



SUSTAIN ONTARIO

the alliance for healthy food and farming



hello!

about the network

Sustain Ontario is a province-wide, cross-sectoral alliance that promotes healthy food and farming. We take a collaborative approach to research, policy development and action by addressing the intersecting issues related to healthy food and local sustainable agriculture. Our vision of healthy, ecological, equitable and financially viable food systems for Ontario.

staff

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Thanks to our staff & volunteers whose hard work and dedication are essential to Sustain Ontario's success.



The Alliance for Healthy Food & Farming

is a project of

TIDEScanada

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message from the director

After four years of planning, thinking and working, Sustain Ontario is proud to have become Ontario's Alliance for Healthy Food and Farming. Over the last four years we've had the privilege to meet and connect hundreds of people across this province who are transforming our food system every day. We have been learning about the food system problems that face farmers, food businesses, eaters and communities. What's more, we're learning about good food ideas that are springing up throughout the province. We've learned that Ontario is a province of good ideas that get put into action!

Moving into our next phase, we'll continue identifying and removing the barriers that keep good food ideas from becoming a good food system; a food system that's good for farmers, eaters, the environment and communities.

We're proud to continue creating a network for food and farming folks, doing research, organizing events and campaigns, and raising the profile of healthy food and farming in the political realm. We will also keep that momentum as we move into more policy and strategy work, and as we focus on new good food ideas. We hope that you'll join us!

- Ravenna Nuaimy-Barker, Director



"We've learned that Ontario is a province of good ideas that get put into action!"

bonjour!



Checking out the okra on the World Crops Tour, September 2011

Message from the co-chairs

These first four years of Sustain Ontario have been energizing for me and for many across the province. Looking back to our roots in 2007, when the Metcalf Foundation brought together some of Southern Ontario's food and farming leaders, I could not have imagined the kind of impacts that we would be having today. And, that those impacts would span sectors and geography: food, farming, health, environment, food access, children, education, and first nations across the urban, rural, near north and remote north landscapes. We truly found that we can achieve so much more by working together.

- Karen Hutchinson, Co-Chair



"We've got a chance to build... sustainable systems here in this province..."

It has been a great privilege for me to spend the last four years as one of Sustain Ontario's Co-Chairs. As a farmer, business-person and environmentalist, I've had the chance to help Ontarians understand why it's so important that we take care of and invest in our food system. In this role, I've gotten to see many light bulbs go off (including my own) when people finally understand that we've got a chance to build economically and environmentally sustainable systems here in this province that will carry us into a healthy future.

- Bryan Gilvesy, Co-Chair



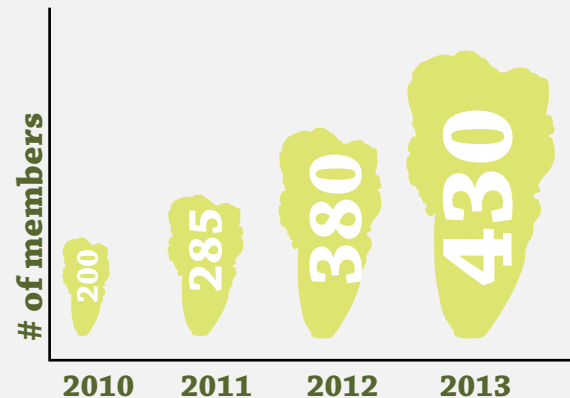
growth

membership

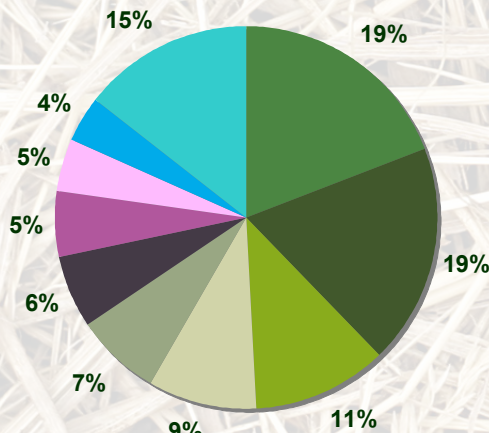
Sectoral Representation by Sustain Ontario Members, 2012



