



JustFOOD: action plan for the Halifax Region



Newsletter

February 2021 | Issue #1 | JustFOOD Times

Happy New Year!

2020 was a wild ride! Whatever your role in the food landscape, you have been challenged in unique & often stressful ways. Thank-you for stepping up, your commitment has meant that many Nova Scotians have NOT faced starvation during this pandemic. They have experienced the caring of their communities, drawing on strong relationships and community wisdom. Key words from 2020: **resilience and collaboration.**

2020 also highlighted gaps in our food system. The good news is that we are being heard and factored into government planning & budgets. HRM & HFPA are working together to develop **JustFOOD: an action plan for the Halifax Region.** JustFOOD is based on food justice and working together towards a region where no one is hungry, where food & people are celebrated, and our local food system is prosperous and sustainable.

This newsletter is a glimpse of JustFOOD happenings and inspiration for the year to come. Please share with others and if you haven't already, [join](#) our list to become part of the conversation.

Inside This Issue

Engagement & Planning

JustFOOD progress report & how to be involved

JustFOOD Updates

New relationships, developments & interesting tidbits

Research & Resources

- Building the Case for JustFOOD
- Increasing access to food & stronger local food systems
- Tackling Research & Data Projects

Food News

ENGAGEMENT & PLANNING

HRM + the Halifax Food Policy Alliance are making progress on **JustFOOD**, an action plan for the Halifax Region. **JustFOOD** is about working together towards a region where no one is hungry and everyone has access to good food that they enjoy, where food and people are celebrated, the local economy is strong, and the environment is protected for generations to come. A Plan **Framework** has been developed and we are getting ready to start engagement. There are lots of opportunities for you to be involved now & lots more to come:

- ✓ Take + Share the COVID & Food **Survey**
- ✓ Design the questions that will inspire others to share what food justice means to them and tests the draft **Framework**.
- ✓ **Sign up** to host a dinner with your bubble (we provide the food for you to share & chat about **JustFOOD**) or lead an engagement with your network.



FOOD DURING COVID SURVEY & STORYTELLING
Fill out a survey, share a story and spread the word

FRAME ENGAGEMENTS

Help to craft the ?s & images so we can talk to everyone about **JustFOOD**

DEFINE FOOD JUSTICE & SOVEREIGNTY



MOVE TOWARDS ACTION

JustFOOD Phase 1 Engagement

TARGETED ENGAGEMENT
Diverse voices & key sectors
GOAL: partner to connect with food entrepreneurs, producers, workers & institutions through existing networks & events
ACTIVITIES & TOOLS:
Simplified Engagement Toolkit
Virtual Meeting Add-ons
Stand-alone Pop-up
Council & Elected Officials Session

JUSTFOOD VIRTUAL
Broad public awareness & call to action
GOAL: reaching many people through many different ways
ACTIVITIES & TOOLS:
Shape Your City Toolkit
Surveys (on-line & in person)
Sign on to the Charter
Social Media Campaign
Forum & Newsletter
Plain Language & Visual versions

LIVED EXPERIENCE
Circles & Storytelling
GOAL: supporting under-represented voices to share stories, lead & influence
ACTIVITIES & TOOLS:
Diagnose Circles
Storytelling & Profiles of Experiences
1:1 & Direct Conversations
Supports for Participation

HOSTED CONVERSATIONS
Building partners' capacity to host engagements in their networks
GOAL: simple tools to capture key insights and report back
ACTIVITIES & TOOLS:
Engagement Toolkit
Virtual Orientations
Feedback Tools
Civic Dinners
Sense-making Sessions

HOST A CHAT OR CIVIC DINNER

Sign-up to host an engagement or conversation on **JustFOOD!**



JustFOOD Hub Website!

There's so much happening in our local food system and it can be hard to make sense of it all. *What is JustFOOD & how can I be involved? Where do I find food in my community? When are grants due – and who can I partner with? Is there an app for that?*

Our goal in 2021 is to create a user-friendly online hub where people can connect to JustFOOD, food resources/research, and other food organizations. Ecology Action Centre will host the website and help manage updates and e-mail lists.

Early in 2021, we will be reaching out for your feedback on existing Halifax Food Policy Alliance/HRM websites, and other relevant websites & resources. We have a nifty software that allows us to create a model website from existing materials and your suggestions, before we do the final development. After all, it is YOUR website! What do you want to find on the **JustFOOD** hub? How should it be organized? What will help your clients and communities? What languages and other accessibility considerations should be supported? What should be on the website and what should be a link to another one? We look forward to your ideas and solutions.

