



**Proceedings from
“The Future of Food & Farming Summit”
October 11, 2012
Held at Peterborough’s Market Hall**





The Future of Food & Farming Summit October 11, 2012 Held at the Market Hall

Welcome & Introductions

Dawn Berry Merriam, Research & Policy Analyst with the Peterborough Social Planning Council (PSPC) welcomed everyone and introduced Pat Learmonth, Director of Farms at Work, who is working in partnership with the PSPC on this initiative.

The goal of the session was to increase awareness of the links between food, health, community economic development, food security and farming within the context of planning for the future of Peterborough County. Twenty-seven community leaders attended, from non-profit and government interests, to farmers and others throughout the value chain of local food system. Another dozen invitees were unable to participate but asked to be kept on the list of interested parties and to receive the proceedings. See Appendix 1 for a list of attendees and regrets.

Presentation by Dawn Berry Merriam: The significance of meeting in Market Hall:

In 1889 Town Council approved plans for the construction of a new Market Hall. Construction costs were set at \$11,000. The new building would replace the much smaller market on Water Street that had been operating since construction of Peterborough's first town hall (1851)



The building opened in 1890. The second floor gallery was an indoor market and during the summer months, a large outdoor market was located on the eastern side of the building. Ground floor areas were used as retail stores. The building was managed by the city.

PSPC & Farms at Work – who we are:

Mission of the PSPC: “Through research, community development, and public education, the Peterborough Social Planning Council works to build a strong community.”

What We Do:

- Provide a voice for social policy
- Create opportunities for people in the community to address social issues
- Serve as a resource for information on social issues and trends
- Promote positive social change, social justice, and caring for all people in the community
- Foster the strengthening of community in Peterborough City and County

Farms at Work: Farms At Work is a non-profit, charitable project whose mission is to promote healthy and active farmlands within the region of east central Ontario. It is a partner in the provincially coordinated FarmON Alliance.

Funding support for this process - thanks to:



Background leading up to the Summit:

The PSPC & Farms At Work began collaborating 2 years ago when we came together to look at the changing face of agriculture in the context of food security and the changing social fabric of our rural communities. Jointly we prepared a discussion document: **“The Future of Peterborough Food & Farming: A Call for Reflection & Discussion”**. The document was presented to County Council in 2011 and Council has expressed interest in a report back. The proceedings from today will be shared with other community partners such as the County.

The purpose of this discussion paper was to raise awareness about our changing farm community within the context of local food production. It served to pose questions about change in the Peterborough area, as well as provide a picture of the evolution that has occurred in the past decades. Further, we hoped that by asking questions, we would increase public interest in the important role that agriculture plays in our economic and social fabric. Finally, this paper was intended as an awareness raising document that supported the intent of Sustain Ontario’s **“Bring Food Home”** conference held in Peterborough in October 2011.

Why is Food & Farming important to our community?

We see it as an economic and social driver with significant impact on our community social fabric as well as being key to local food security.

Local production preserves our local farmland, helps the environment by reducing food miles and expands the local food market for producers. Buying local means you have access to the freshest food available while supporting your neighbours and building community.

How is the agricultural sector changing in our community?

- Since 1971, the County of Peterborough has lost 36% of its farms. This represents the loss of 599 farm businesses. According to the Census of 2011, there were 1053 farms in the County at that time.
- Almost 91,000 farmland acres (28%) went out of production in the County from 1971 to 2011. In the last 5 years alone, more than 20,000 acres have been lost
- The average age of farm operators in the County in 2001 was 52.7 years. By 2006 it had risen to 54.7, and by 2011 it was 56.5 years. This suggests that approximately half the farmers in the County may retire in the next 10-15 years. Meanwhile the number of younger farmers is declining.

Questions to Guide our Future Planning

The following are examples of important questions posed in the discussion paper for consideration by local, provincial and federal decision makers as well as community change agents, as we look at the planning of Peterborough county and city:

1. How will the loss of farm families impact the social fabric of the farm community? What impact will this have on small community service centres and schools?
2. What is the role of public education in ensuring food literacy among all age groups and sectors of our community?
3. What role can land use planning take in protecting the future of farming in our County? How are the recommendations in Menu 20/20 reflected in other important documents affecting Peterborough such as the Places to Grow legislation?
4. As a community, how does Peterborough increase awareness of the link between good food and good health?
5. Can encouraging new farmers to establish businesses in Peterborough help support a strong agricultural community for the future and keep farmland in production?
6. How are we planning to ensure that our local primary processing infrastructure will be sufficient into the future? (Eg. abattoirs, mills, freezing and canning facilities).
7. Are our local regulatory decisions keeping pace with the needs of farm businesses to e.g. diversify into small on-farm processing activities, or host farm help on the farm?