Growth of Sustain Ontario Membership



communications & media



1,640 newsletter subscribers

2,750 followers on Facebook

10,000 followers on Twitter

12,000 member directory views

214,242 website visits

262,755 social media post views*

**Accurate as of June 2013.*

milestones

- 2007** Working meetings convened by the Metcalf Foundation
- 2008** Sustain Ontario is formally incorporated
Food Connects Us All: Sustainable Local Food in Southern Ontario
Jeanette Longfield visits from Sustain UK
- 2009** First Sustain Ontario Director is hired
Sustain Ontario expands mandate to be province-wide
- 2010** Menu 2020: Ten Good Food Ideas for Ontario report authored
1st Bring Food Home Conference: Connecting Ontario Farm and Food Networks Infrastructure
First Annual General Meeting
Tides Top 10 of 2010 Award
- 2011** 2nd Bring Food Home Conference: Preparing the Ground for a Sustainable Food System
First Sustain Ontario Program Coordinator is hired
Sustain Ontario's website goes bilingual
Vote ON Food report card and interactive website created for provincial election
Growing Good Food Ideas and Good Food Ideas Kids series are launched
- 2012** Recommendations are developed for the Local Food Act
Development and advancement of the Ontario Food and Nutrition Strategy (OFNS)
City to County Virtual Tour Series is launched
- 2013** New Membership Policy is developed, to be rolled out for 2014
Second round of consultations for the OFNS is conducted
3rd Bring Food Home Conference: Building Bridges Together
Food Farms Fish and Finance Forum in Toronto
2012-13 Growing Good Food Ideas Videos launch at Queen's Park with the Premier of Ontario
Presentation by Sustain Ontario at the Standing Committee on Social Policy

governance structure

MEMBERS of Sustain Ontario support working towards a food system that is healthy, ecological, equitable and financially viable. Members of Sustain Ontario who want to play a leadership role on a particular issue or project can take responsibility for organizing and leading a working group.

WORKING GROUPS are self-organizing teams led by interested and engaged leaders. The structure enables emergent leaders to take initiative, and identify and work on strategic activities that harness converging “mutual self interest” as well as the expertise, time, and energy of groups of people within the network.

The **ADVISORY COUNCIL** is made up of sector leaders who work to strategically support the cohesion and collective interest of the network. This means providing a clear vision and ongoing strategic analysis to guide the work of Sustain Ontario. Members of the Advisory Council can “trigger” or lead working groups within the collaborative network.

