

Mission

To establish and implement a cross-sectoral Ontario Food and Nutrition Strategy to promote and support healthy Ontarians and a sustainable food system.

Goals

1. To promote health through healthy eating and access to healthful food for all Ontarians.
2. To reduce the burden of chronic disease and obesity on Ontarians and the Ontario health care system.
3. To strengthen the Ontario economy and environment through a sustainable food system.

OUR STRATEGIC PLAN 2012 TO 2017

Strategic Directions – to achieve our vision this plan will ensure that:

1. Ontarians have access to and the means to obtain safe, healthy, local and culturally acceptable food.

2. Ontarians have the information, knowledge, skills and relationships to support healthy eating and make healthy choices where they live, work, learn and play.

3. Ontario has a diverse and sustainable food production system that contributes to an equitable and prosperous economy.

Our Vision

A productive, equitable and sustainable food system that supports the health and wellbeing of all Ontarians.

Our Aspirations

By 2017 we will have achieved:

Key Supports

1. Coordinated provincial mechanism to address complex food system – cross government + multi-stakeholder (agriculture, food production, health, education, industry, civil society). e.g Ontario Food Policy Council
2. Ongoing monitoring, measurement, analysis and dissemination of key health, social, and economic indicators.
3. Policy, legislation, regulation and programming to support healthy Ontarians and a sustainable food system.
4. Capacity and resources are provided to support all elements of the Ontario Food and Nutrition strategy.

Action Planning Chart

Strategic Priorities (List our key targets/objectives)	Who/ Leadership	Actions Short term → Long term	Resources & Enablers	Outcome Indicators of Successes Short Term	Outcome Indicators of Success Long Term - 2017
Strategic Direction 1: All Ontarians have access to and the means to obtain safe, healthy, local and culturally acceptable food.					
1.1 Increase individual and household food security		1.1.1 Support policies to improve individual and household income to enable low income residents to afford healthy food e.g. adequate minimum wage and social service allotment, affordable housing, affordable childcare, public transportation, education and training, and employment.			
1.2 Increase access to safe, healthy, local and culturally acceptable foods, especially for vulnerable populations		<p>1.2.1 Ensure access to nutritious food for all Ontarians by using the cost of the Nutritious Food Basket (calculated annually by each Public Health Unit) in determining the rates for social assistance and the minimum wage and in the formation of ODSP/Social Assistance payouts.</p> <p>1.2.2 Increase the availability of healthy and local food in childcare, preschools, schools, colleges, universities, long term care facilities, hospitals, recreation centres, workplaces and other public facilities.</p> <p>1.2.3 Provide a student vegetable and fruit program in all public schools as part of the proposed elementary school snack program (as per Liberal platform – e.g. Northern Fruit and Vegetable program in</p>			

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		all schools). 1.2.4 Support community food access solutions that promote the availability and affordability of fresh, locally or regionally grown foods and create opportunities to scale these up throughout the province (e.g. fresh vegetable and fruit boxes).			
1.3 Increase production and promotion of healthy foods [decrease production and promotion of non-nutritious foods?]		1.3.1 Work with food system stakeholders to help in the production, processing, promotion and distribution of healthy, local foods. 1.3.2 Increase marketing of healthy foods, particularly to children, youth and parents of young children. 1.3.3 Support farmers and processors to provide healthy products in demand.			
1.4 Reduce intake of non-nutritious, high calorie beverages and 'snack' foods		1.4.1 Implement policies in public facilities to reduce the availability of non-nutritious, high calorie beverages and 'snack' foods 1.4.2 Conduct research that looks into the effect of taxing non-nutritious ingredients, beverages and foods and/or subsidizing nutritious ingredients, beverages and foods.			
1.5. Integrate food access into city and regional land use policies and community planning		1.5.1 Involve municipal and regional planning departments in planning for food access. 1.5.2 Encourage community planning, zoning and funding which supports healthier food choices, develops and			

