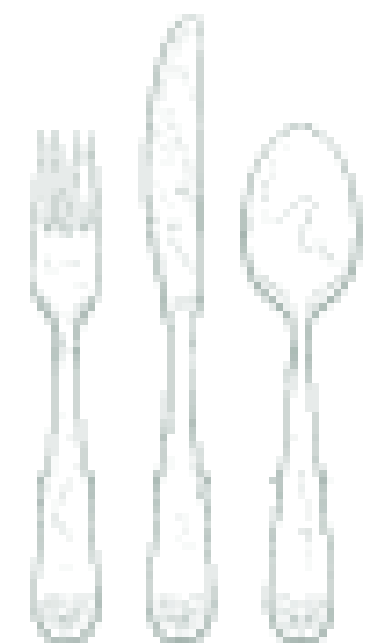




Squamish to Lillooet
GOOD FOOD
PROGRAM



Good Food Program: **GOOD FOOD GATHERING** *Institutions & Policy Makers*



November 23 2022

Squamish Public Library

Prepared by the Squamish Food Policy Council

This event, and work is taking place on the unceded and traditional food lands of the Skwxwú7mesh Úxwumixw and Lilwat7úl

WELCOME, K'AÝÁCHTN

This event is taking place on the unceded and traditional shared lands of the **Skwxwú7mesh**
Úxwumixw, who have been caring and harvesting sustainably from these lands for time immemorial. .



THANK YOU ALL FOR COMING





good food gathering: *institutions & policy makers*

**WEDNESDAY NOVEMBER 23
9AM - 1PM
SQUAMISH PUBLIC LIBRARY**

The Good Food Gathering is intended for food purchasing managers and policy makers in the Squamish to Lillooet Region to come together for an informative and energizing morning hosted by the Squamish Food Policy Council.

Institutions from local governments, health care, hotels and more make significant food purchases in our region; by strategically leveraging our purchasing power we can generate greater health and wealth in our communities. How and where procurement dollars are spent can have important economic, employment, social, and environmental impacts in our communities and workplaces.

Here's what to expect:

- 8:30-9am: **Arrive, coffee / tea**
- 9-10am: **Local Food Opportunities Panel** with regional government and industry experts.
- 10-11am: **A Success Story: Thunder Bay Area** presentation by Dan Munshaw and Karen Kerk
- 11-12pm: **Buy with Impact: Why social procurement matters** and how to apply a food lens with Tori Williamson from Buy Social Canada
- 12-1pm: **Local Bites, Networking & SWOT** with SFU Food Systems Lab

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

QUESTIONS? EMAIL [GABY@SQUAMISHCAN.NET](mailto:gaby@squamishcan.net)

BACKGROUND



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 the region have access to enough nutritious, safe, ecologically. sustainable, and culturally appropriate food at all times.

Squamish to Lillooet food and agricultural lands are protected and productive, and producers, processors, growers, foragers, and knowledge holders are valued and supported.



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



Krystle tenBrink

Executive Director
krystle@squamishcan.net



Gabriela Lech

Food Systems Coordinator
gabriela@squamishcan.net

AGENDA

9 AM: Welcome and Introductions: Who and what is on the table?

9:15-10:00 AM: Local Food Landscape & Panel Discussion Hear about the Good Food Program and from regional experts

10:00 - 11:00 AM: Local Procurement Success Story: Thunder Bay Area Dan Munshaw and Karen Kerk

11:00 AM - 12:00 PM: Buy with Impact: Why social procurement matters and how to apply a food lens with Tori Williamson from Buy Social Canada

12:00 - 1:00 PM: Local Fares, SWOT and Network with Simon Fraser University Food Systems Lab