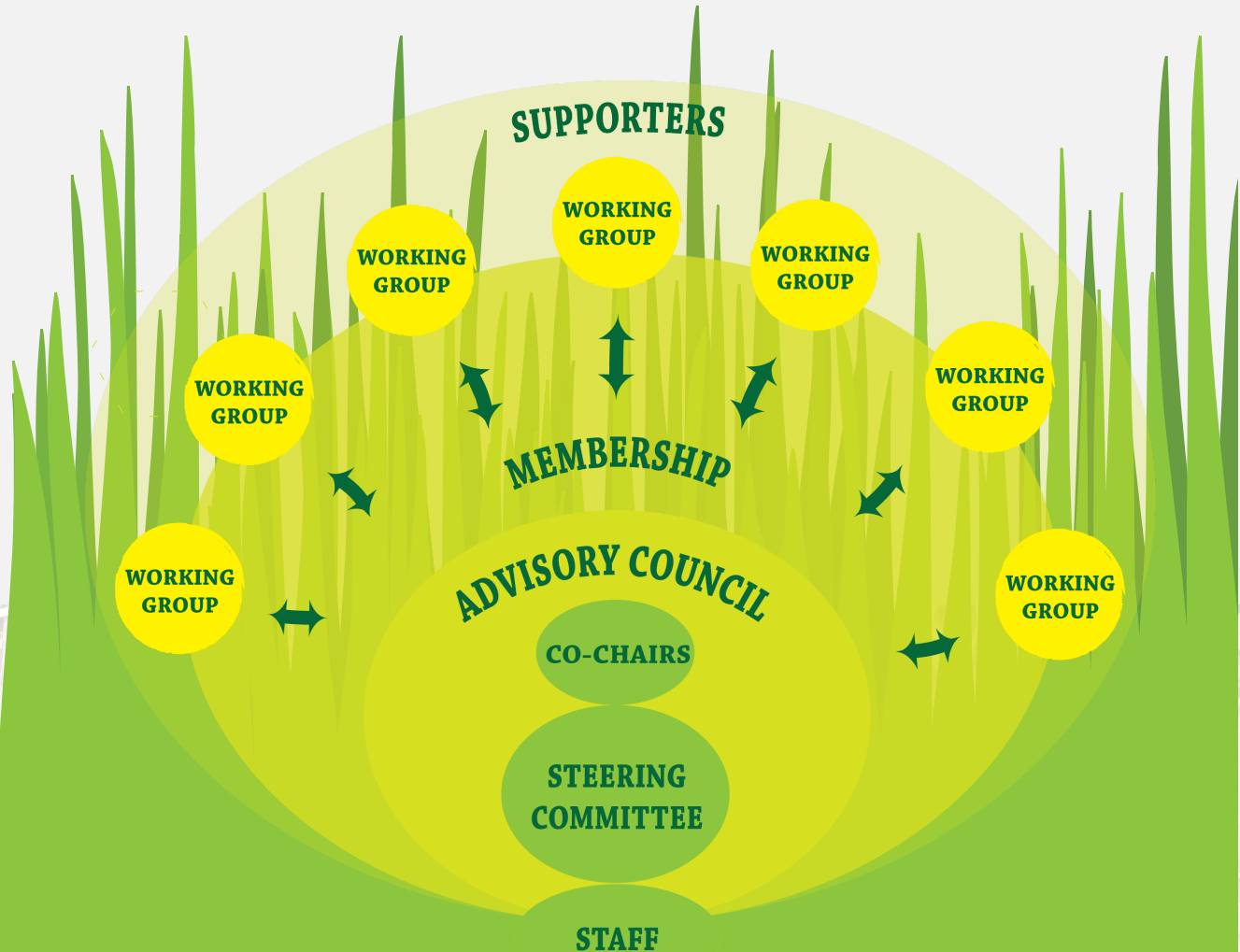
The **STEERING COMMITTEE** is comprised of 4-7 representatives from the Advisory Council. The Steering Committee provides administrative support to the Director and is responsible for ensuring the accountability of the alliance.

The **CO-CHAIRS** of Sustain Ontario’s Advisory Council work with the Director to determine strategic programmatic directions, to liaise with the Steering Committee and Advisory Council, build membership and to act as spokes people for Sustain Ontario.

Sustain Ontario is a project of **TIDES CANADA INITIATIVES SOCIETY (TCI)**. The TCI support team provides Sustain Ontario with support in all areas of operations including finances, grant administration, human resources, and risk management. The TCI Board has full governing, legal, and fiduciary responsibility for Sustain Ontario.

Sustain Ontario **STAFF** will support the Director in executing the activities of the alliance to build on existing energy, disseminate information, convene members and build membership, support working groups, and document successes and challenges.

our structure



SUSTAIN ONTARIO is a project of **TIDES CANADA** providing uncommon solutions for the common good.

constellations

working groups & initiatives

Sustain Ontario collaborates with groups across Ontario (and sometimes Canada) to work on **priority issues** related to **healthy food** and **sustainable agriculture**. At any moment we are working on over a dozen initiatives and shifting our energy to work on new initiatives. Check out our website to discover more about our work.

farm to school



market vouchers



community compost



local food infrastructure



urban agriculture



food and farm finance



"Sustain can help bring the right players around the table, building the connections across the province."