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		<p>promotes the local food sector, and reduces access to unhealthy food choices particularly to low-income communities.</p> <p>1.5.3 Fund the development and implementation of municipal and regional food councils to advise on food access and policy development. Support the replication of current municipal/regional food councils that are models for successful practices.</p>			
Strategic Direction 2. Ontarians have the information, knowledge, skills and relationships to support healthy eating and make healthy choices where they live, work, learn and play.					
2.1 Increase public understanding of healthy eating practices and skills for making healthy food choices through the lifecycle		<p>2.1.1 Provide funding to increase healthy eating knowledge through an ongoing marketing & promotion campaign in collaboration with Public Health and EatRight Ontario Dietitians of Canada, Nutrition Resource Centre, Media & Communications Media Network for Healthy Eating, Active Living Program Training & Consultation Centre (PTCC) Cancer Care Ontario, OMAFRA</p> <p>2.1.2 Provide access to free nutrition information and education about healthy eating [e.g. Eat Right Ontario]</p> <p>2.1.3 Ensure widespread promotion and support for the provision of pre- and post-natal nutrition education, breastfeeding and infant feeding programs</p> <p>2.1.4 Promote healthy eating for preschoolers and young children - at</p>			

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		<p>home and daycares, etc. through parent and daycare provider nutrition education, food skills and cue based feeding training</p> <p>2.1.5 Include evidence-based food literacy, education about nutrition, food, growing and producing food, and food skills development as a mandatory part of the curriculum at all grade levels (including adult high school, ESL, FSL, LINC) and provide support for professional development/teacher training.</p> <p>2.1.6 Provide opportunities for individuals and households to develop food selection, food preparation and food safety skills in school and community settings.</p> <p>2.1.7 Support public health and community-based healthy eating and food skills programs (planning, shopping, cooking, preparation, preservation, food storage and food safety) in schools and community settings (e.g. Community Food Advisors, community kitchens, community food centres)</p> <p>2.1.8 Provide urban dwellers and rural gardeners with easy access to education and information about how to grow food.</p>			
2.2 Provide resources to help build Ontarians capacity to eat well where they live, work, learn and play.		<p>2.2.1 Support development of nutrition education resources and programs for use in preschools, schools, workplaces, community, and recreation facilities.</p> <p>2.2.2 Expand EatRight Ontario to include more motivational behavioural counseling</p>			

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		<p>and tracking to assess impact on making dietary changes for healthy eating and healthy weights [track users to move to a more equitable accessing of this service across different communities including low income and racialized populations.]</p> <p>2.2.3 Increase access to Registered Dietitians in public health, family health teams, community health centres, hospitals, mental health programs, and other community programs.</p> <p>2.2.4 Provide nutrition education programs and counseling to employees at workplaces and include Registered Dietitian counseling in insured services.</p>			
2.3 Increase access to public information about healthy eating through retailers and food service		<p>2.3.1 Mandate food manufacturers, retailers and food services to provide consistent, clear and visible nutrition information available about the foods they sell to enable consumers to make informed and healthy food choices</p> <p>2.3.2 Implement a nutrition communications strategy and education program to increase awareness and educate the public on the menu labeling and making healthier choices when eating out.</p> <p>2.3.3 Support access to nutrition information and programs about food labeling and making healthy food choices through publicly available means such as Public Health, Nutrition Resource Centre, EatRight Ontario, Dietitians of Canada's</p>			

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		eatracker and eatwise.			
2.4 Protect children (under 13) from targeted advertising of unhealthy food and beverages (e.g. high in saturated fats, trans-fatty acids, free sugars, and sodium)		<p>2.4.1 Restrict marketing, advertising and promotion of food and beverages targeted at children and youth under 13 years of age</p> <p>2.4.2 Continue research that clarifies the links between food advertising to children and children's food habits.</p> <p>2.4.3 Create an expert group at the provincial level that can advise on ways to regulate food advertising to children with the aim of developing provincial or federal regulations</p>			
2.5 Enhance services to identify, refer and treat people with unhealthy lifestyle behaviours and those at early risk of chronic disease or obesity		<p>2.5.1 Provide integrated, effective and non-stigmatizing screening, referral and intervention tools for health care professionals across the province for early identification and treatment of overweight/obesity and adequate resources for referrals</p> <p>2.5.2 Ensure adequate resources for intervention for toddlers and preschoolers identified as high-risk through NutriSTEP® screening across the province</p> <p>2.5.3 Adopt/implement NutriSTEP® screening program across the province to identify children 18 months and 3 to 5 years of age who are increased risk of poor nutrition and activity/sedentary behaviours. Expand the screening program to include local or provincial strategies for high-risk children, or</p>			

