which include, Squamish Valley Agriculture Plan, development of the Common Acres Community Farm and the School Farm. Krystle remains committed building relationships with community partners to strengthen food systems within the region and beyond.



Gabriela Lech

Food Systems Coordinator
gabriela@squamishcan.net

Gabriela joined the Squamish Food Policy Council team in 2021. She supports new and ongoing Food Systems projects, such as managing the edible schoolyard program at Valleycliffe Elementary, maintaining the community gardens, developing a virtual regional Farm Hub on the Sea to Sky, and helping to build a school farm in downtown Squamish. She holds a Masters' degree in Climate Change and a Bachelor degree in Environmental Science and is passionate about using both academic and experiential learnings to support the SFPC in its goal of strengthening an inclusive local food system.

SPEAKERS



Economic Development
Officer, District of Squamish
Kate Mulligan

Kate Mulligan is the Economic Development Officer for the District of Squamish. Kate Leads the District's Economic Development Strategy alongside stakeholders in government, the private sector, and the not-for-profit community. Before joining the District in 2017, Kate held various senior roles in research, communications, stakeholder relations, and marketing with Canada's international tourism marketing organization, Destination Canada. Kate attended the British Columbia Institute of Technology and Sauder School of Business, graduating in Marketing and Executive Leadership. With her partner, she shares three fantastic kids and a dog. Kate is a passionate skier who loves to read, hike, travel and cook.



Planner, Squamish Lillooet
Regional District
Claire Dewar

Claire Dewar is a Senior Planner at the Squamish-Lillooet Regional District, and has worked locally in the planning field since 2010. Claire is passionate about planning and its ability to connect people and land with intention. Working within a small team and a large region, she leads both long-range policy projects and development processes – with a particular love for agriculture, systems thinking and community-driven initiatives. Claire has been involved in the development of the Area B, Lillooet and St'at'imc Agricultural Plan and the Squamish Valley Agricultural Plan and now supports implementation action. Born and raised in Whistler, Claire currently lives in Pemberton with her husband, Chris and son, Boden – where riding bikes and berry picking is a favourite pastime.



Food Security Program
Manager
Gizem Kaya

Gizem works as the Food Security Program Manager at Whistler Community Services Society (WCSS). Gizem was born and raised in Turkey, and is passionate about Sustainable Community Development, Social Justice Issues and has worked for different Environmental Organizations in the past and holds a degree in Developmental, Economic and Environmental Issues in International Studies. She currently manages the Food Bank Program, Food Recovery Program, Breakfast Club Program at the five schools as well as the Farmer's Market Nutrition Coupon Program in Whistler.

SPEAKERS



Alta Bistro and Chair at
RAW

Eric Griffith

Eric Griffith is a native to Whistler, co-owner of Alta Bistro, and Chair at Restaurant Association of Whistler. Alta Bistro has a strong commitment to sourcing locally and sustainably grown food. Sourcing everything he can locally decreases waste and gives Griffith the opportunity to work with the best possible suppliers. Connecting with local growers and established farming families binds his business to the community and often breeds new opportunities.



Farmer, Rootdown Farm
Simone McIsaac

Rootdown Farm grows mixed vegetables on approximately 6 acres in the Pemberton Valley, and was established in 2009 by owner's Simone McIsaac and Sarah Stewart. From the very beginning, Rootdown has worked in partnership with some of Whistler and Pemberton's finest restaurants, delivering high quality vegetables to some of the most creative chefs in the region.

Simone's farming journey began when she completed the UBC Farm Practicum Program in 2007, followed by a year gaining experience on an established farm on Vancouver Island before she moved to Pemberton to start Rootdown where she has been building community and relationships around local food, and hustling organic vegetables ever since!



Farmer, Rootdown Farm
Ariella Falkowski

Ariella began working on organic farms while going to university for environmental studies, and found she was hooked on the good food and the satisfying work, and kept on going after her studies. She first farmed at Rootdown in 2015 and 2016, took a brief sojourn to run her own operation on leased land, and has now returned as Rootdown's assistant manager."

TERMS OF REFERENCE

PROCUREMENT



Procurement, purchasing and sourcing all refer to ways that institutions acquire food. In practice, there are nuanced differences between them but they are used fluidly in this booklet (Food Secure Canada, 2017).