national network groups

Farm to Cafeteria Canada



Food Secure Canada



community gardens



local food research



meat and abattoirs



municipal and regional food policy groups



ontario edible education network



diversity and inclusion



Ontario food and nutrition strategy



flocking options



a new way of working

Working groups are our way of creating connections, like **constellations across the province**. Imagine people working on ideas and actions in farmers' fields, in school cafeterias, in industrial spaces, in boardrooms, at the market....we could go on and on. Our working groups encompass so many aspects of the food system; they come together and **make things happen**. Sustain Ontario is the soil and our working groups are all of the seeds, roots, and stalks growing out - we give them the support they need to do so. The goal is to **grow ideas and create productive dialogues** making the food system stronger through a network of connected stakeholders.

leadership

co-chairs



Karen Hutchinson
Executive Director
Caledon Countryside Alliance



Bryan Gilvesy
Owner, YU Ranch, Chair, Norfolk
County ALUS Pilot Project

"It has been inspiring to see that Ontarians, from farmers' market shoppers to MPPs and everyone in between are starting to see the potential of food and farming. I am proud to do this work as Co-Chair of Sustain Ontario and I can't wait to see what the coming years bring!"

- Karen Hutchinson, Advisory Council Co-Chair

steering committee



Lauren Baker
Manager, Toronto Food Policy
Council, Toronto Public Health



Kathryn Scharf
Program Director
The Stop Community Food Centre



Rod MacRae
Assistant Professor, Environmental
Studies, York University



Christie Young
Executive Director
FarmStart



Moe Garahan
Director
Just Food Ottawa

advisory council



Deborah Belinsky
Manager, Community and Org.
Development, Breakfast for Learning



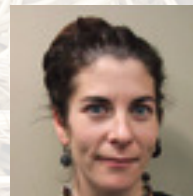
Anne Bell
Director of Conservation and
Education, Ontario Nature



Karen Burson
Project Manager, Hamilton Eat
Local, Environment Hamilton



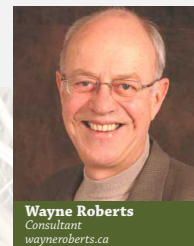
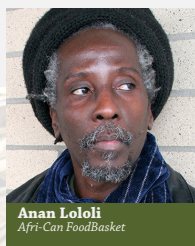
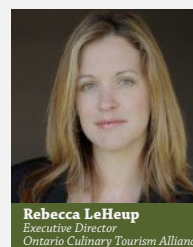
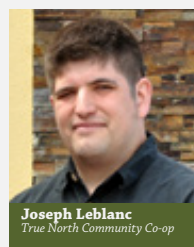
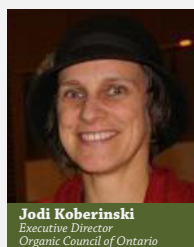
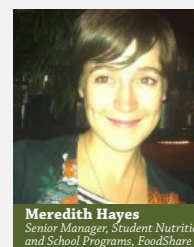
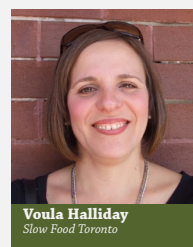
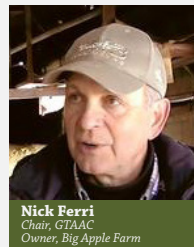
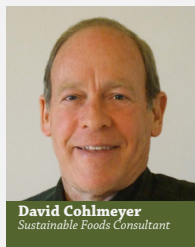
Aimee Carson
Community Food Project Manager
Evergreen



Erin Chapelle
Proprietor
Karma Marketplace



Kathy Chaumont
Agent de développement
RDEE Ontario



Because the composition of our Advisory Council changes with time, this group represents only some of the amazing leaders who gave their time over the past four years. These were our advisors in the fall of 2012 at the time of design.

campaign spotlight: Vote ON Food & Farming

Sustain Ontario members advocate that **good food has the power to make change**. The Vote ON Food & Farming campaign launched in 2011 to build political support for the *Local Food Act*. A strong online presence through YouTube videos, letter writing to MPPs, a FAQ on common topics related to local food and farming issues, and extensive blog posts covering food and farming topics all helped to build support for the *Act*.

