



EDMONTON FOOD COUNCIL

CR_7641 Edmonton Food Council Annual Report

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INTRODUCTION

EDMONTON FOOD COUNCIL



*As a volunteer committee of City Administration, the Edmonton Food Council champions and advocates for a variety of matters influencing food and urban agriculture, including the implementation of recommendations from *fresh: Edmonton's Food and Urban Agriculture Strategy*.*

A food and urban agriculture policy was recommended by *The Way We Grow*, Edmonton's Municipal Development Plan. In 2012, *fresh: Edmonton's Food and Urban Agriculture Strategy* was created as a result of rigorous and in-depth community engagement and consultation. A strategic goal of *fresh* was the creation of a food council, and subsequently in 2013, the Edmonton Food Council ("EFC") was established.

Food councils are recognized as a key tool in advancing food and urban agriculture initiatives in municipalities across North America. Food councils typically serve one or more of the following general functions:

- Champion and provide leadership to food initiatives;
- Influence food policy;
- Help coordinate efforts across the entire food system;
- Create opportunities for discussion and collaboration;
- Support programs and services that address local needs.

As a volunteer committee of City Administration, the Edmonton Food Council champions and advocates for a variety of matters influencing food and urban agriculture, including the implementation of recommendations from *fresh: Edmonton's Food and Urban Agriculture Strategy*. EFC also undertakes activities that support the local food and agriculture landscape.

Current members of the Edmonton Food Council are experts and leaders in agricultural production (urban and commodity), public relations, business, academia and research, environmental stewardship, food policy, non-profits, and the culinary industry. They include,

- Dustin Bajer (Co-Chair), Public Ecology Consulting
- Sandra Ngo (Co-Chair), Edmonton Social Planning Council
- Morgan Allen, Leftovers Edmonton
- Simone Demers Collins, Community Member
- Jacquie DuVal, Plated PR
- Kirsta Franke, Wild Heart Collective
- Mychal-Ann Hayhoe, Dillon Consulting
- Leanne Hedberg, University of Alberta
- Heidi Johnson, HelloFresh
- Peter Keith, Meuwly's Artisan Food Market
- Daniel Kielback, Solar Energy Society of Alberta
- Bryanna Kumpula-Yung, Bar OA Farms

- Kimlin Metivier, Community Member
- Brian McBride, The Hallway Cafe
- Justin Young, Community Member

ANNUAL REPORT

This annual report provides a general overview of the workings and accomplishments of the EFC in 2019 and plans for 2020.

ACCOMPLISHMENTS

The EFC is in the middle of its 7th year of operations. Since its inception it has created - from the ground up - the infrastructure to **operate** effectively, **advise** on policies at all levels of government, **communicate** its activities and decisions, and **engage** thousands of Edmontonians in person and online. A brief summary of its accomplishments are as follows:

Advise

Among the first of our goals was to establish EFC as a trusted and respected advisor to the City and other food-related organizations and businesses in Edmonton, which we have done. We now regularly liaise with policy planners and food systems leaders. We have advised on:

- 17 municipal policies and programs that touch on all nine of the strategic directions in *fresh* since 2013.
- 2 provincial policies: the Regional Local Food Demand Assessment (2016) and the Regional Agricultural Master Plan (2019)
- And a Food Policy for Canada, the national food policy. This included representing Edmonton at the national stakeholder forum in Ottawa.

Operate

In order to ensure that the EFC operates effectively and strategically, a Terms of Reference was created in 2014 and has been updated (Appendix I). This has included creating a mandate, succession plan, new member recruitment policies, and communications manuals. We rely on and entrust our City of Edmonton liaison for support in logistics, communications, and expertise. In return, EFC members have leveraged their own knowledge and networks to support the City of Edmonton in implementing *fresh*. Since 2013, the EFC has held over 42 official meetings and countless committee meetings joined by 32 members.