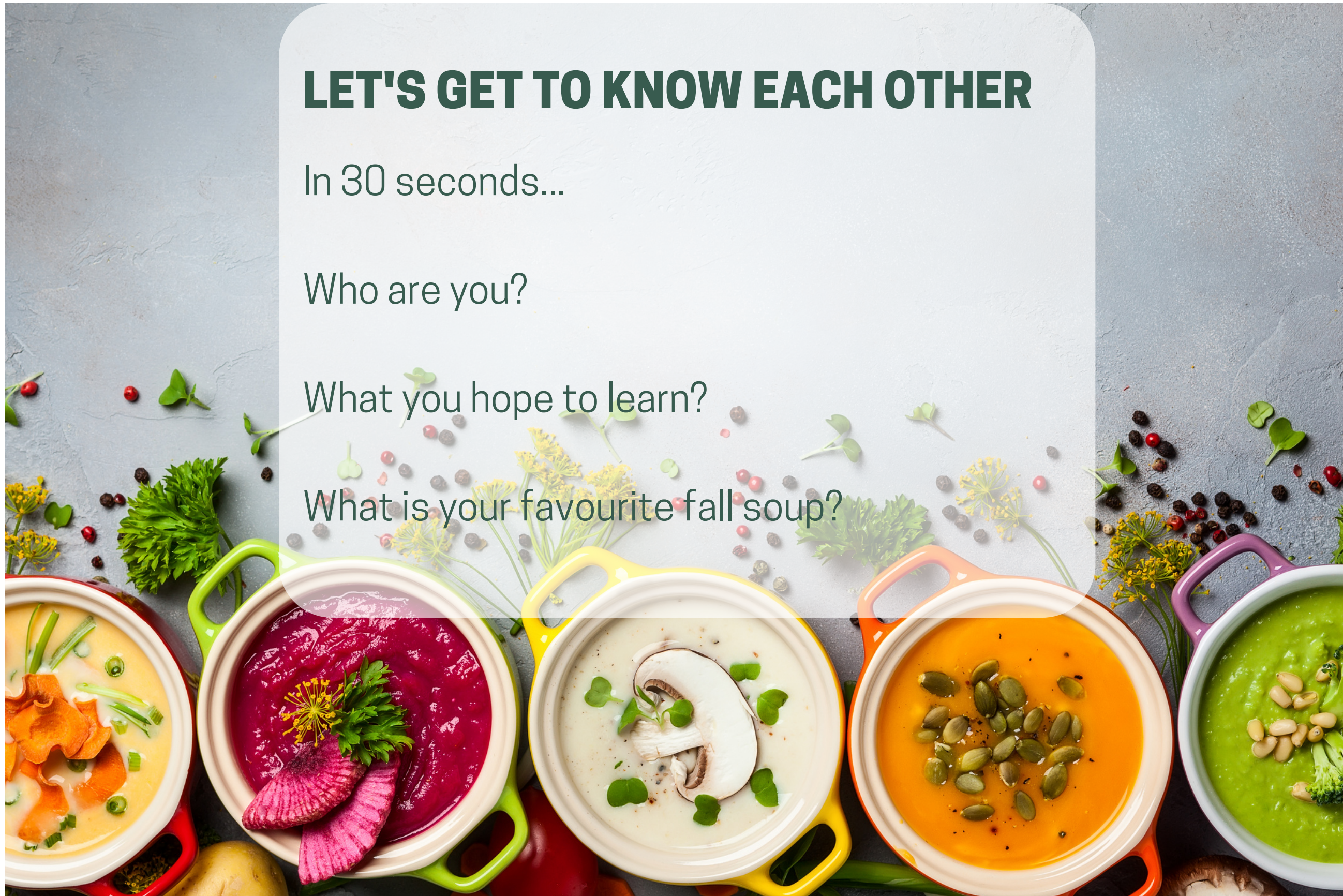
LET'S GET TO KNOW EACH OTHER

In 30 seconds...

