

*Growing Green invites you to...*

# Putting Policy on the Table:

*Building Sustainable Food  
Systems in Southwestern BC*



**MARCH 12, 2004**

## why you should attend this forum...

Over the past decade, the food system has become of increasing interest to people as concerns have escalated about where our food comes from, and how it's produced, distributed and consumed. Communities, organizations and individuals in southwestern British Columbia have responded to these concerns with new and innovative projects aimed at building more sustainable food systems in our region. These initiatives range from neighbourhood-based action projects to the building of regional networks. The impact and success of these initiatives over the long term will depend in large part upon the creation of policies, laws and regulations that support, rather than hinder, the creation of sustainable food systems. In British Columbia, as in other parts of North America, much of the impetus for law and policy reforms for sustainable food systems has come from voluntary sector organizations and individuals. The voluntary sector will continue to play an important role in shaping food policy in British Columbia.

This forum will showcase examples of initiatives that are helping to build sustainable food systems in BC by influencing policy, law and regulatory reform. Through interactive workshops, presentations and discussions, participants will hear success stories and learn practical lessons about working effectively with government agencies to shape policy decisions. The forum will also look outward, to other regions of the world that are successfully building sustainable food systems, and the lessons that we can learn from their experiences.

The forum is hosted by *Growing Green*, a collaborative project of West Coast Environmental Law, Farm Folk/City Folk, and the Liu Institute for Global Issues. In the two years of the project (2002-04), *Growing Green* has worked with a variety of non-profit and public sector partners in agriculture, food, health, environment and other sectors. One of *Growing Green's* primary objectives is to enhance the capacity of the voluntary sector in BC to better promote law, policy and regulatory reforms necessary for sustainable agriculture and food systems.

## OBJECTIVES:

This event will:

- Highlight voluntary sector projects that are influencing sustainable food system policy, law and regulations in BC and elsewhere
- Provide participants with practical tools and techniques they can use to influence policy change
- Celebrate the accomplishments of the *Growing Green* project
- Discuss strategic directions for sustainable food system initiatives in BC
- Strengthen the network of people working towards sustainable food systems for southwestern BC

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## who should attend?

This forum will appeal to those interested in working towards sustainable food systems in B.C.: voluntary sector organizations involved in agriculture, food, public health, and environment; officials from all levels of government; students; and funding agencies interested in supporting sustainable food system initiatives.

## what is the cost to attend?

\$20 per person, to cover the cost of food. A small number of subsidies will be available.

## how do i register?

To register, please:

- 1) complete the registration form (separate file sent with this email) and
- 2) email it to [cheney@insightsvancouver.com](mailto:cheney@insightsvancouver.com) before **FEBRUARY 10, 2004**.

Unfortunately, due to space constraints, we have had to limit registration to 80 people. Registration is on a first-come, first-served basis. In the event that we are unable to accommodate all interested participants, priority will be given to those most closely associated with the Growing Green project. Registration will be confirmed by February 27, 2004.



## what is the format?

The forum features morning and afternoon sessions.

**MORNING SESSION:** Aimed at individuals and organizations wishing to build their capacity for influencing food policy issues. A series of interactive, information-sharing presentations will provide participants with opportunities to acquire new skills and knowledge and hear about the experiences of other organizations that have been successfully involved in shaping food policy.

**AFTERNOON SESSION:** Designed for a wide audience, this session will showcase examples of existing sustainable food system initiatives in BC and around the world. The afternoon will also feature a broad discussion about future food policies for southwestern BC.

Participants are invited to attend just the morning, just the afternoon or, preferably, both sessions. To encourage attendance for the full day, there is one fee. Both the morning and afternoon programs will be interactive, practical, and focused on sharing lessons learned through experience.

**NETWORKING RECEPTION:** Following the forum, participants are invited to attend a reception, featuring BC wine and cheese.



## forum location and directions:

The forum will take place at the Unitarian Church of Vancouver Hall, 949 West 49th Avenue (northeast corner of 49th Avenue and Oak St.) in Vancouver.

**BY LOCAL BUS:** The 17 runs north-south on Oak and the 49 runs east-west on 49th.

**FROM TSAWWASSEN FERRY (VIA PCL BUS):** Request the PCL bus stop at Cambie and 49th. Oak St. is a six-block walk east of Cambie.

**BY BIKE:** Follow the Mid-town/ Ridgeway (37th Avenue) bike route, and head south to 49th on Oak St. or a quieter side street.

**BY CAR:** free parking available behind the hall.

# Putting Policy on the Table:

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Systems in Southwestern BC*

949 West 49th Avenue • Vancouver  
Friday, March 12, 2004 • 9.15 am- 5.30 pm  
with reception to follow

## thank you to our funders!

*Growing Green* is funded by the Government of Canada's Voluntary Sector Initiative, through the Department of Agriculture and Agri-Food Canada, and by Tides Canada.