Communicate

The EFC has established itself as a conduit between City administration and key sectors within the food system. In addition to strengthening ties between business owners, food processors and retailers, agricultural producers, social services, citizen eaters, Council members are formulating a strategy to bolster its social media and online presence. We also regularly contribute to the *Food in the City* newsletter which has over 2,000 subscribers.

Engage

Over the years, the EFC has organized seven community events with over 650 participants. This includes but is not limited to: a movie screening for World Food Day (2016), Let's Talk Food (2017), workshops for a Food Policy for Canada (2018), *Fresh MEAET* (2018), and the Unconference (2019).

EFC TODAY

In 2019, the EFC began receiving support from the Local Economy section within City administration and found a new Co-Chair after long-time member Kirsta Franke stepped down. This was taken as an opportunity to reassess our strategic direction and focus our efforts on policy advisement within the City of Edmonton.

Advise

- Regional Agricultural Masterplan (RAMP)
 - The EFC invited Councillor Michael Walters to present on the Regional Agricultural Masterplan (RAMP). As a result of this meeting, EFC was able to provide ongoing feedback on the development of the plan
 - EFC contributed nineteen recommendations into the policy framework that helped share EFC's expertise in a regional context and bolstered the urban agricultural components of RAMP. This support has been important for the project team and the Working Group in the policy development of RAMP.
 - EFC is expected to be further engaged as a draft RAMP is prepared is shared with stakeholders.
- City Plan
 - EFC invited members of the City Plan team to present at a monthly meeting. As a result, EFC was invited and participated in four City Plan Core Stakeholder workshops.
- Urban Hens Report and Recommendations
 - The EFC was interested in increasing or lifting the cap on the number of licensed chicken coops in the City of Edmonton. Capped at 50 coops, EFC performed a policy scan or municipalities across the Country. EFC presented these findings to the Community and Public Services Committee Meeting in April and recommended the cap be lifted. We believe our recommendation was helpful when the cap was removed later in the year.
- City Environmental Strategies
 - EFC provided input on potential actions relating to food and urban agriculture in support of Update 1.5 for Community

Energy Transition Strategy

- Food Hub Advisory Subcommittee (FHAS)
 - In 2019, EFC was asked by City Council to work with administration to form a sub-committee to provide recommendations to City of Edmonton Administration on the appropriate model, purpose and objectives of a food hub in Edmonton. EFC and City Administration created a Terms of Reference and recruited members to form a sub-committee. The FHAS was chaired by an EFC member (Heidi Johnson) and composed of 5 EFC members and 4 community members with a wide range of skills and experiences in food and agriculture. The FHAS created a report of their findings that will be going to council in the first quarter of 2020.

Operate

- EFC hosts monthly meetings
- Refined EFC Terms of Reference to define the term length and selection process for Co-Chairs.
- Update Terms of Reference to create a fixed initial three-year-term for new council members with year-to-year annual renewal and a maximum term length of nine years.
- Performed a skills analysis of existing EFC members and recruited five new members to fill needed skills.

Engage

- Let's Talk Food Unconference
 - In May of 2019, EFC hosted the Let's Talk Food Unconference at City Hall. Over the course of a day, sixty community members proposed topics, co-created an agenda, and hosted breakout sessions around the question "How Can Edmonton Achieve an Exemplary Food System?" The data from individual sessions was captured and will be used to inform future EFC policies and engagement strategies.



WORK PLAN

The EFC operational year runs from September to September. The 2019/2020 Work Plan is focused on four key areas; advise, operate, communicate, and engage. A detailed Work Plan can be found in Appendix B.

1. Advise City Administration
 - a. Complete recommendations for Food Hub Advisory Subcommittee (FHAS)
 - b. Advise on the development of City Plan
 - c. Provide input into Regional Agricultural Master Plan (RAMP)
 - d. Provide specific recommendations on the Zoning Bylaw Renewal
 - e. Provide input for the Update 1.5 for Community Energy Transition Strategy
2. Operate Effectively
 - a. Create and publicize EFC Annual Report
 - b. New Members onboarding
 - c. Review and Update Terms of Reference
3. Communicate Goals and Findings
 - a. Update Communications Strategy
 - b. Increase public and City Council awareness of EFC as a valuable resource to Edmonton.
4. Engage Stakeholders
 - a. Update Engagement Strategy
 - b. Maintain and develop relationships with key stakeholders in the food and urban agriculture community.