*“The food produced, distributed and sold within a region can play a major role in how well the dietary needs of the population are met. Communities that have ready access to a sustainable supply of healthy, locally grown and produced foods are less vulnerable to external factors that can affect the nutritional quality and/or quantity of foods available. Municipal government and municipal policy have multiple levers to shift the food system.” “Report to the community Food Network on Strategies for Political Engagement in a Food Security Policy action Plan”,
,Peterborough Community Food Network*

Presentation by Moe Garahan: Just Food

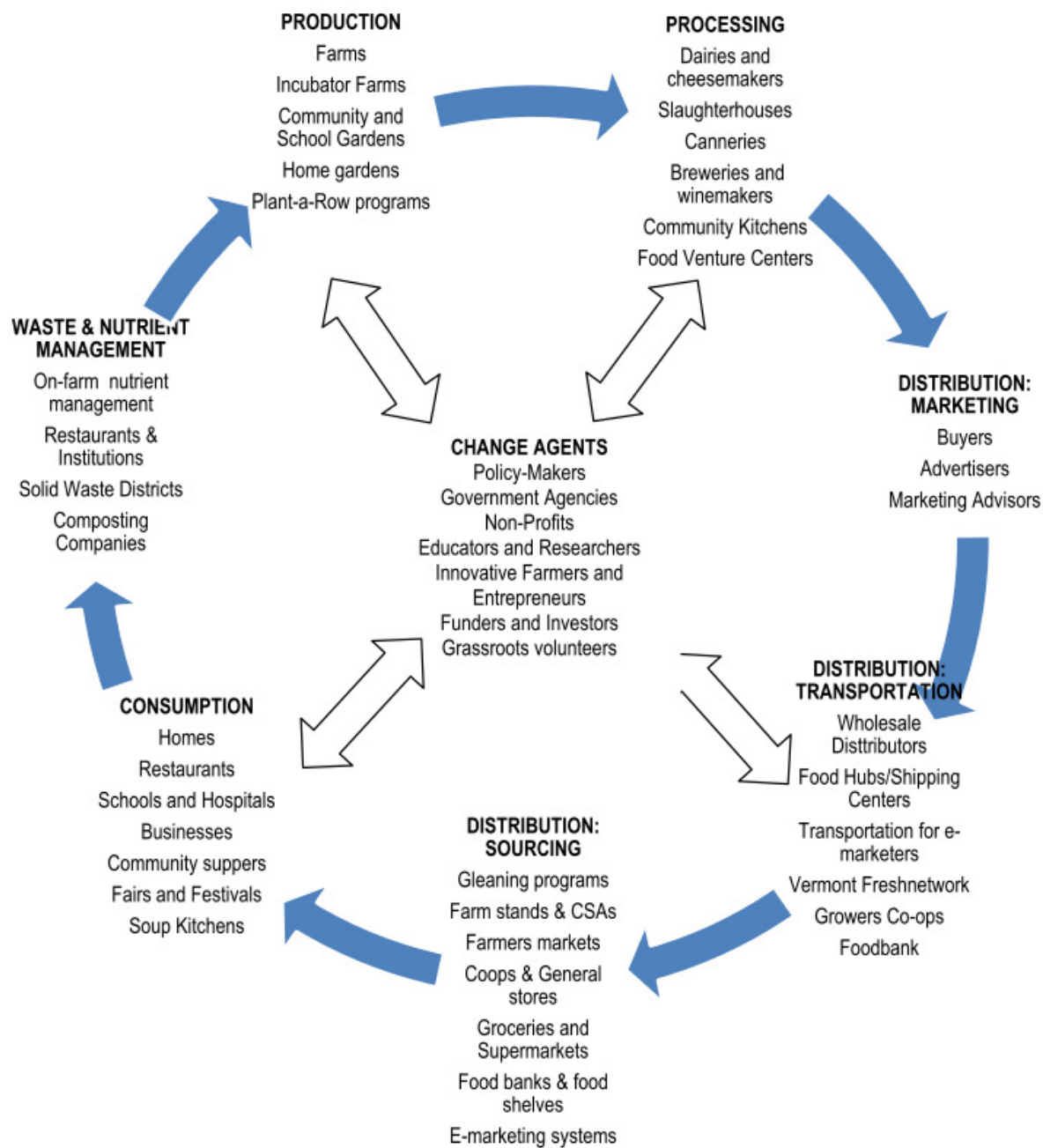
Dawn introduced Moe Garahan, Executive Director of Just Food, Ottawa.

Just Food is a local, non-profit organization that works on both rural and urban food and farming issues in the Ottawa region. Just Food partners with many other community, industry and government stakeholders on the key areas of its work, which include the Ottawa Buy Local, Grow Local Food Guide, Savour Ottawa, Community Shared Agriculture Farm Supports, Eastern Collaboration of Food Initiatives, Community Gardening Network, FarmON Alliance, Food For All, Incubator Farm program, etc. In 2006, Just Food began its Farmer-to-Farmer Training program, and has worked with farmers in the area to transfer knowledge to new and existing farmers who are interested in increasing local food production. As an extension of the Farmer-to-Farmer Training program, Just Food has begun the Incubator Farm program, where future farmers will learn production skills (on the Just Food Farm), as well as the business and farm management skills required to run a farm operation that sells into the regional market.

Moe introduced the agenda, and reviewed the goals for the day. She talked about the definition of “local” and noted that the preamble to the proposed Local Food act, tabled in the Ontario legislature on October 4, 2012, recognizes the importance of local and regional food systems in addition to the Ontario-wide food system:

Preamble: “Strong local and regional food systems deliver economic benefits and build strong communities.”

