



INFORMATION REPORT

TO:	Mayor and Members Board of Health
COMMITTEE DATE:	December 4, 2017
SUBJECT/REPORT NO:	Food Strategy Implementation Plan BOH13001(g) (City Wide) (Outstanding Business Item)
WARD(S) AFFECTED:	City Wide
PREPARED BY:	Sandy Skrzypczyk (905) 546-2424, Ext. 3523
SUBMITTED BY & SIGNATURE:	Kevin McDonald Acting Director, Healthy Environments Division Public Health Services Department

Council Direction:

The Board of Health at its meeting of August 11, 2016 approved the Food Strategy BOH13001(d) (City Wide) Recommendation Report, including:

- (b) That the Board of Health direct the Interdepartmental Food Strategy Steering Team, in collaboration with appropriate staff, to initiate the five Food Strategy Priority Actions attached
 - (iv) To implement Priority Actions 4 (Food Literacy Network) and 5 (Local Food Promotion) by the end of 2017 (attached hereto as Appendix A to Report BOH13001(g)).

This Information Report provides an update on the progress achieved on the Food Strategy's Priority Actions 4 and 5. This item can be removed from the Outstanding Business List.

Information:

In August 2012, the Board of Health requested a comprehensive Food Strategy be developed. In 2013, the Interdepartmental Food Strategy Steering Team formed, with representation from Public Health Services (PHS), Planning and Economic Development, Community and Emergency Services, and Public Works.

After an extensive review of existing practices and evidence, a formal Food Strategy community engagement process was conducted in 2015, with over 2700 citizens

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providing input. In August 2016, the Board of Health received report BOH13001(d) Food Strategy Recommendation Report and endorsed the Hamilton Food Strategy “Healthy, Sustainable, and Just Food for All”.

Hamilton’s Food Strategy is a guide to help people think about, engage in, and implement effective food actions. Specifically, the intent of the Food Strategy is to present a ten year plan to guide the City and community stakeholders in decision-making for food initiatives that require resources, such as funds, infrastructure, policies, programs, and staffing. Like any strategy or plan, the Food Strategy is a living document that is open to consideration of new opportunities with strong potential to ensure Hamilton has a healthy, sustainable, and just food system.

From the Food Strategy’s 46 Actions, five Food Strategy Priority Actions were identified as the focus for the first two to three years of implementation. Priority Action 1 (Funding Criteria and Process) was completed and endorsed by the Board of Health in June, 2017. Priority Actions 4 and 5 are outlined below:

- Priority Action 4: Facilitate the creation of food networks to assist in capacity building, information sharing, and ability to access community-based food initiatives; and,
- Priority Action 5: Expand marketing efforts to focus on Hamilton’s local food and farming sectors, while enhancing culinary tourism to promote local food businesses and events.

Priority Action 4: Food Literacy Network

- The Food Literacy Network Forum was held in October 2016. The Forum brought together 27 community stakeholders, including community developers, food and agriculture educators, leaders of food programs, and other stakeholders who support learning about and working with food. The goal of the Forum was to guide the formation of a Hamilton Food Literacy Network (HFLN); a core group from the Forum stepped forward to guide the network.
- Since the Food Literacy Network Forum, the core HFLN members have developed an action plan to advance the HFLN.
- First two priorities for the HFLN are to develop a communication mechanism to disseminate information and connect people involved in food literacy programs/initiatives and host networking events.
- In the upcoming 2018 winter term, McMaster University’s DeGroote School of Business MBA Health Care and Marketing course term project will focus on best practices for digital tools to facilitate communication about food literacy.
- In collaboration with Ryerson University’s Centre for Studies in Food Security, Public Health Registered Dietitians are completing a kitchen scan (by 2018 Q1) to assess

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the availability of community facilities with kitchens for use by community groups who wish to engage in food skills programs.

Next Steps for the Hamilton Food Literacy Network

- Increase communication and awareness about food literacy by exploring several options to achieve this, such as in-person meetings and events and a list serve;
- Continue the dialogue to come to an agreed upon working definition of food literacy that fits within the Hamilton context to help guide action specific to food literacy; and,
- Further develop relationships and partnerships to capitalize on opportunities and assets while mitigating the barriers and challenges to achieving food literacy for all Hamiltonians.

Public Health Registered Dietitians will continue to engage with community partners to support and grow the Hamilton Food Literacy Network. Initial planning is underway to implement an annual Food Literacy Month with various activities and events starting in 2018.

Priority Action 5: Hamilton Farm Map and NOSH

- In the 2017 winter term, McMaster University's DeGroote School of Business MBA Health Care and Marketing course term project focused on Hamilton's Farm Map. Results and recommendations from the MBA students' projects have informed the next version of the Farm Map.
- By leveraging existing agricultural and culinary assets, staff from PHS, Economic Development, Tourism, and Information Technology are developing an enhanced Farm Map that will provide a more engaging web and social media experience.
- Staff from PED and PHS are collaborating in partnership with Mohawk College's Sustainability Office to reach out to local farms to engage them to participate in the Farm Map, which is expected to be available in Spring 2018.
- NOSH is in its second year (<http://noshhamilton.ca/>). This week-long celebration of Hamilton's culinary scene took place during National Small Business Week from October 16 to 22, 2017.

Next Steps for Marketing Hamilton's Local Food and Culinary Industries

The online Farm Map will be the first phase in building a more comprehensive food-focused online portal to attract Hamiltonians and visitors to celebrate our local food and agricultural story. Staff will continue to seek opportunities and partnerships to support local food and culinary promotion and awareness in collaboration with community stakeholders.

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APPENDICES ATTACHED

Appendix A to Report BOH13001(g) – Setting the Table to Move into Action (Appendix B to Report BOH13001(d))