- c. Facilitate connections between City Administration and key community stakeholders, including community organizations and local food businesses

SUMMARY

The Edmonton Food Council is made up of fifteen dedicated volunteers representing many across the food and agriculture sectors who serve as a resource for City Council and Administration on matters relating to food and urban agriculture.

EFC is going into its seventh year and continues to diligently work on advocating for the continued growth of Edmonton's food and urban agriculture scene. With each passing year, EFC's reputation as a valuable resource has continued to gain momentum and is emerging as a strong and increasingly vocal advocate for a resilient and vibrant food system.

APPENDIX

- A. [EFC Terms of Reference](#)
- B. [EFC 2019/2020 Work Plan](#)



EDMONTON FOOD COUNCIL

Terms of Reference

1. Mandate of the Edmonton Food Council

As a volunteer committee of City Administration, the Edmonton Food Council's primary role is to advise on matters influencing food and urban agriculture, including the implementation of recommendations from *fresh*: Edmonton's Food and Urban Agriculture Strategy.

***fresh* Vision:**

Edmonton has a resilient food and agriculture system that contributes to the local economy and the overall cultural, financial, social and environmental sustainability of the city.

Activities

The Edmonton Food Council is expected to undertake activities that will support the local food and agriculture landscape. Specific activities that the Food Council may undertake to perform this role include:

- provide advice to Administration City-led projects and initiatives that impact urban agriculture and the local food economy
- assist with implementing *fresh* recommendations when appropriate and necessary
- identify emerging issues and opportunities
- maintain and develop relationships with key stakeholders in the food and urban agriculture community
- engage with the community on relevant and timely issues
- facilitate connections between City Administration and key community stakeholders, including community organizations and local food businesses

2. Membership

The Edmonton Food Council has a maximum of 15 members. All members must be at least 18 years of age. Membership reflects diverse interests from across the entire food system, with representation from the following groups:





EDMONTON FOOD COUNCIL

- Production – farmers and producers of all sizes, urban producers and gardeners, horticulturalists
- Processing – processors of all sizes, incubators
- Distribution – distributors of all sizes, food banks, food hubs, food box delivery, warehousing, storage, logistics
- Buying and selling – grocery stores and other food retailers of all sizes, restaurants, farmers markets, bakeries, butchers and delis, street vendors
- Eating and celebrating – cultural groups, non-profits, chefs, food artisans
- Waste and recovery – gleaning programs, composting programs
- Education – health professionals, academics and researchers, teachers, schools, colleges, universities, professional training programs
- Governance – staff from the Capital Region Board, Alberta Health Services, Alberta Agriculture and Rural Development, Federal Government
- Development and building industry – architects, urban designers, planners, landscape architects, land developers, builders
- Citizens and eaters - community members at large, social enterprises, local food advocates, social welfare and equity groups
- Demographic groups - youth, seniors, minority groups, newcomers

The Edmonton Food Council works towards common aims and is most effective in a collegial and team-oriented environment. Therefore, membership will reflect a diverse set of complementary skills and attributes conducive to a high-functioning group. All efforts will be made to assemble a Food Council with the following skills and attributes:

- passion for how food makes Edmonton a great city to live, work and play
- knowledge of and expertise in the food system
- experience working within the food and agriculture sector
- outstanding leadership capacity
- knowledge of governance models and experience working with boards
- ability to deliver results
- relationship-building skills
- influence in the community
- research and evaluation capacity
- financing, accounting, economic, and funding capacities
- ability for networking and facilitating





- willingness to be progressive and innovative

3. Selection Process

Administration will work with the Food Council's Governance Committee during all recruitment campaigns. An open call for applications will be made annually in the first quarter or as required to fill vacant positions. Applications will be accepted for a specific period of time. Following a review of all applications, short listed applicants will be invited for an interview. Upon successful completion of interviews and a final review of the candidates, a list of candidates selected for appointment is presented by the Governance Committee to the Food Council. Upon approval of the recommendations, the Food Council will forward the recommendations to Administration for final approval and formal appointment to the Edmonton Food Council.

