

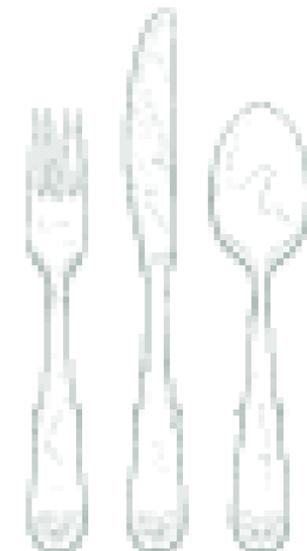
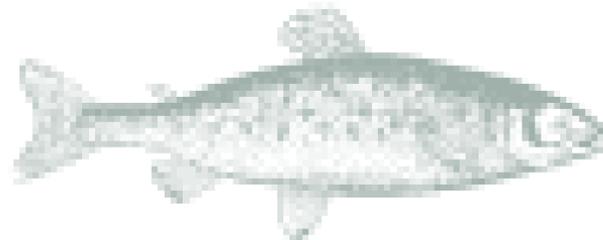


Squamish to Lillooet  
**GOOD FOOD**  
PROGRAM



# Good Food Program: **GOOD FOOD GATHERING**

*Farmers and Restaurants*



**November 8 2022**

**Raven Room, Whistler**

**Prepared by the Squamish Food Policy Council**

This event, and work is taking place on the unceded and traditional food lands of the Skwxwú7mesh Úxwumixw and Lilwat7úl

---

# **SPECIAL THANK YOU TO THE RAVEN ROOM**



The Raven Room in Whistler and co-owner Steph Redmond have been exceptionally generous and supportive for this event . The Raven Room highlights what's possible with local and seasonal flavours in their food and drinks, we can't think of a better pair or place to be for the Good Food Gathering! Thank you.

---

# WELCOME, K'AYÁCHTN BREAKING BANNOCK TOGETHER

This event is taking place on the unceded and traditional shared lands of the **Skwxwú7mesh Úxwumixw and Liłwat7úl**, who have been caring and harvesting sustainably from these lands for millennia.

## **What is Bannock?**

Bannock has meant many things to many Indigenous people throughout history, from pre-contact to the fur trade to present times. Before contact, Indigenous people made their own types of bannock and breads using camas bulbs, lichen, moss, cattails, roasted acorns and other plants and roots that were Indigenous to their traditional territories. After contact, Indigenous people began to use wheat and oat flour brought over by the Scottish during the fur trade. Flour was a non-Indigenous food but soon became the staple ingredient in bannock, and in the lives of Indigenous people.

---

# THANK YOU ALL FOR COMING



**SQUAMISH** FOOD POLICY COUNCIL   **Squamish CAN** Climate Action Network   **SQUAMISH - LILLOOET** REGIONAL DISTRICT   **SQUAMISH**

## good food gathering: *farmers & restaurants*

**TUESDAY NOVEMBER 8  
10-4  
RAVEN ROOM, WHISTLER**

Join other local farmers and restaurants for a networking and problem-solving event hosted by the Squamish Food Policy Council. By gathering diverse regional food players at the same table, we can forge new relationships, learn about our regional food system, and identify the pertinent gaps within it in order to begin to imagine a vision for the future of food and agriculture in our communities. Attendees can expect to leave with new local business contacts, knowing more about our local farms and restaurants, and being informed and inspired about our region's food economy.

Space is limited. [Register on Eventbrite](#)

# BACKGROUND



## SQUAMISH FOOD POLICY COUNCIL

The Squamish Food Policy Council (SFPC) was formed in 2015 to further sustainable food systems work in Squamish and the Squamish-Lillooet region.

Our mission is that ALL members of the region have access to enough nutritious, safe, ecologically. sustainable, and culturally appropriate food at all times.

Squamish to Lillooet food and agricultural lands are protected and productive, and producers, processors, growers, foragers, and knowledge holders are valued and supported.



## SQUAMISH CAN

Squamish CAN (Climate Action Network) is the backbone organization for the SFPC that strives to educate, support, and empower the community of Squamish by developing, promoting, and implementing sustainable strategies to mitigate climate change. Formed in 2009, Squamish CAN is a registered non-profit that is the centre point for many initiatives involving community partners in Squamish to achieve a common goal. They work with municipal and regional governments, public educators, other non-profits, and local businesses to see change happen in the community. Squamish CAN also aims to increase civic engagement in food systems through community gardens, food literacy workshops, and educational programs and events, whilst cultivating partnerships at the local and regional level to influence policy.