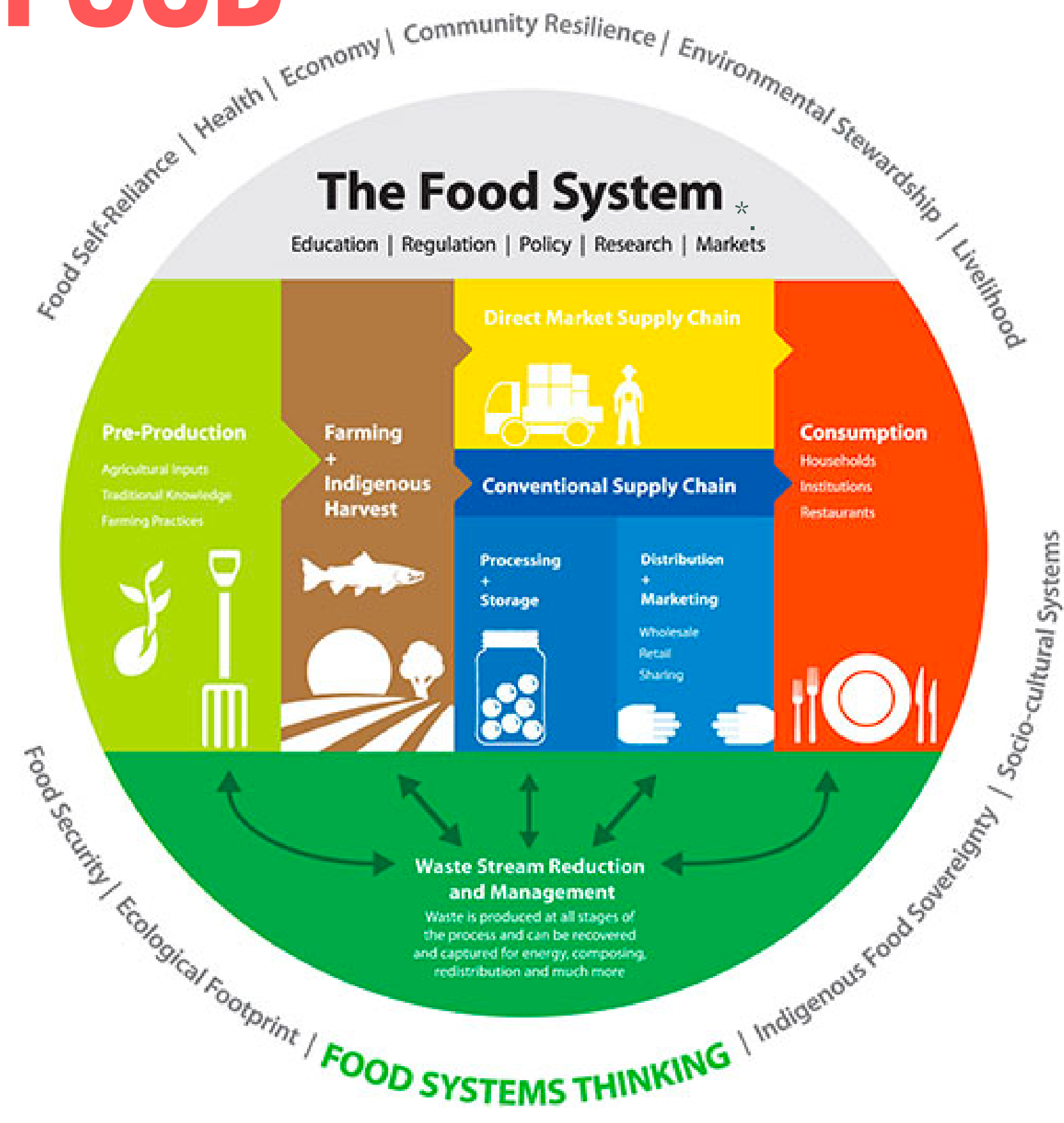
Who are you?

What you hope to learn?