LOCAL



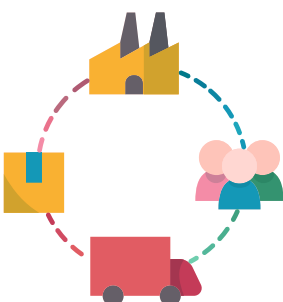
Local food can be defined by the distance between where the food was grown and where it is sold or consumed. Regional local food refers to food grown in the Squamish to Lillooet region, whereas BC local food refers to food grown in the province.

FOOD SYSTEM



A local **food system** expands the economic interactions between food producers and food consumers to include social relationships and environmental management centered on a particular place. A food system includes everything from personal and commercial food production to processing, marketing, distribution, retailing and consumption of food products, plus handling food waste. In a local food system, all of these activities are rooted in a particular place, whether a community, a metropolitan area or a region (University of Missouri, 2022)

SUPPLY CHAIN



A **supply chain** refers to the steps involved in bringing a product from its producer to the consumer. A **value chain** is an approach to supply chains where everyone is engaged to purposefully work together to innovate and improve efficiencies and effectiveness, driven by values.

TERMS OF REFERENCE

CIRCULAR ECONOMY



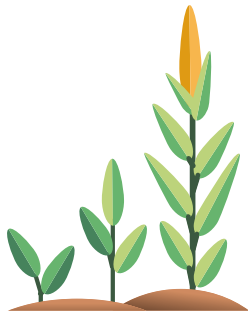
A **circular economy** is a model of production and consumption, which involves sharing, leasing, reusing, repairing, refurbishing and recycling existing materials and products as long as possible. In this way, the life cycle of products is extended.

VALUE-BASED POLICY



Value-based policy attaches certain values to policy in order to uphold values in decision making, purchasing, etc. Value-based policy sets a definition and new standard to change the status quo. The Good Food Program is advocating for value-based policy that supports Good Food Values.

SQUAMISH VALLEY AGRICULTURE PLAN



The **Squamish Valley Agricultural Plan (SVAP)** considers agriculture within the current growth and policy context of the region and attempts to identify and anticipate future changes and challenges to the sector. The development and implementation of the Squamish Valley Agricultural Plan is an important opportunity for elected officials, the agricultural sector, and community organizations to work together toward a more resilient and sustainable local economy. Learn more about the SVAP on SFPC's website.

AGRICULTURAL LAND USE INVENTORY



Agricultural Land Use Inventories (ALUIs) collect detailed data about land use and land cover in agricultural areas. The data includes the type and extent of agricultural activities within a region which provides baseline information to help measure changes over time on agricultural lands. ALUI data can also be used to quantify the amount of land used, unavailable, and potentially available for agricultural purposes.

GOOD FOOD PROGRAM



Squamish to Lillooet **GOOD FOOD** PROGRAM

The Good Food Program is a project of Squamish Food Policy Council (SFPC) and identified as a priority action item from the Squamish to Lillooet Food Task Force, and further defined in our Squamish Valley Agricultural Plan which supports Action 2.4 - to support local procurement initiatives. The Good Food Program aims to shift the buying power in the Squamish to Lillooet Region towards procuring more locally grown food by implementing Good Food Values. The Good Food Values we are advocating for are: 1) Local Economies & Communities; 2) Environmental Sustainability; 3) Nutrition; 4) Animal Welfare; and 5) Valued Workforce

Institutions from school districts, local governments and health care, and businesses from restaurants, retail and offices make significant food purchases, which can strategically leverage their purchasing power to generate greater health and wealth in communities. How and where procurement dollars are spent can have important economic, employment, social, and environmental impacts. We are working to bring local food players to the table to take a coordinated approach in achieving Good Food Values across the region through the implementation of pertinent research, planning, policy, and programming.

GOOD FOOD PROGRAM

WHAT ISSUES CAN IT SOLVE?

Food self-reliance has been identified as a key climate change strategy in BC. The Squamish to Lillooet region is largely dependent on imported foods. The area is also facing population growth, development pressure on agricultural land, and increased risks of flooding, wildfire, and drought due to climate change. Value-based food policy can strengthen the region's food security by building self-reliance. By increasing the region's food self-reliance, we can increase the region's overall resilience and preparedness to the inevitable impacts of climate change while simultaneously strengthening the local economy.

WHAT ARE THE GOALS OF THIS PROJECT?