She reviewed the scope of the food system and the various participants as outlined on the following diagram (note that the role of Input Supplier is missing here, but appeared on the slide at the presentation). All participants were asked to stand up as the various roles were identified and to explain briefly their role in e.g. “production” or “processing” from the following diagram. It was noted that many in the room wear two or more “hats”.



DISCUSSION QUESTIONS:

Moe introduced the following questions for consideration by the individual participants. After their thoughts were recorded, they were shared at their tables and some examples were presented to the broader group. Written responses were collected and are recorded in Appendix 2.

➤ For Businesses:

What are your goals within the local food system? Why is a vibrant local value chain important to you?

➤ For others:

Why is your organization participating in this Summit? Why is a local food system an important topic for your organization and community? What role(s) do you play?

Presentation by Pat Learmonth: Farms at Work

What has recently happened at the local level – celebrating some local successes:

Pat briefly reviewed what “local food” has meant in Peterborough County - from recognizing how the land and waters provided for local First Nations, to settlement in the 1800’s and finally the last 50 years when growing for the local market has been de-emphasized and the necessary infrastructure reduced.

She reminded participants that Peterborough has a long history with urban community gardens and that in the late 1980’s the “Kawarthas Own Locally Grown” initiative was ahead of its time. She then went on to highlight the increasing level of activity over the last three years relating to the local food and farming system (e.g. The Purple Onion Festival, Bring Food Home Conference, new Lakefield Farmers’ Market and the establishment of new farm businesses such as Circle Organic Community Farm and Cross Wind Farm’s on-farm processing of goat milk and cheese). Pat then invited several organizations to share major initiatives.





Linda Slavin introduced the work of Sustainable Peterborough. The Sustainable Peterborough Steering and Community Committees developed the Sustainable Peterborough Plan. The plan recognized with the growing environmental issues facing the planet. It also acknowledges that our social, cultural and economic development is intricately linked to the environmental challenges facing the City, County, Townships and First Nations in the Greater Peterborough Area. The process started with a question: how can we best balance our community's development needs in the face of rising global temperatures, disappearing natural resources, and deteriorating air, water and soil quality?

Sustainable Peterborough has become the vehicle to help the Greater Peterborough Area lay a foundation for present and future action. All local municipalities have joined the process. The City of Peterborough agreed to sponsor the Plan while the Greater Peterborough Area Economic Development Corporation hosted the work.

Agriculture was identified as one of the economic drivers for the community. Food was identified as number 4 out of the 11 issues documented in the consultation that included over 5000 people.

What Sustainable Peterborough has said about food and agriculture:

Where Do We Want to Be in 25 Years?

Our Goal: We will feed ourselves sustainably with local, healthy foods.

How Are We Going to Get There?

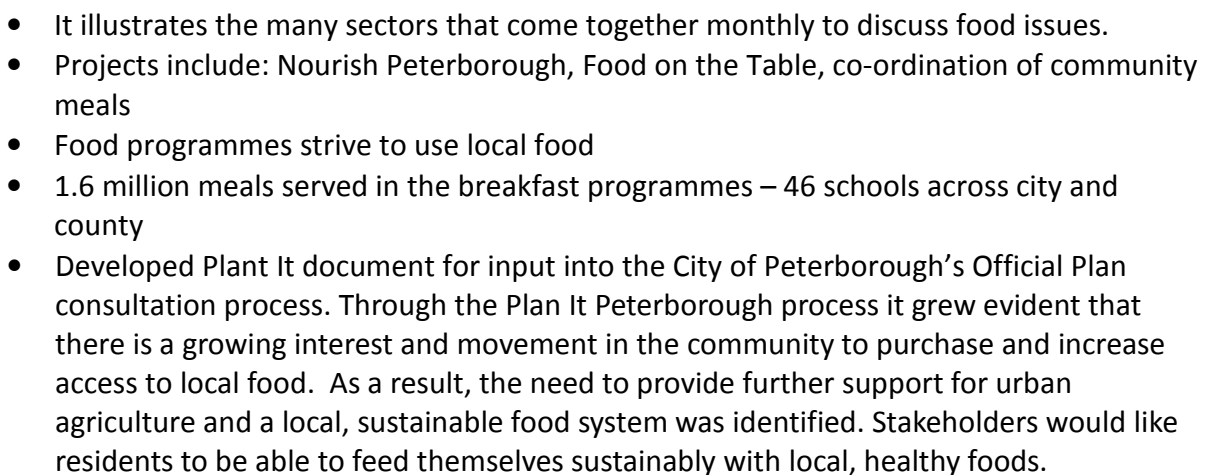
By following our *Strategic Directions*:

- Maintain adequate farmland availability to support our sustainable agricultural needs.
- Facilitate the production, storage, processing, distribution, and marketing of local, healthy food.
- Encourage farmers to practice good environmental stewardship.

For the complete text of the Agriculture and Food theme within the Plan, see

http://sustainablepeterborough.ca/wp-content/uploads/2012/04/Priority_Action-Agriculture_Local-Food.pdf

Susan Hubay, Peterborough County City Health Unit presented the following slide:



- See Appendix 3 for an excerpt from the Draft of the Official plan, released September 2012.