The Co-Chairs will be elected by a nomination and voting process to be held during a regular Food Council meeting. In the event that both Co-Chairs are absent, Administration will host the election and direct the process.

Applicants not appointed to the Food Council may be placed on a reserve list for future appointments and may also be called on to serve as volunteers on sub-committees, working groups, special projects and events, or in other capacities. Volunteers may also be recruited to serve on Food Council committees, and to work on specific projects or tasks.

4. Terms

All new members will serve 3 year terms. Existing members who wish to renew upon their term expiring may renew for two 3 year terms. In the event that 50% or greater of the membership is expiring and vacating their position, terms of fewer than 3 years may be considered to ensure continuity, preservation of collective wisdom and experience, and to provide opportunities for mentorship.

The Co-Chairs will have two and three year terms to ensure consistency and stability in leadership and to avoid situations where both Co-Chairs exit at once. The Governance Committee may allow exceptions at their discretion. Co-Chairs must be re-elected in order to continue their membership as Co-Chairs.

The maximum that any individual may serve on the Edmonton Food Council is six years. Existing members of the Edmonton Food Council shall have the right to continue service at the end of their term with permission from Administration.





Resignations must be made in writing to the Co-Chairs.

5. Meeting and Member Expectations

- Members are to be punctual, prepared, respectful, engaged and willing to have fun.
- The Edmonton Food Council will meet at least quarterly to carry out their mandate. Additional meetings and adjustments to the meeting schedule may be incorporated at any time if the Food Council deems it necessary to carry out its work.
- Quarterly meetings will be held for up to three hours at a time. Meeting schedules and locations will be determined in accordance with the availability of the membership.
- Quarterly meetings may be opened to the public for specific purposes such as hearing from particular groups or for public dialogue on particular topics or issues. There will be advance notice of all public meetings.
- Edmonton Food Council members will be expected to commit an average of at least eight to ten hours per month for meetings, review and reading of necessary materials, and correspondence. Additional special projects and events, sub-committees, and working groups may require an additional eight hours per month of service.
- Attendance at meetings is crucial to the functioning and effectiveness of the Edmonton Food Council. If a member fails to demonstrate a commitment to attend meetings or meet their chosen obligations on sub-committees and working groups, they may be asked to resign their position.
- General expectations of members include the following:
 - demonstrate a respect for governance and protocol
 - actively participate and work as a team
 - be accountable to one another and to citizens
 - communicate transparently and declare conflicts of interest
 - commit to working through and learning from conflict
 - represent the Edmonton Food Council at public events as required
 - notify Administration of any and all media requests

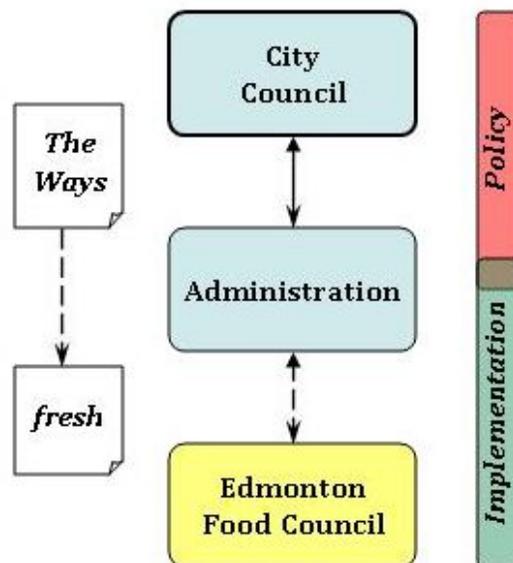




- In addition to the above expectations, Co-Chairs are also expected to:
 - Speak on behalf of the Food Council to the public and to the media
 - Build the meeting agendas
 - Liaise with Administration
 - Act as ex-officio members on all committees and working groups
 - Hold all members accountable
 - Ensure the health and sustainability of the Food Council
 - Provide leadership by recognizing the needs of the Council and taking the initiative to act appropriately to make progress
 - Provide leadership by recognizing the needs and skills of individual members and working with them to maximize their participation