The ultimate goal of the Good Food Program is to create a local, resilient, and accessible food economy in the Squamish to Lillooet region. In addition to increasing a community's health and wellbeing, a strong local food system is vital in meeting the challenges of climate change on a local scale. Ensuring that farmers and food producers earn a living wage while increasing equitable community access to local food is the aim of the project.

WHAT IS THE SYSTEMIC CHANGE?

While there are many clear benefits of a local food system that values the health and wellbeing of the environment, it's workforce, local economies, animals, and communities, the lack of distribution channels and support available for smaller farms makes it challenging to be competitive in the current market.

WHY IS FURTHER INQUIRY INTO THIS ISSUE IMPORTANT?

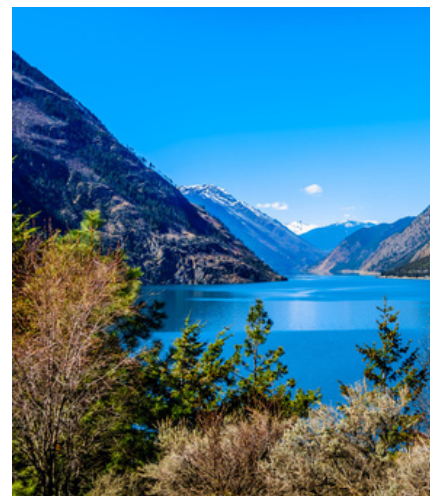
We have seen that the shape of a food system impacts a community's climate footprint as well as its overall health and wellbeing. Food self-reliance has been identified as a key climate change strategy in BC. The Squamish to Lillooet region, from Britannia to Lillooet, is largely dependent on imported foods. The area is also facing population growth, development pressure on agricultural land, and increased risks of flooding, wildfire, and drought due to climate change.

The region has a well established small and medium-scale agricultural community in Pemberton and Lillooet, a growing number of farms in Squamish, and great potential for more. Squamish and Whistler purchase large amounts of food in retail and restaurants.

GOOD FOOD PROGRAM

The Squamish Food Policy Council have dedicated significant research capacity to understanding the needs, challenges, and potential of agriculture in the Squamish to Lillooet Region and outlining its future. In an effort to foster food security and advance local food procurement in the region, several key challenges for agricultural producers were identified in interviews conducted by the SFPC. Numerous challenges were brought up by producers: reaching threshold volume levels, distribution logistics, cost, accessibility, and time/labor shortage. Several of these barriers may begin to be addressed with infrastructure, policy, and education.

Collaboration efforts through the regional Food Task Force, convened in 2017 by the Whistler Centre for Sustainability, alongside years of ongoing work within each community, has laid a strong foundation for next steps in developing the Squamish to Lillooet region's food system. Our region is now at a point where targeted actions will make significant and disruptive change. There is a need to invest in a focused inquiry and community engagement to understand what exactly this values-based approach to a sustainable food system will look like.



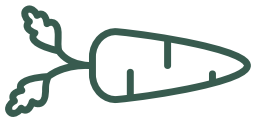
GOOD FOOD VALUES



LOCAL ECONOMIES AND COMMUNITIES



**ENVIRONMENTAL SUSTAINABILITY AND
STEWARDSHIP OF NATURAL RESOURCES**



NUTRITION



VALUED WORKFORCE



ANIMAL WELFARE

GOOD FOOD VALUES CHECKLIST

The checklist provides a guide with key points to be accounted for in order to comply with the "Good Food Value" pledge you've taken. When making food purchases try to meet as many of these definitions as possible.

1. Local Economies and Communities

Support small and mid-sized agriculture and food processing operations within the local area. "Local" is defined as food that is grown and/or processed in the Squamish-Lillooet Regional District (Region), within the Lower Mainland serving Squamish to Pemberton (which includes Metro Vancouver and the Fraser Valley), and the Lower Thompson-Nicola Region which serves Lillooet (Regional), and within British Columbia (Provincial).

- ✓ Are small and mid-sized farms
- ✓ Grown in the Squamish-Lillooet Regional District
- ✓ Grown in the Lower Mainland or Lower Thompson Nicola
- ✓ Grown in British Columbia
- ✓ Produced or processed using local, regional, or provincial ingredients when available

2. Environmental Sustainability & Stewardship of Natural Resources

Source from producers that employ sustainable production systems using principles of organic and regenerative growing that eliminate synthetic pesticides and fertilizers; avoid the use of hormones, antibiotics, and genetic engineering; conserve soil and water; protect and enhance wildlife habitat and biodiversity; and reduce on-farm energy consumption and greenhouse gas emissions.