Regional Local Food: Business Retention & Expansion – Karen Jopling, GPAEDC

Karen provided the following overview:

- Project crossed several jurisdictions
- Offered participants opportunity to develop relationships between local government, non-government organizations, local food businesses and stakeholders in the local food movement
- Recommendations will assist local food producers, processors and retailers to find new markets
- Some of the findings:
 - Majority of businesses (86%) responding to the survey indicated that Peterborough was either an excellent or good place in which to do business
 - Increasing interest in local food
 - Barriers to expansion of existing businesses or development of new businesses in community: availability of skilled labour, approval process, properly zoned and designated land
- Recommendations coming from the process:
 - Marketing: grow awareness of local food to generate prosperity & quality of life
 - Impact on the local community – current & future: highlight and promote the local food and agricultural economic impact in the community
 - Infrastructure: secure investment in infrastructure to support local food
 - Workforce; develop a skilled, stable and progressive workforce to meet the current and future needs of the local food sector
 - Producers: work together to improve the profitability, sustainability and viability of our producers as they fulfill consumer demand
 - Market expansion: increase supply and demand through coordination and connections

For further information go to: <http://gpaedc.on.ca/expand-develop/>

At this point, all participants were invited to add events to a timeline of activity, shown below:

Timeframe of Successes To Date:

Earlier Years	2009	2010	2011	2012
Red Fife Wheat	2003: “Kawartha Choice” built upon “Kawartha’s Own Locally Grown ”	Lakefield Farmers’ Market	Sustainable agriculture at Fleming College begins Sustainable Agriculture grad certificate Mount Pleasant Farmers’ market	Cheese production: Crosswinds Farm
Community Gardens for 30 years in the region	GPAEDC Speed Dating Event	Community Garden Policy for City-owned property		Peterborough Square unofficial market
Community Food Network	Circle Organic Community Farm (new farmers)	Peterborough Eats label	100-Mile dinner (Agricultural Society)	Lakefield Local Meal
Sustainable Peterborough		New farmers establishing	Bring Food Home Conference	Business Retention & Expansion study
Agricultural Advisory Committee		CRAFT (Collaborative Regional Alliance for Farmer Training) group is formed	By the Bushel – permanent store	Purple Onion Festival (1700 participants)
COIN		Lakefield Farmers’ Market	Purple Onion Festival (1000 participants)	Warsaw Mill
		Cross Wind Goat Farm	Trent University announces Sustainable agriculture and Food Systems degree	
		By the Bushel Store Opening		
			Kawartha Wine & Food Festival	Local Food Act

Earlier Years	2009	2010	2011	2012
			1 st annual	
			Sustainable Peterborough plan launched	Long-table lunch
		City of Peterborough established policy on community gardens	Nourish Peterborough	Food is included in the City's Official Plan
		100-mile Dinner – Agricultural Society	Cost of Eating Food research - PCCHU	Plant It Warsaw Farmers' Market
				Millbrook Farmers' Market
			Mount Pleasant Farmers' Market	Semi Official Peterborough Square Market
			Peterborough Community Food Network	
				Long Table Lunch
				Seasoned Spoon building a root cellar

Local Food Act:

Pat noted that on October 4, the Promoting Local Food Act was tabled in the Ontario legislature as Bill 130.

The preamble to the proposed Act includes the following statement:

“Strong local and regional food systems deliver economic benefits and build strong communities.”

The purposes of the Act are stated as follows:

1. To foster successful and resilient local food economies and systems throughout Ontario.
2. To increase awareness of the diversity of local food in Ontario.
3. To encourage the development of new markets for local food.

Editor’s Note: Since the meeting on October 11, Parliament has been prorogued, and the fate of the Bill is unclear.

Lunch, made with ~~out of~~ local produce, was served

Afternoon Session:

Moe Garahan spoke to the following issues and opportunities for change:

- There is a need for a co-ordinated approach to food policy
- **Growing Forward** is a commitment by Canada's [federal](#), provincial and territorial governments to support the development of a profitable, innovative agri-food sector that is adept at managing risk and responsive to market demands
- **Canadian Food Health Policy** coming in 2014
- **Food Secure Canada** is a Canada-wide alliance of civil society organizations and individuals collaborating to advance dialogue and cooperation for policies and programs that improve food security in Canada and globally. It aims to unite people and organizations working for food security nationally and globally. FSC is a registered non-profit society with a wide membership which includes local and national organizations and unaffiliated individuals. It works for its members, facilitating collaborative activities by members to advance food security. FSC only has a distinct voice when its members so decide through formal approval mechanisms. Projects emerge from the members and,

once agreement in principle has been reached, are advanced by FSC with the involvement of those members participating in the initiative.