6. Deliverables & Reporting

The Edmonton Food Council reports to City Administration. On occasion the Food Council co-chairs will be asked to speak directly to a Committee of City Council by Administration, when appropriate. The Edmonton Food Council will produce a work plan and annual report each year, for submission to and approval by Administration.





7. Administrative Responsibilities

All reasonable administrative costs, such as meeting space, meeting materials and supplies, refreshments, and so on, will be paid by the Administration. Administration will provide strategic and some administrative support the ongoing work of the Edmonton Food Council, which includes the following:

- meeting management
- budget management
- provide advice on City policies and plans
- act as liaison to the Administration
- act as liaison to City Council

8. Communications and Public Engagement

The Edmonton Food Council is accountable to the City of Edmonton and the citizens of Edmonton and as a result is committed to effective communications and public engagement. As a part of this commitment, the Council will:

- provide opportunities to hear from the public and particular groups
- publish formal meeting minutes for each quarterly meeting
- make use of online and social media tools as a means to directly interact with the public
- seek the input of those individuals, groups or organizations that have special expertise and experience, when deemed necessary

All official correspondence from the Edmonton Food Council shall be communicated by one of the Co-Chairs, who will act as the official voice of the Edmonton Food Council. All other members of the Edmonton Food Council may accept requests for public engagement, may speak to City Council, and speak to media as long as prior notification in writing is made to the Co-Chairs and to the Administration, and as long as they do not speak on behalf of the Edmonton Food Council.





9. Confidentiality and Ethical Conduct

All records and materials of the Edmonton Food Council are subject to the *Freedom of Information and Protection of Privacy Act*. All members shall not:

- use confidential information for the personal profit of themselves or any other person
- communicate confidential information to anyone not entitled to receive it
- or use their position to secure special privileges, favours, or exemptions for themselves or any other person

All members shall preserve the integrity of the Edmonton Food Council and govern themselves accordingly, and will abide by the Food Council's *Conflict of Interest Policy*. If in doubt about any actions or conduct, members are encouraged to seek advice from the Co-Chairs or from the Administration.

10. Key Dates

January - March	Deliver Annual Report (Q1)
March -	Skills & Gap Analysis
April -	New member recruitment campaign launch
June -	Short-list interviews and selection
July - August	BREAK, No meetings
September -	New members begin, Strategic Planning session
October -	Co-chair notify status for next year, Begin Annual Report
November -	Call for Co-Chair nominations, Continue Annual Report
December -	Co-Chair nominations due, Finalize Annual Report



Edmonton Food Council Work Plan 2019/2020

Mandate of the Edmonton Food Council

As a volunteer committee of City Administration, the Edmonton Food Council champions and advocates for a variety of matters influencing food and urban agriculture, including the implementation of recommendations from *fresh*: Edmonton's Food and Urban Agriculture Strategy.

***fresh* Vision:**

Edmonton has a resilient food and agriculture system that contributes to the local economy and the overall cultural, financial, social and environmental sustainability of the city.

What We Do

The Edmonton Food Council is expected to undertake activities that will support the local food and agriculture landscape. Specific activities that the Food Council may undertake to perform this role include, in order of priority:

1. Advise

- Provide advice to Administration City-led projects and initiatives that impact urban agriculture and the local food economy (*Terms of Reference*).
- Identify emerging issues and opportunities (*Terms of Reference*).
- Continue to generate a working list of policy goals (Policy Garden) to prioritize and reference while advising City administration.