- ✓ Follows principles of organic and regenerative growing
- ✓ Uses no artificial fertilizers and synthetic pesticides
- ✓ Uses no hormones, antibiotics, or genetic engineering
- ✓ Conserves water and soil health
- ✓ Mitigates wildlife-conflict
- ✓ Protects and enhances wildlife habitat and biodiversity
- ✓ Reduces on-farm energy consumption and greenhouse gas emissions

3. Nutrition

Promote health and wellbeing by serving generous portions of vegetables and fruit, choosing whole grains, and sustainably-sourced proteins. Reduce salt, added sugars, saturated fats, and oils, and eliminate artificial additives.

- ✓ Purchases and promotes healthy eating according to the Canada Food Guide
- ✓ Provides sustainably-sourced proteins
- ✓ Purchases whole-foods, and serves generous portions of fruit, vegetables, whole grains
- ✓ Serves seasonally available, culturally appropriate foods
- ✓ Limits highly processed foods with added fats, salts, sugars, and artificial additives

4. Valued Workforce

The baseline for compliance in the Valued Workforce category is compliance with basic labour laws by institution, vendor(s) and all suppliers for the institution, and increasing fair food purchases.

- ✓ Provides safe working conditions
- ✓ Fairly compensates all employees with a living wage
- ✓ Is Fair Trade certified

5. Animal Welfare

The farm provides healthy and humane care for livestock. Animals must be able to behave naturally and be in a state of physical and psychological wellbeing. Through sustainable operations, farms demonstrate social and ecological understanding and linkages between how animals are raised, the nutritional quality of the food they produce, and the impact of farm systems on the environment.

- ✓ Healthy and humane care of livestock
- ✓ Pasture raised
- ✓ Wild caught (or Ocean Wise and MSC certified)
- ✓ Grass-fed, organic

OUR LOCAL FOOD SYSTEM



- For every \$100 spent with a local BC business, \$63 is recirculated back into the BC economy (compared to \$14 for multinational corporations) (LOCOBC, 2022)
- In Southwest BC, about \$8.6 billion is spent on food annually, much of which does not stay in the local economy
- Squamish residents spend a collective \$8 million on food per month; Whistler's total annual consumer spending at restaurants was over \$400 million annually → there is massive potential for more spending to be redirected to local food!
- There are 138 farms located between Furry Creek and Lillooet

The Squamish Agri-Food Impact Study

The Economic Development team in Squamish identified the agri-food sector as one that is growing in both numbers and importance. In 2021, the District completed a research study of this sector to better understand its impact, considering economic, social, and environmental factors in the region. This research builds on the SVAP and recognize the agri-food sector as a key contributor to local economic development. Some highlights include:

- **Top sector challenges:**
 - Labour attraction and retention
 - Revenue and sales
 - Cost management
- **Top reasons for challenges:**
 - Covid-19 (83%)
 - Cost of living (72%)
 - Labour supply shortage (57%)
- **Top opportunities for growth:**
 - Shifting consumer preferences towards plant-based diets and wellness
 - Deglobalization of supply chains
 - Ethical purchase behaviours

CASE STUDIES

THUNDER BAY, ONTARIO

Thunder Bay + Area Food Strategy: Connecting Food and Community

The Thunder Bay and Area Food Strategy brings local food players to the table to take a coordinated approach to achieving food security through the implementation of pertinent research, planning, policy, and program development. With over 40 members representing farmers, institutions, government, food security organizations and more, they are conveners who implement the priorities of the Thunder Bay Food Charter to cook up a healthy, sustainable, and equitable food system.

tbfoodstrategy.com



KOOTENAY CO-OP

Nelson, BC

The Kootenay Co-op is a large, member-owned cooperative offering natural, organic foods and products in Nelson BC.

Since its inception in 1975, the Co-op has taken a leading role in promoting natural, organic foods and products, sustainable living and supporting local, organic farms and businesses and fair trade organizations. They run a True Local program that showcases food grown within a 160km radius, in addition to following Food Buying guidelines that values local, sustainable, ethical, organic, etc.