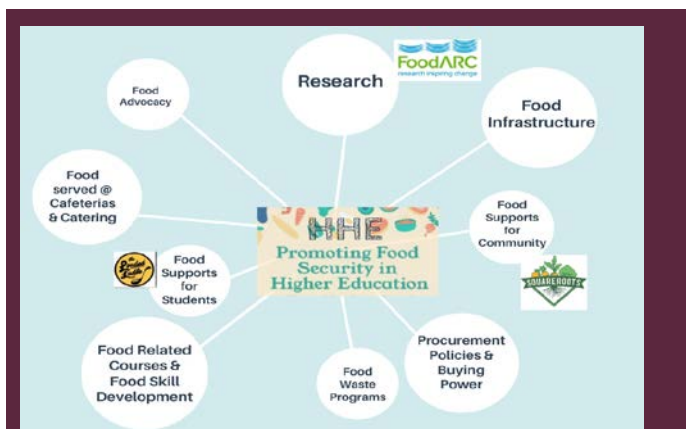
We really like this [website](#), what do you think?



Many thanks to the Eastern Shore Community Health Board for an amazing mini-workshop in December, led by HFGA co-chairs Leticia (HRM) and Rose (EAC). Their insights into ways that **JustFOOD** can support their communities was very insightful. We are grateful for their willingness to continue the conversation and partner in the development of JustFOOD.

The farming community have been very supportive and informative as **JustFOOD** is getting underway. Extra gratitude to Farmers Markets of Nova Scotia, NS Federation of Agriculture, and Farmers for Climate Solutions for the conversations and great ideas.

We will continue reaching out to community groups and regional alliances throughout the new year. Zoom is a wonderful thing (when it works!) and we deeply appreciate everyone's time, energy, and enthusiasm.



HALIFAX HIGHER EDUCATION

On December 18, 2020, Leticia presented on JustFOOD to the Halifax Higher Education Partnership, an alliance of local university/college presidents, Halifax Partnership and Mayor Savage. The presidents were very interested in working with us to find a role for their institutions in the development of JustFOOD.

JustFOOD UPDATES



2021 JustFOOD Workshops: Understanding our Local Food Systems

We are in the planning stages to host three end of the month workshops, beginning in March and with daytime, evening and weekend sessions so all can participate. The workshops will be a chance to learn together about our local food system and share ideas on how to work together to strengthen it. They will be interactive with different sessions and breakouts on areas of interest. The workshops will include opportunities to:

- Share, connect & build synergies
- Find out about experiences and lessons learned during COVID-19, what's been working and what's missing?
- Understand, support & share resources: such as interest in developing a Virtual Food Hub and physical Local Food Hub
- Connect the dots: food mapping, building the case, and other shared resources to support sustainability & resilience of local food systems
- Move from understanding to action: what's needed for positive, systemic change

Widespread participation from different sectors and perspectives is crucial. JustFOOD is all about learning from each other and working together towards solutions. We will be asking you to share this opportunity with others and consider getting involved. We want to make it easy for everyone to participate so are looking at per diems, accessibility considerations and timing/multiple sessions to accommodate schedules. Your ideas on what's needed to make this a success are very welcome!

JustFOOD UPDATES

Halifax Partnership

Innovation Hub and Davis Pier Food Initiative

Halifax Partnership's Innovation Outpost has partnered with consulting firm Davis Pier to support three to five community organizations to develop and test prototypes related to improving food systems in the HRM. 5 organizations have been invited to participate; the next step is to bring them together and provide support for project development.

JustFOOD will not be directly linked to the Davis Pier initiative, but we will be able to connect with participants to introduce them to the action plan. We will have access to the ideas and engagement results so they can be factored into **JustFOOD**.

Halifax Partnership & JustFOOD

We are excited to be connecting with the Partnership's networks and expertise. We see them as vital partner to build bridges with the business sector. In the New Year we will be working with the Partnership on a framework for cooperation. We will continue conversations and convening with business and industries to introduce them to the **JustFOOD** plan, food engagement/alignment as part of the economic strategy and recovery plan, and possible support for our 2021 Workshops.

Mobile Food Market

The **Mobile Food Market** has really stepped up during COVID-19, delivering over 164,000 lbs of healthy food since the pandemic began, 3.5X as much as last year and serving 4X as many people! The relationship with HRM has also gotten stronger during this time, including working with YouthLIVE. **JustFOOD** is also sponsoring food hampers during the 2nd wave.

