

Peterborough Community Food Network (PCFN)
MEETING MINUTES
Thursday, July 17, 2014
1:00 to 2:30 p.m.
St. John's Anglican Church, St. Nicholas Hall
(Meeting room located on the main floor adjacent to the Church Office)

Attendees: Joëlle Favreau, Chris Kawalec, Carolyn Doris, Dr. Rosana Pellizzari (Chair), Tamara Mann, Todd Barr, Marie Bongard, Mary Anne Martin, Alida Tanna (Recorder), Jill Bishop, Lyn Miller, Becky Lyone, Natalie Napier.

Regrets: Lori Sainte, Andy Cragg.

1.0 Welcome and Introductions

2.0 Approval of Agenda

The agenda was approved with the addition of item 7.3, Inglorious Fruits and Vegetables Video.

3.0 Approval of Minutes – June 19, 2014 (attachment)

The minutes were approved as circulated.

4.0 Business Arising from the Minutes

4.1 2014-15 PCFN Work Plan (Carolyn Doris)

Carolyn circulated an updated version of the plan. She reiterated that this would be a living document, so changes can be made along the way. It was noted that it would be helpful to identify leads, where applicable, to ensure ownership on specific activities. **ACTION: Carolyn will update the plan with this information. It will be circulated to the Network, posted to the [website](#) and sent to the Peterborough Poverty Reduction Network.**

4.2 Digital Food Map Update

Chris Kawalec advised that an email went out the Network shortly after the last meeting seeking volunteers to join a working group which will look at new framework for the [City Social Services mapping](#) software. The software will eventually identify food services and programs in the City and County of Peterborough.

He confirmed that the membership of the working group is as follows: Tamara Mann, Eleanor Rath, Carolyn Doris, Becky Rogers, Melanie Kawalec, Trish Bucholtz, Indra Noyes, Dawn Berry-Merriam, Matthew Martin, Joelle Favreau and Chris Kawalec. The first meeting of this group is scheduled to take place on July 22nd.

4.3 Backyard Hens Update

Carolyn reported that the meeting which she chaired on this topic went very well. There was representation from a number of groups including the City, County, Canadian Food Inspection Agency and the Township of Selwyn. A small working group has been struck arising from that meeting committed to developing next steps (e.g. potential by-laws). Carolyn will report back in the fall after they meet.

5.0 Need Food (Short Term Relief)

It was noted that the food cupboard at the CMHA is no longer running. Carolyn added that this was a fairly recent development, and this would be removed from the 'Food for All' brochure.

ACTION: Carolyn to update the brochure accordingly.

6.0 Get Involved (Capacity Building)

6.1 Purple Onion Festival – September 21/14

The 2014 Purple Onion Festival takes place on Sunday, September 21st at Millennium Park from 11:00 a.m. to 4:00 p.m. The rental cost for the table is \$50.00 plus H.S.T., members supported participating again this year. It was noted that perhaps Peterborough EATS could share a table. **ACTION: Alida to forward details to Carolyn who will arrange to book a table for the festival.**

7.0 Create Change (System Change)

7.1 Municipal Election Planning

Municipal elections take place on Monday, October 27th. A group has already met to set up an all-candidates meeting on social issues. The meeting will take place on October 8 at the Evinrude Centre from 6:30 – 8:30 p.m. and will include both City and County candidates. It will be in a round table format and will feature questions on topics such as housing security, food security, social assistance, public transportation, safe inclusive communities, physical/mental health, etc. The PCFN has been invited to prepare a backgrounder.

ACTION: Carolyn to draft, Tamara and Marie offered to review and provide input as needed.

The all-candidates planning group will meet again on July 30th at the Peterborough Social Planning Council, Carolyn, Tamara and Marie will be in attendance.