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		<p>incorporate NutriSTEP into existing programs and data collection (e.g. Healthy Babies Healthy Children, 18 month expanded visit, kindergarten registration and others) for intervention at this age.</p> <p>2.5.4 Develop, evaluate and implement a screening and referral protocol for children (5 and over), youth and adults at various life stages</p> <p>2.5.5 Provide sufficient resources so that all Ontarians identified by screening can access multidisciplinary health care teams, including Registered Dietitians, CSEP certified personal trainers, exercise physiologists, social workers, mental health and other allied professionals not just those rostered with Family Health Teams, Community Health Centres and other multidisciplinary practices</p>			
Strategic Direction 3. Ontario has a diverse and sustainable food production system that contributes to an equitable and prosperous economy.					
3.1 Farmland, soil and water are protected and conserved for future generations.		<p>3.1.1 Adapt The Provincial Policy Statement to clearly direct the protection and preservation of viable farmland.</p> <p>3.1.2 Legislate clear and enforceable arrangements for the conservation of viable farmland and soil</p> <p>3.1.3 Efficiently utilize available urban land for food production</p>			

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3.2 Ecosystem goods and services provided by the food chain are recognized and rewarded		<p>3.2.1 Develop quantification protocols to measure the value of on-farm ecological services such as carbon sequestration sites, groundwater recharge areas, vegetative filter strips, and wildlife habitat.</p> <p>3.2.2 Develop market mechanisms to enable farmers to be compensated for the ecological goods and services they provide.</p> <p>3.2.3 Provide support to farmers to contribute to endangered species preservation.</p>			
3.3 Ontario's food chain is diverse, sustainable and profitable.		<p>3.3.1 Increase public and private investment in food research and development.</p> <p>3.3.2 Provide extension services, training, incentives and support enable and encourage farmers to implement best management practices.</p> <p>3.3.3 Invest in education and training in food production and processing to promote careers in the food industry.</p> <p>3.3.4 Keep programs resilient to enable farmers to mitigate the impacts of climate change.</p>			
3.4 Fisheries are sustainable and safe		<p>3.4.1 Ensure a sustainable supply of fish through fisheries conservation measures and replenishment initiatives.</p> <p>3.4.2 Protect watercourses to ensure sustainable and safe fisheries.</p>			

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3.5 Waste is reduced throughout the food system		<p>3.5.1 Provide education and incentives to reduce waste in food growing, processing, distribution, retail, and food service.</p> <p>3.5.2 Implement infrastructure which facilitates the efficient storage and transportation of perishable goods.</p> <p>3.5.3 Ensure that consumers are knowledgeable on food handling and preservation methods.</p> <p>3.5.4 Provide education, incentives and enabling policies for to composting.</p>			
3.6 Wild lands are protected and managed to provide a sustainable source of food		3.6.1 Protect existing wild lands from development and degradation for the purpose of enabling wild foods procurement			
3.7 Government and institutions lead by example and increase utilization of Ontario food each year.		<p>3.7.1 Develop local and sustainable food procurement targets for public sector institutions.</p> <p>3.7.2 Provide incentives and training to enable public sector institutions to meet the local and sustainable procurement targets.</p>			
3.8 Consumers are aware of and demand local and sustainable food.		<p>3.8.1 Market and promote local and sustainable food.</p> <p>3.8.2 Ensure that food safety, quality and sustainability systems are in place and clearly documented.</p> <p>3.8.3 Develop and support regulations for programs that make local and sustainable</p>			