Sustain Ontario also provided many educational resources including a 'Report Card' compiled from a survey distributed to the four provincial parties, clarifying the scope of their positions on food and farming policy, and downloadable promotional materials for communities to spread the word and encourage people to vote on food and farming. Visit voteonfood.ca to view the full campaign.

A vote on food and farming is a vote on:

JOBS

food and farming is the #2 employer in Ontario, #1 in the GTA

HEALTH

a healthy diet prevents 80% of heart attacks, strokes, and type 2 diabetes

ENVIRONMENT

good farming practices protect top soil, drinking water, biodiversity, and help fight climate change

KIDS

food education and healthy meals help kids do well in school and eat better for life

COMMUNITIES

food brings people together, creating safe, healthy neighbourhoods

FARMERS

good food keeps farmers in business, now and in the future





Good Food Ideas tour.

advocacy

government relations

Sustain Ontario has been a leading voice on two important policy processes bringing together diverse stakeholders to provide a unified voice on food and farming issues.

The Local Food Act

One of the many ideas sparked by the **Vote ON Food** campaign during the 2011 provincial elections, the Local Food Act was introduced by the Liberal government in 2012 and then reintroduced under new leadership in 2013. Sustain Ontario played an active role in seeking input for the Act from its membership by:

- **Hosting a consultation with the Sustain Ontario Advisory Council,**
- **Providing a Statement of Purpose and a series policy backgrounders to policy makers**
- **Working with its members to put forward model language,**
- **Meeting with all parties to share ideas and materials**

After the re-introduction of the Act, Sustain Ontario helped strengthen the Bill by:

- **Collaborating with allies to send a letter of recommended amendments**
- **Providing members with regular updates on the status of the Act**
- **Aggregating recommended amendments from Sustain Ontario membership**
- **Presenting amendments to the Standing Committee on Social Policy on behalf of the Sustain Ontario membership.**

As a result of the efforts of Sustain Ontario and its members, the Local Food Act was officially passed after third reading on November 5th, 2013 with several key amendments including:

- **Direct reference to forest and freshwater foods in the definition of “local food”**
- **A tax break for farmers who donate food to community food programs**
- **Additional focus on improving food literacy.**



Premier Kathleen Wynne addresses the audience at the Growing Good Food Ideas video launch held at Queen's Park in April 2013.

Ontario Food & Nutrition Strategy

Sustain Ontario and its partners recognize the importance of integrated solutions around food and farming.

The **Ontario Food and Nutrition Strategy (OFNS)** is a project of the **Ontario Collaborative Group on Healthy Eating and Physical Activity (OCGHEPA)**, a provincial collaboration of health professionals, that has solicited feedback from over 200 food and farming stakeholders from across the province.



As a member of the OFNS design team, Sustain Ontario took a lead role in guiding the consultation processes and worked with the OCGHEPA to develop recommendations for the **Healthy Kids Panel**, the **Ontario Poverty Reduction Strategy** and the **Local Food Act** based on the strategy. The OFNS continues to guide policy recommendations and to call for inter-ministerial collaboration around food.

ideas

good food ideas

Sustain Ontario is a knowledge sharing hub where **Good Food Ideas** are the seeds in the soil of a food system that is growing across Ontario. During the last four years Sustain Ontario has been the root for many productive partnerships and events that have grown into a dynamic collection of tours, stories, and films and news pieces. In combination these media offer a dynamic portrait of our changing food system, by showcasing the strengths and challenges inherent in it.

We have a goal to capture as many **Good Food Ideas** as possible and to disseminate them to a wide audience across our vast province. Sustain Ontario's role is not to gain consensus, but rather to grow the conversation and build the network which that can support to advocacy and lead to policy change.

We've grouped our **Good Food Ideas** under the following umbrellas:



Check it out...