7.2 World Food Day Planning

World Food Day (WFD) is scheduled to take place on Thursday, October 16th. Planning an event/celebration to coincide with this date has been included on the PCFN work plan. Nourish was also planning a fall celebration so there is potential to collaborate. The theme for WFD this year is the family farm. Several ideas were discussed, including planning a meal to 'feed the farmers'. Carolyn sought volunteers for a planning group, the following members offered their assistance: Jill, Mary Anne, Joelle, Tamara and Lyn. **ACTION: Others, such as Transition Town will be asked to join a planning group. Carolyn will organize a first meeting.**

7.3 Inglorious Fruits and Vegetables Video

Attendees viewed this [video](#) produced by Intermarché, a supermarket chain in France which has instituted a practice (and marketing opportunity) to sell fruits and vegetables that are normally considered as 'seconds' or just disposed. The video is making the rounds through social media and has also been circulated to the Sustainable Peterborough Food and Farming Group who will also be discussing it at an upcoming meeting. Dr. Pellizzari commented that there are opportunities to explore this further (e.g., through potential

funding from the Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA), or by engaging our local MPP who has now been appointed as the Minister of Agriculture, Food and Rural Affairs). She noted a recent survey was completed with local retailers which will also generate a contact list so there may be future opportunities to bring these groups together to discuss ideas such as this.

It generated much discussion, the following items were noted:

- Some important context regarding Intermarché – the chain has received substantial negative press coverage recently due to their objectionable fishing practices. This initiative with produce can be viewed as a marketing push to divert attention from that issue and to generate more positive press.
- This also could be a by-product of the European Union's position on food wastage. Adopted as a resolution in 2012, the EU declared 2014 the 'European Year against Food Waste', as proposed by the European Parliament. Further details on this initiative can be viewed [here](#).
- Some took offence with the concept (i.e., undesirable = less than normal = discount). Additionally, large supermarket chains have basically established what is considered 'normal', and in the case of Intermarché, they are now benefitting financially from this as well.
- Currently, most local food programs purchase their produce from stores at full price, this could be an opportunity to provide them with produce at a lower cost.
- Selling 'seconds' is already current practice at the Downtown Farmer's Market by some producers. The PCGN also promotes an 'ugly vegetable' contest. Jill commented that the misshapen appearance was likely the result of poor pollination practices.
- It was suggested that perhaps issuing a statement of interest would be a way to engage a local social enterprise that might be interested in producing the meals/drinks from these foods.

ACTION: Dr. Pellizzari will share feedback from the Food and Farming meeting.

8.0 Round Table Themes

8.1 Income Equity/Advocacy

(PPRN; Income Equity Work Group; NFB)

- The PPRN are in the midst of identifying new locations for community hubs. Proposed areas include Havelock and within the south-central area of the City.
- The PPRN has hired two new staff members. Nauni Parkinson and Laura Keresztesie will replace the former HUB Resource staff person, Nicole Gagliardi.

8.2 Emergency Food/Community Meals

(Kawartha Food Share; Faith Community members)

- The position at Kawartha Food Share previously held by Deb Aben will be advertised in Peterborough This Week during the week of July 21.
- Chris Kawalec advised that meals for Christmas Day and Boxing Day were still not covered. Any groups interesting in organizing these meals can contact him directly via [email](#).

8.3 *Urban Agriculture/Farming*

(Peterborough Community Garden Network (PCGN); Farms at Work; Sustainable Peterborough)

- The PCGN is organizing an Edible Garden Tour and is looking to showcase some local community gardens, including all types of gardens from containers and balconies to fire escapes, boulevards, front yards. The tour will be self-guided and will occur on August 16th. Participants will be provided with maps and times they can visit each garden.
- The PCGN has received funding for seed saving. A rooftop garden has been established on the Ministry of Natural Resources building, some of the seeds produced by this garden will be used to amend soil for local community gardens. Further details regarding this garden will be shared, Jill will be seeking volunteers to help water the garden and plans to host workshops there as well.