- [Sustain Ontario](#) is a multi-stakeholder, collaborative initiative whose mission is to build and strengthen a just and sustainable local food system in Ontario. Sustain Ontario takes a collaborative approach to research, policy development, and action by addressing the intersecting issues related to healthy food and local sustainable agriculture. The aim is to get more sectors involved in the issue of food and farming.
- How are we moving forward?
 - Community food assessments; a way of seeing what is in the community
 - Food Charters: used as preliminary stages in developing food policy; meant to energize actions in the community. Provides way of coming together.
 - Local Food Networks & Councils: examples are Toronto, Kitchener/Waterloo, Thunder Bay, Sudbury, Golden Horseshoe Food & Farming plan

Questions to consider:

- What can we build upon from sessions like today's ?
- What research exists that helps us move forward and what needs to be undertaken?

Kelly Maloney, Agriculture Development Officer, City of Kawartha Lakes

Kelly provided overview of work to date in the City of Kawartha Lakes:

- Started 4 to 5 years ago
- Formal process of food charter development
- Partnership between Stewardship Council and HKPR Health Unit
- Based on Durham Food Charter experience
- Process included: farmers, OMAFRA staff (support), agriculture awareness committee of Lindsay Exhibition, health unit, stewardship council
- Starting with an information meeting on food and farming
- Had guest speakers from Toronto and Kingston
- Discussed the role of a food charter and the purpose of developing one
- Over 40 people attended first public meeting – people signed up for next steps
- Completed research on what other food charters exist
- Held strategic planning session – Healthy Communities support and health unit support
- Identified goals and developed grounding document which linked the role of environment, agriculture and health as key components for the plan
- Completed strategic planning process in 2011
- Recognized there were groups coming around the table who had never worked together
- Took the plan to the spring farm show and asked people to sign up for support
- Decision made to set up a food policy council in summer 2012

Moe Garahan: Lessons learned from Ottawa & Just Food:

History

- Formerly Ottawa Food Security Council
- Late 90's tried to bring people together but it did not work due to lack of ability for groups to talk (recognized that Peterborough is far ahead)
- Need political will to come together and undertake research
- Just Food developed community garden policy
- 1200 farms in region of Ottawa
- Support for the need for cohesive discussion
- Today there is good representation from many sectors
- Farm and food literacy important role to undertake
- Address some of the barriers that currently exist in moving the issue of food and farming forward
- Health departments are important partners
- Process must include broad multi-sectorial representation

Lessons learned

- Balance between policy and programming
- Peterborough is poised to move forward
- This community has many existing networks
- Need to analyze who does what re: research, documentation of structure, who helps move things forward
- Ottawa took a food systems approach
- Issues are multi-faceted – for example, food system approach identifies that there must be a sharing of responsibility for the cost of food. It is not just the farmers who impact the cost of food. It is also the processors, distributors.

Group Discussion:

- **What is keeping you/your organization/business from meeting your goals?**
- **What are the important changes or conversations that need to happen? With whom?**

Individual participants self-recorded their responses on paper, and these were collected and recorded in Appendix 2, along with the written responses from the discussion questions in the morning session.

The following documents the subsequent open discussion:

GPAEDC	<ul style="list-style-type: none">• More stakeholder involvement• Multi-sectorial approach needed
Bushel Basket	<ul style="list-style-type: none">• Access to funding (low rent)• Skills and knowledge – who in the community has the skills i.e. distributing, marketing , organizing
RARE Grill	<ul style="list-style-type: none">• People changing attitude – wanting more local, both wild and farmed
Crosswinds Farm	<ul style="list-style-type: none">• Distribution issue – can get sales in other venues but how do I get my products to areas in GTA• Lots of small producers but need to pool together for distribution
MacLean's Beef Farm	<ul style="list-style-type: none">• People want only part of the product i.e. strip loins
Health Unit	<ul style="list-style-type: none">• We have a community food network• Need to develop strong relationships with food producers and identify how we can have common goals
Sustainable Peterborough	<ul style="list-style-type: none">• We hope to have a network of networks to support analysis and move community for change
MacLean's Berry Farm	<ul style="list-style-type: none">• Distribution – we have problems supporting smaller

	<ul style="list-style-type: none"> restaurants , easier to support larger venues You have to keep promoting the importance of buying local
Community Gardens	<ul style="list-style-type: none"> Do not start another Farmers' Market unless farms can commit
Student population	<ul style="list-style-type: none"> Trent renegotiating food contract – opportunity to link food producers and distributors to support students' desire for local food
Leahy Beef	<ul style="list-style-type: none"> People eating too much processed food Next generation does not know how to cook
COIN	<ul style="list-style-type: none"> We offer cooking facilities in the library – can do" learn how to cook" program
Peterborough County	<ul style="list-style-type: none"> Need county to be part of priority setting exercise Should involvement be at the township level? Need stakeholder engagement at all levels
City of Peterborough	<ul style="list-style-type: none"> Recognizes that market forces are changing Land use planning – we can only designate land for a use but cannot force someone to build on that land i.e. have had a site designated for a grocery store for 30 years but no developer has been interested
Abattoirs	<ul style="list-style-type: none"> Challenge for selling products to larger institutions Confusion around provincial and federal expectations guidelines/requirements
Jinkerson Farms	<ul style="list-style-type: none"> Agriculture in Canada is more regulated than anywhere else Over-regulation is a major issue and impact local producers

Observations:

- Need local input into policy development
- Ottawa just formulating pamphlet documenting differences between provincial and federal inspections. Food producers do not understand the differences between provincial and federal responsibilities. This pamphlet can be shared with other communities.

