

Event Guide: What's Your Recipe for a Better Food System?

Community Engagement Events towards A Food Policy For Canada

Created July 2017 by Food Secure Canada

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Overview

Food matters. Canadians make choices every day about food that directly impacts their health, environment, and communities. The Government of Canada is conducting consultations to get input from Canadians to help shape [A Food Policy for Canada](#) that will cover the entire food system, from production to consumption to compost.

Food Secure Canada (FSC) is coordinating community engagement events called *What's Your Recipe for a Better Food System?* The outcome of these conversations will be part of the official consultations for A Food Policy for Canada.

We want to bring a diverse set of voices to the table –community members with lived experiences of food insecurity, sustainable agriculture and fisheries leaders, local food business owners, and innovative community food programmers, among others – to talk about how we can build a healthier, more just, sustainable, and economically viable food system for all Canadians.

From these events, we will provide input and policy proposals related to a range of regional food systems and perspectives across Canada to inform A Food Policy for Canada.

FSC members across Canada are invited to host these events in their communities, in collaboration with other partners, from July 15 through September 30, 2017. Events will create the opportunity for a community dialogue in response to discussion questions. FSC encourages event hosts to invite their Member of Parliament to participate. Getting decision-makers around the table is a great way to make linkages between local and national food systems.

Event hosts will facilitate dialogue, take precise notes, and collect 2 - 5 direct quotes from participants. Follow-up reports submitted to FSC by event hosts, within one week of the event, will summarize event outcomes and responses to discussion questions. FSC will share reports with AAFC and compile findings into a final report. AAFC representatives will be provided with the opportunity to participate in all events as observers.

What's Your Recipe for a Better Food System? community engagement events aim to be inclusive, accessible, and engaging for citizens from varying levels of interest and expertise in food systems issues.

We encourage event hosts, if possible, to have food available at their event that will inspire conversations and ideas surrounding food systems in their community. The food event hosts

choose to serve, what it is and where it is sourced from, can help contribute to the conversation. The sourcing of food is at the discretion and cost of the event host (who can choose to solicit community partners, restaurants and businesses for donated food) and not required.

What is this event guide for?

This event guide outlines how FSC members can host an event and report back on the dialogue in *What's Your Recipe for a Better Food System?* community engagement events as part of the consultations for A Food Policy for Canada.

Timeframe for events

Events can be hosted from July 15 through September 30, 2017.

Want to host an event?

Contact Jennifer Reynolds (jennifer@foodsecurecanada.org or 438-401-3101) to discuss event dates, times and target audiences.

Note: A partnership agreement between FSC and the event host(s), which outlines roles and responsibilities, will need to be signed before the event is advertised.

Event details

Event length

The event should allow for sufficient time to respond to discussion questions, approximately 90 - 120 minutes.

Discussion questions

Introduction: The purpose of this community engagement session is to learn how you think A Food Policy for Canada can help create a healthier, more just, sustainable and economically viable food system for all Canadians.

1. Which food issues matter to you most? Why?
2. What are the long-term changes you want to see in our food system?
3. How is your regional food system unique? How can A Food Policy for Canada recognize and/or support it?
4. Which experiences, barriers, and opportunities do you encounter in accessing/growing/harvesting/providing healthy, sustainable food? What do you think could address these barriers and opportunities?
5. Which activities, innovations and policies in your community are creating a healthier, more just, sustainable and economically viable food systems? How could these be scaled and/or supported by A Food Policy for Canada?
6. Which actions should be priorities in the short term for A Food Policy for Canada? How can we measure progress?
7. Is there anything missing or do you have final ideas that you would like to share?

Follow-up report

Event hosts will write and submit a follow-up report (using either a Word document template or an online form) to FSC within one week of the event that will include details on:

Background information on your *What's Your Recipe for a Better Food System?* community engagement event:

- Event hosts (FSC members' and other partners' contact information);
- Where and when the event was held;
- Total number of participants;
- Participant list (names, email, city, province/territory and organization if applicable);
- General description of participants without compromising confidentiality and respect (e.g. most participants were users of food bank; all participants identified as new farmers);
- The discussion questions addressed during the event.

