

It's About Local Food!



A Workshop Series

#### ④ **What's your foodshed project?**

What are the issues?  
Managing a project from start to finish.  
Project ideas

The Foodshed  

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THINKING ECOLOGICALLY Project  
*...growing our foodshed sustainably*



## Design your own foodshed project!

The following topics will prompt students to think about “foodshed projects that they would like to see happen...”



### **Discussion:**

What is the impact of individual food choices on our environment?

How can those impacts be measured?

What percentage of your diet comes from local sources (150 kilometers).

What are the environmental implications of a global food system?

What is your definition of food security?

What determines your food choices?

How can you change your food habits?

How can you meal plan more effectively?

### **More Discussion: Are there things you would like to change about your diet?**

Eating junk food

Eating at irregular times

Not eating “proper meals”

Not eating enough vegetables

Not noticing where food comes from

Not sourcing locally

Not planning meals

Eating too many sweets

Eating too much bread

Eating too much meat

Forgetting to eat breakfast

Drinking too much coffee

Not drinking enough water...

### **More Discussion: What would you like to see changed about our food system?**

Community gardens in my neighbourhood

Healthy food in the cafeteria

Healthy food is more affordable

I want to get to know a farmer

I want more food education

I want to see my school recycle more, and produce less waste

I want to know where my food is coming from

I want to learn how to cook with my friends



## Project Idea Checklist

**What do you care about? I want to learn how to ...**

- eat local food - food within 150 miles**
- join the Eat Local Sudbury Community Shared Agriculture program**
- reduce personal grocery store "food miles"**
- plan meals and ingredient amounts to reduce food waste**
- cook most meals from whole ingredients**
- preserve local harvest products for winter**
- grow my own garden**
- preserve plant diversity in the garden, and on the your lawn**
- compost organic food waste**
- reduce food waste through meal planning**
- reduce packaging waste at home, school, and office**
- recycle cans, glass, plastics, boxboard and cardboard**
- purchase energy efficient appliances**
- read food labels and ask if food is genetically modified**
- reduce sugar intake, and use local honey as an alternative**
- have two meat-free days a week**

**Can you think of any other suggestions?**

# YOUTH, LEADERSHIP, AND FOOD SUSTAINABILITY...

Our mission is to involve youth in supporting a more sustainable food system.

So, what's your foodshed project? It could be about...

## food miles...

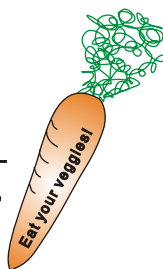
A food mile is the distance that food travels from the farm to your fork - on average 2400 kilometers in N.A. You are part of the food system, and you can reduce green house gas emissions by buying the "most local" food you can!

- ✓ Count your food miles for the week!
- ✓ Start a "buy local food" club, or join the Eat Local Sudbury Cooperative. Look for them at Market Square this summer!

## eating...

Eating a diverse diet high in fruits and vegetables is a smart choice - low in saturated fats, high in fibre, essential vitamins and minerals.

- ✓ Protein substitutes such as tofu, beans, seeds, and nuts, are good for your health and for the planet!
- ✓ Challenge family and friends to eat lower on the food chain (more veggies!)



## cooking...

Do you cook your food from scratch? Cooking is creative! Cooking is a skill that will help you eat healthier and save money! Buy local whole food ingredients!

- ✓ Start a cooking club with your friends or at school!
- ✓ Learn to cook vegetarian!

## energy...

Think about energy efficiency when you select appliances - small toaster ovens and grills are also less expensive to use. Your fridge should be between 35 - 40 F or 1.7 - 3.3 C. Another way to save energy is to conserve water in all your activities - install low-flow faucets - your hot water should be between 130 - 140 F or 55 - 60 C.

- ✓ Why not build a solar oven and organize a solar cook-off!

## growing...

Have you ever thought about growing your own garden? There are many books and resources out there for you.

- ✓ Start a garden at home!
- ✓ What about a community garden? You can get together with your neighbours and grow food together!



## preserving...

Garden produce can be canned, blanched, frozen, dehydrated, stored or preserved right in the garden! Don't grow your own? Support local farms by buying from "pick-your own" farms, at farmers' markets, or right from the farm gate!

- ✓ Learn to pickle and preserve fresh fruits and veggies - follow instructions carefully to avoid contamination.

reduce,  
reuse,  
recycle!



## waste...

Don't forget about the 3 r's... Reduce-Reuse- and Recycle. What about a litterless lunch - do a waste audit at home and at school - find ways to encourage "litterless lunches". What about composting? Compost is great for the garden and for your lawn!

- ✓ Start an organic waste program or worm composting at school!
- ✓ Start a campaign in your school to use reusable grocery bags!

Take our foodshed challenge...