<https://www.kootenay.coop/truelocal/>



CASE STUDIES

QUESNEL, BC

Long Table Grocery

Long Table Grocery is committed to growing community through food. At the core of their business are the permaculture ethics of "Earth Care. People Care. Fair Share " and they try to make all decisions with these values in mind. They offer a range of services and products that continue to evolve, but everything they do is with the goal of increasing the local food economy, creating employment opportunities and supporting other local businesses and charities. Long Table Grocery is deeply committed to food security and work with several local organizations towards increasing access to healthy local food for all.

longtablegrocery.com



TOFINO, BC

Tofino Ucluelet Culinary Guild

The Tofino Ucluelet Culinary Guild (TUCG) is a member-driven, non-profit organization that works to connect the community's restaurants, families, businesses and grocery stores with Vancouver Island and regional independent farmers and food producers. Through group buying and education TUCG strives to make local food more accessible and affordable while providing a reliable market for some of our province's best producers. In the past ten years they have become one of Vancouver Island's most dynamic local food hubs, which includes restaurant and farm collaborations, wholesale distribution, online ordering for residents, a local good food box program, and community markets.

tucg.ca



CASE STUDIES

VICTORIA, BC

South Island Farm Hub

The South Island (SI) Farm Hub was established in Victoria, BC in 2020 as a response to a market loss for local farms due to the COVID-19 pandemic. The SI Food Hub's goal was to provide fresh local food to participants while ensuring a steady revenue for farmers. Farmers were paid a fair price for their products and fresh produce was able to reach populations that experience barriers to healthy food. Farmers were trained to operate the Local Food Marketplace platform, where produce availability can easily be uploaded that purchasers can order from. Since 2020, their online farmers' market has expanded to include over 30 farmers and 15 food processors. The SI Farm Hub helps make local produce and processed goods accessible to the community at large: home customers, wholesale purchasers, local restaurants, and community organizations.

sifarmhub.ca



KAMLOOPS, BC

Kamloops Food Policy Council

The Kamloops Food Policy Council (KFPC) is the longest-standing independent Food Policy Council in Canada: pollinating projects, developing partnerships, and contributing to public policy since 1995. The KFPC inspires and establishes programming through a community development approach. Many of the programs initiated by the KFPC continue to thrive today through our network partners: Community Kitchens, Community Gardens, Gardengate, and the Kamloops Food Share.