Summary of responses to discussion questions

Completed template with responses to discussion questions - Up to 10 pieces of feedback that best summarize responses and dialogue for each of the discussion questions (please limit each piece of feedback to 2-3 sentences if possible).

Direct quotes

We want to hear about the lived experiences of individuals related to food systems in Canada. These quotes will be used as qualitative support in FSC's final report to AAFC. Please ensure that you have written consent to use quote(s) from your participant(s) by asking them to complete [Appendix F - Direct Quote Consent Forms](#). Copies of the consent form(s) are to be included with the follow-up report.

Summary or closing statement

Provide a general summary of the conversation and/or make a closing statement (which may or may not include recommendations).

Optional

Include photos taken at the event

[Appendix H - Template: Follow-up Report](#)

Food as a catalyst for conversation

We encourage you to have food available at your event that will inspire conversations and ideas surrounding food systems in your community. The food you choose to serve, what it is and where it is sourced from, can help contribute to the conversation. Some examples of 'food for thought' include:

- Local food from a farmers' market or community supported agriculture program
- Traditional and cultural foods from your community
- Food from an innovative food system in your community
- Food that represents what is being served at the local food bank or soup kitchen
- School food program snacks or lunches

The sourcing of food is at the discretion and cost of the event host (who can choose to solicit community partners, restaurants and businesses for donated food) and not required.

Event invitations

Community

The event host is primarily responsible for local promotions and registration. FSC can provide support through simple event promotion tools, and listing the event on FSC's website with information on how to participants can RSVP with the event host.

Please find a template for event invitations [Appendix A - Template: Community invitation](#) to share with your community.

AAFC observer

FSC will share the list of community engagement events with AAFC, who are invited to participate in all events as observers (at their discretion). FSC will request that AAFC representatives RSVP with the event host.

Members of Parliament

These events are an opportunity to engage your Member of Parliament in food policy discussions. Getting decision-makers around the table is a great way to make linkages between local and national food systems in the conversation about A Food Policy For Canada. Please use [Appendix B - Template: Member of Parliament invitation](#) to do so.

(Here is a link if you need to find [contact information for your Member of Parliament.](#))

FSC will also be sending a letter to MPs introducing them to FSC's work on A Food Policy for Canada and *What's Your Recipe for a Better Food System?* community engagement events.

Press Release

We have prepared a template press release as an optional tool for your organization to promote its event. [Appendix C - Template: Press Release](#)

Event Script, Tips, and Tools

[Appendix D - Template: Event script](#) is available to help guide the flow of your *What's Your Recipe for a Better Food System?* community engagement event.

Tips for Facilitators:

- Use language that is accessible, inclusive, and clear for all participants.
- Take a neutral stance in order to ensure there is no bias in discussions.
- Balance the need for flexibility and keeping the event running on time.

Before you begin, let participants know that you are taking notes and what they will be used for.

Tips for Note takers:

- Try to use words that participants use in discussions.
- If you are unsure what someone said, ask them to repeat it.
- At the end of a group activity, review what you have written with the group to ensure that you have an accurate representation of what they discussed.

Social Media & Photography

We would love to see photos and social media posts of your *What's Your Recipe for a Better Food System?* community engagement event from your organization and participants. At the beginning of the event please ask those who are not wishing to be photographed to let the event hosts know.

Please encourage your participants to use the hashtag **#FoodPolicy4Canada** and to tag **@AAFC_Canada** and **@FoodSecureCAN** .

