



FOOD AND AGRICULTURE SYSTEM PLANNING 101

Janine de la Salle, BA MA | RPP | MCIP
Principal, Urban Food Strategies





Why are we here?

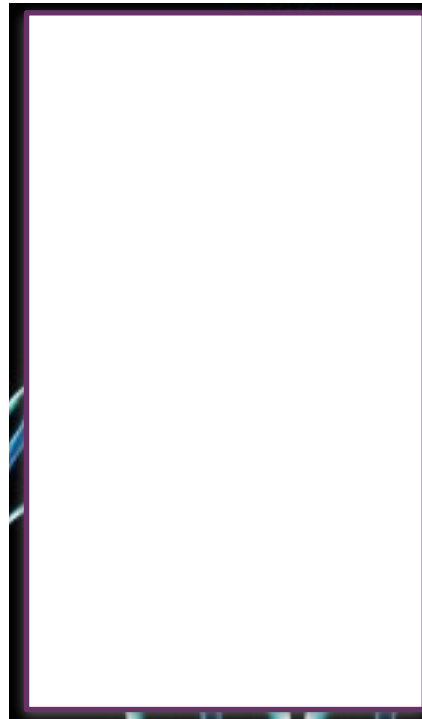
- The OPPORTUNITY
 - Food as a lense for working on common interest areas
 - Strengthening local and regional economies
 - Creating better supports and access to food for those who need it
 - Preparing for emergencies





Why do we care?

- Health
- Cost of food
- Peak oil and water
- Jobs and local economy
- Culture
- Demographic and dietary shifts
- Redundancy in imports/exports
- Decreasing farm population and skills
- Generalized disconnection
- Food waste
- Emergency preparedness
- Resource and urban encroachment on food lands
- Food scares







The Food System Planning Lexicon



- Is important!

BUT

- Don't get stuck on language
- Recognize diversity of experience and understanding



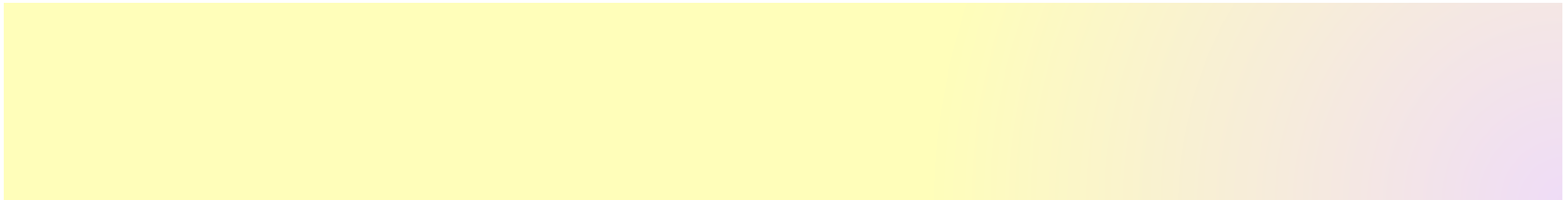
Core Concepts

- Food system
- Food security
- Household food security
- Community food security
- Sustainable food systems
- Agriculture
- Sustainable agriculture
- Large-scale agriculture
- Small-lot agriculture
- Artisanal industrial
- Food Asset
- Food lands
- ...





Food Security Continuum



Short- term food relief:

- Food banks
- Meal programs
- Meal hampers

Capacity building:

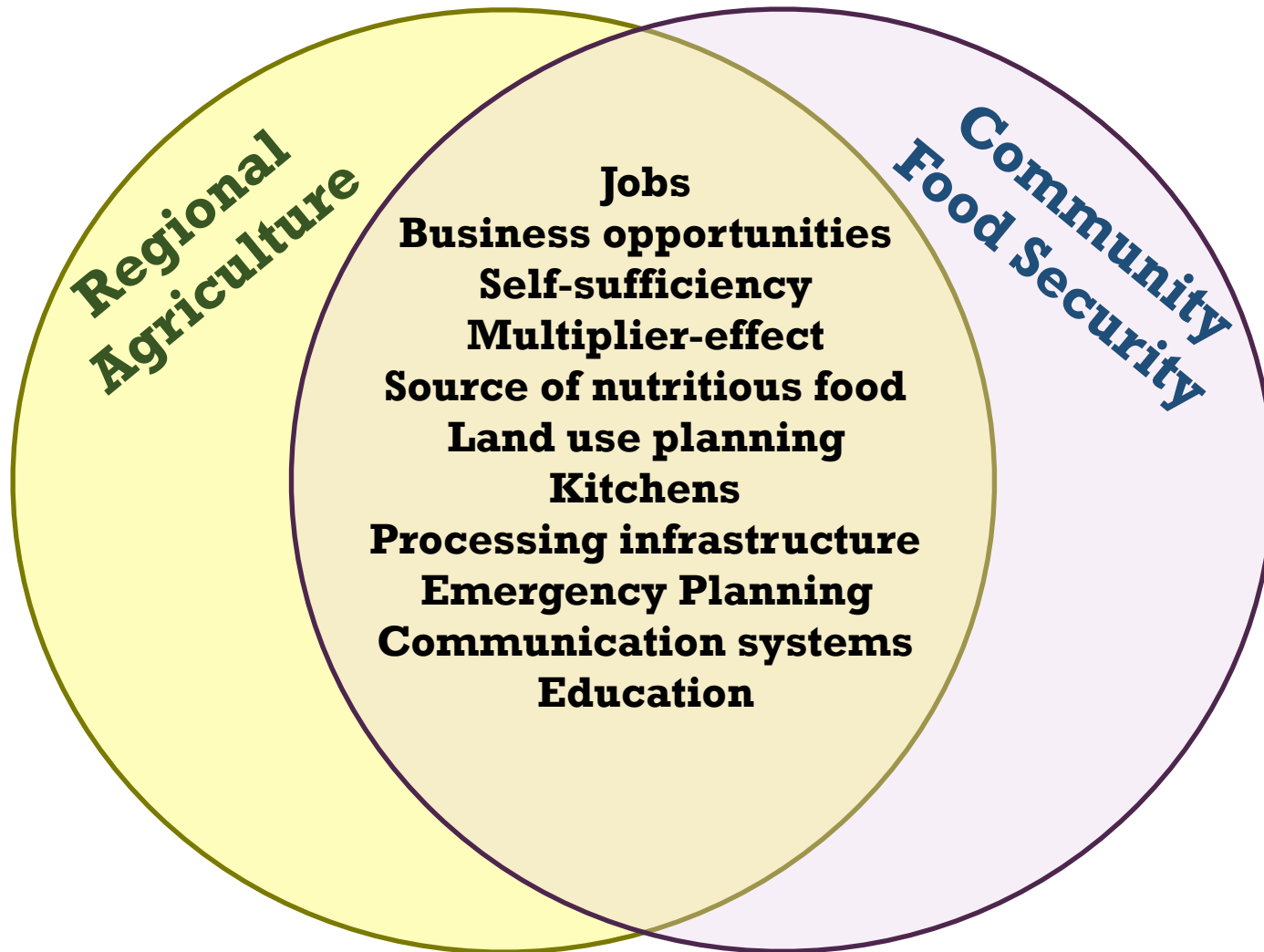
- Education and reskilling
- Increasing collaboration

Policy and Food System Resiliency planning:

- Plans and strategies
- Funding for implementation
- Culture shift



Food and Agriculture System Linkages





Lenses for looking at the food system

- Scientific
- Sustainable community planning
- Economic/Political
- Health and nutrition
- Urban/rural design and planning
- Cultural/socio-economic



Source: Urban Food Strategies



Who is involved in food systems?

- Government
- Community organizations
- Financial institutions
- Universities
- Businesses & Industry
- Developers
- Health authorities
- Farmers
- Community Champions



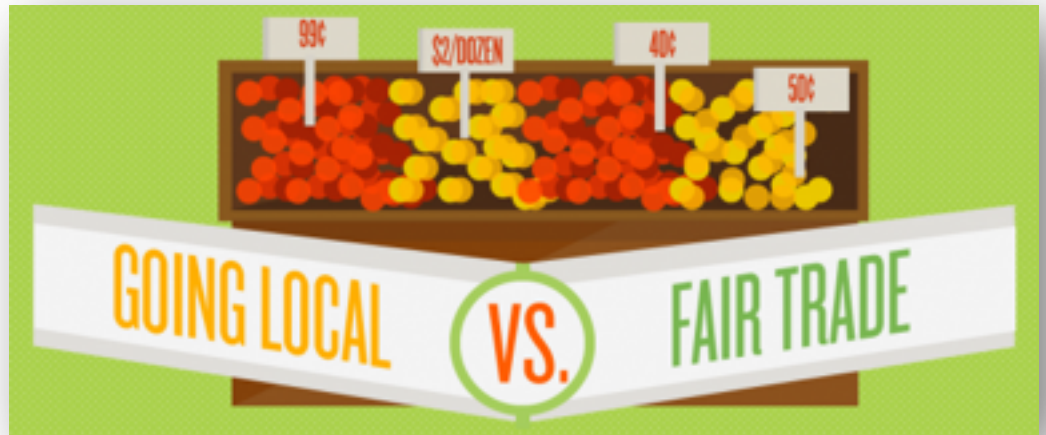


Dynamic tensions and food ideology

Ideology:

The body of ideas reflecting the social needs and aspirations of an individual, group, class, or culture.

A set of doctrines or beliefs that form the basis of a political, economic, or other system.



- Is local sustainable?
- Is local healthier?
- Organics vs conventional
- Small vs big agriculture
- Food scarcity vs distribution
- Grey vs green
- Industrial vs artisan scale



Provincial, National, and Global dimensions of the food system

- Land use regulations/legislation
- Food inspection
- Health and safety
- Labeling
- Trade agreements
- Trade contracts
- Trade routes
- Food aid
- GMO
- Many more.....





Local dimensions of the food system

- Land use
- Governance/management
- Environment
- Population health
- Climate and energy planning
- Economic development
- Culture and community
- Equity and access
- Livability and place making





Creating Change in Food and Agriculture Systems



Food and Agriculture Plans

- REGIONAL: Regional District of Kootenay Boundary, North Okanagan
- TOWN: Town of Oliver, District of Hope
- METRO: Toronto, Calgary, Vancouver, New York, Philadelphia, Seattle, many more





Planning and design tool: The urban to wild transect

- Spatial organization of the food system: Urban to wild
- Focus on context and scale
- Tool for developing specialized approaches

Drawing by Joanna Clark





Food Policy

- Food charters
- Procurement policy
- Agriculture policies
- Integration with healthy communities (e.g. City of Victoria OCP)

- **Food policies** are decisions, programs or projects endorsed by a government, business, or organization that affect how food is produced, processed, distributed, purchased, protected or disposed (Mendes, 2012).





Land Use Planning

- Official Community Plans
- Zoning
- Regional Growth Strategies
- Agricultural Land Reserve (AGRI, ALC, DFO)





Building and Development

- Leveraging new development to create food assets.





Innovations in Business and Entrepreneurialism

- Mobile Fresh Markets
- Save on Meats
- SOLE Foods
- Commissary kitchens





Art, Culture, and Creativity

- Reconciliation and decolonization
- Social justice
- Food and agriculture art
- Celebrations





Market Transformation

- Focus on the economic development story of food and agriculture

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in the news

proudly local

As a Western Canadian company, we're proud to be the number 1 supporter of local suppliers, producers and growers in our communities.

We work with more than 1200 growers, ranchers and producers to bring you the best that Western Canada has to offer.

More than half of the 300 varieties of fresh vegetables and fruits we sell come from family-operated farms in British Columbia and Alberta. Look for Alberta and BC Grown signage in our stores.

We feature a variety of fresh, local cheeses made especially for our stores and over 85% of the selection available in our bakery is produced in BC and Alberta.

We're also proud to offer our customers one less decision to make with 100% Western Canadian beef, chicken and pork sold under our very own Western Family label.



In partnership with the BC Association of Farmers' Markets, PriceSmart Foods is pleased to support local farmers' markets in all regions of British Columbia. Learn more about your local BC farmer's market.



Advocacy and Awareness Raising

- Upstream
- Community-level





Food Charters

Themes in Canadian Examples

When to use a food charter

- Rural Urban Linkages
- Farmers & rural communities
- Urban agriculture
- Farmland protection
- Sustainability
- Food as a basic right
- Health
- Self Sufficiency
- Access
- Food Education
- Food infrastructure
- Culture and connection
- Animal ethics
- Food infrastructure
- Local food & agriculture
- Emergency preparedness
- Economy
- Waste management
- Collaboration



Recurring Goals Areas in Food and Agriculture System Plans

- **Building culture and community**
- **Responsible environment and sustainable practices**
- **Protecting natural assets**
- **Growing more food and fibre in urban and rural areas**
- **Education and awareness building**
- **Access to food**
- **Local food economies**
- **Capacity building**
- **Advocacy**



Food and Agriculture System Planning in a Nutshell

1) Determine where you are at **NOW** (Point A)

- How much support exists, cohesion with stakeholders
- Advisory/ lead organization identified
- Data and trends, key issues/opportunities

2) Decide where you want to **GO** (Point B)

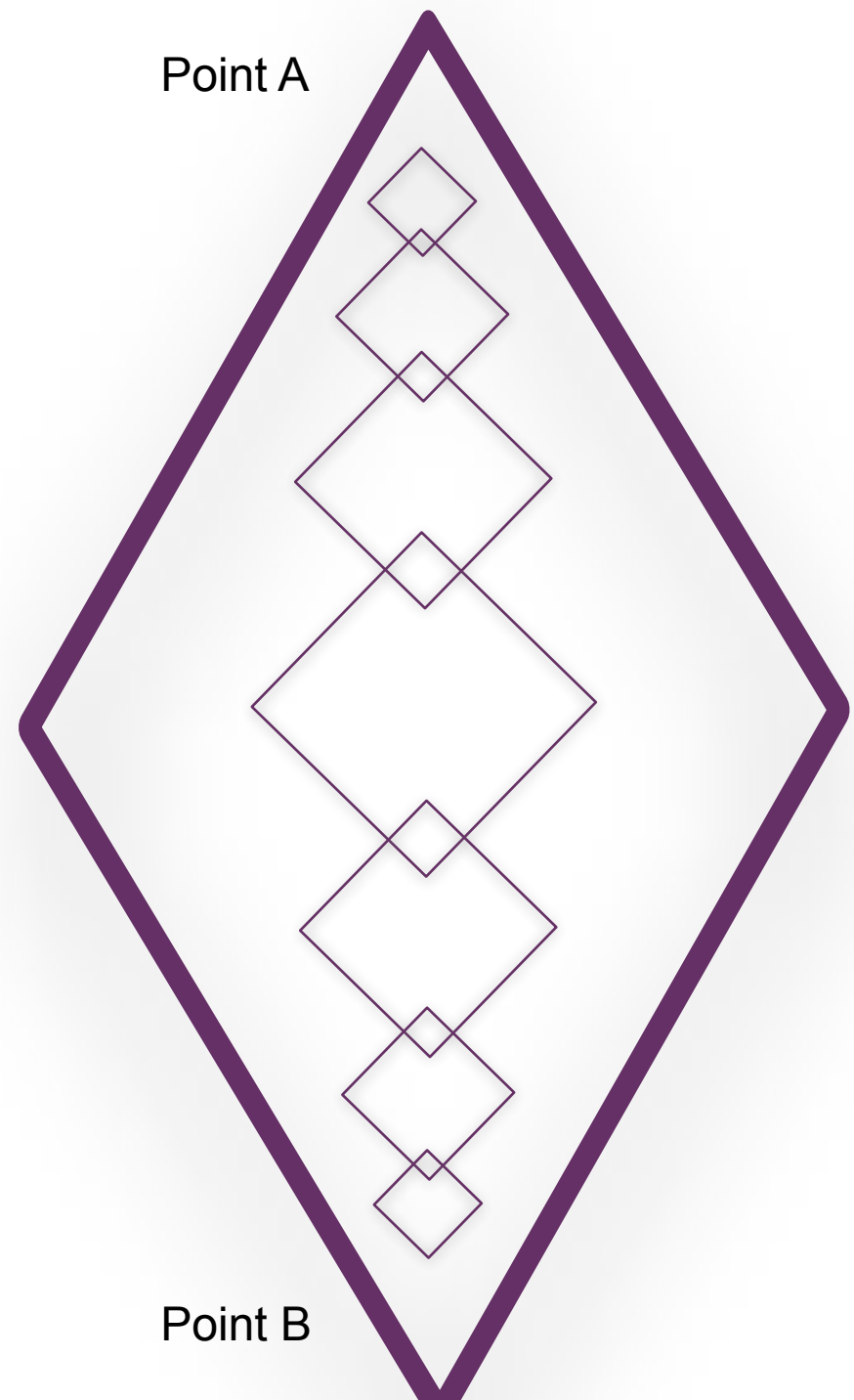
- Co-create a shared vision, statement of a desired future state

3) Figure out **HOW** to get from Point A to Point B



Overview of a typical planning process

- 1) **Preparing to Plan**
- 2) **Background information scanning and analysis**
- 3) **Visioning and goal setting**
- 4) **Creating and testing strategies and actions**
- 5) **Synthesis and plan creation**
- 6) **Plan endorsement and/or adoption**
- 7) **Plan implementation and monitoring**





How does the NW Food Security Partnership create a food security plan?

Why do you want to plan?

What do you want to plan?

How do you want to plan?

Where do you want to plan?

Who is involved?



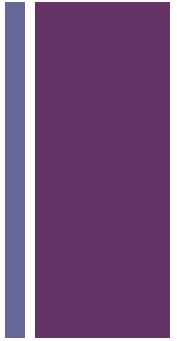
Envisioning the future food and agriculture system

- What about food and agriculture is important to you, to the community, to the region?





Envisioning the future food and agriculture system



What words encompass your ideas for the future food and agriculture system?

- Abundant
- Accessible
- Affordable
- Backyard
- Caring
- Celebrated
- Community
- Connected
- Dignity
- Diverse
- Economy
- Economy
- Education
- Environment
- Equitable
- Focused
- Food
- Food literacy
- Healthy
- Healthy food for all
- Homesteading
- Independent
- Innovation
- Knowledge
- Local
- Multi-faceted
- Nourish
- Production
- Prosperous
- Prosperous
- Regional
- Regional
- Resilient
- Resilient
- Respectful
- Responsible
- Secure
- Self-sufficient
- Social
- Strong
- Sustainable
- Value-added
- Vibrant
- Vital
- Others?



Envisioning the future food and agriculture system

- What do you see at the ideal future of food and agriculture systems?





Land and space for primary production

Soil based agriculture

Non-soil based agriculture

Rivers and oceans

Urban agriculture

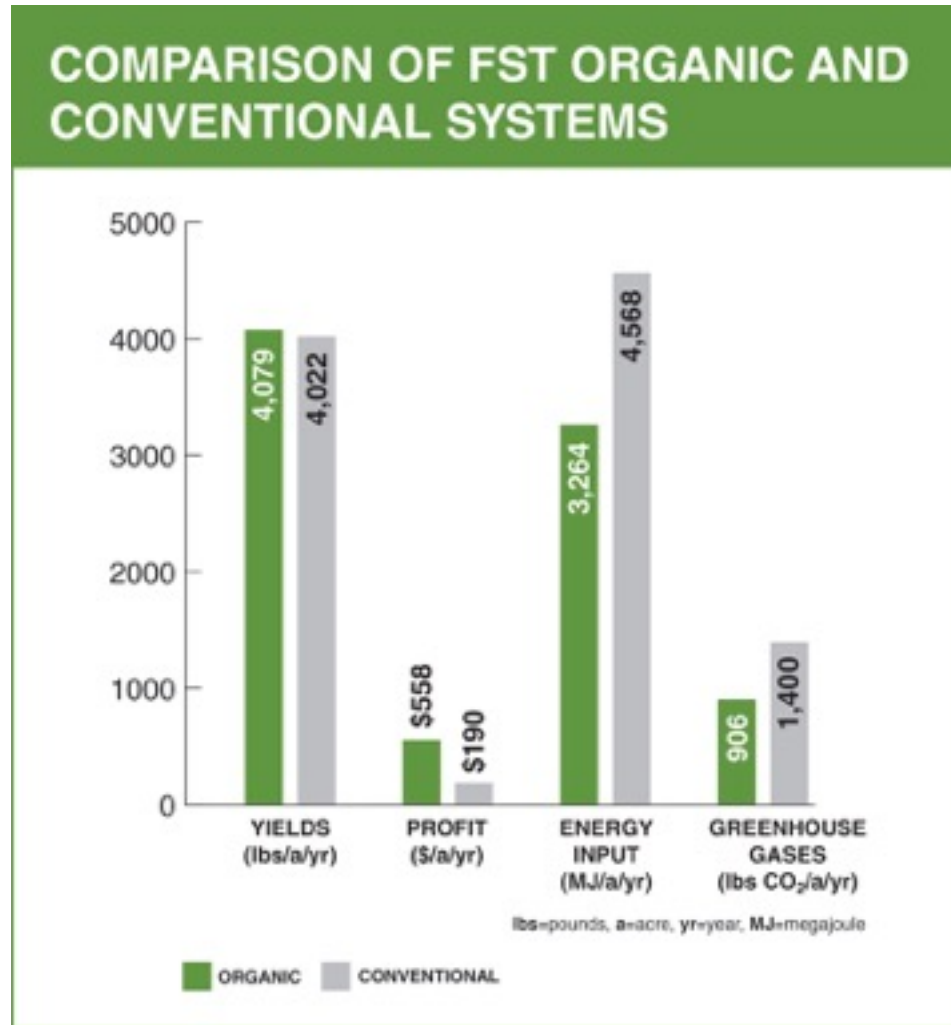
Forests and grasslands

Intensive production systems (e.g. Vertical growing)





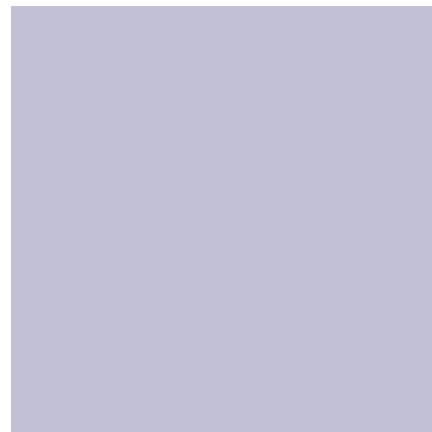
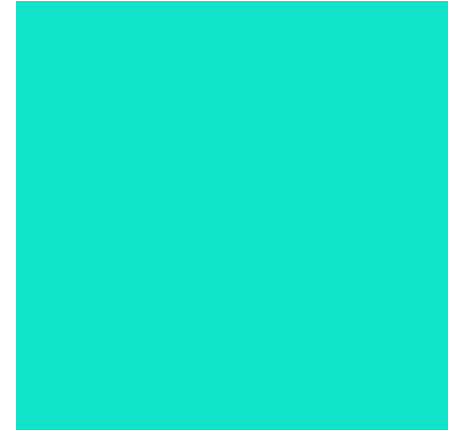
30- year trial: Organic vs Conventional