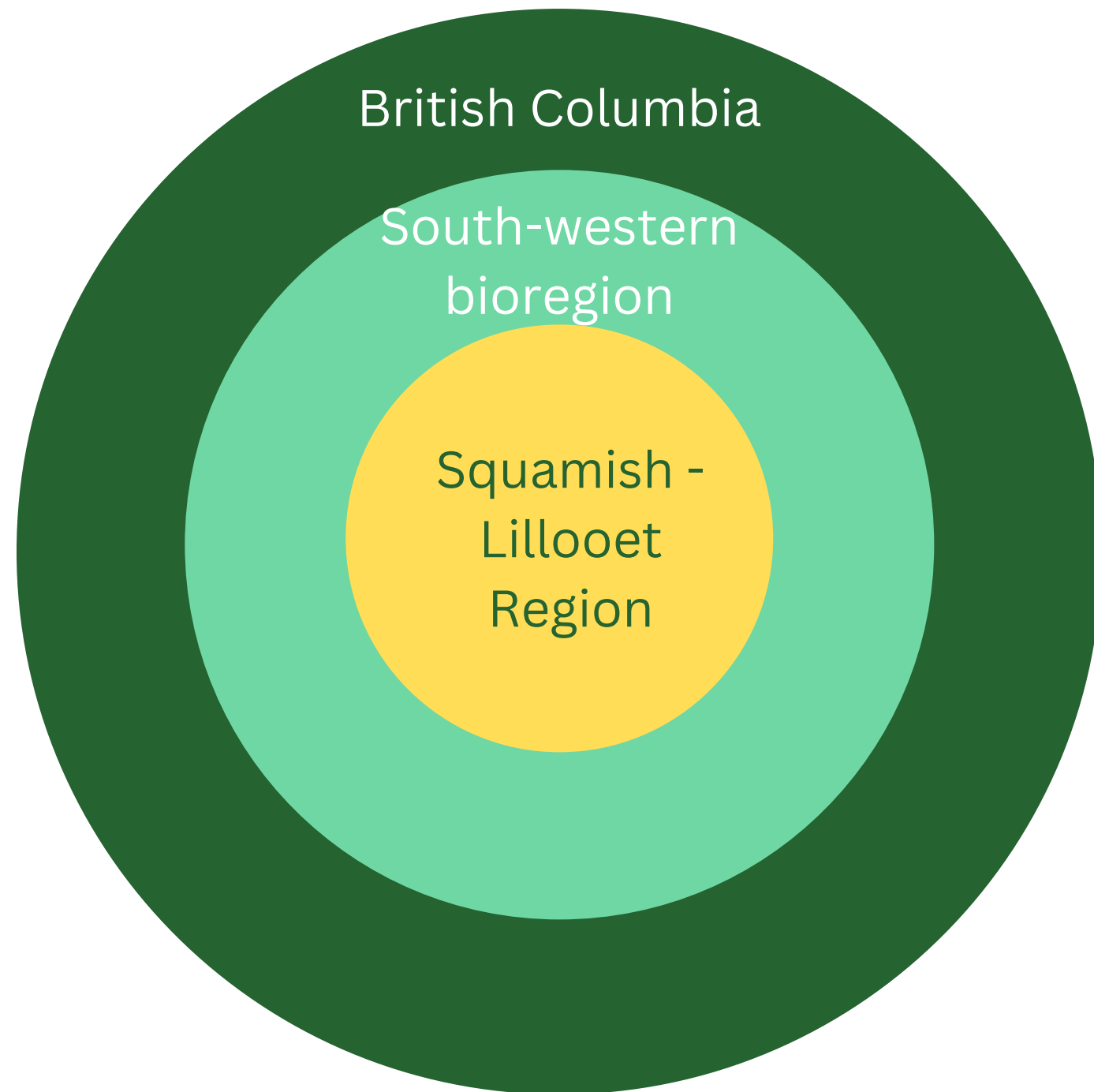
What is your favourite fall soup?



WHAT IS A FOOD SYSTEM?



WHAT IS LOCAL?



Local food can be defined by the distance between where the food was grown and where it is sold or consumed.

When we refer to local, think of a concentric circle prioritizing what's closest to us first and working outwards.

1. **Squamish - Lillooet Region**
2. **South-western bioregion (Metro Vancouver, Fraser-Valley, Sunshine Coast, and Vancouver Island)**
3. **British Columbia wide (labels like BC Grown)**

SQUAMISH VALLEY AGRICULTURE PLAN & FOOD TASK FORCE



WHY PROCUREMENT?



How and where procurement dollars are spent can have important economic, employment, social, and environmental impacts.