Accessibility

Ideally, the venue for your *What's Your Recipe for a Better Food System?* community engagement event is as accessible as possible. Here is a list of questions to consider when picking a venue:

- Is there public transportation nearby?
- Are there accessible parking spaces available?
- Does the building have automatic doors?
- Are there ramps in appropriate entrances and exits?
- If the event is not on ground level, is there an elevator?
- Is there good lighting - bright, without glare and allows for adjustment?
- Are there good acoustics? Sufficient room for break-out groups?
- Are there physically accessible washrooms?
- Do the washrooms have change tables?
- Is there enough space between aisles or around chairs and tables for wheelchairs, scooters, and walkers to pass through safely?
- Is there a space for children/childcare?
- Is there a space outside for service animals to take a break?

Participant Evaluation (Optional)

If you would like to receive feedback from your participants on how the event was set up and run, we have provided [Appendix G - Template: Participant evaluation form](#). This is not required for your follow-up report and is for your own information.

FSC will do an overall evaluation with event hosts in the fall.

Event Planning Checklist

Step One: Planning and Preparation

- Contact Jennifer Reynolds (jennifer@foodsecurecanada.org or 438-401-1301) to discuss your event date, time, target audience
- Partnership agreement signed with FSC (with event date and time confirmed)
- Accessible venue booked
- Optional - Event food confirmed
- Invitation to community members sent
- Invitation to Member of Parliament sent
- Facilitator(s), note-taker(s) and photographer(s) confirmed
- Facilitation and note taking materials prepared
- Optional - Press Release

Step Two: Day-of Information

- Participant contact list circulated
- Notes taken of discussion
- Two to five direct quotes from participants collected, accompanied with signed Direct Quote Consent Form
- Optional - Participant evaluation forms completed and photos taken (verbal permission)

Step Three: Follow-up Report

- Follow-up report sent to Food Secure Canada within 1 week of event

Step Four: Overall Evaluation

- Participate in overall evaluation of FSC's *What's Your Recipe for a Better Food System?* in the Fall

APPENDICES

Appendix A - Template: Community Invitations

Appendix B - Template: Member of Parliament Invitation

Appendix C - Template: Press Release

Appendix D - Template: Event Script

Appendix E - Template: Participant Contact List

Appendix F - Template: Direct Quote Consent Form

Appendix G - Template: Participant Evaluation Form

Appendix H - Template: Follow-up report

Appendix A - Template: Community Invitations

Dear friends / members / partners,

RE: Invitation - What's Your Recipe for a Better Food System? [Event Date]

Food matters. Canadians make choices every day about food that directly impacts their health, environment, and communities. The Government of Canada is conducting consultations to get input from Canadians to help shape [A Food Policy for Canada](#) that will cover the entire food system, from production to consumption to compost. A Food Policy for Canada, will set a long-term vision for the health, environmental, social, and economic goals related to food, while identifying actions we can take in the short-term.

As part of these consultations, [YOUR ORGANIZATION] is hosting a *What's Your Recipe for a Better Food System?* community engagement event at [event venue], located at [street address] on [date] at [time] to bring together citizens to talk about how we can build a healthier, more just, sustainable, and economically viable food system for all Canadians.

These events are being coordinated across the country by the members of Food Secure Canada. [Food Secure Canada](#) is a national network of organizations and individuals working for zero hunger, healthy and safe food, and sustainable food systems.

We want to bring diverse voices to the table to talk about food in Canada and to surface regional innovations and practical doable ideas about how we can integrate considerations of equity, health, and sustainability with economic growth strategies for food.

[insert information about your organization and why you want to make a contribution to food policy consultations]

Reserve your spot in the *What's Your Recipe for a Better Food System?* community engagement event today by RSVPing on Food Secure Canada's website: [insert link]

We hope you will join us for this important community conversation. Please share this invitation with your networks.

Thank you for your time and we look forward to seeing you at the event!

Kindest Regards,

[Name]

[Your Organization's Name]

Appendix B - Template: Member of Parliament Invitation

Dear [name of Member of Parliament],

RE: Invitation - Community engagement event towards A Food Policy for Canada

Food matters. Canadians make choices every day about food that directly impacts their health, environment, and communities. As you are aware, the Government of Canada is conducting consultations to get input from Canadians to help shape [A Food Policy for Canada](#) that will cover the entire food system, from production to consumption to compost.