- We need a level playing field to promote local production
- Build up consumer awareness and thus increase political will
- The major recall of e-coli contaminated beef from XL Foods in Alberta recently underscores that the process is not working – traceability of the beef/animal is inadequate

Next Steps:

- Consensus: Develop a food policy process with broad-based perspective
- Bring together a small working group to commence the process and then report back to the larger group

Peterborough Food and Farming Summit

October 11, 2012



Attendees

Rosana Pellizzari	<i>Peterborough City County Health Unit</i>
Susan Hubay	<i>Peterborough City County Health Unit</i>
Jill Bishop	<i>Community Garden Network/Wed. Market</i>
Barb Jinkerson	<i>Women's Institute – Warsaw</i>
Lori Atchison	<i>Women's Institute – Bailieboro</i>
Fred Irwin	<i>Transition Town</i>
Tom Hutchinson	<i>Trent University</i>
Steve Bennis	<i>Fleming College Culinary Program</i>
Linda Slavin	<i>Sustainable Peterborough</i>
Karen Jopling	<i>GPA Economic Development Corp.</i>
Pat Learmonth	<i>Farms At Work</i>

Jay Adam

Farms At Work

Dawn Berry-Merriam

Peterborough Social Planning Council

Brenda Dales

Peterborough Social Planning Council

Joelle Favreau

YWCA

Frances Wilbur

COIN

Larry Jinkerson

Beef farm

Jason McIntosh

Beef Farm/Peterborough Cooperative Services

Brad Appleby

City Planning

Ian Clendening

County Planning

Pauline Jacobs

Curve Lake First Nation

Sam McLean

Fruit/Vegetable Farm

Bernard Leahy

Cattlemen's Association/Lakefield Market

Cindy Hope

Goat Dairy Farm and Processing

Peter Leahy

Beef/Grain Farm and Mill

Brenda Steed

Maple Syrup/Beef/Meat Pies

Paula Anderson

By the Bushel Community Food Co-op

Regrets

Judy Coward*OMAFRA*

Chris Coones*PG Towns Grocery*

Elmer Buchanan*GPAAAC*

Chris Taylor*Otonabee Meat Packers*

Debbie Howard*Hiawatha First Nation*

Sticklings Bakery*Bakery Processing*

Gord Evans*Workforce Development Bd*

Julie Fleming*Vegetable Farm/Direct CSA*

Greg Traynor*Beef/Grain Farm*

Jim Russelle*United Way*

Ada Leahy*Joanne's Place Health Foods*

Jeannine Hilts	<i>Hilts Butcher Shop</i>
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Appendix 2

Group Discussion:

- **What is keeping you/your organization/business from meeting your goals?**
- **What are the important changes or conversations that need to happen? With whom?**

Individual participants self-recorded their responses on paper, and these were collected and recorded below, along with the written responses from the discussion questions in the morning session.

Distribution: sourcing	
Just Food: Food box programme	<ul style="list-style-type: none">• Goal: Increase people (particularly people living on low income) with access to nutritious food• Goal: Increase access to and availability to local food• Issue: For us, food is a great vehicle to build healthy, vibrant communities
By the Bushel Co-op	<ul style="list-style-type: none">• Goal: increase access to funding/capital to scale up• Goal: develop the skills/knowledge to do this scaling up with less risk• Goal: Increase production• Goal: increase demand/understanding of local food with consumers
Business	<ul style="list-style-type: none">• Goal: Encourage the next generation (to continue farming)• Goal: Make contacts for markets/help others reach goals
Local food	<ul style="list-style-type: none">• Goal: To produce locally & attract customers• Goal: To purchase from farm• Goal: To develop loyalty from customers• Goal: To develop quality and quantity to attract customers• Issue: Have enough volume to satisfy all government agencies who show up

Obstacles: affordable distribution systems

Discussions: co-operative development to supply local producers/share resources concept

Distribution: marketing	
Transition Town Peterborough	<ul style="list-style-type: none"> • Goals: to increase local food penetration from 25% to 40% within 10 years. Final goal to be set by the Economic Impact Analysis Task Force • Roles: Our focus is on building the Economic Infrastructure to make the above goal happen • Infrastructure: Buy Local, Purple Onion Festival, Kawartha Loon Exchange • Other investment vehicles: partnering with local credit unions and other groups • Big gap in economic infrastructure is the focus of Transition Town • Understanding of the need for economic infrastructure to support localization and economic security of our food supply vs. continued economic support for globalization • Important to have conversations around local currency and the economic impact analysis of the food sector

Production	
Producer	<ul style="list-style-type: none"> • Goal: (to support) sustainability of farms • Issue: Increased burden of food regulatory program down loaded by government to farms – food safety, time costs, monetary costs • Issue: Promoting local is dependent on verification program (s) – their continued funding and promotion • Issue: It is a benefit for the whole community to know and be assured where their food is coming from and how it grows • Goal: to continue to promote local benefits – money spent many times over in the community, increased jobs • Issue: Concerns of identifying local producers and businesses
Business	<ul style="list-style-type: none"> • Goals in local food system: <ol style="list-style-type: none"> 1. To continue to offer quality products as we grow 2. Increase market penetration 3. To become a leader in small farm processing/dare • Issue: vibrant local value chain important – allows our farm to grow

