

Growing the Local Food Economy

Forum Report



Final Report

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Prepared for

Growing the Local Food Economy Forum Organizing Committee

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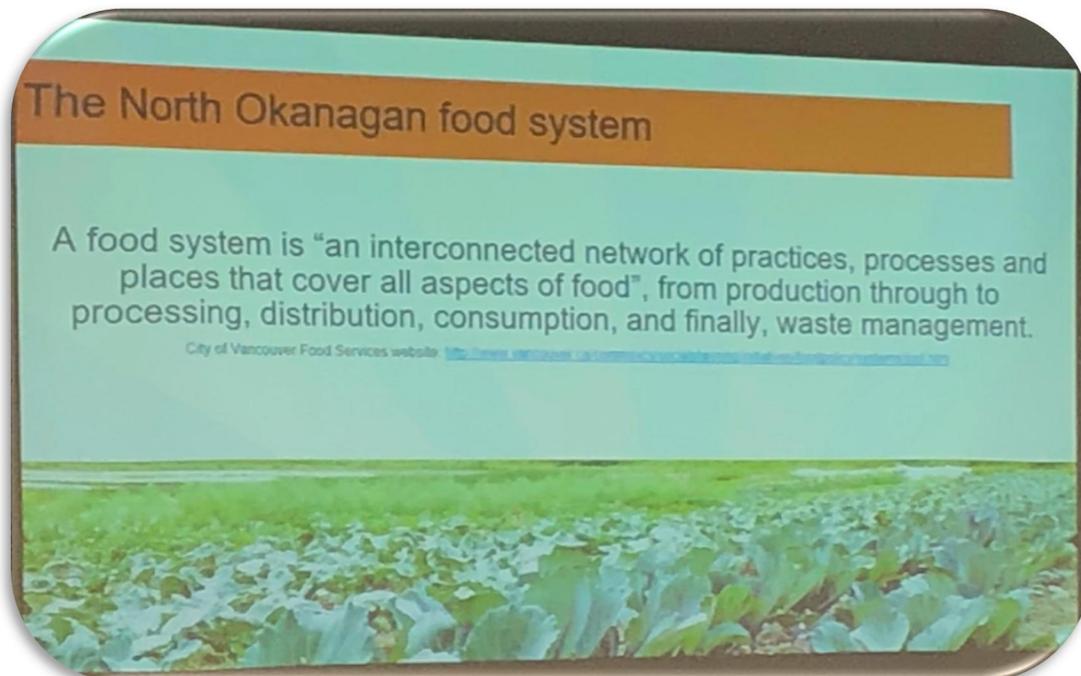
Our Host Okanagan College, Vernon Campus and the fabulous catering of Basket Case Caterers

And, of course, all of the attendees who are working hard to improve the local food economy!

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Table of Contents

INTRODUCTION	1
GROWING THE LOCAL FOOD ECONOMY FORUM SUMMARY	3
WORKING GROUP SUMMARIES	5
Sustain Farmers	6
Support Food Processors	7
Develop the “Middle”: Wholesalers, Distributers, Retailers and Chefs	8
Engage Consumers	10
Build a Network	11
CONCLUSIONS AND NEXT STEPS	12



Introduction

In early 2016, a group of North Okanagan-based food advocates studied the concept of Collective Impact. Collective Impact is “*the commitment of a group of actors from different sectors to a common agenda for solving complex social problems*”, and has been applied in developing the very successful [Farm to Plate](#) Program of Vermont.

Subsequently, the group convened a panel at the BC Food System Network’s summer 2016 Gathering, where they were inspired by provincial examples: Williams Lake’s [Branching Out](#) and Prince George’s [Home Sweet Home](#) initiatives. In the fall of 2016, the same group initiated a wider discussion in the North Okanagan, holding a meeting of **14 key actors** in the regional food system. From this meeting came the following ideas:

1. *Form a committee to carry out the following steps 2-4 while reporting back to the larger group.*
2. *Determine the most appropriate host organization to backstop the work of this group, at least initially.*
3. *Hire a consultant to write a background report summarizing the extensive consultation that has already taken place over the past ten years.*
4. *Hold a larger forum of key regional food system stakeholders.*

Throughout 2017, the newly formed Organizing Committee found a host organization, completed the background report and planned the larger forum.

Community Futures North Okanagan (CF) was selected as the most appropriate host organization. CF’s [mission](#), which includes ‘economic development as determined as required by local and regional communities’ fits well with the goal of ‘growing the local food economy’.

