

Conference on Advancing Food Justice and Equity

October 23, 2019



with support from





Karen Washington, food justice advocate and co-owner of Rise & Root Farm in the Bronx, New York, gives an inspirational talk on the fight for an equitable food system.

FoodShare Toronto's one-day conference focusing on food justice and equity within the food system was an extremely successful event by any measure. Held at Daniels Spectrum in Toronto's Regent Park on October 23rd, 2019, the well-attended conference featured dynamic speakers, engaging workshops and thought-provoking discussions. A buffet lunch was catered by Hiawatha's Catering, an Indigenous catering company.

Moreover, the conference served as the launch of ground-breaking findings based on research led by PROOF, a University of Toronto-based research group, in partnership with FoodShare. Covered by major media outlets – CBC, *The Toronto Star*, *The Globe and Mail* – our study showed, for the first time, that there is a direct correlation between race and food insecurity independent of all other factors.

In the City of Toronto, 13% of Toronto households are food insecure – the people living in those dwellings cannot consistently afford to eat. But that number jumps within Black communities. Black households are 3.5 times more likely to be food insecure than white households. These, and related findings, must be incorporated into discussions centred on food justice and the right to food in order to draft policies that address widespread barriers to food access.

We deeply appreciate your support for this important conference and for joining us in our vision for food justice and equity, and our work to create systemic change so that everyone can feed themselves, their families and their communities with dignity.

INDICATORS, BRAND PROFILE AND IMPACT

Raising brand profile and awareness of FoodShare and sponsors of the Food Justice Conference, key indicators:

1,851,000 - Audience reach through print media (*Globe and Mail; Toronto Star*)

13,188,000 - Audience reach through digital media (unique visitors *Globe and Mail; Toronto Star*)

2,783,700 - Audience reach through media social media posts (*Globe and Mail; Toronto Star*)

57,823 - Total social media impressions through FoodShare Twitter, Facebook and Instagram platforms promoting conference and sponsors

760,330 - People reached through FoodShare Twitter

7,525 - Impressions through FoodShare Facebook

2,829 - Impressions through FoodShare Instagram

\$41,224 - Revenue raised in support of Food Justice conference and FoodShare programs to secure equitable access to good food and the right to food for all.

CONFERENCE SURVEY RESULTS

Percentages are based on people who selected 4 and 5 on a scale of 1 to 5 where 1 was rated as strongly disagree and 5 strongly agree.

- **93%** of attendees reported feeling more knowledgeable about the ways in which racism and oppression impact the food movement.
- **78%** of attendees reported feeling better equipped to identify racism and oppression within the structures that exist.
- **69%** of attendees reported feeling better able to identify opportunities within their own organizations to challenge racism and oppression.
- **59%** of attendees felt that their participation in the gathering provided them with useful tools for challenging racism and oppression in their organizations.
- **87%** of attendees reported having a useful conversation with someone at the gathering that they likely would not have had otherwise.
- **87%** of attendees reported an understanding of how programs designed with a food justice lens can help reduce food insecurity for those most affected by food insecurity.
- **97%** of attendees rated the conference between 7 and 10 on a scale of 1 to 10 where 10 was "excellent" and 1 "poor".

TESTIMONIALS

"Great conference. I wish more conferences dove right into the meat of the issues like this one did. Too many stay at the surface level and don't get right down to the heart of the issues we face in the food movement."

"Thank you for hosting this and for feeding us so well! I'd love for this conversation to be even more widespread and I appreciate so much what FoodShare is doing to do that. I also admire the internal policy changes FoodShare is making and would recommend that you share these more directly with upper management at NGOs around the city."

"Thank you so much! What an incredible learning opportunity; I feel really refreshed in my work having been able to take the time to reflect on and rethink my practice, and to revisit why it is I do what I do."

"Seeing BIPOC [Black, Indigenous, and People of Colour] people being prioritized as leaders of the event while also speaking truths about white supremacy and capitalism in the food system and Toronto food justice scene. More of all that please!"

"The sharing of data around food insecurity within the black community. This is much needed within the food not-for-profit space."

"Listening to a racialized woman (Karen Washinton) about the way not-for-profits must work to support/strengthen capacity of communities. We should plan to be in a community for a fixed term and then being an ally to support communities to build/deliver their own services."

"Karen Washington's talk was great, so was the PROOF presentation, lots of good perspectives from the panel as well. Hard to choose a favourite."



FoodShare's Director of Programs, Leslie Campbell, shares findings from the Intersections of Race and Food Insecurity research.

Paul Taylor, FoodShare's Executive Director, speaks to the racialization of food insecurity.



MC, board member, and co-owner of True True Diner, Suzanne Barr welcomes attendees to the Conference on Advancing Food Justice and Equity.