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OUR LOCAL FOOD SYSTEM



Local Procurement Opportunities

- For every \$100 spent with a local BC business, \$63 is recirculated back into the BC economy (compared to \$14 for multinational corporations) (LOCOBC, 2020)
- 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 are 138 farms located between Furry Creek and Lillooet



Squamish to Lillooet **GOOD FOOD** PROGRAM

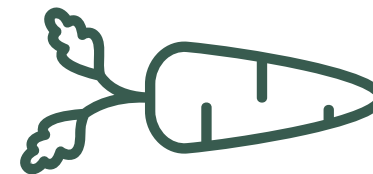
The Good Food Program aims to shift the buying power in the Squamish to Lillooet Region towards procuring more locally grown food by implementing Good Food Values.



LOCAL ECONOMIES AND COMMUNITIES



**ENVIRONMENTAL SUSTAINABILITY AND
STEWARDSHIP OF NATURAL RESOURCES**



NUTRITION



VALUED WORKFORCE



ANIMAL WELFARE



Squamish to Lillooet **GOOD FOOD** PROGRAM

This is a multi-year, multi-phase project that takes both top-down (policy), and bottom-up (access, programs) approaches.

Today, your contributions will help us identify the next steps and policy recommendations.

Phase 1: All local and regional governments in the Squamish to Lillooet Region sign on with intent to develop policy

Phase 2: Research & Best Practices



Phase 3: Gatherings & Policy Recommendations

Phase 4: Feasibility study for Farm Hub

Phase 5: Next steps** (certification and branding, & infrastructure needs)

GOOD FOOD PROGRAM



WHAT ARE THE GOALS OF THIS PROJECT?

- Create a local, resilient, and accessible food economy in the Squamish to Lillooet region
 - Increase our community's health and wellbeing
 - Meet the challenges of climate change on a local scale
 - Ensure that farmers and food producers earn a living wage
 - Increase equitable community access to local food
 - Work with community partners and diverse food players across the region
-

OUR LOCAL FOOD SYSTEM



The region is facing:

- Population growth
- Development pressure on agricultural land
- Increased risks of flooding, wildfire, and drought due to climate change
- Impacts from supply chain disturbances
- Labour shortages
- Rising costs of living

Recap from Farmers & Restaurants event



WHAT WE'VE HEARD



Strengths

- A community that appreciates and values nature, health, and local food
- Our region has fertile land is productive, and there's a lot of ALR land
- There is huge untapped market opportunity with tourism, population growth, innovation and business potential
- We have groups (SFPC, etc) and government committing to driving this work forward with policy