Subsequently, funding was obtained from the RDNO, a consultant was hired and a background report was completed. This report included a review of all the major documents related to public consultation, planning and goal setting for the North Okanagan region’s food system written within the last 10 years. The reports reviewed included:

- RDNO Regional Agricultural Plan 2015 (including the RDNO Agricultural Plan Background Report 2015 and the RDNO Regional Agricultural Plan Market Opportunity Analysis 2015),
- Township of Spallumcheen Agriculture Area Plan Phase 3 Final Report 2006
- Coldstream Agriculture Plan 2009,
- North Okanagan Food Security Assessment and Action Plan 2007,
- North Okanagan Food Systems Plan 2009, and the
- Food System Workshop Summary 2014 for the Okanagan Bioregion.

As further funding became available the organizing committee set its sights toward completing its fourth and final step in this initial phase of their work: hosting a forum titled: “Growing the Local Food Economy in the North Okanagan”. This forum would be able to take the recommendations from the background report another step further by converting them to plans for action.

The purpose of the forum was to:

- ***Learn about promising practices*** for growing the local food economy from successful regions in other parts of BC and North America;
- ***Develop collaborative relationships*** amongst food system stakeholders, including supportive researchers, government and non-profits, in the Regional District of the North Okanagan;
- ***Share ideas on strategies*** for stepping up our efforts in the region; and

- *Mobilize to take specific actions* in the short, medium and long term.

This report is a summary of the forum with an eye toward the future & what's next...

Growing the Local Food Economy Forum Summary

On January 27, 2018, approximately 85 people from across the North Okanagan attended the all-day Growing the Local Food Economy Forum held at Okanagan College, Vernon Campus. Most participants work in the food system as food producers, processors, wholesalers, distributors, retailers or services (i.e. restaurants and caterers). Attendees also represented the non-profit sector, local government, and academia. All areas of the North Okanagan appear to have been represented.

The morning began with time for people to get to know each other and further develop the food network. Participants were able to view showcase booths, meet new people and reconnect with friends and acquaintances while learning about current initiatives. This was a chance to further raise awareness and provide opportunities for collaboration amongst stakeholders working in a wide range of activities across the North Okanagan related to the local food economy.

Inspirational Guest Speakers

The rest of the morning was an opportunity for forum attendees to learn about the local food economy from distant and local examples. Participants heard from a variety of speakers, including a guest keynote speaker Curtis Ogden as well as food system advocates from across BC about efforts happening in North America as well as provincially that are assisting in the development of robust regional food systems.

Jane Lister, Assistant Dean at Okanagan College, Vernon Campus, opened the forum by expressing appreciation to those in attendance and gratitude to the funders.

Curtis Ogden of the Interaction Institute for Social Change in Boston, USA, then took the stage (via Skype) and delivered an informative and inspiring keynote address, *Networking for our Food Future*. He shared ideas about regional food network development based on his experience helping to build such networks in northeastern United States. He described the value of building social infrastructure as being key to building economies, describing how it could be done at various scales (large AND small), and emphasizing the importance of stories as well as shared vision, trust and common understanding. Appendix A provides links to some of the information and examples that Curtis described in his talk.

Mary Stockdale, and Eva-Lena Lang, members of the organizing committee opened up a session for food experts to share about initiatives happening in regions across BC. Mary introduced the BC Food Systems Network (BCFSN) and Eva-Lena introduced Sustain BC, an initiative of the BCFSN, Real Estate Foundation and other partners that aims to support sustainable food systems across the province. Eva-Lena also described three regional food initiatives: Fields Forward and the Food Policy Council projects from the Central Kootenays, Beyond the Market from Fraser-Fort George, and the Food and Agriculture Initiatives Roundtable from the Capital Regional District. The forum participants then heard from Jill Worboys about the Central Okanagan Food Policy Council as well as initiatives led by Interior Health, and Bob McCoubrey shared information on an exciting farm incubator program called the Central Okanagan Community Farm. Melissa Hemphill then invited participants to join initiatives and events led by enthusiastic food advocates in Revelstoke, a community part of the Columbia-Shuswap Regional District.

To round out the morning of speakers, **Mary Stockdale and Eva-Lena Lang shared key findings of the background report that the Organizing Committee commissioned them to write in the second half of 2017.** Their presentation reviewed the challenges faced by the regional food system as well as the opportunities that have been identified, and

finished by summarizing the recommendations that were made for developing the region's local food economy. This information was foundational for the forum, providing the starting point for the Working Group discussions. The report will be made available to Forum participants early in 2018.