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		<p>food more readily available.</p> <p>3.8.4 Market, promote and support culinary tourism.</p>			
3.9 Ontario food products are preferred in all markets		<p>3.9.1 Maintain an identifiable standard for Ontario food products.</p> <p>3.9.2 Ensure that Ontario is recognized as a leader in environmentally sustainable food production.</p>			
3.10 A skilled workforce is able to meet the needs of the food and farming sector		<p>3.10.1 Ensure that succession planning tools and mentoring programs are available to encourage generational farm transfers and new entrants.</p> <p>3.10.2 Ensure that there are training and education available to farming and food enterprises to enable implementation of human resources best practices and training.</p>			
3.11 Adequate infrastructure supports the continued growth of the food and farming sector		<p>3.11.1 Ensure that resources used as farm and food production input supplies are readily available at competitive prices.</p> <p>3.11.2 Ensure that leading edge communications technology is available across Ontario.</p> <p>3.11.3 Ensure that transportation, processing, and distribution capacities are adequate and secure for perishable and non-perishable products.</p>			
3.12 Regulations and their enforcement support a safe,		<p>3.12.1 Work with food businesses to identify challenges presented by regulations and their enforcement and develop solutions that continue to protect</p>			

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environmentally sound, healthy, robust, and growing food and farming sector		the public interest. 3.12.2 Improve education and awareness of regulations and compliance requirements for farms and food providers			
3.13 Innovative financing for the food and farming sector		3.13.1 Work with farmers, food businesses, and financial institutions to develop new financing approaches, for beginning and established farmers and food businesses.			
Key Support 1. Coordinated provincial mechanism to address complex food system – cross government + multi-stakeholder (agriculture, food production, health, education, industry, civil society).					
1a. All relevant ministries, jurisdictions and diverse stakeholders collaborate to support an equitable, economically viable and environmentally sound food system		1a-1 Create a Provincial Food Secretariat to monitor internal government progress and a multi-stakeholder independent Ontario Food Policy Council. 1a-2 Coordinate and encourage regions and municipalities to bring stakeholders from across the food system together to promote food systems linkages 1a-3 Bring together provincial ministries, local governments and provincial and local stakeholders to identify opportunities to create a stronger economy and a healthier province through food			
1b. Ontarians are actively engaged in making decisions about their food system		1b-1 Support community outreach and engagement initiatives that focus on food system planning and action			
1c. Increase collaborative efforts to reduce		1c-1 Work across levels of governments and ministries to address the social and environmental factors that affect chronic			

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chronic disease and obesity		disease and obesity such as socioeconomic status, and food affordability and accessibility to nutritious food. (see strategic directions 1 and 2 above)			
Key Support 2. Ongoing monitoring, measurement, analysis and dissemination of key health, social, and economic indicators.					
2a. Common indicators and baseline data is tracked consistently		<p>2a-1 Identify measurable and robust indicators and fund the development of indicators and system to measure these</p> <p>2a-2 Measure the health of the population using common indicators</p> <ul style="list-style-type: none"> 2a-2(1) Set health targets to be measured consistently (e.g. annually or every 5 years?) 2a-2(2) Support access to these measures by researchers and policymakers 2a-2(3) Support research evaluating the effectiveness of policies <p>2a-3 Measure the health of the agricultural sector by farm income, rather than export volume.</p> <ul style="list-style-type: none"> 2a-3(1) Set net income targets for farmers, craft strategies to attain those targets, and report on success. 			
2b. Provide tools and support for decision-makers		2b-1 Health impact assessment tools			

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to enable policies and decisions to be reviewed using a health-impact lens					
Key Support 3. Policy, legislation, regulation and programming to support healthy Ontarians and a strong economically equitable, economically viable and environmentally sound food system.					
3a. Province of Ontario has policies and legislation that support healthy Ontarians and advance an equitable, economically viable and environmentally sound food system					
3b. Ontario regions and municipalities have policies and legislation that support healthy citizens advance an equitable, economically viable and					