8.4 *Local Food Promotion/Procurement/Distribution*

(Farmers Markets; Peterborough Eats; By the Bushel; Seasoned Spoon; Kawartha Choice; Schools-Post Secondary)

- Jill appealed to the group for some guidance related to a recent occurrence at the Downtown Farmer's Market. A shopper, after asking whether pesticides were used on the produce she planned on purchasing, threw the produce back at the producer once it was acknowledged that pesticides were used, damaging it in the process. Similar events have occurred in the past, as there seems to be a lack of education on pesticides, organics, etc. The group suggested taking a satirical approach, perhaps putting up posters about certain topics around the market using humour to address this to educate shoppers on farming practices and improve etiquette. Dr. Pellizzari noted that she produces a monthly column in the Examiner. Given the theme of World Food Day, her article in October could be on the family farm and could touch on this. **ACTION: Dr. Pellizzari will contact Jill when this article is being prepared for input.**

8.5 *Community Food Hub/Food Programs*

(Nourish Project; JustFood; Collective Kitchens; Gleaning)

- Gleaners have participated in three trips so far this season. One new community has participated and sent over 28 participants on one trip!
- With the new schedule for JustFood boxes, there are as many boxes being sent to the County as in the City. In particular, work with Curve Lake has improved and they are seeing an increase in boxes to that First Nation community.
- Nourish has applied for funding from the Ontario Trillium Foundation, they will receive word on whether it has been approved or not in October. Nourish hopes to build on work that has been done through the Taste of Nourish initiative and explore two new County sites.
- The Nourish Project is entering a new phase of phase of development. With a revamped governance structure in anticipation of their expansion in the Fall, they will be creating an Advisory Committee, along with some specific Work Groups, to further this work and will seek volunteers. A preliminary meeting has been scheduled for July 29th from 9:30 – 11:30 a.m. at YWCA Boardroom. **ACTION: Carolyn will provide Alida with further details which can be shared with the Network.**

- Peter Andrée, an Associate Professor at Carleton University is leading an OMAFRA-funded research initiative on local food hubs, and shortening the supply chain between consumer and farmer. A research assistant is completing a survey which Carolyn will participate in, she noted that if others were interested in participating to let her know.

8.6 Food Policy

(PSPC; Municipal Update; Community Social Plan; Healthy Communities/Partners in Wellness)

- Chris noted that the Peterborough Council on Aging has a sub-committee which will focus on Age-Friendly Communities, which he will co-chair. Chris sought a representative from the PCFN to bring food security issues to this table. Dorothy Boddy offered to participate. The Council has five sub-committees in total, and will be hiring an Age-Friendly Coordinator shortly.

8.7 Food-Related Social Enterprises

(Peterborough EATS; CSA Farms, Seasoned Spoon; LETS, TTP/Purple Onion Festival)

- Peterborough EATS will increase the number of cooking classes it currently offers.

9.0 Other

9.1 Cancellation of August 21st Meeting

Since a number of members are unable to attend the August meeting, this will be cancelled. The next meeting will take place on September 18.

10.0 Agenda Items for September 18, 2014

None identified at the meeting.

11.0 Adjournment

The meeting was adjourned at 2:15 p.m.

Parked Items

- Healthy Kids Community Challenge (if application is successful)
- PCFN Co-Chair (Dr. Pellizzari)

Meetings for 2014

September 18, October 16, November 20, December 18.

PCFN meetings take place the third Thursday of every month at St. John's Anglican Church, St. Nicholas Hall from 1 – 2:30 p.m. Please submit your agenda items to Alida Tanna (atanna@pcchu.ca) no later than 1 week prior to the meeting for inclusion in the circulated package. Meeting agendas and minutes for the PCFN are posted in the 'Create Change' section of the [Food in Peterborough](#) web site.

Any community member or organization is welcome to submit relevant updates which may be shared as part of the 'Round Table' section. The organizations listed below each heading are examples of each theme or grouping, and are not meant to be exclusive. If you cannot attend a meeting to provide your update, please submit them via e-mail to Alida Tanna.