Working Group Discussions

Forum participants chose one of five Working Groups to engage in discussions about priority actions for the short, medium and long term, and how they could organize for implementation. These Working Group discussions were the core activity of the Forum.

The Working Groups at the Forum were titled as follows:

- Sustain Farmers
- Support Food Processors
- Develop the 'Middle': Wholesalers, Distributors, Retailers and Chefs
- Engage Consumers
- Build a Network

Each Working Group was comprised of 6-12 people at each table, with two tables for each Working Group category. A number of community partners volunteered as facilitators for the table discussions to help ensure inclusive conversations and that the results from each table were captured in writing. Each table was guided by a Workbook specific to their Working Group that contained a process for the discussion to follow.

The Workbooks began by displaying a list of 'possible actions' that had been drawn from the recommendations of the background report as a way of informing, but not prescribing, the conversations. Step One in the Workbook asked group members to review this list of 'possible actions' and individually identify 'priority actions' from this list. Step Two was to identify 'shared priority actions' as a group, and Step Three was to identify short, medium and long term actions, together with possible partners to involve, and steps to take, to implement these 'shared priority actions'.

The discussions concluded with each Working Group completing a Workbook that summarized the results of Steps One to Three, above. The tabulated results of each Workbook are listed in Appendix B.

Closing Activities

Following these discussions, Working Groups chose one example of a 'shared priority action' to share in a brief report back to all forum participants.

The final activity, after a brief discussion of 'next steps' by Mary Stockdale, and the official closing of the forum by Jane Lister, was a request to participants to fill out a one-page evaluation form, to leave on the tables. 53 participants filled out this survey, and the tabulated results of these surveys can be seen in Appendix C. The three questions of note for this report were: *What was the most important thing you learned at this event? What additional events would you like to see organized? Do you have any additional comments?*

One week after the forum, another survey was sent out, mainly with the purpose of asking for contact and business information for a proposed participants' directory. However, the survey also asked participants a few questions about the forum and desired next steps; the tabulated results of these questions can be found in Appendix D. The question of note in this survey was: *What do you hope this forum will help the region to achieve for the local food economy in the short, medium or long term?*

The tabulation of all the details of the forum Workbooks, as well as the two surveys, is important, and has been done to ensure transparency. Importantly, it will also support the new Working Groups that will continue in 2018 and beyond to determine the best ways of organizing for action. **Many of the forum Working Group participants indicated that they would like to continue with a Working Group as the opportunity arises.** The desire for food system stakeholders to have ongoing opportunities to come together, network, and collaborate was a recurring theme of the forum as well as in both the forum evaluation and follow-up survey.

Working Group Summaries

Working Group discussions were the core activity of the Forum. These Working Groups were structured to facilitate meaningful discussions about specific practical actions that could be done and how they should be implemented. Key outcomes from each Working Group are listed in the remainder of this section, organized into three categories:

Suggested Direction

The broad direction, intention and key topics discussed in each Working Group.

Key Themes

General guidelines, approaches, advice, things to remember and major topic areas to focus on.

Suggested Actions

Specific short, medium and long term actions suggested for implementation.

In addition to the Workbook data, the results of the two surveys that were conducted following the Working Group discussions were scanned, and their main findings integrated into the above summaries.

For all of the details on the Working Group discussions, as well as the two surveys, please refer to Appendices B, C and D.



Sustain Farmers

Suggested Direction

Participants in the Sustain Farmers group are interested in developing a Farm Advisors Program to support the economic viability of small to medium producers. This might include supporting processing facilities for adding value to farm products, developing markets and enhancing the marketing of local products. At the heart of this group is a desire to protect farmland by encouraging succession planning and increasing access for new farmers. This must be accompanied by enhanced training and education programs to expose young people to farming and provide them with the tools to succeed.

