

Food Access In KFL&A

Changing Lives Locally



United Way
Kingston, Frontenac,
Lennox and Addington



Background

In 2017, members of the Food Access Advisory Committee were recruited to look at ways to collectively address the issue of food access for people in the region. The City of Kingston and United Way of KFL&A chair this initiative, with United Way providing the backbone coordination.

The Food Access Advisory Committee developed guiding principles and focus areas. As part of this two strategies emerged:

- Good Food Stands that provide affordable, fresh produce across the region
- Partnership with school boards and unions regarding the potential use of school properties for community use, including mobile food stands and community meals/cooking.

Concept

Learning from CDC, Hastings & Prince Edward

The concept of mobile food stands was introduced by Zach Deodato, based on a similar initiative in Hastings and Prince Edward (HPE), provided through Community Development Council (CDC), Belleville.

In HPE, markets are set up in 7 locations every month in small towns, with a larger market in Belleville. Food is sold at wholesale rates with Tony Deodato and Sons delivering the food to five of the locations and volunteers delivering the food to two of the locations from a central drop off point. Each market is run from 9:30am to noon or 1:30pm to 4:30pm, with volunteers to help set up and sell food. A CDC coordinator prepares the food order, coordinates the logistics (transportation, sale, set up). The coordinator also runs the Good Baby Box, the Good Food Box, the Good Food Market and Community Gardens. There is no eligibility criteria for people to access markets. The program started with a couple of pilots and expanded to 7 locations.

Kingston, Frontenac, Lennox & Addington

Pilots: For KFL&A, it is recommended that we start with 5 pilots, and then scale, based on what we learn from the first year pilot.



Sample Flyer from CDC

Frankford Community Partners for Success, 100 North Trent St., First Wednesday of every month: 10am-12pm
Belleville Quinte Living Centre, 370 Front St., First Wednesday of every month: 1:30-4pm
Bancroft Heart of the Park, 268 Station Street, behind the Post Office, First Thursday of every month: 10am-12pm
Coe Hill Royal Canadian Legion, 2254 Hwy 820, First Thursday of every month: 1:30-4pm
Deseronto Royal Canadian Legion, 340 Main St., Second Wednesday of every month: 9:30am-12pm
Madoc Royal Canadian Legion, 33 St. Lawrence St. E., Last Thursday of every month: 10am-12pm
Marmora Marmora Library, 37 Forsyth St., Last Thursday of every month: 1:30-4pm

Fresh produce at affordable prices. Year round!

Hastings County www.cdcquinte.com
65 Station Street, Belleville, ON K8N 2S6 • p: 613.968.2466 • f: 613.968.2251

Locations for Pilots

The initiative is currently working with school unions and administration to use school premises for the pilot Good Food Stands. We anticipate that in each neighbourhood, based on local interest and volunteer resources, there may emerge additional connecting activities like cooking/meal prep sessions, links to community gardens, etc.

- Sydenham HS (possible distribution for Sharbot Lake)
- Napanee DSS (possible distribution to North L&A)
- Kingston West – Bayridge SS
- Kingston Central – Regiopolis NDCHS
- Kingston East – Lasalle SS

We will also explore logistics for expansion, where possible, into rural areas (Frontenac, Lennox and Addington).

Frequency and Timelines

Good Food Stands will be available once a month at each of the 5, school locations, after 2:30pm.

Timelines

- May – August: coordinator in place to plan, set up, liaise
- August – first month of Good Food Stands
- September – August: 12 month pilot

Sustainability

During the 12-month pilot, funders and agencies will explore grants and donations to fund the initiative on an ongoing basis.

During the pilot, each site can explore options for sustainability re: pricing (cost or small mark-up or additional local fundraising to cover extra food cost).

Staffing and Budget

It is suggested that funders (City, CFKA, United Way) provide funding for a coordinator to run the food stands; full time for the first three months for setup, and potentially 10-12 hours a month per site.

There would be one coordinator, housed through a local agency, liaising and working closely with other agencies in the region.

Additionally there will be expenses for transportation, promotion, and to cover the cost associated with potential surplus of unsold food. In the first year, each site will explore ways to reduce waste, and sell or donate the surplus unsold food.

Voucher Program

Community Harvest has been running a successful voucher program. The committee will learn more about the process, successes and options to introduce a voucher program to make Good Food Stands accessible.

Promotion

The program will rely on strong promotion and marketing to distribute information and schedules/ calendar. KFL&A Public Health has offered to develop promotional materials, including social media and communications, design of templates, and other materials. The Food Access Advisory Committee partner organizations will distribute the promotion and communication materials.

Program Evaluation

Evaluation of the program will be important to document successes, learn from the pilots, steward grants and to reach out to potential funders. KFL&A Public Health will share their expertise and develop an evaluation program in consultation with the Advisory committee. Additional time has been built into the coordinator's position to allow for data input and reporting. The Advisory committee will review reports regularly and recommend course corrections and changes as needed.