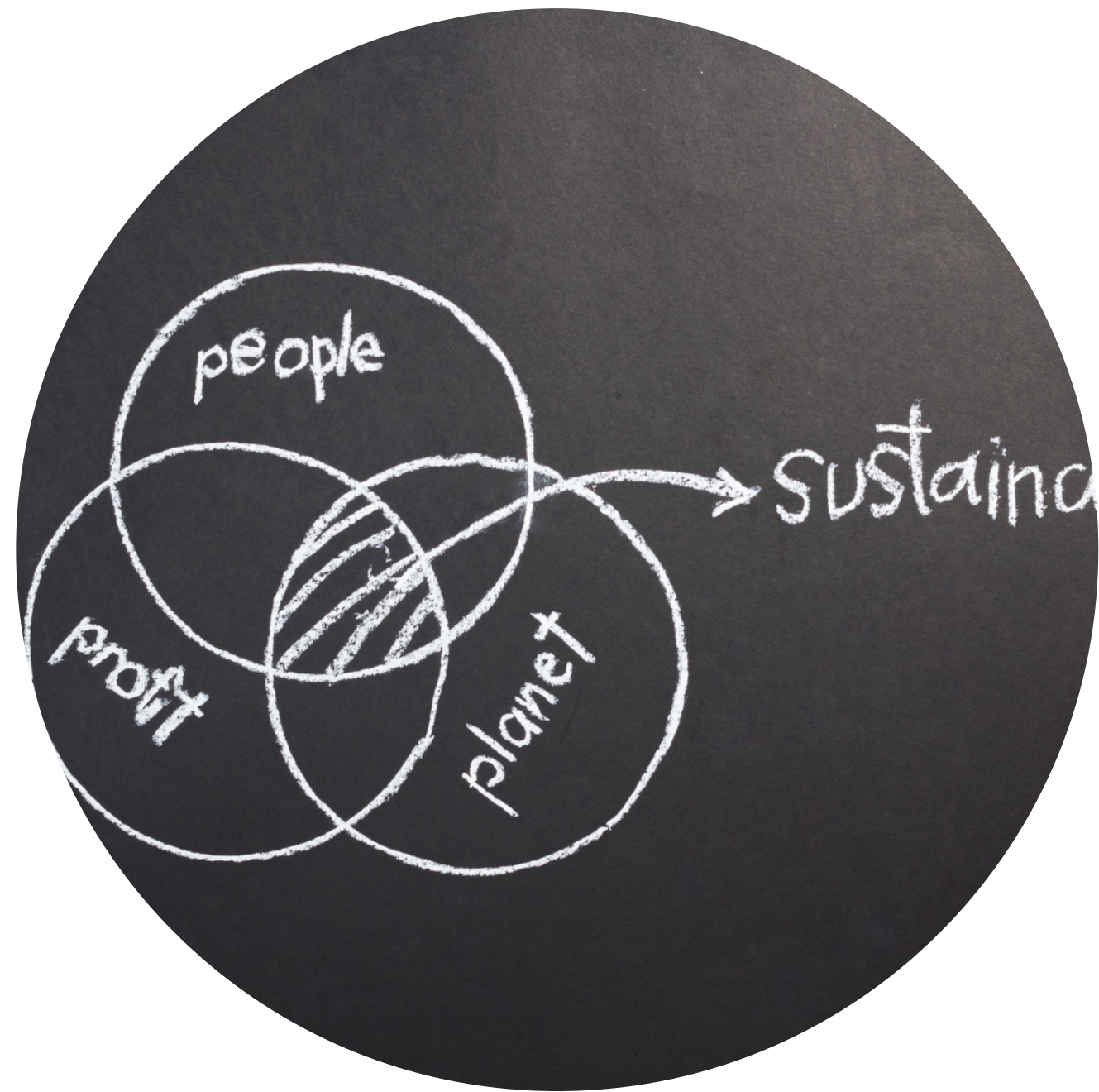
WHAT WE'VE HEARD



Weaknesses

- Lacking supportive infrastructure (co-ops, abattoirs, storage, processing, transportation and delivery)
- High costs of land and lack of housing for workers
- Competition with big business
- Access to government grants and relief
- Education and expectations about seasonality, costs, climates

WHAT WE'VE HEARD



Opportunities

- Value-added partnerships, opportunities for collaboration, sharing assets
- Business opportunities to build infrastructure and create impact
- Public buy-in, education, programs, policy, events
- Creating a regional destination, brand, culture