As part of these consultations, [YOUR ORGANIZATION] is hosting a *What's Your Recipe for a Better Food System?* community engagement event at [event venue], located at [street address] on [date] at [time] to bring together citizens to talk about how we can build a healthier, more just, sustainable, and economically viable food system for all Canadians.

These events are being coordinated across the country by the members of Food Secure Canada. [Food Secure Canada](#) is a national network of organizations and individuals working for zero hunger, healthy and safe food, and sustainable food systems.

We want to bring diverse voices to the table to talk about food in Canada and to surface regional innovations and practical doable ideas about how we can integrate considerations of equity, health and sustainability with economic growth strategies for food.

[insert information about your organization and why you want to make a contribution to food policy consultations]

We hope you will join us for this important community conversation and look forward to working with you. Please let us know by [insert date] whether or not you will be able to participate by contacting [contact name] ([contact email and phone number]).

Kindest Regards,
[Signed by Event Host]

Appendix C - Template: Press Release

Optional - A press release announces your event a day or two before it takes place. This is a great way to get media attention for your event. If possible, post this on your organization's website, Facebook page, and/or Twitter page.

PRESS RELEASE

[YOUR MUNICIPALITY, Province/Territory] - [Date you publish press release]

Food matters. Canadians make choices every day about food that directly impacts their health, environment, and communities. The Government of Canada is conducting consultations to get input from Canadians to help shape [A Food Policy for Canada](#) that will cover the entire food system, production to consumption to compost. This policy will set a long-term vision for the health, environmental, social, and economic goals related to food, while identifying actions we can take in the short-term.

As part of these consultations, [YOUR ORGANIZATION] is hosting a *What's Your Recipe for a Better Food System?* community engagement event at [event venue], located at [street address] on [date] at [time] to bring together citizens to talk about how we can build a healthier, more just, sustainable and economically viable food system for all Canadians. [Optional - Include link to event listing on FSC website]

[Local organizer quote here. Include name of local spokesperson or action host + short quote about why this event is important - no more than 2 sentences]

What's Your Recipe for a Better Food System? community engagement events are being organized across Canada by members of [Food Secure Canada](#). Food Secure Canada is a national network of organizations and individuals working for zero hunger, healthy and safe food, and sustainable food systems.

We want to bring diverse voices to the table to talk about food in Canada and to surface regional innovations and practical doable ideas about how we can integrate considerations of equity, health, and sustainability with economic growth strategies for food.

[final quote from the local organizer - bring it home! Two to three sentences on what you hope to accomplish with the event, your hopes for A Food Policy for Canada, your belief in the power of the people to build a better food system, etc. End it on a positive note]

For additional information:

Local Media Contact: [Local Contact Name] Cell: XXX.XXX.XXXX email@email.com

National Media Contact:

Gabrielle Spenard-Bernier, Communications Coordinator, Food Secure Canada: 514 271 7352;
communications@foodsecurecanada.org

Appendix D - Template: Event Script

The following is an event script that can be used to guide your community event:

Event Welcome and Land Acknowledgement

Begin your event with an acknowledgment of the Indigenous lands on which your event takes place. It is important to ensure that acknowledgment of Indigenous communities does not happen independently of any contact with the community you seek to acknowledge. A good way to reach out is to contact your local Native Friendship Centre. If there is not one in your community, contact the centre nearest to you. They may be able to connect you to a community. (<http://nafc.ca/en/friendship-centres/>)

Here is an example of how you could begin your event:

Welcome to our What's Your Recipe for a Better Food System? community engagement event! Before we begin, I would first like to acknowledge and pay respect to the traditional owners of this land. It is upon the ancestral grounds of [...] that we come together. As we share and learn from one another, may we pay respect to the knowledge embedded forever within the traditional custodianship of this land.

Thank you for taking time out of your busy schedule to come together to discuss food systems in Canada. It is wonderful to be a part of a community that is actively engaged in the future of Canadian food. [...]"