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# preliminary agenda

## MORNING SESSION : 9.15am - 12.30pm

### 9.15 - 9.45 : REGISTRATION

### 9.45 - 10.00 : WELCOME AND INTRODUCTION TO *GROWING GREEN*

Kathleen Gibson, Herb Barbolet

### 10.00 - 11.00 : POLICY TOOLS SESSIONS

#### *Community Food Assessment*

A food security assessment is a process that examines a broad range of food-related issues in order to inform actions to improve a regional or community food system. Drawing on the recently completed Baseline Food Security Assessment for BC's Capital Region, learn the basic steps to creating an assessment and how the results may feed into local planning and policy change. (**Emily MacNair**, Consultant to CR-FAIR for its Baseline Assessment of Food Security in BC's Capital Region)

#### *Food Mapping for Policy Change*

For people concerned with development issues, community-based mapping projects can be a powerful organizing, planning and advocacy tool. Join Susan Kurbis and other members of the Environmental Youth Alliance to hear about their experiences with local food mapping projects and how the results can be used to help shape policy decisions in the local food system. (**Jackie Amsden**, **Matta Schaal** and **Okalani Leblanc**, Environmental Youth Alliance Urban Agriculture Program)

#### *Schools and Policy Change*

From vending machines to breakfast programs, from school gardens to agricul-

tural education, food is a hot topic in schools these days. Yet navigating the school system is not always easy. What strategies have others used? Learn from the experiences of individuals and organizations that have been involved in policy issues within the school system, and share your own stories. (TBC)

#### *Enhancing Your Policy Input*

Learn from the powerful experiences of people in the voluntary sector who have successfully influenced policy change. In this panel discussion, you will hear about their issues, the strategies they employed, who they involved, what levers they needed to pull, and discuss some of the lessons that you have learned through your own work. (TBC)

### 11.00 - 11.15 : COFFEE BREAK

### 11.15 - 12.30 : POLICY TOOLS PLENARY

#### *Local Government 101*

"What can I do? Who can I call?" Do you have a desire or a need to engage with local government and policy but don't know where to start? This information-sharing session will cover the basics: what is local government, its role, structure and function, how do decisions get made, what role can you play, what tools can be used to influence decisions in planning? Whether you are trying to start a farmers market, need a zoning change or want to create a community garden, this session will provide some essential information, resources and tools. (**Linda Geggie**, GroundWorks Learning Centre)

## LUNCH : 12.30 - 2.00

Featuring Lower Mainland food and drink by Cook Studio Café Catering (Unitarian Church Hall).

## AFTERNOON SESSION : 2.00pm - 5.30pm

### 2.00 - 2.15 : INTRODUCTION TO THE AFTERNOON SESSION

### 2.15 - 3.30 : THE MARKETPLACE

Showcasing the work of some of Growing Green's partners, who are helping build sustainable food systems in BC:

- Small-Scale Food Processor Association (**Frank Moreland**, SSFPA)
- Towards Food Policy Councils in Vancouver and the Capital Region (**Herb Barbolet**, Lower Mainland Food Coalition and Kathleen Gibson, CR-FAIR)
- Growing the Organic Supply-Managed Sector Initiative (**Gunta Vitins**, Pro Organics)
- Farmland Trusts and Covenants (**Ramona Scott** and **Paula Hesje**, The Land Conservancy of BC)
- Junk Food in Schools (TBC)

### 3.30 - 3.45 : COFFEE BREAK

### 3.45 - 5.15 : POLICIES THAT SUPPORT SUSTAINABLE FOOD SYSTEMS: CASE STUDIES FROM AROUND THE WORLD

This plenary presentation will showcase international examples of communities that are successfully building sustainable food systems through innovative policies. What are the conditions that enabled these communities to take action? What is the role of policy and legislation? What lessons can we learn for BC? This thought-provoking session will be followed by a discussion on the future of the food system in southwestern BC. (**Derek Masselink**, Hope Bay Farm/Community Food Security Coalition North American Urban Agriculture Initiative, United Kingdom and United States; **Herb Barbolet**, Food Consultant, Emilia Romagna, Italy; **Barb Seed**, Fraser Health Authority, Belo Horizonte, Brazil; **Kristina Bouris**, UBC School of Community and Regional Planning)

### 5.15 - 5.30 : CLOSING

Representatives from West Coast Environmental Law, Farm Folk/City Folk, Liu Institute for Global Issues

## NETWORKING RECEPTION : 5.30- 7.30

Featuring BC Wine and Cheese (Fireside Room)