kamloopsfoodpolicycouncil.com

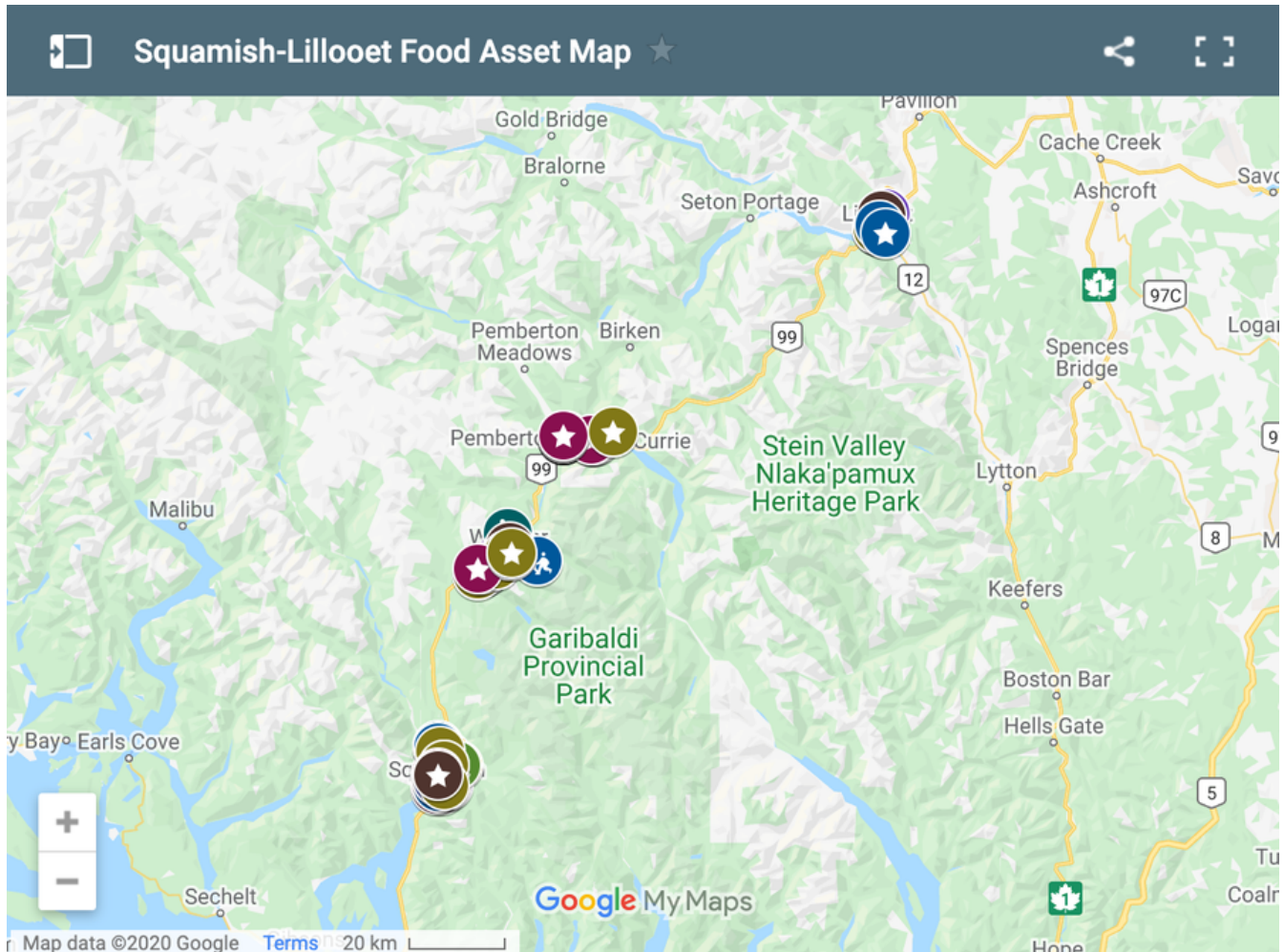


LIST OF LOCAL FARMS



FOOD ASSET MAP

A food asset map is a place where people can grow, prepare, share, buy, receive or learn about food. Check out the Food Asset Map for local farms and food education tagged in the Squamish Lillooet Region.



squamishfoodpolicycouncil.com/food-asset-map

FOOD FORWARD CONTRACTS

WHAT IS A FOOD FORWARD CONTRACT?

"In its simplest form, forward contracting is a procurement process which legally binds parties to exchange something at some point in the future, at an agreed upon price or pricing mechanism. Forward contracting is common in the energy and commodity sector where it is designed to reduce risk, secure volume, and stabilize costs" (Thunder Bay, 2022).

Forward contracting is also used by major food manufacturers, international growers, major broad line distributors and major retailers. Though used by major businesses, the process can successfully be adapted to be used on a smaller scale to buy regional foods.

Forward contracting is a versatile tool. It can be incorporated when negotiating with a single grower or used when seeking multiple quotes, from multiple growers.

Forward contracting for regional foods while satisfying demand, can also contribute to:

- Procurement of healthier, better tasting, more sustainable food contributing to improving patient, student and resident wellbeing
- Contributing to reducing food waste
- Enabling growers to finance from contracts
- Helping farmers plan and maximize their growing season
- Providing price and quality stability
- Promoting regional economic development and job creation
- Enhancing regional food security
- Menu creation that is responsive to regional seasonality
- Culturally appropriate

USE YOUR CONTRACT TO YOUR ADVANTAGE

- Include "preferential purchasing of locally grown, sustainably-produced foods" language in your bid specifications or contract language.
- Require that "local" foods be identified by source or origin, such as farm name, state, zip code or region where food was grown/produced

FOOD FORWARD CONTRACTS

- Clearly define the terms “local” and “sustainable” to represent what your organization values.
- For value added product, define whether the ingredients and/or the processing needs to be “local”. Include this criteria in your bid specifications or contract language.
- Food identified as “sustainable” should carry one or more of the certifications or label claims listed on the following website:
www.noharm.org/lib/downloads/food/EcoLabels_Matrix.pdf or other label/certification that has transparent and meaningful standards and independent verification processes.
- Require an accounting of locally grown foods that are sold to you within a designated time frame (e.g., month, quarter). Request this information by product, by weight, in dollars, or both, so that you can set goals for the amount of locally grown foods purchased/served.
- Produce distributors may have the ability to negotiate the purchase and pricing of specific products for you in advance of the season with your commitment to purchase. If your institution is willing to make the commitment, your vendor may arrange for farmers to grow specific crops for you. For example: you may guarantee to a distributor that you will purchase “x” pounds of cucumbers each week. With that knowledge, a grower may dedicate a certain number of cucumber plants to grow and harvest for your institution, ensuring a supply to you at an agreed upon price. Be sure any contract language provides for weather related interruptions in supply and notes acceptable substitution for necessary products.