# OUR TEAM



**Gaby Barnes**  
Food Systems Manager  
gaby@squamishcan.net



**Krystle tenBrink**  
Executive Director  
krystle@squamishcan.net



**Gabriela Lech**  
Food Systems Coordinator  
gabriela@squamishcan.net

---

---

# AGENDA

**10-10:30 AM: Welcome and Introductions:** Who and what is on the table?

**10:30-11:00 AM: Community Snapshots** Hear about the Good Food Program and from our local government about current community stats and projects

**11:00 - 11:30 AM: A Farmer-Restaurant Success Story** with Eric Griffith, co-owner of Alta Bistro and Chair of Restaurant Association of Whistler, and Simone McIsaac and Ariella Falkowski from Rootdown Farm

**11:30 AM - 12:30 PM: A vision for the future of food in our region:** Begin to problem solve the top barriers to buying local identified in our region, help us shape policy recommendations with a guided SWOT analysis, and imagine what is possible for our region!

**1:00 PM: Canapés and Connect:** Enjoy local fares prepared by the Raven Room highlighting seasonal and locally grown food while networking with other Farms and Foodie Folk from the region

---

## LET'S GET TO KNOW EACH OTHER

In 30 seconds...

Who are you?

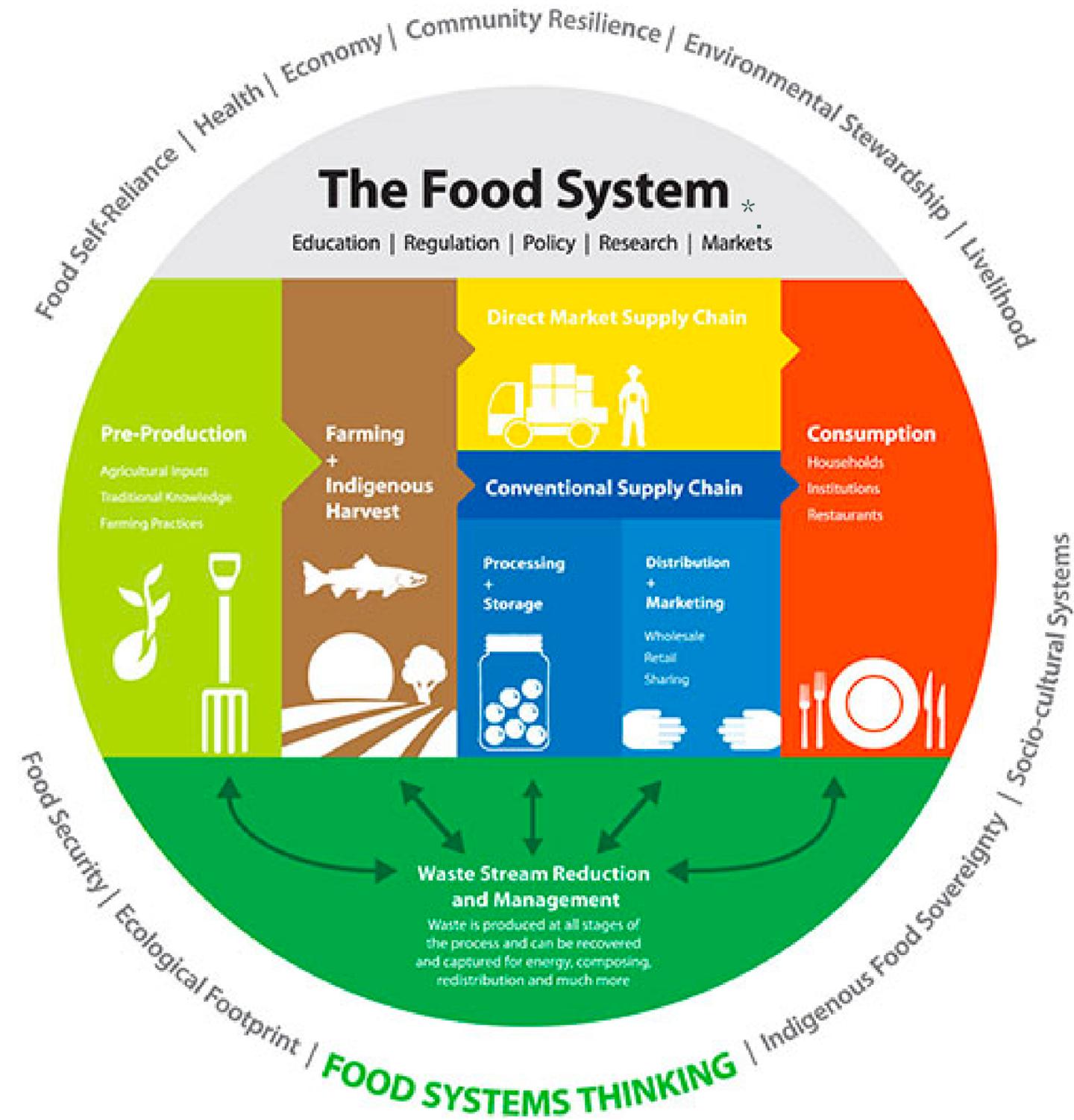
What prompted you to participate today?