Production	
Producer/business	<ul style="list-style-type: none"> • Issue: Son and daughter taking over; We sell everything we grow locally • Goal: Increase sales locally • Issue: Gleaning • Issue: Increasing awareness both retail and wholesale is import to sustain local farms • Issue: Through FMO in past 5 years have created program to identify local farmers – now at point of publicizing
Business	<ul style="list-style-type: none"> • Goal: Increase sales • Goal: Increase volume by sustainable numbers • Issue: Important that you have local value chain and local voice
business	<ul style="list-style-type: none"> • Goal: to increase awareness of local food and realization of the public re where their food comes from • Goal: to have children be able to visit farms and farmers' markets to visualize and smell and absorb all the different aspects of farming • Issue: Value added products • Goal: Promote local farmers and producers • Goal: Get some of the heritage fruits/veggies out to markets
Community gardens	<ul style="list-style-type: none"> • Goals: support full cycle of local food development • Issue: Healthy reliable source of seeds. Urban tomato seeds – Seedy Sunday
Participant	<ul style="list-style-type: none"> • barriers keeping organizations from reaching goals: <ol style="list-style-type: none"> 1. cash flow 2. ageism –growing old unable to keep up with active pace 3. education – keep learning new ways to do the project – connecting to the internet, keeping it fun 4. learning new ways to fund raise
Producer	<ul style="list-style-type: none"> • Issue: supply & demand – can't always supply as needed/wanted • Issue: not always sure who to go to increase business/sales • Issue: taking the time to come up with a really good product to sell to the consumer • Goal: talk to other producers and get ideas for value

Production	
	<ul style="list-style-type: none"> added production Goal: increase/improve marketing
Women's Institute	<ul style="list-style-type: none"> Issues: many members have agricultural backgrounds, therefore a fair return on their farm investment is a major concern Goal: (increase) gleaning program, breakfast program, EMO, Farmers market of Ontario Issue: public is aware farms are inspected Issue: (access to) government funding Issue: Savor Ontario – local component Ontario Farm Council
Participant	<ul style="list-style-type: none"> Issue: Supply maintenance Issue: Cash flow Issue: Communication/education Goal: Increase future generation involvement Goal: Engage youth – 4H, junior farmers
Participant	<ul style="list-style-type: none"> Issue: To be able to keep the supply to match the volume sold Goal: Keep up with change and to ready for the change before it happens Goal: (Increase) conversation with consumers on what they want

Processing	
Participant	<ul style="list-style-type: none"> Issue: Subsidized imports below cost of production Issue: Uneven playing field Goal: improve co-operation between commodity groups – they blame one another Goal: (develop) one advocacy for all agriculture to lobby government
Participant	<ul style="list-style-type: none"> Issue: The sustainability plan identifies the need for a broad-based community network (possibly coordinating networks) as essential to the growth of food sustainability locally. Goal: What role should the community food network play in the development of this group/network?
Producer	<ul style="list-style-type: none"> Goal: increase mentorship for new farmers coming in and lower land prices Issue: Need form education and action re- knowledge and ready availability of local food. At Trent need to ensure

Processing	
	<p>very large food contract compel purchase of local food – up to 25%</p> <ul style="list-style-type: none"> • Issue: Growth of organizations is natural but is it getting out of hand, tendency to form new bureaucracies

Consumption	
Community health representative	<ul style="list-style-type: none"> • Issue: important that we were invited • Issue: It is important for my community to create partnerships • Issue: I am a community health representative in charge of the food bank, community nutrition programs and community garden
Producer	<ul style="list-style-type: none"> • Goal: Increase access to local food year round • Goal: Support young farmers
Planner	<ul style="list-style-type: none"> • Issue: Here because farming is an important component of the County and in effort to plan for the future of it • Issue: Local food is important as an economic development tool and community building • Issue: As a planner, I help shape, interpret and inform policy aimed at achieving a community vision

Facilitators	
Community organization	<ul style="list-style-type: none"> • Goal: improve understanding of needs/challenges/opportunities of local food entrepreneurs • Goal: inform service delivery and resource development
Entrepreneurial development/branding	<ul style="list-style-type: none"> • Goal: (increase) economic development potential • Issue: Employment potential • Goal: Develop quality of life (for farming community) • Goal: Attract talent, resources, ideas
Community organization	<ul style="list-style-type: none"> • Goal: To have a presence (in this type of process) and to share perspective • Goal: Market for products • Goal: Encourage youth involvement • Goal: Promotion of (local) beef
Planner	<ul style="list-style-type: none"> • Issues: Some public aspirations in the official plan are beyond the scope of land use planning • Issues: (identify) political opportunities/support • Goal: build public support and get stakeholder support to