**Challenge # 1:** Purchase (or grow) 10% of your food choices from local sources.

**Challenge # 2:** Reduce your personal food miles by 50 km a year - plan your meals so that you reduce the number of trips to the grocery store!

## driving...

Think vehicle efficiency! Buy flexible fuel vehicles that burn both gas and ethanol blends. What about a hybrid? Let your community know that idling is unhealthy and wastes gas.

- ✓ Start a tire pressure campaign proper tire pressure, air filters and driving the speed limit can improve your fuel efficiency by up to 30%!
- ✓ Start a bike club!



Reduce greenhouse gas emissions!

## climate change...

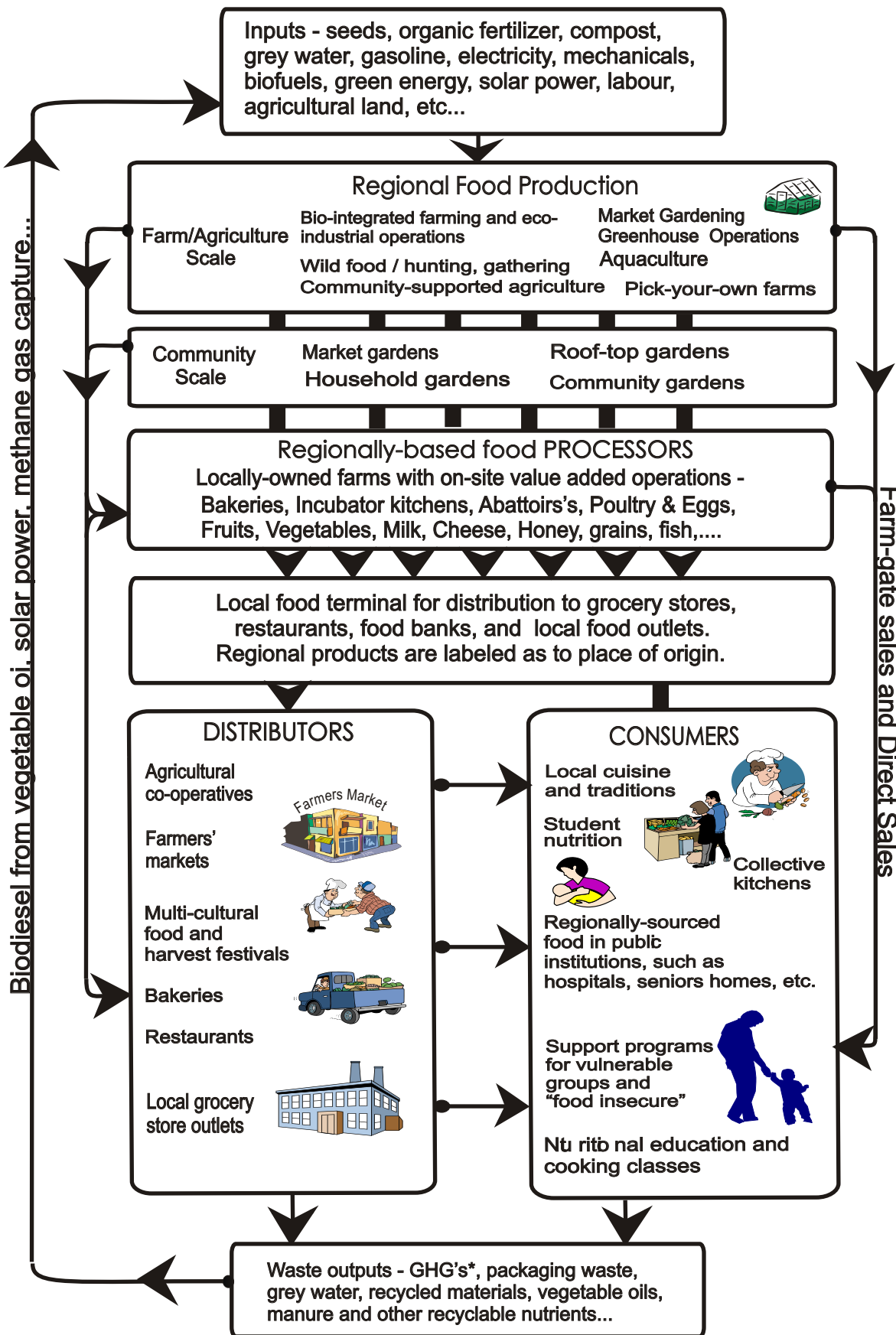
Consider the consequences of climate change - it impacts the weather, the rainfall, and the growing seasons we depend on for food production. Do you know about climate change? Reducing waste, eating more locally, conserving water, all help fight climate change!

