ALBERTA FOOD MATTERS
ANNUAL REPORT 2017-2018

ALBERTA FOOD MATTERS

operating the

GROWING FOOD SECURITY IN ALBERTA NETWORK

G F S A



ANNUAL REPORT – ALBERTA FOOD MATTERS (AFM) 201

TABLE OF CONTENTS PAGE

1. WORDS FROM THE CHAIR 2
2. ACCOMPLISHMENTS 2017 3
3. FINANCIALS 5
4. DONOR LIST/ VOLUNTEERS 5
5. BOARD OF DIRECTORS 6
6. CALL TO ACTION 6
7. PHOTOS 7



AFM VISION
All people in Alberta have healthy food, as close to home as possible.

Alberta Food Matters Mission

Working together to foster leadership, relationships and actions that reconnect people, land and food in Alberta; Alberta Food Matters grows through community development, research and evidence-based approaches, policy development and skill building, educational projects, programs and workshops.

AFM Values

- WE value nature as the enduring measure, mentor and model: sustainable, equitable, locale-driven, regenerative and system
- WE believe successful actions and healthy food systems are built on relationships
- WE value asset-based approaches that recognize everyone and every group has something to contribute
- WE value equity: practices that are participatory and support open source sharing
- WE value credible, evidence–based information and practices

1. WORDS FROM THE AFM BOARD CHAIR SUSAN ROBERTS

It has been a great year. There is so much happening across Alberta! Members are in schools, public institutions, on farms, in towns and cities, and communities organizing and bringing people together for positive change across our Alberta Food System. Members are making impacts by implementing permaculture principles and encouraging sustainable and ecological practices in gardening, urban as well as rural farming, and building greenhouses. Our organization works with schools and institutions, community groups, corner stores, food co-ops, good food boxes, community kitchens, and new food hubs. AFM members and colleagues are influencing and changing how we produce a food system for better heath, while protecting and regenerating our environment. They are having fun doing it too!

Throughout the year the hardworking AFM Board has met via teleconference on a monthly basis. As Chair of the Board I am proud to say we are making strides toward our vision through our mission and values. We planned and ultimately convened a major Alberta regional food system forum, Cultivating Connections, in Feb 3-5 2017 in Edmonton (with our U of A partner FLEdGE). More than 250 people attended ranging from farmers to chefs, teachers, health educators and advocates, policy makers, permaculturalists, dietitians and many others from as far north as Grande Prairie and Peace River and south to Medicine Hat. Here is a

link to the proceedings:
https://drive.google.com/drive/folders/0B5OA4HvpS6zdWjNXRmQ0UTRZNUE?usp=sharing
The formal evaluation was completed in April

Part way through the year, AFM stopped hosting the provincial Growing Food Security in Alberta meeting monthly as our new Communications Committee looks for ways to better support this network.

The Universal School Food Strategy for Alberta continued to be a major focus in 2017, along with further refinement of the AFM membership drive, a rejuvenated web site and seeking AFM financial sustainability. The Board is leading the organization to sustainability as it has established a new membership fee instituted in January 2016 and is actively seeking funding and donations. The fifth year of operation is here and we are ready! Onward!

2. ACHIEVEMENTS/ ACCOMPLISHMENTS FOR THE 2017

Cultivating Connections 2017 Evaluation.

This evaluation evaluated and assessed the success of the Cultivating Connections Forum. Participants were asked to provide feedback via an online survey. A total of 286 were invited to take part in the survey, out of those, 124 completed the survey, a response rate of 43% percent.

Overall satisfaction with Cultivating Connections 2017 was high, with all but one of the survey respondents stating they were somewhat to very satisfied with the forum. Most the respondents attended the Friday night City Hall event (73%) and the Saturday and Sunday sessions at Northlands (85%), while about half attended the Saturday night NAIT event (49%).

Attendance to the individual sessions was somewhat evenly distributed with Innovation in Local Production, Just Do It!, and Getting More Local Food on More Plates being the most popular session. A National Perspective on Institutional Local Food Procurement was the least attended session.

Satisfaction with the networking opportunities and the overall learning and discussion experience for the individual sessions was high (ninety-five and ninety-three percent respectively), while satisfaction with the content was slightly less, with eighty-seven percent of the participants being somewhat to very satisfied.

The networking and ability to connect with individuals who were interested or related to the food industry was the most valued experience of the forum, followed by the opportunity to learn and share thoughts and ideas, and the quality, expertise, and passion of the panelists and speakers. When asked to

specify the least valuable experience about the forum, respondents were more likely to mention a specific session or the performance of a speaker or a group of panelists.

The second most mentioned comment was that there was nothing about the forum they found least valuable. A very positive event of which AFM should be proud!

Cultivating Connections Forum 2017 summary by the numbers – 231 participants generated $33,379.80 in registration fees, sponsors generated $36,575.00, as well as $25,000 in-kind dollars and $10,850.00 for 51 bursaries for speakers, students and others for a total revenue of $80,804.80. After all expenses were paid, a modest profit of $17,285.55 was realized

Presentations, workshops and requests for input

Information inquiries are on-going and come from a wide range of groups and sectors. AFM participated in presentations and workshops on food security and food sovereignty across the province and the country including: Communities Choosewell, Food Secure Canada Assembly, Alberta Rural Caucus, AB Minister of Agriculture and Forestry, U of A Health Education and Nutrition students, Farm to Cafeteria Canada, Chambers of Commerce, Little Green Thumbs, Coalition for Heathy School Food, University of Alberta, Seedy Sundays/Saturday across the province, Young Alberta Agrarians, Organic Alberta and others.