Key Themes

- Farm Advisors Program to help lead economic growth in Agriculture sector
- Processing facilities for added value to farm products
- Marketing for farm products (new markets & improved marketing)
- Winter farmers markets
- Protect farmland & Increase access to land
- Encourage succession planning
- School programs exposing students to farming
- Trade apprenticeships & post-secondary education

Suggested Actions

Short Term

- Establish a Farm Advisors Program that aims to lead economic growth in the agricultural sector, and keep small producers viable; increase opportunities to keep products local; share resources, including Ministry resources
- Promote farmers' access to land: support leasing of vacant/underutilized public and privately owned land, encourage farm owners to provide long-term lease arrangements

Medium Term

- Support initiatives that protect farmland; collect stakeholders, identify issues, find opportunities to influence policies, work collectively to change mindsets
- Establish a processing facility for adding value to farm products
- Provide/develop marketing expertise
- Help farmers' markets create or improve winter markets

Long Term

- Expose students to farming profession (eg. academic programs at high schools)
- Support development of official red seal trade apprenticeship program (certificate program?) to provide aspiring young farmers with the tools to succeed, and legitimize local small/medium-scale agriculture by professionalizing it.
- Increase local agriculture training in post-secondary environments, including succession planning

Support Food Processors

Suggested Direction

Interestingly, the two groups who discussed supporting food processors had very similar conversations. Both discussed the idea of developing a 'food innovation centre' to provide shared assets such as a commercial kitchen and processing equipment. The hub would also assist with collaborative marketing and distribution as well as mentorship and training. One group proposed forming an association at the regional level, and making an application to join the BC Small Scale Food Processors Association.

Key Themes

- Form a North Okanagan Chapter of the BC Small Scale Food Processor Association
- Embark on creation of commercial kitchen/ food innovation centre
- Provide training for established processors and upcoming entrepreneurs (an incubator program)

Suggested Actions

Short Term

- Identify a core group to move this project forward
- Organize a 'call to action' night
- Share the stories of small scale food processors in local media
- Organize meetings (monthly/bimonthly) to build relationships
- Visit other kitchens/centres
- Feasibility study (using students) for a commercial kitchen/ food innovation centre

Medium Term

- Design vision/mission; identify goals
- Contact BC Small Food Processor Association to apply for North Okanagan chapter
- Assess & gather resources
- Create a network of mentorship and collaboration
- Begin a Food Innovation Centre design and development

Long Term

- Consider hiring an Executive Director
- Determine business structure and shared marketing and distribution plan
- Build the Centre, invest in assets like equipment and commercial kitchen and storage

Develop the “Middle”: Wholesalers, Distributors, Retailers and Chefs

Suggested Direction

The resounding direction that the Develop the Middle group is heading in is to develop a food hub. There were multiple ideas about what could potentially be included in such an endeavor.

Key Themes

- Development of a food hub for wholesale and distribution
- Create linkages for development of business models: look into a for-profit food distribution company
- Consult with restaurants/retailers/farmers about the possibility of an online platform where farmers list what they have available and buyers can view and order from the entire available local supply.
- Help farmer’s markets create or improve winter markets (examine current impediments and review successful winter market models in other parts of North America); encourage local farmers to produce for and market through winter markets
- Include innovative agricultural processing in the hub facility
- Establish a cooperative grocery - a bridge for farmers so they can distribute their products easier
- Develop provincial procurement programs establishing place based food in hospitals and institutions; contracts with local producers
- Address barriers such as regulation, educate the public on the value for \$ of local food, find ways to support young people to enter food system jobs

Suggested Actions

Short Term

- Build community through potluck dinners.
- Bring larger group of players together, prepare a networking database.
- Determine who can administer and build volunteer base.
- Conduct market research, do a farm/processor inventory; investigate transportation, location, funding
- Define the ‘ask’: a local food hub, present to local governments (identify presenters for each local government). Follow up.

Medium Term

- Create one system for stores and restaurants to order from all local producers and processors (an online ordering system that can aggregate food products so that it is easier to order)
- Build community/ trust in the network through pilot project
- Identify independent grocers to act as champions, rollout to larger stores in 9-24 months

Long Term

- Purchase refrigerated trucks; find a distribution building; establish collection points
- Develop food hub/food distribution company
- Develop processing facilities
- Open a store front with locally sourced products

Engage Consumers

Suggested Direction

An action idea that came from one of the Engage Consumers groups was to create video vignettes that highlight local producers and other food system partners, and share the multiple benefits of purchasing local. The second Engage Consumers group enlarged upon this with a number of other suggestions on how to raise the awareness of consumers as well as educate students on the benefits of local food.

Key Themes

- UBCO marketing students to create and creatively market/share vignettes with “meet the maker” type content highlighting local producers, processors and other food system players, showing the multiple benefits of local purchasing (economic, environmental, etc).
- Increase consumer awareness through the use of existing and new tools and resources that promote local food (eg. online/printed food directories, local food booth at events; food film festival/art competition; local food tours; mainstream media/social media; public billboards and other signage; local food in groceries, local food co-ops)
- Develop curricula and educational programs for all ages on the benefits of local food.