9 tours, **10** stories, over **50** videos, & weekly news!



Take a look...

10 simple acts, **34** infographics, **16** videos, & words for kids!

Watch, read & listen to all of the Good Food Ideas at sustainontario.ca

Do you have a Good Food Idea? We want to hear from you! Drop us an email, give us a call, or comment on the blog and we'll get the conversation started. We invite everyone to sow Good Food Ideas seeds.

partnership spotlight: **Powerline Films**

We are very fortunate to work with Powerline Films who specialize in progressive grassroots video storytelling. They partnered with over 25 affiliates in our network to produce some beautiful and informative short videos about growing good food ideas. During the four year we've debuted over 50 videos on our website that help inform and educate those curious to know more about the food system in Ontario. The media is a fun engaging way to spread the word about all the good food ideas going on in the network! Thank you to Powerline Films for making Good Food Ideas look so good.

partners

Algoma Food Network
Caledon Countryside Alliance
Canadian Organic Growers
City of Kawartha Lakes
Community Food Centres Canada
Durham Farm Fresh
Halton Region
Harvest Haliburton
Homestead Organics

FarmStart
Food Security Research Network
FoodShare Toronto
King Township
Local Food Plus
Local Organic Food Co-Ops Network
London Community Resource Centre
London Training Centre
Niagara Region
Nishnawbe Aski Nation
Northumberland Food Charter Working Group
Ontario Culinary Tourism Alliance
Ontario Nature
Organic Council of Ontario
Perth County
Savour Stratford
Toronto Food Policy Council
Toronto and Region Conservation Authority
Town of Caledon
Town of Penetanguishene
Western Fair Farmers' Market
York Region Food Network



Film stills (left to right): *Growing Up Organic*, Partner: Canadian Organic Growers;
Organic Food Production in Ontario, Partner: Organic Council of Ontario.

gathering

BRING FOOD HOME

2010 connecting ontario food and farm networks

Bring Food Home is Ontario's sustainable food systems conference organized by Sustain Ontario and partners to bring together people and organizations working, teaching, and learning in the food system.

The purpose of the gathering is to facilitate learning and working together to create food systems that are healthy, just, accessible, culturally appropriate, financially viable and sustainable.

Over **350** farm and food leaders attended the inaugural conference in at the Kitchener Delta Hotel. Participants were took part in learning sessions in the following areas: *Training for Emerging Farmers, Community Food Security, Strengthening Regional Economies, and Sustaining Food Production – Farm, City and Countryside*



Audience at Bring Food Home 2011

Charles Levkoe speaking at Bring Food Home 2011

“Thanks very much. This truly was a spectacular conference with so many details so well attended to. It was a wonderful learning forum, and space to build connections and relationships with other active individuals working on so many ways to make our communities stronger through food.”

- 2011 Participant

2011 preparing the ground for a sustainable food system

Well over **400** people involved in the food system attended the second conference at Trent University in Peterborough. Bring Food Home 2011 culminated in a strategic planning session where participants were asked to choose a priority area from the following:

1) Coops; 2) Research; 3) Municipal/Regional Food Policy; 4) Meat and Abattoirs; 5) Alternative Farm Finance; and 6) New Community Food Initiatives.

We are looking forward to *Bring Food Home 2013: Building Bridges Together*, taking place in Windsor on November 17th-19th. Program highlights include a political panel featuring every major political party, and a funders forum with representatives from across agriculture, food, health, and community funding. *Access program details for the 2013 conference and past conference proceedings and videos at **bringfoodhome.com***



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support

Sustain Ontario receives funding from the following agencies. Our work would not be possible without this funding.

**METCALF
FOUNDATION**

Ontario
Trillium
Foundation



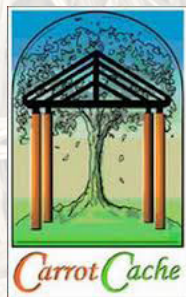
Fondation
Trillium
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An agency of the Government of Ontario.
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