Outline

• Food Strategy
• Food Literacy Network
• Food Literacy Month
• Lessons Learned
• Ten-year plan to set direction for
  – decisions
  – resources
  – actions
Key Themes

• **System-Wide** approaches
• Support **local agriculture** and local foods
• Ensure **access** to healthy food for everyone (regardless of income or location)
• **Enhance Food Literacy** about healthy eating and food system
Food Strategy Goals

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<th>Food Strategy Goals</th>
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<td>Support food friendly neighbourhoods to improve access to healthy food for all</td>
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<td>Increase food literacy to promote healthy eating and empower all residents</td>
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<td>Support local food and help grow the agri-food sector</td>
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<td>Advocate for a healthy, sustainable, and just food system with partners and at all levels of government</td>
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46 Food System Actions

Priority Actions
- Funding Criteria Process
- Food Skills & Employability Program
- Community & Neighbourhood Infrastructure
- Food Literacy Network
- Local Food Promotion

Easy Low Hanging Fruit Actions
- Community Kitchen Scan
- Food Waste Messaging
- Food Business Programs
- Edible Landscaping Toolkit

Community Actions Underway
- Mohawk College Local Food Procurement
- Hamilton LTC Local Food Procurement
- Community Food Centre Funding

Mid to Long Term Actions
- Implementation Plan will be developed to achieve remaining actions
Priority Action 4

Facilitate the creation of food network(s) to assist in capacity building, information sharing, and ability to access community-based food initiatives:

- Hamilton Food Literacy Network
Food Literacy Network

• Food Literacy Forum 2016
• Network membership
• Action plan created 2017
• 1st Collaborative Action: Food Literacy Month
• Ideation Workshop June 2018
• Implementation October 1 – 31, 2018
Food Literacy Month

- Modeled on Hamilton’s annual Winterfest
- Food Literacy Month
  - Increase food literacy
  - First in Hamilton
  - Calendar of food inspired events
  - Showcase & Engage
- Two phases
  - Call out for event submissions
  - Promotion of FLM events
Food Literacy Month

Criteria

• Promote Food Literacy Month themes of building
  • Food & nutrition knowledge
  • Food & cooking skills
  • Confidence to make healthy food choices
  • Positive attitudes toward food and eating
  • Awareness of how our decisions about food are impacted by the food system, and how the food system influences our decisions
Food Literacy Month

Criteria

• Celebrate or explore food by highlighting one or more parts the food system: growing food, processing & distributing food, buying & selling food, eating/consumption, and/or food waste

• Celebrate food as central to both culture and community
Food Literacy Month

Events are encouraged to

• Be free or reasonably priced
• Be accessible / welcoming to all
• Appeal to children / families
• Contribute to building food friendly neighbourhoods and empowering eaters and communities
• Engage the broader community
Food Literacy Month

Application & Additional Forms

- Online [www.hamilton.ca/foodliteracy](http://www.hamilton.ca/foodliteracy)
- S.E.A.T
- Insurance
- Serving food
Food Literacy Month is on from October 1 to 31 – the first time ever in Hamilton!

It’s a month long celebration of food and encourages Hamiltonians to get out, connect with other people who are passionate about food, and explore their community.

Check out the Food Literacy Month Events calendar and start planning your food literacy adventure!

What is Food Literacy You Ask?

Food literacy includes a broad scope of knowledge, skills, and attitudes about food. Food literacy includes understanding where food comes from, the impacts of food on health, the environment, and the economy, and how to grow, prepare, and prefer healthy and nutritious food.

Food Literacy Month is being organized as part of Hamilton’s Food Strategy, with the goal of increasing food literacy to promote healthy eating and empower all residents.

Do you have a food-themed event taking place October 1 to 31, 2018 that meets the Food Literacy Month Event Criteria?

Join our list of Food Literacy Month event partners and draw attention to your event or organization!

As a Food Literacy Month Event Partner you will be included in the Hamilton Food Literacy Month 2018 marketing campaign consisting of:
Community Food Advisors
Wednesday, October 17, 2018
4:00 pm to 5:00 pm
Hamilton Public Library - Terryberry Branch, 100 Mohawk Road West, Hamilton

Have fun learning to make something delicious from fruit and vegetables with Hamilton’s Community Food Advisors.

View event

Edible Garden Club Harvest Party in the Community Garden
Wednesday, October 17, 2018
4:00 pm to 5:30 pm
Green Venture EcoHouse, 22 Veevers Dr, Hamilton
Food Literacy Month

- Almost 70 events over the month of October
- Kick-off to launch FLM
- Follow-up survey in progress
Food Literacy Month

Lessons Learned

• Ensure there is a lead organization
• Ensure commitment
• Have a hard deadline to submit applications
• Ensure your promotional plan is created in advance
Thank You!