Suggested Actions

Short Term

- UBCO marketing students to create vignettes with "meet the maker" type content highlighting local producers and showing the multiple benefits to local purchasing (economic, environmental etc.)
- Add food system businesses to local directories (OurOkanagan, FreshOkanagan, MySoilMate,)
- Develop agritourism strategies (e.g. farm passport)

Medium Term

- Explore sharing of video vignettes through various online platforms, social media, schools, retailers, waiting rooms, events, theatres, etc.; create brief descriptions of each video project; approach potential partners to post/share videos; post to YouTube, and link to partner sites & refresh often
- Letter writing campaign to newspapers; web articles; TV shows; radio podcasts
- **Pool resources** to purchase mass media with educational messages; highway billboards, rail trail signage tackle "cheap" food and why it costs more
- Connect with local food retailers regularly to request more locally sourced foods
- Develop a local food co-op in Vernon (e.g. duplicate the Monashee Co-op)

Long Term

- Evaluate video vignette project to date and if appropriate, expand to highlight other components of the local food economy/system
- Develop food booth about local food to be run at regional events
- Food film festival/ competition and/or art competition
- Develop programs for children - see Japanese model - for prepared lunches, with descriptions of each item, where it came from and by who/how it was grown

- Develop curriculum for schools promoting local, regenerative agriculture and food systems in classroom - mandatory high school class
- Bring agricultural university classes to UBCO/Okanagan College

Build a Network

Suggested Direction

For the further development of the local food network, groups discussed a strong need to clearly define the purpose, organize the network, develop a database, determine an appropriate communications mechanism, and implement a framework for ongoing planning, monitoring, evaluating and adapting.

Key Themes

- Clearly define the vision, goals, deliverables of the network
- Consider how to organize the network, apply for funding and support ongoing actions
- Develop a local network database of lands, farmers, government (local, regional and First Nations), policy makers and researchers (gaps to be identified)
- Develop and test an appropriate communication mechanism for the network of stakeholders
- Design and implement a framework for ongoing planning, monitoring, evaluating and adapting

Suggested Actions

Short Term

- Approach potential champions to lead the development of the network & form a steering committee
- Identify and approach broader stakeholders; build awareness; assess level of support and interest
- Begin to gather network information: develop stakeholder list with contact information, their potential contribution; develop a database of lands, government (local, regional and first nations), policy makers, non-profits and researchers
- Determine the purpose of the network and the deliverables for the funding/grant
- Determine organizational structure for network and sub-networks, looking at other network models
- Apply for funding; approach corporate sponsors.

Medium Term

- Receive funding; hire coordinator
- Collaborate with stakeholders to define vision, governance, terms of membership
- Develop appropriate communication mechanisms; for example, create an app or a FB page
- Design a framework for measuring and evaluation of results
- Make database of information available to the stakeholders (e.g. food related policy study group).
- Determine plans of action; launch initial actions with working groups (i.e. the low hanging fruit)
- Need to have event(s) that engage the political arena- City, Region, etc.
- Plan follow up forums on environmental, social aspects

Long Term

- Confirm backbone support organization for holding the vision of the network; coordination
- Develop and test an appropriate communication mechanism to keep stakeholders engaged (website, listserve, newsletter, forums, monthly meetings, potlucks, Green Drinks, library speakers)
- Continue to launch network actions

- Continue to monitor, evaluate and support network; adapt as needed; need to be able to capitalize on opportunities
- Ensure long-term sustainability of network in terms of funding; consider innovative models like social enterprise, fee for service

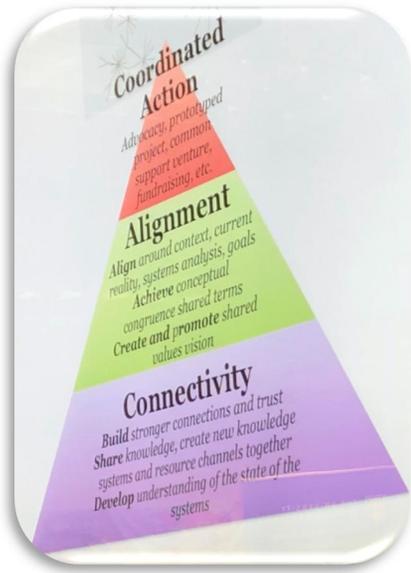
Conclusions and Next Steps

The Growing the Local Food Economy Forum was a successful call to action of community partners interested in the further advancement of a local food economy. Attendees met other leaders in the field, learned about existing efforts, and came together to discuss ideas about the actions needed for this ongoing effort. Speakers provided inspiration and information about current efforts in the North Okanagan and beyond. For two and a half hours, participants dug deep in Working Group discussions, collectively determining a set of Shared Priority Actions over the short, medium and long term for each group.