Facilitators	
	<p>all merits of official plan – with council</p> <ul style="list-style-type: none"> • Goal: (develop) community improvement plan to provide incentives for small sector/local food retail • Goal: (develop) farm education in schools as a career path
Peterborough Social Planning Council	<ul style="list-style-type: none"> • Issue: recognize “My Pick Farmers” Program • Goal: Create a way to get young people to get into farming • Goal: Increase awareness and access to nutritional local food • Goal: Look at ways to sustain local food systems in our 8 townships • Goal: (develop) viable living as a farmer • Goal: increase sales locally • Goal: Increase awareness to buy locally • Issue: Importance of local food system – people meeting dietary needs • Issue: Vulnerability to exterior factors • Issue: Quantity and quality (of products) • Issue: Important to be able to eat locally as much as possible • Issue: Vibrant local food chain is important • Issue: Democracy and health • Goal: Increase viability of farms • Issue: Resiliency of townships – schools, services • Issue: Savor Ontario, Farm Pick • Issue: Barriers: funding challenges, multiple areas requiring research attention • Issue: Changes/conversations needed: link student groups advocating for local food on campus with broader food movement – Trent and other schools (provide) a big market with potential for great spinoffs
Community Food Network	<ul style="list-style-type: none"> • Goal: Everyone has enough healthy food to eat as part of a long-term food security strategy • Issue: CFN believes ‘local food system’ is critical to having a healthy community • Goal: Food program coordination • Goal: increase food policy promotion
Participant	<ul style="list-style-type: none"> • Goal: increase support for creation of independent sustainable groups i.e. no one stamp/model • Goal: (improve) funding – long term, equitable pay for all involved

Facilitators	
	<ul style="list-style-type: none"> • Goal: Develop community food centre • Issue: More not always simply better • Goal: increase consumers/money spent with number of markets • Goal: develop research for expansion • Issue: Flexibility of structure/model
Downtown Market & Peterborough Community Garden Network	<ul style="list-style-type: none"> • Goal: Build connections to strengthen system – producer, distributor, buyer • Issue: Locally produced food is the core of the Garden Network • Issue: Market is successful when consumers and farmers are happy • Issue: Role – facilitator/connector, promoter/educator • Goal: Accessible food for all
Farms at Work	<ul style="list-style-type: none"> • Issue: Non-farming landowners do not know value of keeping land in production – how do we manage that? • Issue: New farmers need to be supported by experienced farmers through access to land, mentorship • Issue: Farms are being sold – making sure land is used for agriculture • Goal: Encourage new farmers to come to the area • Issue: Most new farmers are producing for the local market – try to reduce roadblocks
Planner	<ul style="list-style-type: none"> • Issue: I am here to learn how we can support local food production, equitable access to healthy food • Issue: City is currently reviewing the Official Plan which affects land use • Issue: Common themes raised by public and agencies is a need to improve Peterborough's environmental, local sustainability
GPAEDC	<ul style="list-style-type: none"> • Goal: Build a stronger agricultural sector • Goal: Build new market opportunities • Issue: New investment • Goal: Develop common vision and work together • Issue: We have the land base to be stronger/better • Goal: Secure 'a way of life' • Issue: Higher paying jobs • Goal: Identify value chain to each other
Fleming College	<ul style="list-style-type: none"> • Goal: Develop stronger relationships with local suppliers • Goal: Develop information network for students to access

Facilitators	
	<ul style="list-style-type: none"> • Goal: Develop 'new' model business plan for family farm • Goal: Inform group about Fleming College's sustainable and local food initiatives • Goal: Increase access
Nourish	<ul style="list-style-type: none"> • Issue: City & county project to build (places) for land where people can learn to grow and enjoy food together as it builds community • Goal: Increase use of local food
COIN	<ul style="list-style-type: none"> • Goal: Community economic development – growing our local economy • Issue: Including people from different economic backgrounds in the local food system • Goal: Provide resources for entrepreneurs in local food enterprises

Appendix 3

City Official Plan Review, 2012

Major Policy Directions

4.2.4 Planning for Access to Local Food

Through the Plan It Peterborough process it grew evident that there is a growing interest and movement in the community to grow and purchase and increase access to local food. As a result, the need to provide further support for urban agriculture and a local, sustainable food system was identified. Stakeholders would like residents to be able to feed themselves sustainably with local, healthy foods.

Policy directions:

1. Identifying and protecting food growing land from development;
2. Plant fruit trees in public areas and consider encouraging roof top gardens in new buildings as a means of producing food;
3. Allow and promote community gardens on rooftops;
4. Increase the number of publicly accessible community gardens;
5. Create a permanent downtown farmers market;
6. Create opportunities for access to local food markets within neighbourhoods;
7. Provide support for community kitchens in order to provide opportunities for residents to collaborate and learn cooking skills;
8. Supporting neighbourhood fresh produce stands in locations throughout the City;
9. Identify opportunities for farmers markets within City parks and neighbourhoods to promote local food and community interaction;
10. Fostering connections with regional agricultural producers;
11. Supporting food growing and sharing in neighbourhoods;

12. Consider a bylaw that would permit the raising of backyard chickens in an urban environment; and

13. Look to establish a community food hub in a central downtown location to provide a community meeting space where people of all incomes can access nutritious food.