



**Food Matters! Forum  
Follow-up Report  
April 2010**

Demystifying Social Media was the theme of this year's annual networking and celebration forum. Every year we focus on something that deepens and broadens our collective work around food in the region. Social Media is quickly emerging as a tool for connecting, information sourcing, and communications. This year's forum looked at how can we use it to connect and coordinate our work as well as utilize it to reach further with our communication efforts. A workshop on Social Media and how groups around the region was held, as well our keynote speaker at lunch Dr. Gilbert Wilkes challenged us to consider Social Media and our ability to "separate the signal from the noise".

This year approximately 85 people attended the Forum, held at the Victoria Native Friendship Centre. Below is a summary of what we did, as well as links to presentations and video clips from the workshops, the keynote speaker, and comments and stories from folks who attended. Also we are excited to announce the 2010 Food Security Heroes.

**This report includes:**

- A. Morning Workshop Summaries and Video links
- B. Social Media Keynote Summary and Video link
- C. Food Security Heroes
- D. Links to Presentations and Video Clips of groups and organizations, research projects, issues and ideas about food, health, and sustainability
- E. Big Thank You's!

**A. Morning Workshops**

1. **Social Media and the Web** –This workshop looked at Social Media both in terms of its role in promotion and education, as well as a tool for farm and food based businesses. Workshop presenters:  
Chris Burdge bWEST Interactive, Social Media Tools  
Susan Tychie, Share Organics, Applied to Share Organics business  
Jen McMullen and Fiona Devereax Feasting For Change-Making/Using Digital Stories  
Christopher Bower, Videographer-the Message and utilizing Video Clips .

Tara McDonald Volunteer Victoria, Volunteer Victoria uses Social Media tools and supports Communications planning

To see video clips of the workshop please look under Capacity Building/Training, <http://ocbrfoodandhousing.blip.tv/>

## 2. **Cooking Together: the Re-invention of Community Kitchens**

Workshop participants explored the current Community Kitchen landscape in Greater Victoria. Community through a world café format. Kitchen leaders and participants shared their experiences and visions

**Workshop leader:** Tracy Horner- Cullen, Vancouver Island Health Authority

## 3. **Emerging Local Research on Food and Agriculture Issues:**

We heard about important community based research that is not only informing our work but making change in the process:

- a. Pat Reichert, Salt Spring Island, Livestock Production Capacity Study
- b. Peter Papagiannis, LifeCycles, Food Organizations and Projects Sustainability Survey
- c. Teron Moore, Royal Roads, Improving Food Access Through Collaborative Food Distribution
- d. Paula Hesje, Community Council, Farm Worker Housing in Central Saanich

**B. Keynote address:** Gilbert Wilkes (Holder of the Ralph Klein Chair in Media Studies at Mount Royal University, Calgary and Assistant Professor at Royal Roads) focused on *Demystifying New Media*: how media can help us reach and engage our audiences and "separate the signal from the noise".

Link to his presentation: [Gilbert Wilkes:Demystifying New Media](#)

## C. **Food Security Heroes**

### 1. **Emergency Food Provision**

Over 50,000 people in our region live in poverty; and one in six are children who have barriers to accessing healthy diets. This award is granted to an individual or organization in the community who is doing outstanding service in the area of increasing access to healthier adequate diets by vulnerable people and families in our community.

Nominees: Salt Spring Island Community Centre

**Recipient: Bill Harding, Salvation Army, Addictions and Rehabilitation Centre**

### 2. **Urban Agriculture**

Urban Agriculture is an important way of increasing our regional food production, providing access to healthier diets to urban residents, and has many environmental benefits.

Nominees: Westshore Learn for Life; Patti Parkhouse

**Recipient: Geoff Johnson**

### **3. Neighborhood Based Food Work**

Neighbourhood based food work is a category that honours people who are making a difference in the place they live and work. Neighborhood based work in the area of food security can be quite broad, from setting up food buying clubs, to creating gardens and markets, to health projects or bringing people together to learn about and celebrate food.

Nominees: Westshore Learn for Life; Boys and Girls Club, Metchosin Farm; David Mincey, Downtown Market; Jen McMullen, Feasting for Change

**Recipient: Tracy Cullen, Victoria Community Kitchens**

### **4. Farming Community Contribution**

When we are looking at creating greater regional food security there is no greater leadership than can be found in our local farming community. These tireless and inspiring characters are stewarding lands, teaching us about the local harvests and seasons, supporting and teaching the next generation of farmers, and supplying us with a wide variety of homegrown foods. They also sport some of the most interesting tan lines in the CRD.