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environmentally sound food system					
3c. Adopt a food systems approach to policy development		<p>3c-1 Ensure that the food policy decisions are grounded in an integrated analysis of the food system, and not siloed thinking.</p> <p>3c-2 Require food systems approach to policy development.</p>			
Key Support 4. Capacity and resources are provided to support all elements of the Ontario Food and Nutrition strategy.					
4a. Planning and management		See phase 1 document recommendations			
4b. Research and Innovation	Ministries, Sustainable Food Research Group	<p>4b-1 Increase research to identify programs and policies that impact food security and effective monitoring and evaluation of current programs</p> <p>4b-2 Conduct a cost-benefit analysis of universal and targeted healthy and local food subsidies</p> <p>4b-3 Conduct research to improve understanding of agricultural subsidies and pricing policies on costs and affordability of highly processed or less healthy food versus healthy food.</p> <p>4b-4 Study the impact of policies and programs aimed at reducing poverty, food insecurity, and other barriers to accessing healthy foods.</p>			

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4c. Knowledge exchange and capacity building		4c-1 See phase 1 document recommendations			
4d. Human Resources		<p>4d-1 Provide adequate resources to meet the needs of rural and Northern Communities</p> <p>4d-2 Provide adequate nutrition resources and Registered Dietitians at provincial, regional and local level to support policy and program development, implementation, monitoring, evaluation.</p>			
4e. Financial transfers		<p>4e-1 Make health promotion a provincial priority with a clear mandate and funding at no less than 0.5% of the provincial budget.</p> <p>4e-2 Provide funding to expand healthy eating and food policy and program initiatives (e.g. programs to increase food access, healthy eating and food skills education across the province (see sections 1 and 2 above)</p>			

Definitions

Capacities areas defined by CDPAC - planning and management, research and innovation, knowledge exchange and capacity building, goal and objective setting, advocacy and policy development, communications, financial transfers, human resources, evaluation and learning and surveillance, performance monitoring and accountability. These were taken from the Chronic Disease Prevention Alliance of Canada's "Primary Prevention of Chronic Diseases in Canada: A Framework for Action". 2008. Garcia, J. and Riley, B. for Chronic Disease Prevention Alliance of Canada. Available from: <http://www.cdpac.ca/media.php?mid=451>.

Environmentally Responsible: addressing environmental implications and minimizing practices that may adversely affect the environmental, economic, health or social well being of future generations

Source: Piotr Mazurkiewicz, *Corporate Environmental Responsibility*

Equitable: results in human well-being and access to opportunity for all people

Source: *Building an Equitable Green Economy: Forum for Sustainable Development*

Food access: having sufficient economic, physical, and relational resources, to obtain appropriate foods for a nutritious diet.

Source: Adapted from World Health Organization Glossary, <http://www.who.int/trade/glossary/story028/en/>

Food availability: The availability of sufficient quantities of food of appropriate quality.

Source: adapted from FAO Agricultural and Development Economics Division, World Food Summit, 1996 ftp://ftp.fao.org/es/esa/policybriefs/pb_02.pdf

Food Security – Food security exists when all people, at all times, have physical and economic access to sufficient, safe and nutritious food to meet their dietary needs and food preferences for an active and healthy life.

Source: FAO Agricultural and Development Economics Division, World Food Summit, 1996 ftp://ftp.fao.org/es/esa/policybriefs/pb_02.pdf

Food Security (Community) – Community food security exists when all community residents obtain a safe, personally acceptable, nutritious diet through a sustainable food system that maximizes healthy choices, community self-reliance and equal access for everyone.

Source: Adapted from Hamm MW, Bellows AC. Community food security and nutrition educators. *J Nutr Educ Behav* 2003;35:37-43. Cited in Dietitians of Canada Community Food Security Position Paper, 2007 <http://www.dietitians.ca/Downloadable-Content/Public/cfs-position-paper.aspx>

Food System: includes wild and cultivated food production and procurement, food processing, food distribution, food access, food consumption, farmland preservation and stewardship, food skills and education, and waste management.