What is your favourite fall soup?

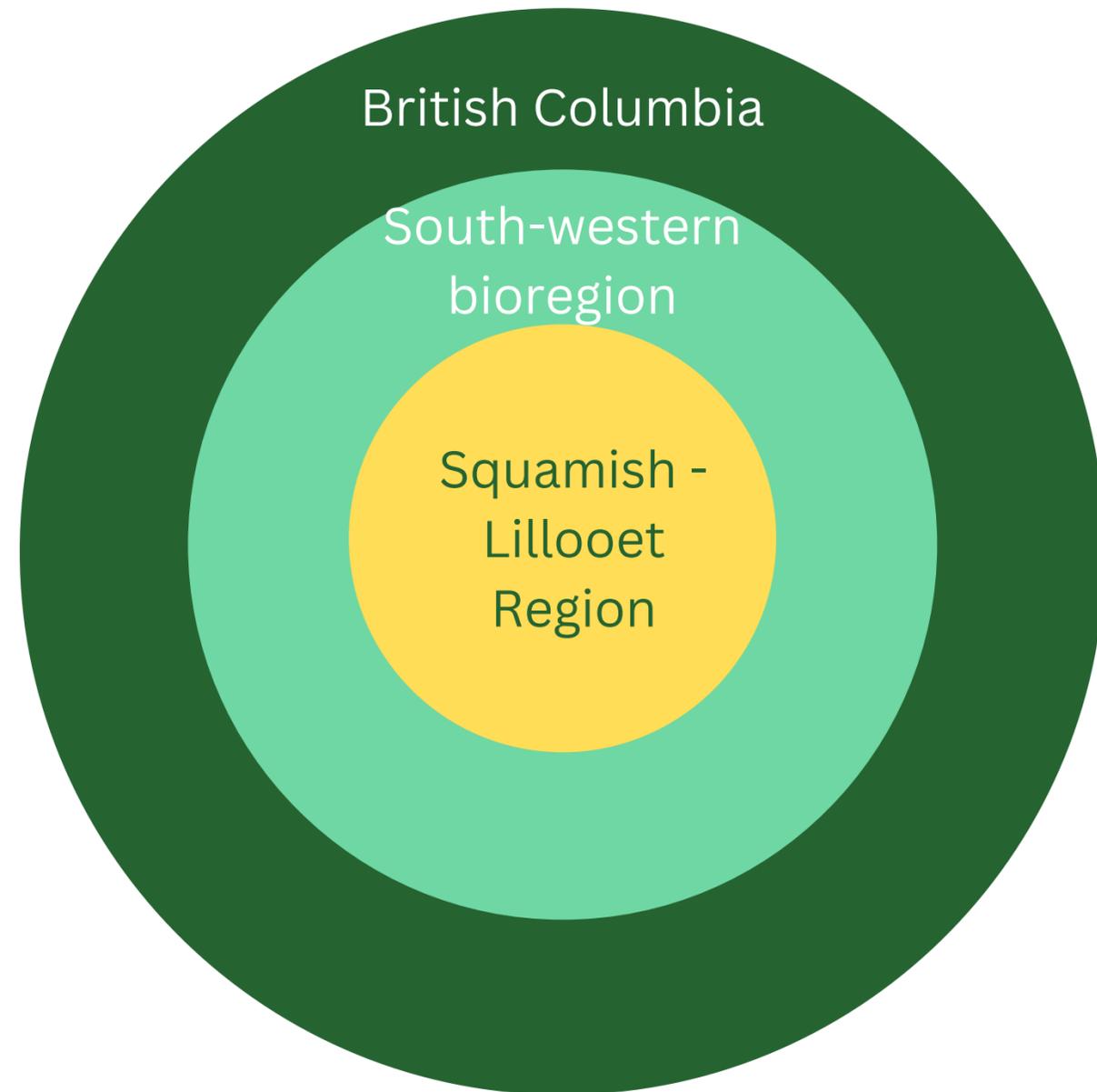


# COMMUNITY SNAPSHOTS

# WHAT IS A FOOD SYSTEM?



# WHAT IS LOCAL?



**Local food** can be defined by the distance between where the food was grown and where it is sold or consumed.

When we refer to local, think of a concentric circle prioritizing what's closest to us first and working outwards.