Nominees: Sharon Rempel; Robin Tunnicliffe; Boys and Girls Club, Metchosin Farm; Pat Reichert

**Recipient: Tom Henry**

### **5. Business Community Contribution**

There is a buzz these days about Corporate social responsibility, applying a real triple bottom line to the value of a business. When we talk about food security, these are businesses who demonstrate the economic, environmental, social and cultural value of focussing on locally grown and processed foods. People who were nominated in this category are the pioneers in this area.

Nominees: Royal Bay Bakery, Breadstuffs Bakery, Tugwell Creek, Frank d'Ambrosio, Ottavios, Danella Parks, Vancity

**Recipient: Kristen and Bruce Jordan, Sea Cider**

### **6. Education and Awareness**

The continuing wave of interest and awareness around health and food systems can be attributed to the dedication and work of countless individuals and organizations working diligently behind the scenes to increase our understanding of the issues and what we can do about them. These people were talking about food before it was sexy. Education and Awareness was named as the number one priority in terms of increasing food security in the region through the Food and Health Action Plan.

Nominees: Westshore Learn for Life, Victoria Community Kitchens, Janet Pivnik, UVic, Don Genova

**Recipient: Compost Education Centre**

### **7. Literary and Media**

This award category is designed to recognize the creative people who are "Turning up the volume" on food issues. This work is happening through mainstream and alternative media, be that print, or web, tv or radio. We have

seen an incredible increase in coverage, and many people could be recognized this year.

Nominees: Don Genova, Carolyn Harriot, Helen Chestnut, John Threlfell, Brian Minter, Tom Henry

**Recipient: *EAT Magazine, Gary Hynes***

**8. Government Initiative** In doing work around increasing food security in the region we are continually reminded of the importance of working in partnership. There is more and more evident of people working in their capacity within government, be that at the municipal, regional, or provincial level who show a real passion and commitment to this work.

Nominees: Jarrod Gunn-McQuillan, Lana Popham, Alice Finnall, Philippe Lucas,

**Recipient: *Mayor Frank Leonard, co-chair Farm Tax Assessment Review Panel***

### **9. Special Recognition**

This category is reserved for someone who does outstanding work, and deserves to be singled out for their incredible commitment and work around food security in the CRD.

Nominees: Linda Geggie; Bob Thompson, Janelle Hatch

**Recipients: *David Mincey, Pat Reichert***

### **D. Links to Video Clips**

At the meeting many people recorded short clips about their issues and their work to learn about who is doing what around the region have a look at the video clips (There are 44 clips of people from the region that were taken at the Farmlands Conference, Sharing Food and Knowledge, as well as the Making Food Matter Annual Meeting).

Stories of Research and Practice <http://ocbrfoodstories.blip.tv/>

Here are some of the Digital Stories that were highlighted and shown at the Forum:

- Home is Where the Food is:  
<http://www.youtube.com/watch?v=gCKS04MCpXA>
- Traditional Foods Digital Story from Kingcome:  
<http://www.youtube.com/watch?v=hjFckM-GTUA>
- Feasting for Change, Alert Bay Feast:  
<http://feastingforchangevi.blogspot.com/2009/12/feasting-in-namgis-first-nation.html>

## E. Thanks you's Food Matters! Forum 2010

Thank you to all of you for coming!

Thanks so much to the organizing committee of Carrie Pollard, Janine Duprey, Diane Andiel, Doug West and Karen Platt, and Linda Geggie

As well as to our many speakers and panelists:

Dr. Gilbert Wilkes, Chris Burdge bWEST Interactive, Susan Tychie, Share Organics, Jen McMullen and Fiona Devereaux Feasting For Change, Christopher Bower, Videographer, Tara McDonald Volunteer Victoria, Tracy Horner Cullen of VIHA, Pat Reichert, Island Natural Growers/CR-FAIR, Peter Papagiannis LifeCycles, Teron Moore, Royal Roads, and Paula Hesje, Community Council, Janelle Hatch, Lee Fuge, and Christina Peacock of CR-FAIR

Special thanks to Doug West for his work on the Food Security Jeopardy and his set up on the day, to his wife Catherine for the spring flower arrangements and to Carrie Pollard who went above the call of duty in the food preparation. Also Jen McMullen for the help washing up!!

Additional thanks to the many volunteers and to the staff of the Victoria Native Friendship Centre, Community Council, Kitchens of Distinction and the rest of the CR-FAIR crew who made the day possible!

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Finally, thanks to these organizations for supporting the Food Matters! Forum 2010



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