Beginning in March 2018, those who are interested in continuing with the implementation of these actions can join our network's new and reconfigured Working Groups. The dates for each of the Working Group will be determined once a Coordinator is in place. The groups will review and consolidate the priority actions identified at the forum and decide on how to proceed with implementation. The new and reconfigured Steering Committee, working together with a part-time Coordinator, will support the first meetings of the Working Groups for at least the next half year, and will work to secure funding to support these actions in the longer term.

This forum provided an opportunity for community members to organize for ongoing action toward growing the local food economy in the North Okanagan. Momentum was generated that bodes well for participants to work more closely together to align themselves on shared priority actions. The relationship building that took place was a key factor in the resounding success of the day. We hope that this momentum will carry well into 2018 and for years to come.

The Steering Committee and all stakeholders hope to have continued support in carrying this work forward through the activities of the Working Groups and through the development of a functioning, sustainable regional food system network. If this community of like-minded individuals can continue to come together, share information and resources, develop plans, and complete actions, it is more and more likely that that our regional food system will thrive.



Appendix A: To Learn More: Suggested Links for Follow-up

Follow-up links provided by keynote speaker Curtis Ogden:

- New England Food Vision: <http://www.foodsolutionsne.org/new-england-food-vision>
- Report from Michigan State University and University of Michigan on collective impact models for food system change: http://www.canr.msu.edu/resources/collective_impact_models_of_food_systems_change
- Report from the University of Minnesota on cultivating collective action and networks for food systems: <https://www.extension.umn.edu/family/health-and-nutrition/partner-with-us/food-networks/research-and-reports/docs/statewide-food-network-report-2015.pdf>
- Article on work we have done through Food Solutions New England to confront “othering” and cultivate “belonging”: <http://www.otheringandbelonging.org/equity-common-cause-sustainable-food-system-network-cultivating-commitment-racial-justice/>
- Food Policy Council survey and report from Johns Hopkins University (focus on US and Canada): https://assets.jhsph.edu/clf/mod_clfResource/doc/FPC%20Report%202016_Final.pdf
- Link to Farm to Institution New England: <https://www.farmtoinstitution.org/>
- Report on laws and policy in support of local food system work (US context): <https://www.chlpi.org/flpc-releases-good-laws-good-food-putting-local-food-policy-work-communities-toolkit/>

Appendix B: Transcribed Working Group Results

Appendix C: Forum Evaluation Survey Transcribed Results

Presentation Name:	Growing the Local Food Economy Forum	
Date:	27 January 2018	
Location:	Okanagan College	
# Attendees:	81	
# SOI Survey respondents:	53	
1. Which factors influence decision to attend event?		
Speakers	15	28%
Topic	48	91%
Peer Attendance	20	38%
Networking Opportunities	37	70%
Location/ Venue	13	25%
Other	5	growth of subject, recommended by a colleague, food and drinks provided, asked to present, locally held & local topic, invited
2. How did you hear about the event		
email	42	79%
fax		
newsletter		
coworkers	10	19%
website	2	4%
Other	12	23%
Other notes		Referral, regional dean, food action group, facebook, community, family member, through organizers, word of mouth, local government meeting, part of original organizing group
3. How would you rate this event?		
Excellent	34	
Good	21	
Fair	1	
Poor		
Very Poor		
4. Overall were you satisfied with the content and organization of this event?		
Absolutely	35	
Quite	18	
Somewhat	2	
Not Really		
Not at all		
5. Was this event useful to you?		