Introduce Yourself

- Your Name
- Why are you interested in food systems?
- What are your roots in the community?

Introduce Your Organization

- Organization name
- What are the missions and values of your organization?
- Give us some examples of the great work your organization is doing

Talk about the why of this event

Food matters. Canadians make choices every day about food that directly impacts their health, environment, and communities. The Government of Canada is conducting consultations to get input from Canadians to help shape [A Food Policy for Canada](#) that will cover the entire food system, from production to consumption to compost. This policy will set a long-term vision for the health,

environmental, social, and economic goals related to food, while identifying actions we can take in the short-term.

As part of these consultations, [YOUR ORGANIZATION] is hosting a What's Your Recipe for a Better Food System? community engagement event today to bring together citizens to talk about how we can build a healthier, more just, sustainable and economically viable food system for all Canadians.

What's Your Recipe for a Better Food System? community engagement events are being organized across Canada by members of [Food Secure Canada](#). Food Secure Canada is a national network of organizations and individuals working for zero hunger, healthy and safe food, and sustainable food systems.

We want to bring diverse voices to the table to talk about food in Canada and to surface regional innovations and practical doable ideas about how we can integrate considerations of equity, health and sustainability with economic growth strategies for food.

We will be taking notes today, and collecting up to five direct quotes for the follow-up report we will submit on the key points of our discussion. These follow-up reports will be submitted by Food Secure Canada who will share them with Agriculture and Agri-Food Canada. Findings from all events will be compiled by Food Secure Canada into a final report for Agriculture and Agri-Food Canada.

The purpose of this community-engagement session towards A Food Policy for Canada is to learn more about how you think A Food Policy for Canada can help to create a healthier, more just, sustainable, and economically viable food system for all Canadians.

We invite you complete the participant contact sheet if you would like to receive updates from Food Secure Canada.

Talk about any food served

"I would like to thank our volunteers/farmers/community members/[other] for helping make this delicious meal/snack/dessert. We are serving [...], which is significant because [...]."

Housekeeping

"Before we begin the event, I will let you know about the space we are in and information that you need to know in order to get the most out of this event:

- Inform participants of the location(s) washrooms (female, male, gender neutral)*
- Inform participants of the location of recycling and garbage bins*
- Note any other locational relevant information*

- Inform your participants if you will be taking photos during the event and ask for anyone not comfortable to identify that to the photographer
- Encourage your participants to use Twitter, Facebook, or Instagram during or after the event and use the hashtag #FoodPolicy4Canada and tag @AAFC_Canada and @FoodSecureCAN

Agenda

Outline the agenda for the event and how the discussion questions will be facilitated... and then begin!

Final Thank You

“Thank you all for actively engaging in our What’s Your Recipe for a Better Food System? community engagement event. [Mention your favourite part or what your take away was]. We encourage you to keep updated with the A Food Policy for Canada consultations and the work of Food Secure Canada and its members by signing up for Food Secure Canada updates on their website and staying in touch [specify how they can sign up with your organization].”

Appendix F - Template: Direct Quote Consent Form

I consent to the following quote being used for qualitative support in Food Secure Canada's report on *What's Your Recipe for a Better Food System?* community engagement events towards A Food Policy for Canada which will be submitted to Agriculture and Agri-Food Canada.

QUOTE:

Name: _____

Signature: _____

Date: _____

In addition, I consent to the following personal information being included alongside my direct quote:

- Name:
- City and Province/Territory:
- Occupation and/or interest in food:

Signature: _____

Date: _____

Appendix G - Template: Participant Evaluation Form

Thank you for participating in our *What's Your Recipe for a Better Food System?* community engagement event! In order to help us improve future events, please fill out the following evaluation form.

1) My favourite part of the event was... because...

2) My least favourite part of the event was... because...

3) My suggestions for a more accessible event include....

4) My suggestions for a more engaging event include...

5) Other comments:
