

Why a Food Strategy?

Food connects us.

A sustainable food system protects natural resources, strengthens communities and increases physical, social and mental well being.

- We all deserve healthy food.
- Food creates healthy and vibrant neighbourhoods.
- Local food employs people and keeps money local.
- Food attracts people and is part of CK's culture and heritage.



Vision, Mission, & Values

VISION:

A healthy food system for a healthy community

MISSION:

Partnering to create a coordinated, vibrant, sustainable, and local food system that is accessible to and affordable for everyone in Chatham-Kent.

OUR VALUES:

- Sustainable
- Safe
- Affordable
- Nourishing



Components of a Food Strategy



FOOD PRODUCTION, PROCESSING & DISTRIBUTION
(Agriculture, Forest & Freshwater Foods)



FOOD RETAIL, BUSINESS & TOURISM



HEALTHY FOOD ACCESS & LITERACY



ENVIRONMENTAL SUSTAINABILITY & FOOD WASTE



What We've Done & Next Steps

WHAT WE'VE DONE:

- ✓ Engage with stakeholders across the food system
- ✓ Establish a working group
- ✓ Complete a current state of CK's Food System
- ✓ Define Our Vision, Mission and Values
- ✓ Identify goals
- ✓ Draft recommendations and an action plan
- ✓ Community Check In

NEXT STEPS:

- Finalize the recommendations and actions based on feedback
- Prioritize the work
- Support the action plan implementation
- Develop a way to monitor success
- Communicate progress to stakeholders and community

CK's Goals & Recommendations



GOALS:

- Increase access to local, nourishing, traditional, and culturally diverse foods.
- Improve food literacy and skills.
- Increase the opportunities that support a safe and prosperous local food system.
- Strengthen partnerships to increase capacity for collective action within the food system.
- Reduce the environmental impact and improve climate resilience across all parts of the food system.
- Increase the integration of local food to support cultural identity and social interaction.

RECOMMENDATIONS:

1. Strengthen supply, demand, and access to local, traditional, and culturally diverse foods available to all markets.
2. Promote innovation and market access of local, traditional, and culturally diverse foods within our local food system.
3. Encourage and support training programs and opportunities within the agriculture and food and beverage sectors.
4. Enhance public awareness of the cultural, health, ecological, and economic value of forest and freshwater foods. (FFWF).
5. Promote physical access to nourishing, local foods in all neighbourhoods, prioritizing neighbourhoods that have the highest need.
6. Improve individual and household food access and security.
7. Improve confidence, knowledge, and skills to make informed food choices.
8. Enhance the visibility and promotion of community programs that support the local food system.
9. Reduce food waste and food related packaging throughout the food system.



CK's Food Action Plan

ACTION	RECOMMENDATIONS				
Advocate for provincial and municipal policies to protect land for agriculture, freshwater foods, and forest foods.	1, 3, 4, 6	X			
Support the development of a purchasing and distribution system of local foods into public facilities and local markets.	1, 2, 5	X	X	X	
Provide support and resources for edible landscaping within community organizations and, businesses and on municipal land.	1, 5, 6, 7	X		X	
Provide resources and support for existing and development of additional community gardens in neighbourhoods across CK.	1, 2, 3, 5, 6, 7	X		X	
Advocate for and support initiatives that focus on training programs, job creation, and fair wages in agriculture and the food and beverage sectors.	3	X	X		
Partner with education sector and colleges to raise awareness about jobs in agriculture and the food/beverage sector.	3, 8	X	X		
Strengthen access and opportunities for farming as a living particularly for new farmers and new farm enterprises.	1, 2, 3	X			
Enhance the promotion and marketing of local food branding to include an education and awareness campaign (why is it important, how to identify local products, what is the value of supporting local).	4, 7, 8	X	X	X	
Promote local food as part of community festivals, tourism, and events, including fish, agriculture, and forest foods.	1, 2, 3, 4, 5		X	X	
Ensure people have access to healthy, local foods in neighbourhoods/communities by prioritizing the areas of highest need.	1, 2, 5, 6, 7, 8	X	X	X	
Develop a public awareness strategy of the economic, cultural, health, and environmental value of local foods (forest, freshwater, and agricultural foods).	1, 3, 5, 7, 8	X	X	X	X
Work with local stakeholders and partners to advocate at all levels of government for adequate incomes.	6, 8	X	X	X	X
Organize a collaborative effort to increase food knowledge and literacy skills opportunities within Chatham-Kent.	3, 7, 8			X	
Increase community capacity to integrate food literacy programs and practices into education and training for youth and priority populations.	5, 7, 8			X	
Create a food program/services directory.	1, 2, 3, 4, 8, 9	X	X	X	X
Implement marketing and education programs to reduce food waste and related packaging at home, work, school, and other public facilities.	7, 8, 9			X	X
Continue to support and increase awareness about food recovery programs to divert edible food from being wasted or end up in landfills, such as with gleaning and food rescue.	5, 7, 8, 9	X	X	X	X
Provide education, support, and advance policy on single-use plastics in community programs and municipal services and events.	7, 8, 9		X	X	X
Support the development of composting programs in all settings (apartments, workplaces, home, and schools).	7, 8, 9	X	X	X	X
Support opportunities for local businesses to divert or reduce food waste and food-related packaging.	9		X	X	X
Attract business opportunities for food waste and composting business.	9	X	X		X