Absolutely	40	
Somewhat	12	
Not Really	1	
Not at all		

6. What was the most important thing you learned at this event?

See Q6 tab for answers

7. Will this knowledge help to improve your business competitiveness?

Absolutely	16	
Somewhat	17	
Not Really	4	
Not at all		

8. What additional events would you like to see organized?

		Drive to understand the local consumers better, drive to understand who the local food economy is made of
		The same kind of event but with youth and focus on educating them about the local food
		Food related policy study group/ info night. Let's learn together.
		More conversations like this - an annual conference and collaboration with Young Agrarians.
		A networking / input gathering event of farmers of all stripes - young, old, organic, conventional, self starters, followers, and in other segments of the food system to obtain input from a wider cross-section of the food system.
		Next steps of short term actions
		A follow up session in a year with similar attendance encouraged.
		Networking events for all stakeholders involved in local food economy. Yearly conference/ gathering to connect, inspire and move forward.
		Networking, pooling resources for specific goals
		A short follow up to see/hear about ready projects that happened, and further follow up actions, fine tune.
		Events educating and putting interested consumers into the mix to educate and give another perspective.
		Any program put together is always a learning curve.
		Eat local events 1 day to 1 year. Events that will include local government officials and elected councillors and directors.
		A follow up of what comes of this one.
		Farmers network
		follow ups
		Identify lead agency/champion. Source funding to facilitate priorities actions. Keep group engaged.
		Next steps
		Follow up forums would be beneficial.
		Follow up of progress in 6 months
		Follow up forum in 2019. Interim action committee support. Monthly potluck dinners.

		Trust building potluck dinners to build community and move towards a food hub.
		a follow up meeting or next year forum
		Specialized events eg. for retailers, so their specific concerns can be identified and addressed.
		growing residents/ students
		Need to have event(s) that engage the political arena- City, Region, etc.
		Social networking discipline specific
		How to solve the barriers, challenges for young farmers, food processors.
9. Additional comments		
		Great action you guys have put together to bring better things forward.
		Let's put the 'eco' back into (food) economy. Fantastic lunch. Great start with Curtis. Well organized - thank you all!
		Excellent first event. I hope we can capitalize on momentum built and relationships created.
		Good food
		Well organized and well done session
		Keynote a little disappointing. Canadian experts are out there. Workbook "Possible Actions" were vague and ill-defined, making it difficult to decide on priorities. Facilitation skill was variable. Lovely venue but difficult to hear group members. Excellent lunch. Well-organized.
		I really appreciated the physical environment and the care taken to create welcoming tables (cloth) and honouring the participants. Great food, good presenters. You were able to attract wonderful, well educated/ experienced people.
		Keep the discussion going. Thanks!
		Thank you all for putting this together.
		This knowledge will help improve business competitiveness if follow through occurs
		This knowledge will help improve business competitiveness if a coordinated approach/framework and holistic action plans are forthcoming. Business competitiveness will be improved only somewhat if nothing further happens and we are left to action what we can individually.
		deal with barriers
		I see a lot of funding being pumped into research and information but grants and funding are rarely available to create infrastructure to actually make things happen. Many farmers and producers are getting older and aren't in a position or stage in their life where they want to take on risk. Information is wonderful but if there isn't capital available to implement things, what is it for?
		Great. Respectful environment
		lunch was great! Thank you
		Need more networking time that is unstructured

Appendix D: E-mail Follow up Forum Survey Transcribed Results

Why were you interested in attending the forum?	What do you hope this forum will help the region to achieve for the local food economy in the short, medium or long term?
To see if there was interest in forming a network	short: a hub to better coordinate local food distribution medium: a network long: more local food sales, more local food businesses, more local food jobs
networking; seeing needs to be filled; how to help each other	streamlining, supporting, creating a hub, mentorship
Sharing what is going in Revelstoke, network with north Okanagan growers & food security personnel, gain ideas in how to grow a local food economy	collective action
To offer partnership opportunities	Identify opportunities to maximize the potential of the local food security by identifying each other, develop strategies for long term success and build a sustainable accessible market for the entire community
I support the initiative of growing the local food economy.	Creates connection among people working together to achieve a common goal. These personal connections are critical.
Connect with neighbouring communities to build a regional food economy	Develop provincial procurement programs establishing place based food in hospitals and institutions
Networking	Support, Promotion of local food producers
I was invited to share activities in the Central Okanagan. I was interested to learn about initiatives in the North Okanagan.	Encouragement of sustainable agricultural sectors in the long term, to contribute to food security for all, and economic security for farmers and others in the food distribution system.
It was relevant to the work I do here at the Regional District but is also a personal interest of mine (supporting local farmers and increasing our ability to buy local)	(short term) stronger connections between farmers and medium to long term increased opportunities to keep products local.
To meet people and hear about related projects addressing food systems issues in the local region.	Bringing everyone together will help build relationships and collaboration can begin.
I was invited to share activities in the Central Okanagan. I was interested to learn about initiatives in the North Okanagan.	My hope is that the North Okanagan can get to a point of supplying and supporting organic farming, and being able to supply enough food to sustain our region.