1. **Squamish - Lillooet Region**
2. **South-western bioregion (Metro Vancouver, Fraser-Valley, Sunshine Coast, and Vancouver Island)**
3. **British Columbia wide (labels like BC Grown)**

# SQUAMISH VALLEY AGRICULTURE PLAN & FOOD TASK FORCE



# WHY PROCUREMENT?



How and where procurement dollars are spent can have important economic, employment, social, and environmental impacts.

# OUR LOCAL FOOD SYSTEM



## Local Procurement Opportunities

- For every \$100 spent with a local BC business, \$63 is recirculated back into the BC economy (compared to \$14 for multinational corporations) (LOCOBC, 2020)
- In Southwest BC, about \$8.6 billion is spent on food annually, much of which does not stay in the local economy
- Squamish residents spend a collective \$8 million on food per month
- Whistler's total annual consumer spending at restaurants was over \$400 million annually
- There are 138 farms located between Furry Creek and Lillooet



Squamish to Lillooet  
**GOOD FOOD**  
PROGRAM

The Good Food Program aims to shift the buying power in the Squamish to Lillooet Region towards procuring more locally grown food by implementing Good Food Values.



**LOCAL ECONOMIES AND COMMUNITIES**



**ENVIRONMENTAL SUSTAINABILITY AND STEWARDSHIP OF NATURAL RESOURCES**



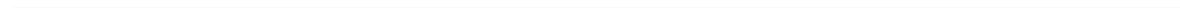
**NUTRITION**



**VALUED WORKFORCE**



**ANIMAL WELFARE**





# Squamish to Lillooet **GOOD FOOD** PROGRAM

This is a multi-year, multi-phase project that takes both top-down (policy), and bottom-up (access, programs) approaches.

Today, your contributions will help us identify the next steps and policy recommendations.

**Phase 1:** All local and regional governments in the Squamish to Lillooet Region sign on with intent to develop policy

**Phase 2:** Research & Best Practices



**Phase 3:** Gatherings & Policy Recommendations

**Phase 4:** Feasibility study for Farm Hub

**Phase 5:** Next steps\*\* (certification and branding, & infrastructure needs)

# GOOD FOOD PROGRAM

---



## WHAT ARE THE GOALS OF THIS PROJECT?

- Create a local, resilient, and accessible food economy in the Squamish to Lillooet region
  - Increase our community's health and wellbeing
  - Meet the challenges of climate change on a local scale
  - Ensure that farmers and food producers earn a living wage
  - Increase equitable community access to local food
  - Work with community partners and diverse food players across the region
-

# OUR LOCAL FOOD SYSTEM



## The region is facing:

- Population growth
- Development pressure on agricultural land
- Increased risks of flooding, wildfire, and drought due to climate change
- Impacts from supply chain disturbances
- Labour shortages
- Rising costs of living