Presentation to EDM Permaculture

Universal School Food Strategy (USFS)

The Board is very proud of the Universal School Food Strategy that our organization has developed in partnership with the University of Alberta Public Health and the Alberta Coalition for Chronic Disease Prevention. Key features of the strategy include support for:

1. healthy meals and snacks, sourced by local producers
2. student involvement in the cultivation and preparation of food,
3. food system education
4. community engagement and relationships with local producers.

If the proposed strategy is implemented in Alberta, our children will benefit from healthier eating habits, and reduced risk of chronic disease.

We have initiated relationships with the Minister of Agriculture, Minister of Education and the Minster of Health. An announcement of Funding for 14 school food pilots across the province in 2016 was a good first step and AFM is working with the government to influence these pilots from a food literacy curriculum and evaluation perspective. The AFM School food network meets by teleconference two times a year to further discuss these developments. Plans are forming for a possible school food gathering in May 2018.

Website
Website revisions are ongoing including adaptation to receive membership fees, updating the local food asset map, and ensuring AFM develops a stronger web presence.

Displays
AFM has used its floor display at various local, provincial and national conferences and events including: Edmonton and Red Deer Coalition for Heathy School Food, Food Secure Canada, Eco Living, Seedy Saturday/Sundays, and Edmonton's downtown farmers market. Inquiries from organizations interested in learning or promoting AFM are frequent, and our organization appreciates the opportunities to attend such events.

Teleconferences and collective sharing
Lead by the very capable AFM member, Alison Van Dyke from Medicine, AFM is now convening quarterly teleconferences on the topics of community gardens, community kitchens, and good food boxes.

In 2015, AFM started convening quarterly teleconferences with those interested in supporting healthy school food in Alberta, Successful teleconference meetings were held in June and September 2016. AFM continued with these calls in 2017 and hopes to find support among this groups to convene a May 2018 gathering

Research, Community Projects and Partnerships
Since 2013, AFM has partnerships with Alberta's Communities Choose Well, Mt. St. Vincent University (Food ARC and SSHERC projects), the AB Policy Coalition for Chronic Disease Prevention, Food Secure Canada and Farm to Cafeteria Canada,

In 2015 AFM became a partner in FLEDGE (Food Locally Embedded Globally Engaged) with Dr. Alison Blay Palmer, of the Centre for Sustainable Food Systems at Wilfrid Laurier University. In 2017, FLEdGE and AFM partnered to convened CC 2017 Forum.

The Centre for Urban Agriculture in Alberta (CUA) is an urban-based project that became a project partner of AFM in 2015. The CUA has projects that range from permaculture courses, development of a food garage and a Micro-Energy Generating Garage Assembly among many other exciting innovative projects. The web link is https://permacultureglobal.org/projects/1044-the-centre-for-urban-agriculture-in-alberta

Student Experiences and Support

AFM has been fortunate to build the organization's capacity through student support. The School of Public Health of University of Alberta, Dr. Kim Raine, and ALES (Agriculture Life and Environmental Sciences) University of Alberta have been incredible resources for AFM regarding the work on the Universal School Food Strategy for Alberta and in mounting the Cultivating Connections 2017. We expect that these valuable relationships will continue grow in the future.

3. FINANCIALS

See attachment - Financial Report

4. VOLUNTEERS AND DONOR LIST

Thank you to all those who have volunteered and helped Alberta Food Matters as the organization built relationships and the capacity to reach its goals. Thank you to those who also support the growth of the GFSA Network:

- The AFM Board members for freely and happily giving their time, passion and talents to help AFM develop and grow
- The University of Alberta students for their time, talents and energy
- The University of Alberta School of Public Heath, Dr. Kim Raine and Kayla Atkey, for their unwavering support and talents
- Marci Scharle of Alberta Culture for her unwavering support, and marvelous strategic planning and facilitation skills
- The members of the Alberta Policy Coalition for Chronic Disease Prevention for their support of the Universal School Food Strategy for Alberta
- Dr. Ellen Goddard for her talents and insights and her long-term solid support for our list serv.
- Food Secure Canada for their insights and support
- Semper IT for their guidance and insights on our web site
- All the GFSA keeners out there who on a daily basis give freely of their hearts and hands to make a difference in our food world.
- Jack Wenaus Financial Services Inc. for its financial and loyal support over these first four development years of AFM

THANK YOU ALL!!

5. AFM BOARD OF DIRECTORS 2017

- Susan Roberts - **Board Chair**
- Brenda Barritt - **Treasurer**
- Gbemiro Adegbuyi
- Kareema Batal
- Joanna Brown
- Jamie Desautels
- Scott Hall
- Wanda Laurin
- Elizabeth McLennan
- Lisa Nadeau
- Melissa Scaman

A heartfelt thanks to all our board members! We will miss **Brenda Barritt** as she moves on to further her family farm values and her own professional development Thanks to Rene Michalak for being a key AFM communicator and to Alison van Dyke for convening quarterly teleconferences on the topics of community gardens, community kitchens, and good food boxes.

5. CALL TO ACTION FOR 2017

WORKING together for:

- Government's support for A Universal School Food Strategy for Alberta with a network to support it
- A vibrant and sustainable Alberta Food Matters association
- Building relationships across the province toward a Local Community-Driven, Values Based Food System in Alberta
- Financial sustainability for AFM
- Cultivating Connections 2018 Alberta School Food Forum

2017 IMAGES OF ALBERTA FOOD MATTERS WORK



Universal School Food Strategy





CULTIVATING CONNECTIONS
ALBERTA REGIONAL FOOD SYSTEMS
FORUM 2017





CC 2017
City Hall Forum
and Gathering


CULTIVATING
CONNECTIONS
ALBERTA REGIONAL FOOD SYSTEMS
FORUM 2017
Thank you!