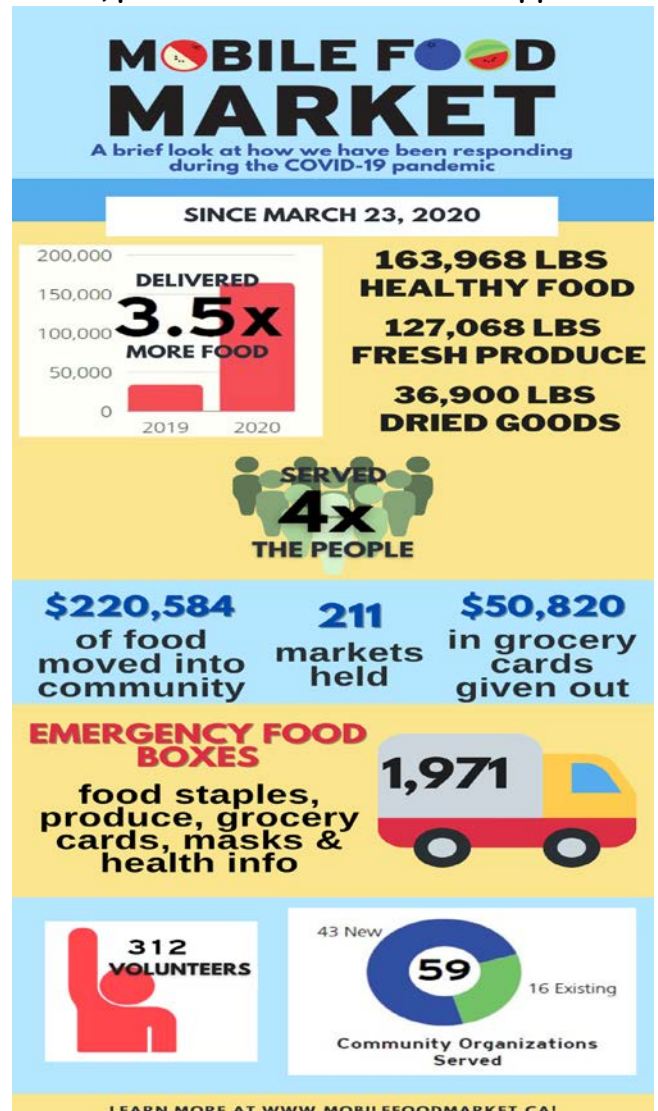
The MFM and other community partners are also starting to have conversations around the possibilities of creating a **local Food Hub** and space to link local supply with regional demand. Stay tuned for more to come on this!

The MFM is great example of what **JustFOOD** is all about, as a collaborative effort to increase dignified access to healthy food.

Dillon Consulting

An award-winning, employee-owned environment engineering and consulting firm, **Dillon Consulting** reached out to Ecology Action Centre on pro bono support for food security initiatives, as part of their Million Meals campaign. As experts in managing community-led infrastructure and environmental development, Dillon offer a wealth of expertise both on the ground and in coordinating large scale funding, including pro bono consulting and project guidance.

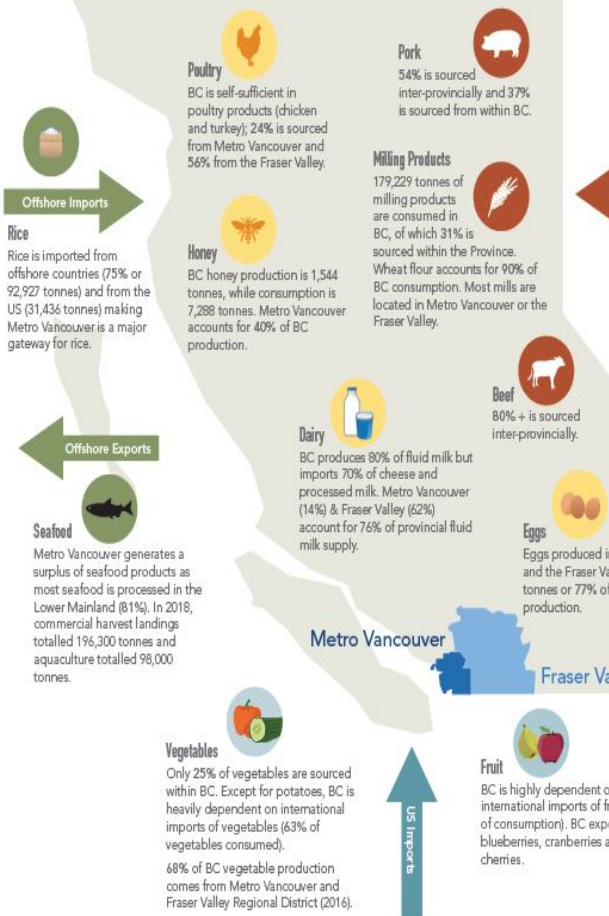
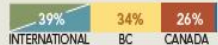
We are presently in conversations with community partners and HRM around the interrelated issues of food waste, food systems mapping, and food flows. The practical aim is creating more effective localization of food supply, processing, and distribution networks. Dillon have identified several potential federal and provincial grants. In the coming months, we will be supporting the funding proposal and coalition of partners. Watch this space for more details, plus calls for interest and support.