Project: Food Hub Advisory Subcommittee

The mandate of the Food Hub Advisory Subcommittee ("FHAS") is to provide expert, non-binding recommendations to City of Edmonton Administration on the appropriate model, purpose and objectives of a food hub in Edmonton. This work will be undertaken as a sub-committee of the Edmonton Food Council.

- Who: Heidi (co-chair), Leanne, Brian, Bryanna, Mychal-Ann
- Timelines: End December, 2019

Project: City Plan

Seek opportunities to engage in the development of the City's municipal development plan (City Plan); a high level planning document that will guide the growth of the City for the next eight years. Advocate for themes, values, and strategies that align with the recommendations of *fresh*.

- Who: Kirsta (co-lead), Leanne (co-lead), Brian, Pete, Morgan

- Timeline: End of December, 2019

Project: Regional Agricultural Master Plan

The Regional Agriculture Master Plan (RAMP) is a “rulebook for how municipalities can grow”. It was developed to prevent agricultural fragmentation, to preserve agriculture, and grow the agricultural sector through boosting value-added opportunities. The Edmonton Food Council will seek opportunities to advise in the creation of RAMP with special attention paid to the preservation of prime agricultural land and urban agriculture.

- Who: Mychal-Ann (lead), Bryanna, Dustin, Kimlin
- Timeline: End of December, 2019

Project: Zoning Bylaw Renewal

The current Edmonton Zoning Bylaw came into effect in 2001, and has not been updated since. The Zoning Bylaw sets out the rules for the location and size of buildings constructed on private property, and the activities that will take place on those properties. The City is conducting a complete review of Edmonton’s Zoning Bylaw, including analyzing current land use zones used in Edmonton. Edmonton Food Council has been asked to give input into the Zoning Bylaw Renewal project and will be leveraging opportunities to advance *fresh* and the food system in Edmonton.

- Who: All, as needed. (There will be subcommittees dedicated to specific Zoning Bylaw Renewal levers)
- Timeline: lead time to end of 2020, maybe up to 2021.

2. Operate

- The Edmonton Food Council will produce a work plan and annual report each year (*Terms of Reference*).
- Running effective meetings that are on time and efficient.
- Publish formal meeting minutes (*Terms of Reference*).
- Effectively gathering input from members during and between meetings.
- Ensure committee work is captured during monthly meetings.
- An open call for applications will be made annually in the first quarter or as required to fill vacant positions (*Terms of Reference*).
- Supporting the effective and timely completion of projects and action items through coordination and communications.

Project: Annual Report

The annual report will be presented to City Council in January, 2020. It will contain historical activities of the Edmonton Food Council, a summary of the current strategic direction and work plan, and emergent priorities. The target audience is the City Council.

- Who: Sandra (lead), Dustin, Jacquie
- Timeline: finalized by the end of November, 2019

Project: Member Intake

- Who: Dustin and Sandra
- Timeline: Begin selection in April, Screen in May, interview in June 2020

Project: Review and Update Terms of Reference

- Who: Dustin and Sandra
- Timeline: June, 2020

3. Communicate

- Increase public awareness and perception of the Edmonton Food Council as a valuable resource to Edmonton, including City Council
- Make use of online and social media tools as a means to directly interact with the public (*Terms of Reference*).

Project: Communications Strategy

- Who: Jacquie, Pete, Daniel, Heidi
- Timeline: begin as soon as possible (ASAP), with the intent to finish the first quarter of 2020.

4. Engage

- Seek the input of those individuals, groups or organizations that have special expertise and experience, when deemed necessary (*Terms of Reference*).
- Engage with the community on relevant and timely issues (*Terms of Reference*).
- Maintain and develop relationships with key stakeholders in the food and urban agriculture community (*Terms of Reference*).
- Facilitate connections between City Administration and key community stakeholders, including community organizations and local food businesses (*Terms of Reference*).
- Provide opportunities to hear from the public and particular groups (*Terms of Reference*).

Project: Engagement Strategy

- Who: Jacquie, Pete, Daniel, Heidi
- Timeline: early 2020, tasked to communications team