



Hamilton

INFORMATION REPORT

TO:	Mayor and Members Board of Health
COMMITTEE DATE:	June 15, 2015
SUBJECT/REPORT NO:	Food Strategy Update - BOH13001(b) (City Wide)
WARD(S) AFFECTED:	City Wide
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SIGNATURE:	

Council Direction:

At its August 14, 2014 meeting, the Board of Health endorsed “in principle, the direction for the Interdepartmental Food Strategy Steering Team, to engage with community stakeholders to validate the proposed Food Strategy vision, principles, and goals.”

Information:

In August 2014, a Board of Health (BOH) Recommendation Report received approval for completing a community engagement process to inform the development of the Food Strategy. Community engagement (CE) is required to get feedback and validation of the proposed vision, principles (Appendix A) and goals (Appendix B). Input from a broad range of individuals and organizations will help guide the prioritization of existing resources given the City’s immediate needs and capacity, as well as the long term goals. This Information Report summarizes progress to date and next steps.

The multi-pronged Food Strategy CE process will inform, consult and involve citizens and key stakeholders through a variety of methods. A number of creative formats will be used, including the following:

- Animated video, discussion primer, culture and food art exhibit at Super Crawl, and a webpage to raise awareness and **inform** citizens about the Food Strategy.

- On-line survey, interviews and stakeholder meetings to **consult** with citizens to obtain feedback on planning priorities.
- Community Working Group to be **involved** throughout the process to ensure that the community's concerns and aspirations are consistently understood, considered and reflected in the Food Strategy Plan to the maximum extent possible.

A CE Project Team with participation from Public Health Services (PHS), Planning and Economic Development (PED), and Community and Emergency Services (CES) was established in January 2015, and will lead the development and implementation of the engagement activities. A Community Working Group (CWG) will participate in workshops to assist the Project Team in finalizing the Food Strategy's proposed goals and formulating recommended actions. The CWG will have citizen and organizational representatives from the food system, and will provide input based on their knowledge and expertise. This group will also review and incorporate the input of citizens and stakeholders received through the CE process.

Progress to Date

As of May 5, 2015, the work completed regarding CE includes:

On-line Communication and Consultation:

- Developed and launched the Food Strategy webpage: www.hamilton.ca/foodstrategy.
- Created a Food Strategy e-mail address for correspondence.
- Developed the online survey, including pilot-testing and revision. The survey is live and uploaded onto the webpage.
- Finalized the script for the animated video, with decisions on the style design and voice actor.

Face-to-Face Communication and Consultation:

- Hosted the Hamilton Food Summit on November 4th, 2014 with over 100 participants across multiple food sectors.
- Held 1:1 meetings with City Councillors to discuss the Food Strategy.
- Attended the Hamilton Food Forum (January 29, 2015) to gain feedback on the proposed Food Strategy goals.
- Attended the Durand Town Hall (March 9, 2015) to promote the Food Strategy.
- Met with the Hamilton Wentworth Federation of Agriculture (March 11, 2015) to gain input into the Food Strategy.
- Facilitated two consultation workshops at the Environmental Summit on April 22, 2015 to gain input into the Food Strategy.
- Attended the 20,000 Homes Campaign community debrief meeting (April 30, 2015) to promote the Food Strategy.

- Met with the consultant to discuss completion of a community food assessment and indicators.
- Met with culture sector stakeholders to collaborate on a Culture and Food Stories activity at Supercrawl.

Other Notable Updates

A number of key food related policies and initiatives have emerged over the past year that support and align with the Food Strategy. They address the various components of the Food Strategy Framework.

Food Production:

- In October 2014, City Council passed Urban Hamilton Official Plan Amendment (OPA) and amendments to the seven zoning by-laws to permit urban agriculture (urban farms and community gardens) in certain geographic areas within the City. The OPA was appealed to the Ontario Municipal Board and a hearing was held in May, 2015.
- The Rural Zoning Bylaw report was presented at Planning Committee on March 31, 2015 (PED13167(b)). A final report is expected to be considered in July, 2015.
- PW helped with the creation of three new community gardens by supporting the leasing process of the space and offering free compost and wood chip deliveries. The three new community gardens are: Ron Miller (collaboration between Kiwanis Club and Hamilton Sustainable Victory Gardens), Rosedale and Riverdale Salad Bowl.

Food Processing and Distribution; Food Waste:

- A recommendation report regarding the City Enrichment Fund, including the Agriculture and Environment streams will be presented to General Issues Committee in July 2015.

Food Buying and Selling:

- In April, City Council passed Urban Hamilton OPA and amendments to the seven zoning by-laws to permit urban farmers markets in certain areas within the City. The OPA and by-laws are in their appeal period. An urban farmers market would be permitted subject to certain regulations, in conjunction with institutional and recreational facilities, as well as commercial areas.
- The Farm Map will be launched mid-May of 2015, including an online version.
- The Hamilton Farmer's Market has begun receiving proposals for the Market Kitchen. The process to select the new Board of Directors is anticipated to be completed in May with its inaugural meeting to be held in June 2015.
- The McQuesten Urban Farm is currently under development, with the goal of commencing operation in Spring 2016. The farm will run as a social enterprise with the goals of making fresh food available for McQuesten and other nearby

neighbourhoods, as well as providing food education and job skills training to residents.

- To date, 17 caterers have worked with the City to deliver catering menu options for City meetings and events that comply with the Corporate Healthy Food and Beverage Policy.

Food Consumption:

- Since 2007, Council has allocated up to \$350,000 in one-time funding from the City of Hamilton Reserves to off-set costs for food and staff shortages at the City's food banks and for the Christmas Hamper Program administered by Hamilton Food Share and its member agencies. In April 2015, Council approved a \$350K allocation of existing Provincial homelessness funding to be used as a more sustainable funding source to alleviate the pressures that have consistently been experienced by Hamilton's Emergency Food System (CES15006).
- PHS is working with the Recreation Division Program Development Team to design and deliver a one day training program for food programming teachers/staff and consultants teaching healthy eating programming to ensure consistent messaging, appropriate acquisition of food skills and food safety.

Planned Next Steps

Communication and Consultation:

- Community and stakeholder input through the online survey, workshops and interviews will continue until the end of June 2015.
- Citizen engagement activity during 100in1 Day Evergreen event.
- Consultation with Food Related Committees:
 - Community Food Security Stakeholder Committee
 - Agriculture and Rural Affairs Committee
 - Food and Shelter Committee
 - Emergency Food Providers Strategic Planning Committee
- Consultation with City Housing tenants.
- Executive-level Stakeholder meeting to inform, consult and gain commitment for collaboration of the implementation of the Food Strategy recommendations.

Food Strategy Report Development and Presentation:

- Analysis of the input gathered will be performed in July and August of 2015.
- Culture & Food Stories activity will be held at Supercrawl September 2015.
- A draft Food Strategy will be developed in September to October of 2015.

- A recommendation report will be presented in the Fall of 2015 to provide preliminary recommendations, such as early wins and/or budgetary recommendations to support the implementation of an approved Food Strategy.
- A check-in with the community will be performed in November 2015.
- A Food Strategy recommendation report incorporating final input will be presented to BOH in early 2016.