- ✓ Promote the David Suzuki Nature Challenge to reduce your ecological footprint. For more info go to [www.davidsuzuki.org](http://www.davidsuzuki.org).



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# What would a sustainable local food system look like?



\* Greenhouse gas emissions

Food Policy Council: Food education, Environmental protection, Agricultural land use, Water conservation, Wildlife protection, Income Security, Food banks, Food services, Food labeling, Food cost, Pesticide use, Energy standards, Transportation, Green energy production, Waste management, Genetic modification ...



# designing your project

Get others involved!

What do you care about? Do you believe that we can develop a more sustainable food system? Here are some project ideas to get you going!

- > start your own garden at home > start a community garden
- > learn to cook with your friends > start a "buy local food" campaign in your school or community > what about worm composting?
- > what about a climate change project to educate on food miles and greenhouse gas emissions? > how about encouraging your community to use reusable grocery bags or to ban plastic grocery bags!

## Design your project from start to finish!!

By developing some basic guidelines, you can get your food sustainability project off the ground. Answer the following questions, and get a real sense of where you want to go, who you want to go with, and how are you going to get there!

### Getting started on your project:



What is the main issue that you want to address? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Why do you think the issue is important? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

How does the issue impact youth? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

How does the issue impact other members of the community? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Are there organizations that would support your initiative? How would they support it?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



## organizing and planning



More questions!

What is the scope of the project? Will it involve your classroom, the school, a community group? \_\_\_\_\_

\_\_\_\_\_

Who is your target audience? \_\_\_\_\_

\_\_\_\_\_

What is your key message? What are you trying to encourage people to do? \_\_\_\_\_

\_\_\_\_\_

How do you know that the issue is important? Are their studies available, or can you interview some key leaders to find out more? Can you design a survey? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Who is going to decide on leadership roles? Give your project a name and decide together who is going to take leadership roles with in the group.

\_\_\_\_\_

\_\_\_\_\_

Will you open up a bank account? How will you handle money? Do you have a budget?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Marketing prompts can help get your message across - does someone know how to use a computer and develop a graphic to depict your message? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



## planning and organizing!

Get your project organized!

What about time lines? Can you set up a schedule of tasks? \_\_\_\_\_

\_\_\_\_\_

Will you involve the media? Who will be your media contact? \_\_\_\_\_

\_\_\_\_\_

How will you communicate What about a website or a video of your project? \_\_\_\_\_

\_\_\_\_\_

What will you have to keep track of? For instance, the number of people who come to your event? \_\_\_\_\_

\_\_\_\_\_

Did you develop some targets? For instance, to encourage 30 students from your school to reduce their waste by 10% in a month. \_\_\_\_\_

\_\_\_\_\_

How will you recognize contributions and success stories? What about a newsletter?

\_\_\_\_\_

\_\_\_\_\_

What are some other things to think about as you think through your project. Use a calendar to help you organize your events. \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Let everyone take a leadership role!

Make decisions as a group!



## Who does what? When?

Document the task, who is responsible for it, where will be, and when does it need to be done?

<b>Task</b>	<b>who?</b>	<b>when?</b>	<b>where?</b>	<b>Completed by when?</b>



# marketing your idea

SOCIAL MARKETING is the marketing of ideas, and can be used to influence ideologies about food, health the environment and other social issues.



### Project Management Tips:

Ask yourself if your project is feasible? How would you know if it is feasible or not - how about a test run? Start with a small group of people and test your potential success. By evaluating your ideas with a target group, you can start to gauge how your ideas will be received. You will be able to get feedback and determine what the target group will be receptive to. How will your target audience react to your message about the behaviour that needs to be changed? What incentives will be effective? How will you make those changes convenient and easy to follow? Along with understanding what behavior change is needed, learning what type of language will be effective at communicating your message is essential to your project!

### Social Marketing Tips

- \*determine what behavior you want to change
- \*set clear objectives and refine your message!
- \*can you set measurable targets to help you monitor and evaluate your progress?
- \* find out about your issue with surveys and reports, such as how much packaging waste is produced by each individual or classroom - can you develop a target for how much waste reduction is achievable?
- \* promote the benefits of behavior change.
- \* empower people to take action!
- \**partnership building is important* - are there advantages and disadvantages of certain partnerships? Some things to consider first:
  - identify what type of assistance you need and who could provide it, ask them what type of recognition do they need and how will they be involved in the decision making?
- \*understand your community regarding the activity you want to change.
- \* make change easy to understand and convenient!
- \* develop "tools of change" to *remind* people of the behaviour you want to change - use incentives, increase the visibility of participation, use vivid personalized messages, enhance person-to-person communication.
- \*obtain a commitment towards the desired change.
- \*find ways to *build motivation over time*, such as providing recognition, feedback and rewards!
- \*measure your achievements, compare the benefits with costs, and let people know the results. how do the results improve food sustainability? Let that be part of your message - i.e.: if everyone reduced their garbage by 10%, it saves the community landfill costs, greenhouse gas emissions, and makes everyone feel that they are contributing to a greener society!
- \* talk to your friends and family and get them involved!