STEPS TO BUY LOCAL



1. Review contracts

- Revise and insert local food requirements setting increasing yearly targets
- 80 / 20 rule: leave a minimum of 20% of your food contracts open to seasonality and for sourcing local
- Use Food Forward Contracts



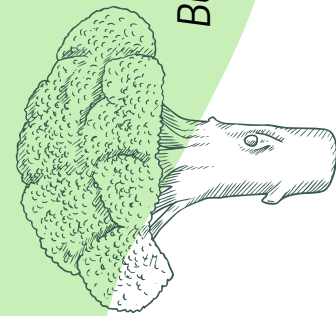
2. Budget for local food wins

- Find out what's available locally and in season
- Meet your local farmers
- Learn more about local food in the Squamish to Lillooet region



3. Commit to local food

- Track, report, improve, repeat
- Set targets to increase percentage of local food
- Review your menu to feature local food
- Share your story and market what's local
- Sign our Good Food Pledge!
- Learn about best practices for Food Recovery in the Sea to Sky



Good Food Program

Building a resilient food network in the Sea-to-Sky region

WHAT IS THE GOOD FOOD PROGRAM?

The Good Food Program is a project of the Squamish Food Policy Council and a strategic priority of the Squamish Valley Agriculture Plan. The program aims to shift the buying power of the food industry in the Sea to Sky Region towards procuring more local food based on Good Food Values. In Phase 1 all five local municipal governments in the region endorsed the Good Food Values. We are now in Phase 2 and 3 of the project, where we are working to support food purchasers procure more locally grown food and address the barriers to accessing local food in the region.

We want to celebrate the abundance of food grown and eaten in the Sea to Sky corridor and find ways to bring more local food onto the table, it tastes so much better - Institutions from school districts to local governments, and businesses from restaurants to offices, make food purchases, which can strategically leverage their purchasing power to generate greater health and wealth in communities. How and where procurement dollars are spent can have important economic, employment, social, and environmental impacts.

GOOD FOOD VALUES



**LOCAL ECONOMIES
AND COMMUNITIES**



**ENVIRONMENTAL
SUSTAINABILITY**



NUTRITION



**ANIMAL
WELFARE**



**VALUED
WORKFORCE**

HOW CAN YOU PROCURE LOCAL FOOD?

- 1**
Review contracts
 - Revise and insert local food requirements setting increasing yearly targets
 - 80 / 20 rule: leave a minimum of 20% of your food contracts open to seasonality and for sourcing local
 - Use Food Forward Contracts
- 2**
Budget for local food wins
 - Find out what's available locally and in season
 - Meet your local farmers
 - Learn more about local food in the Sea to Sky
- 3**
Commit to local food
 - Track, report, improve, repeat
 - Set targets to increase % of local food
 - Review your menu to feature local food
 - Share your story and market what's local
 - Sign our Good Food Pledge!
 - Learn about best practices for Food Recovery in the Sea to Sky



For every \$100 spent with a BC local business, \$63 is re-circulated back into the BC economy (compared to \$14 for multinational corporations) (LOC08C)



In Southwest BC, about \$8.6 billion is spent on food annually, much of which does not stay in the local economy.



Squamish residents spend a collective \$8 million on food per month; Whistler's total annual consumer spending at restaurants was over \$400 million annually → there is massive potential for more spending to be redirected to local food!



There are 138 farms located between Furry Creek and Lillooet!

GET IN THE FOOD LOOP

Do you work in the private or public food sector? Join the **Sea-to-Sky Good Food Network** to be a part of a growing food culture in the corridor and help shape the way food ends up on our plates. Stay tuned for resources, workshops and events! Contact Gaby Barnes, Sustainable Food Systems Manager to learn more.

Questions? gaby@squamishcan.net

NOTES