# WHAT WE'VE HEARD



## Top Barriers for Supporting Local Food

- Volume
- Distribution
- Cost
- Accessibility
- Time & Labour shortage



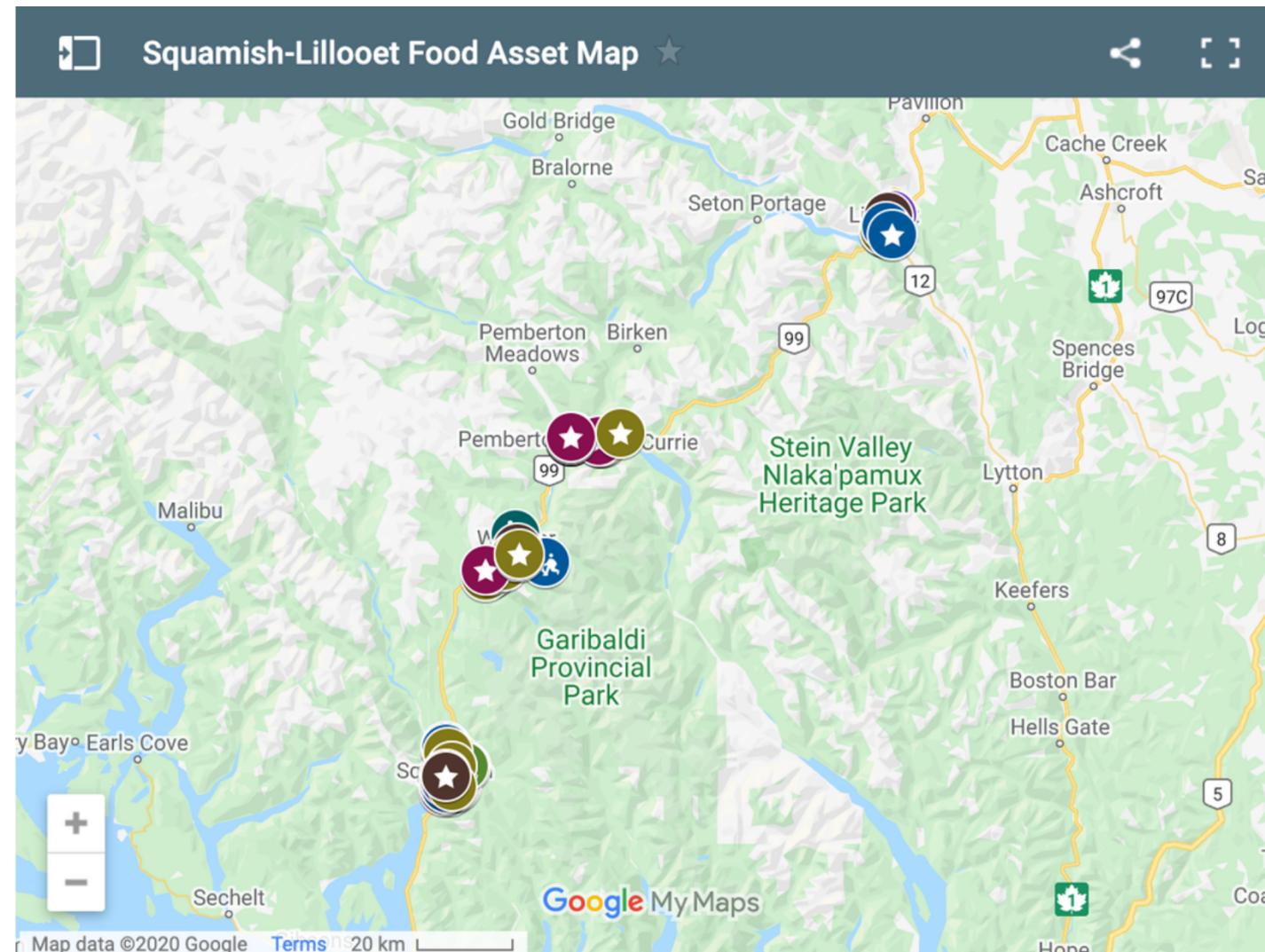
## **COMMUNITY SNAPSHOTS**

What food and farm projects are happening  
across the region?

---

# FOOD ASSET MAP

A food asset map is a place where people can grow, prepare, share, buy, receive or learn about food. Check out the Food Asset Map for local farms and food education tagged in the Squamish Lillooet Region.



[squamishfoodpolicycouncil.com/food-asset-map](https://squamishfoodpolicycouncil.com/food-asset-map)

# SPEAKERS

---



Economic Development Officer,  
District of Squamish  
**Kate Mulligan**



Planner, Squamish Lillooet  
Regional District  
**Claire Dewar**



Food Security Program Manager,  
Whistler Community Services Society  
**Gizem Kaya**

---

---



**STORYTIME:  
A FARMER-RESTAURANT SUCCESS  
STORY & LESSONS LEARNED**

Alta Bistro and Rootdown Farm

---

# SPEAKERS

---



Alta Bistro  
and Chair at  
RAW  
**Eric  
Griffith**



Farmers, Rootdown Farm  
**Simone McIsaac &  
Ariella Falkowski**

# COMMUNITY SUCCESS STORIES

---



## **THUNDER BAY, ONTARIO**

*Thunder Bay + Area Food Strategy:  
Connecting Food and Community*

---

# COMMUNITY SUCCESS STORIES

---



**KOOTENAY CO-OP**  
*Nelson, BC*

# COMMUNITY SUCCESS STORIES

---



**TOFINO, BC**  
*Tofino Ucluelet Culinary Guild*

# COMMUNITY SUCCESS STORIES

---



**SOUTH  
ISLAND  
FARMHUB**

**VICTORIA, BC**  
*South Island Farm Hub*

# SWOT Analysis



S

## Strength

What food and farm assets does the Squamish to Lillooet Region have?

W

## Weaknesses

What resources are lacking in our communities to create a thriving food system? What disadvantages do we have? What processes need improving?

O

## Opportunities

What changes in our region and communities can we tap into and how? What is missing that we need to be doing?

T

## Threats

What obstacles do you face to purchasing or selling locally? What global and local changes are threatening your ability to operate successfully?

*Canapés*

*&*

*Connect*