To learn, connect and network	Better communication between vendor/customers. Shared facilities, services, storage, distribution.
The Village of Lumby is keenly interested in supporting and growing our local food economy. The Village purchased an 84 acre parcel of agricultural land and country residential, which we hope to utilize for flood mitigation and either agricultural education opportunities or agricultural opportunities.	be a resource to help local producers etc
To connect with potential producers, distributors and customers.	Keep small producers viable
To help grow the local food industry	Short: raise the roof! (get people energised about positive change) Medium: create space and branding for north okanagan food and farming Long: the Okanagan and in particular the north Okanagan can not only feed the entire region on its own without having to import anything all year round but also generates a real culture around Agriculture and food, providing all citizens with safe, healthy, sustainable food, and opportunities to engage in the growing or processing of their Foods.
To see local producers	More collaboration, shared goals, and actions that stabilize/improve the local food economy.
The North Okanagan is an important region for food sustainability in our province and country. There are many opportunities for the region to leverage this but to date it has not done so.	Short term--more awareness Medium--more interconnectedness amongs producers and consumers Longterm a local Food Hub (or several in the region)
Our organization has an interest in food security, in particular, assisting people who are food insecure.	Short term - community & networking, secure funding so this isn't carried on the backs of kind hearted volunteers. Medium term: establish the middle & achieve policy change (or at least move toward the direction of improvement) , Long term: sustainable, thriving local food economy.
I want to raise awareness of and promote the growing, distribution, and purchase of local (organic, wherever possible) food.	catalyst for organisation
To understand the players in the local food economy and see what opportunities exist.	work together to expand local market for local food. local network working together, establishing a cooperative grocery - should be possible that all food grown locally could be sold locally/regionally
learning about the state of the local food economy	Build on existing economic diversification for the region

Local connections,	Local chapter food processors
Local and great place to network with peers	more support and growth for local food growers, soil improvements, organic region status
local food is critical in times of global unrest. also like to support food that hasn't travelled far thereby reducing GHG emissions and employing locals in companies where the money stays local	Increase awareness for local producers and processors networking together
yes	stronger, more unified voice
networking	support all local vendors so that they can make a decent living; food security; reasonable prices for those of us who live here
Connecting with other interested parties; creating alliances; networking with local vendors	Long term get more local producers, processors and access to local food for everyone, be self sufficient.
To learn about our local food community	I hope this forum will create ways ways to educate and inspire the community as a whole to find ways to include local food in their shopping routine to create a viable local economy.
As a small producer of food I feel we are often overlooked in favour of imported food and am interested in trying to inspire others to support local.	
Always better working together than individually for a stronger local food sector	a bridge for farmers so they can distribute their products easier
Leigha at community Futures recommended it	Connect with like minded people, share education and awareness campaigns, be able to exchange healthy goods with other producers, etc.
We support and are involved in growing healthy food, and the local economy.	Better support for the producers and processors.
Because I think it is important to make the local food economy stronger and create a network for it.	To be a cohesive force in preserving the local food economy (discourage Industrial farming)
To be up to date on local initiatives, to share knowledge in order to encourage local farming and local sales	This forum could lead to the formation of an organization (with funding from local governments and the provincial Ministry of Agriculture) to spear-head the growth of the local food economy in our region (North Okanagan/Shuswap?). This organization could have the following objectives: Short term - create connections between various participants

	<p>interested in the local food movement and identify what are the successes and challenges.</p> <p>Medium term - work with various sectors with interests in local foods to identify initiatives that build on successes and overcome identified challenges.</p> <p>Long term - help local food sectors realize initiatives to improve local food supply and consumption with coordination and facilitating the sourcing of funding. Measure, monitor, and report on the health of the local food industry in the North Okanagan/Shuswap. Function as a region wide clearinghouse of local food information.</p>
<p>Have been involved in growing organic vegetables for local markets for the past 25 years and would like to see more people have access to and appreciate local foods</p>	<p>Greater accessibility; more affordable pricing; longer time-frames to be able to access local products throughout the year (eg beyond the growing season, and through the non-growing season)</p>
<p>I was interested but attended the Okanagan Mixer instead. Recently moved here from North Vancouver, passionate about growing & preparing food, agro-ecology, building supportive community, supporting organic & local, bringing back 'the Commons', aka changing the world one region at a time :)</p>	
<p>Directly impacts our business which seeks to feature local products/ingredients</p>	