WHAT WE'VE HEARD

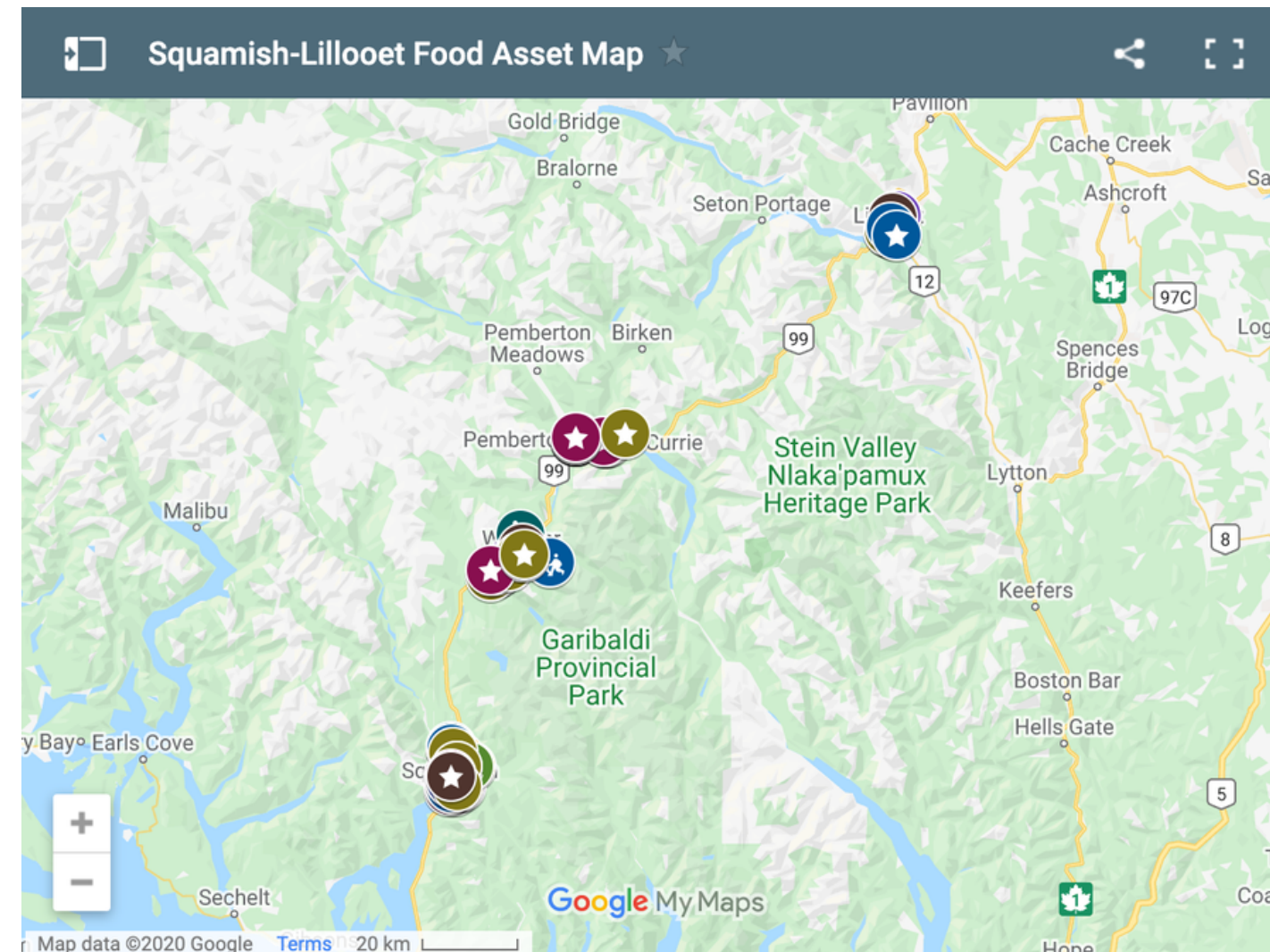


Threats

- Weather, extreme weather events, changing climate (fire, drought, highway closures)
- High costs of land
- Complicated red tape, policies, expenses, licensing processes
- Geographical logistics

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

PANEL DISCUSSION

With Regional Experts



PANELISTS



Economic Development Officer,
District of Squamish
Kate Mulligan



Founder, Upland Consulting
Ione Smith



Public Health Dietician
Vancouver Coastal Health
Alison Westwood



“Unhealthy diets claim more lives than any other cause of death; our food system employs more Canadians than any other sector, yet too many are not paid a livable wage, and the food system is responsible for up to 50 per cent of greenhouse gas emissions worldwide”

- Food Secure Canada

Fixing our food system is therefore critical to addressing our most urgent health, economic, and environmental problems.



HEALTH & COMMUNITY



ENVIRONMENT & CLIMATE CHANGE



ECONOMY & SUPPLY CHAIN



THE FUTURE OF FOOD

**SUCCESS STORY AND LESSONS
LEARNED:
DAN MUNSHAW & KAREN KERK**

THUNDER BAY AREA



Supply Management Manager,
City of Thunder Bay
Dan Munshaw



Coordinator
Thunder Bay and Area Food Strategy
Karen Kerk

BUY WITH IMPACT

Why social procurement matters and how to
apply a food lens



**Director of Education and
Communications
Tori Williamson**



SWOT Analysis



S

Strength

What food and farm assets does the Squamish to Lillooet Region have?

W

Weaknesses

What resources are lacking in our communities to create a thriving food system? What disadvantages do we have? What processes need improving?

O

Opportunities

What changes in our region and communities can we tap into and how? What is missing that we need to be doing?

T

Threats

What obstacles do you face to purchasing or selling locally? What global and local changes are threatening your ability to operate successfully?