Be a graphic artist!  
Represent your idea with a graphic!  
Graphics are an easy reminder, or prompt, to encourage change.



PACKAGE your MESSAGE FROM different angles!  
Say it in different ways!

Healthy food!  
Healthy you!

Is there a gap that needs to be filled? For instance, is there a place that needs a recycling program?  
How would you approach your project idea?  
Role play with a partner and make a list of questions that you would ask a landlord or a recycling coordinator, about your idea.



It is important to be flexible and to keep your project on target. Find out what is working and what needs changes. As you develop your milestones and targets, you will have to find out why some things are working and some things are not. How will you get things on track - what are some of the barriers to achieving your targets? Can you find new opportunities? How do you evaluate your progress, your success and your failures? What would you do differently next time around?

Keep your message positive - concentrate on what is possible!!!!



Promote your idea with a poster!

# CLIMATE CHANGE AND YOU!

## What's in your nest egg?

What message does this poster give you?  
Is it effective?  
Why or why not - what would you change?  
How visible is the font? Do the  
colours clash? Does the  
design complement  
the text?  
What would you change?  
What would you add?



Take action to protect the future!  
Come to the Climate Change Forum  
Where: Great Hall, LU  
When: Saturday, March 18, 2010  
Coffee and light breakfast from  
9:00 am and goes to 2:00 pm  
Film Showing: 10:00 am - 12:00  
Climate Change and You  
Community Forum and Lunch from  
12:00 to 2:00 pm  
Admission is free!

Supported by:  
The Climate Action Partnership of Sudbury  
For more information - call Tom at 837-4833



## promote reusable grocery bags



## The 3 r's of food waste reduce - resuse - recycle!

Example Project

Plastic in landfills takes hundreds of years to break down. Plastic bags also use up petrochemical resources - resources we need for future generations.

How can you encourage people to use reusable bags?

Do most people have reusable bags but forget to use them?

What is the largest barrier to people using reusable bags?

How will you design your project to overcome that barrier?

How will you market your project?

How will evaluate your success?

Who will partner will you on your campaign? \

Can you find out how much plastic goes in the local landfill?

What is the environmental benefit of using reusable bags?

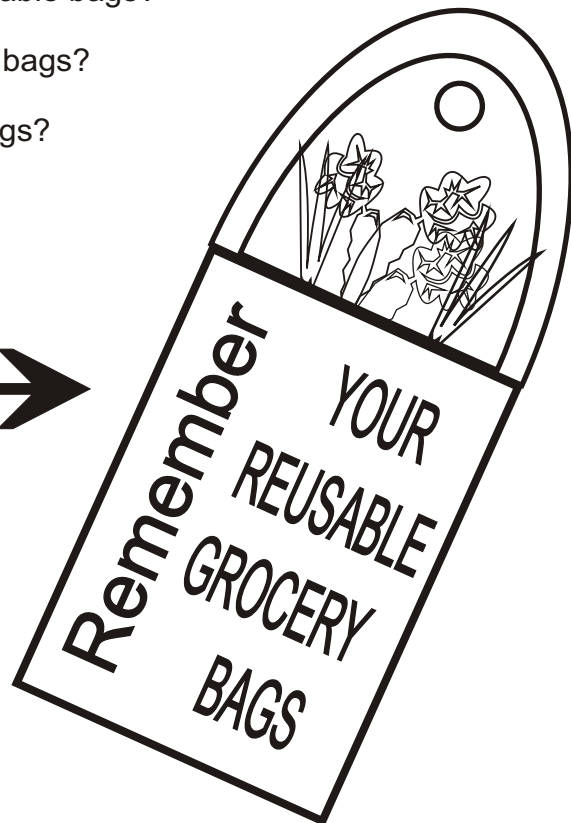
Are there incentives for people to use reusable bags?

Should Greater Sudbury ban plastic grocery bags?

Will you promote your project in the media?

What else do you have to think about?

Social marketing "prompts"  
help remind us of the  
changes we need to make!



**Project Self - Evaluation: What went right? What would you do differently?**

1) What is the general interest by your group: High\_\_\_\_Med\_\_\_\_Low\_\_\_\_\_

2) Was this project valuable to the community? Why?

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3) What would you change?

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4) Did you stick to your project plans? Such as the budget, or the time spent on a achieving a goal?

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5) What types of food security issues do you think are important now - did you learn about anything new because of your project?

**Comments:**

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