Sources: Wikipedia – Food System; von Braun, Joachim and Mary Ashby Brown. "Ethical Questions of Equitable Worldwide Food Production Systems." *Plant Physiology*; Vol. 133. November 2003, OFNS Feedback

Local Food: food that has been grown or caught, processed and distributed as near to the point of consumption as possible. This can include the community; municipality; bio-region; province; or country where the food is consumed. Source: adapted from Local Food Plus www.localfoodplus.ca

Local Food System: a chain of activities and processes related to the locally-organized production, processing, distribution and consumption of food in an effort to build more locally-based, self-reliant food economies to enhance economic, environmental and social health

Sources: Feenstra, G. (2002) *Creating space for sustainable food systems: lessons from the field*. *Agriculture and Human Values*. 19(2). 99-106; Gail Feenstra and Dave Campbell. "Steps for Developing a Sustainable Community Food System," *Pacific Northwest Sustainable Agriculture: Farming for Profit & Stewardship*. Winter 1996-97. 8(4): pp. 1-6. www.farmingthecity.net

Healthy Food – healthful and nutritious, provides essential nutrients as described by Canada's Food Guide. "Healthy foods" should not contain excess amounts of saturated fats, *trans*-fats, sugar or salt (these amounts have not been defined). Our definition of "healthy food" is not limited to the nutrients that a food contains. "Healthy food" comes from a food system where food is produced, processed, transported, and marketed in ways that are environmentally sound, sustainable and just.

Note: There is no consensus among health professionals, industry, consumers and government on a definition of "healthy foods and beverages" or standardized criteria for categorizing foods as "healthy" and "less healthy".^{1 2} Our definition was created by the Ontario Food and Nutrition Strategy Design Team and incorporated a definition from the Prevention Institute in the United States.³

Sources: 1. Health Canada – Defining "Healthy" Foods - Environmental Scan of the Situation in Canada (2009) www.hc-sc.gc.ca/fn-an/nutrition/pol/exsum-som-healthy-sains-enviro-eng.php, 2. DC Position Paper – Advertising of Food and Beverages to Children – Dec 2010. www.dietitians.ca/Downloadable-Content/Public/Advertising-to-Children-position-paper.aspx, 3. Prevention Institute, Setting the Record Straight – Nutrition and Health Professionals Define Healthy Food www.preventioninstitute.org/component/library/article/id-58/127.html

Healthy Eating OR Healthy Diet OR Healthy Eating Pattern – having the amount and type of food recommended by Canada's Food Guide. Following the eating pattern in Canada's Food Guide will help people get enough vitamins, minerals and other nutrients, reduce the risk of obesity, type 2 diabetes, heart disease, certain types of cancer and osteoporosis, and achieve overall health and vitality.

Source: Health Canada, *Eating Well with Canada's Food Guide – A resource for educators and communicators* (2007) www.hc-sc.gc.ca/fn-an/food-guide-aliment/index-eng.php

Nutritious – providing nourishment, especially to a high degree; nourishing; healthful.

Source : <http://dictionary.reference.com/browse/nutritious>.

OR- nourishing, beneficial, wholesome, healthful, health-giving, nutritive

Source: *Collins Thesaurus of the English Language – Complete and Unabridged 2nd Edition*. 2002 © HarperCollins Publishers 1995, 2002

Sustainable: does not compromise the environmental, economic, health or social well being of present and future generations

Source: *Growing Food Security in Alberta/SELRS Pillars*

Sustainable Food System: food produced, harvested, processed, distributed and consumed in a manner which maintains and enhances the quality of land, air and water for future generations, and in which people are able to earn a living wage in a safe and healthy working environment by harvesting, growing, producing, processing, handling, retailing and serving food.

Source: *Food Secure Canada*

Wild Land: under the control of natural processes

Source: *Wikipedia*

Vulnerable Populations: Groups of people "made vulnerable by their financial circumstances or place of residence; health, age, or functional or developmental status; or ability to communicate effectively...[and] personal characteristics, such as race, ethnicity, and sex."

Source: *Defined in the Final Report of the President's Advisory Commission on Consumer Protection and Quality in the Health Care Industry* (IOM Health Literacy Roundtable, Washington, DC November 10, 2010 <http://iom.edu/~media/Files/Activity%20Files/PublicHealth/HealthLiteracy/2010-NOV-10/Bettigole.pdf>)