Food production: Farming, hunting, fishing

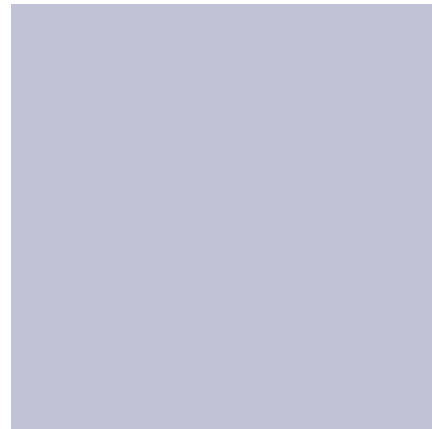
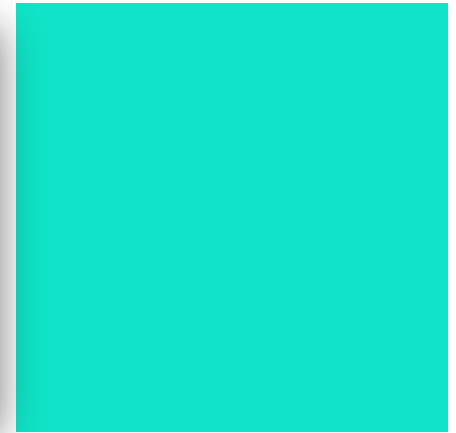
- Small business start ups
- Training and education
- Micro loans
- Infrastructure subsidy
- Land Leases
- Resource management
- Clean rivers, lakes, and oceans





Processing, Storage and Distribution

- Physical facilities, food hubs
- On-line tools
- Agrifood distribution
- Districts and terminals
- Commercial kitchens and processing equipment
- Frozen, cold and dry storage
- Artisan goods, food carts
- Incubation





Buying and Selling Food

- Retail
 - Restaurants
 - Cafes
 - Grocery stores
 - Farmers markets
- Wholesale
- Farmers markets
- Food Trucks
- Food Hubs
- Connecting buyers and sellers





Eating, Culture, + Celebration

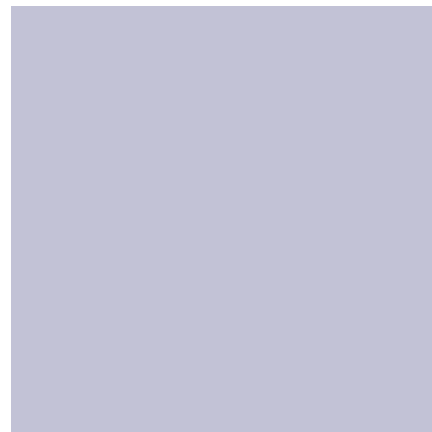
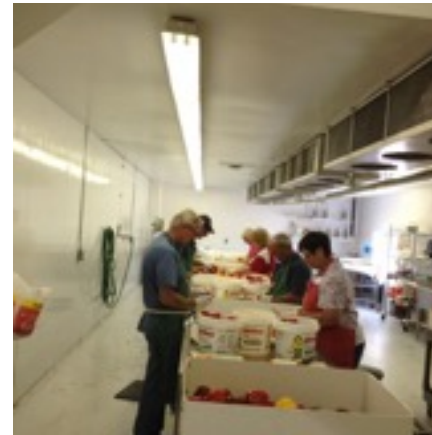
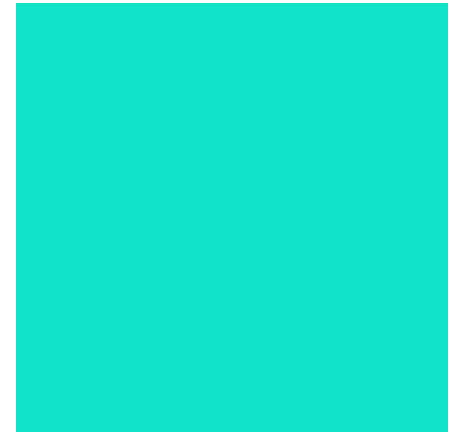
- Access and security
- Family, community dinner
- Food skill development (Professional and personal)
- Community kitchens
- Front line meal programs
- Harvest festivals





Food Recovery and Waste

- Unnecessary waste of high quality foods
- Pre consumer
- Post consumer
- Agricultural residues
- Organic diversion and composting





Education

- Elementary and Secondary School: Curriculum, Cafeterias- farm to school
- Community Workshops and events
- Universities & Colleges: Certificate programs, Masters level specialization, hands on programs