Budget

Budget Assumptions

- 5 Good Food Stands/month, 1 per month in each location: 1 in L&A, 3 in Kingston and 1 in Frontenac
- Coordinator will be full time for the first 3 months as we set up; and then 12 days a month for the first 12 months of the pilot project.
- Duties would include:
 - Coordination of food sites, logistics, set up, evaluation, etc.
 - Some of their time would be used to explore opportunities for cooking /meal prep sessions or links to community gardens for 1 or more of the 5 sites
 - Coordination and training of volunteers at each site

Funding

United Way of KFL&A, City of Kingston and Community Foundation have agreed to provide funding for the first 24 months of coordination expenses. L&A is looking at options to secure funding. During the pilot phase, these funders will look at developing plans for sustainable funding for the coordination of the program.

In – Kind Contributions

- Food purchase at wholesale cost: Deodato's
- Bags for Good Food Stands: No Frills
- Promotion and evaluation: KFL&A Public Health
- Volunteers to assist with Good Food Stands
- Space: School Boards

Expenses

Set up: First 12 weeks	
Salary \$20/hour (incl MERC) x35 hours	8,400
Travel	1,000
Promotional Materials	6,000
3 months set up	15,400
<i>Pilots: 5 sites/Good Food Stands for 12 months</i>	
Per month (5 sites)	
Salary \$20 hour (incl MERC) x 12 days/month	1,920
Volunteer/staff travel	300
Banking fees: Debit machine and transactions	200
Food costs - net of sales \$100 x 5 markets	500
Monthly expense	2,920
12 months for 5 markets	35,040
15 months - 3 months set up; 12 months program	50,440

FOOD ACCESS is one dimension of food security that has emerged as an overarching theme for poverty reduction in Kingston and Area. We know that when people live in poverty it impedes their access to sufficient, safe and nutritious food.

“Food security exists when all people, at all times, have physical and economic access to sufficient, safe, and nutritious food that meets their dietary needs and food preferences for an active and healthy life.” (1996 World Food Summit)

Recognizing that poverty in the long term will only be addressed when everyone has enough income for all of their basic needs to be met, the scope of this initiative is on what can be done locally to better coordinate and improve food access in our community.

As part of the continuing Poverty Reduction Initiative for our community, the City of Kingston and United Way of KFL&A have partnered to address this pressing issue. Backbone coordination and administrative support is provided by United Way of KFL&A.

GUIDING PRINCIPLES

Inclusion

- Solutions and services need to be accessible to everyone, providing residents with a sense of belonging and living free of prejudice and discrimination.
- We believe that those living in poverty have an active role in planning and decision making.
- All voices are respected and all processes and systems are compassionate and sensitive to the needs of all in the community.

Community Well-being

- We want to continue to work on solutions that benefit the entire community, recognizing that this is the start of an ongoing process of engagement and shared ownership.
- Solutions will work towards being integrated, balanced and accountable, building on our strengths as a community.

Local Responsiveness and Collaboration

- We recognize that all individuals and organizations have assets to offer and we acknowledge that no one group bears the responsibility of addressing the issue of poverty and food access.
- We all need to move collectively towards a common goal, abandoning blame and acknowledging that those who live in poverty, service providers and the community at large play an active role in creating solutions.
- We want to build awareness among members of the community, so they realize that we are all responsible and that increasing food access has a positive impact on the entire community.



United Way
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Lennox and Addington

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KFL&A Food Access Advisory Committee
Co-Chaired by United Way of KFL&A and City of Kingston

COMMITTEE MEMBERS

Co-Chairs:	
Lanie Hurdle	City of Kingston
Bhavana Varma	United Way KFL&A
Staff Support:	
Cheryl Hitchen	City of Kingston
Kim Hockey	United Way KFL&A (Backbone)
Kathy Sturmey	Kingston Community Health Centres (Good Food Stand Coordinator)
Members:	
Leeanne Amell	Community Foundation for Kingston & Area
Tina Bailey	Community Harvest Kingston
Delina MacDonald	Food Policy Council
Brenda Moore	Food Sharing Project
Grant Kirbyson	Grant's No Frills
Helen Maberly	Kingston Community Health Centres
Susan Stewart	KFL&A Public Health
Kim Law	Lennox & Addington Social Services
Lynne Rousseau	Limestone District School Board
Mara Shaw	Loving Spoonful & Food Policy Council
Brittany Couto	Napanee Community Health Centres
Andrea Loken	Ontario Secondary School Teacher's Federation
Laurie Newport	RBC
Dana Henry	Salvation Army, Napanee
Tara Kainer	Sisters of Providence
Vicki England	Southern Frontenac Community Service Food Bank
Zach Deodato	Tony Deodato & Sons