RESEARCH & RESOURCES

THE BC FOOD SUPPLY

The total annual BC food supply (based on consumption) is 4.8 million tonnes and includes food consumed in Metro Vancouver plus the rest of BC. The BC food supply is sourced from international imports (39%), other provinces (26%) and from within BC (34%).



FOOD GOVERNANCE & FOOD FLOWS

Jamie Baxter's SSHRC grant (Schulich School of Law), looking at best models of Food Governance to support **JustFOOD**, is underway. Additional research projects are coming out of this work, including possibility of replicating the **Food Flows** research coming out of British Columbia. This research would be invaluable in gauging how food is coming in, circulating and going out of our region.

The MILAN PACT (MUFPP)

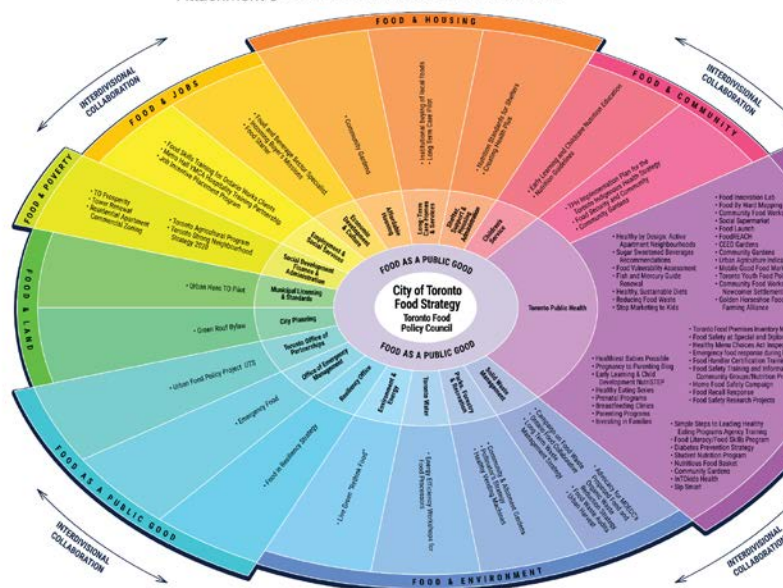
One of the most interesting responses to climate change and food security is the **Milan Urban Food Policy Pact (MUFPP)**. This is a global network of over 200 cities of all sizes, who share solutions about food security. This includes creative links between urban and rural economies. Milan Pact members have created a monitoring framework which is highly adaptable and helps members measure and relate their actions with Sustainable Development Goals (SDGs).

Vancouver, Montreal and Toronto are member cities. We would like to see HRM become a member, as a commitment to **JustFood** and to gain access to member resources and wisdom. Their website gives public access on how to create **essential structures** as well as projects and practices which are radically changing the foodscape in sustainable, community-driven, and climate-based ways.

INSTITUTIONAL MAPPING

We are working on a template to support large institutions (universities, government, public health, organizations, etc.) in mapping the ways that food shows up and is support in their organizations. If this work interests you, **let us know!**

Attachment 3 - CITY OF TORONTO FOOD INITIATIVES





These are the people in our neighbourhood! This month we wanted to introduce you to two new members of the **JustFOOD** team:

Rose Hamilton: Rose is the new Community Food Coordinator at the Ecology Action Centre. Rose has a long background in coordinating and managing all sorts of collaborations from community gardens to conferences to cross-border EU tourism infrastructure development projects. Along the way, she became a qualified



holistic nutritionist, and anyone who has been around her knows that the conversation will always come back to food. She credits her training and career as a musician with her knack for bringing many voices together to make a (hopefully!) harmonious whole. An activist since grade school, Rose loves making “good trouble” when she is not messing about in her kitchen, her garden, or with gaff-rig boats.

Ben Lemphers: Ben has come onboard to help with engagement planning for **JustFOOD**.

Ben is a community planner, a Master of Planning grad with an interest in community development, housing, and social planning. He has lots of experience in working across government and the not-for-profit sectors.



TALK TO US!

If you have some food news to share or champions to celebrate, please let us know for future newsletters and updates! We can promote your happenings here and include them in the online calendar being created as part of the JustFOOD website.

Also, please feel free to pass the newsletter on to your networks

