How Do We Make The Seed a Reality?
Open Space Workshop Results

Wednesday, January 29th, 2014
Dublin Street United Church
Guelph, ON

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BACKGROUND

[The Seed Community Food Hub](#) project is a collaborative initiative, supported by the [Guelph & Wellington Task Force for Poverty Elimination](#). Its aim is to create a space that would bring people together to increase access to healthy, local food, build food skills and knowledge, create community, and advocate for policies and programs to address the root causes of poverty and food insecurity. The Seed project is about providing food access in a dignified setting. It is also about equity, health & wellbeing, education, relationships, and learning. Most importantly, The Seed is about the power of food to build community, and to help people find their voices on issues that matter to them.

On January 29th, 2014, more than 100 people gathered at Dublin Street United Church in Guelph to answer the question "How can we make The Seed a reality in our community?" The workshop was facilitated by [Open Space](#) experts Anna-Eva Lohe and Marie Kaufmann of Sweden's [Next Stop You](#) and a wide range of stakeholders participated, including:

- ❖ Neighbourhood Group members
- ❖ Representatives of local and provincial government
- ❖ Emergency food providers
- ❖ Non-profit groups
- ❖ The Guelph-Wellington Food Round Table
- ❖ Public Health
- ❖ Local food producers and advocates
- ❖ Community Food Centres Canada and The Local Community Food Centre
- ❖ Researchers
- ❖ Students
- ❖ Teachers
- ❖ Open Space facilitation trainees, and
- ❖ Other interested citizens

A delicious chili lunch was provided by Mark Rodford and the OX kitchen.

The Open Space technique allowed all participants to collectively shape the agenda based on their areas of interest and passion. In total, 34 topics ended up being the subject of very lively and creative discussion over the course of the day. This document presents the notes that were taken during those discussions, and concludes with a brief summary of next steps. The records are presented in order according to results of the dotmocracy that took place at the end of the day and gave participants a chance to prioritize the issues they felt were most important. Topics that received the most votes are presented first. Throughout the document, links are provided to websites and resources that participants made reference to or recommended.

Many thanks to all those who participated in the workshop. The enthusiastic and thoughtful contributions of all those who were there has brought the community one step closer to making The Seed a reality!

How do we ensure that those in poverty are engaged, involved, and key players in The Seed?

Proposer: Tina B.
Participants: Evelyn, Steve, Anita, Brittany, Cathy, Kira, Peggy, Jennifer, Matt, Stuart

- Ensure all levels are represented on Board + Committee + Planning
  - Consider transportation, access
- Ensure community members are comfortable i.e. no jargon, casual register, respect for all, "fun not just telling people"
- Remember many farmers live below poverty line but are prepared with food knowledge
- Skill training, basics, i.e. pots, pans, how to stretch $
- Engage those in poverty as trainers/mentors
- Make training space realistic and similar to what people have
- Open/basic eligibility criteria
- Recognize strengths
- Skill "sharing" not experts teaching—diverse i.e. multicultural
- Supports i.e. transportation, childcare to access programs
- Advocate for education at school levels
- No "clients" just community members. Sharing our wisdom, strengths, and building capacity
- Bring meetings to the people—provide food!
  - Build excitement—connect with existing programs i.e. Circles, Community Voices, AYV…
- Outreach to neighbourhood groups, food pantries, door knocking
- Walkable services
- Word of mouth, social media, ("fun, exciting, food, gift cards?")
- What's in it for me? Examples of involvement by others
- Informational and social
- Eliminate stigma! "Partners", rather than "clients" and "providers"
- Make info available by phone, text, email, social media, TTY etc.
- Show that change is happening
  - Progress reports
  - Success stories
- Opportunity to reach out to all levels of income, knowledge, abilities, ages
- Broader horizons

Business Plan

Proposer: Denise

Participants: Paul, Kate, Sue

Why do we need a business plan?
- Fundraising, support
- Need to clearly and simply explain model
- Lead business
  - Lay it out at a glance
  - Minimal understandable plan
  - [Centre for social innovation](#) in Toronto – website has open source software
- Funding model
- What is the sustainability plan? Build in transitions to self fund
- New provincial funding for social innovation – [Sustain Ontario](#) knows more; Carol Tyler
- [Local Food Fund](#) for pieces of business – outreach, programs, and other parts
- Crowd funding – easy opportunities for investments
- Philanthropic use of space
- Lessons to learn from [Kitchener Farmers Market](#) – many things didn't work
- How to build revenue – [Foodshare](#) has model
- Incubator for small business
- [Best practice review from Ontario and beyond](#)
- Make $ off kitchen
- Rent space for revenue
- Thinking 5 steps ahead – worst case scenario needs to be looked at
- For profit arm
- [Communitech](#)-KW – has lent expertise – [Innovation Guelph](#)
- Commercial investment
- [Cooperators](#) (secondments of people)
- Guelph people in networking
- [Chamber of Commerce](#)
  - Find these and other platforms to get word out
- Large organizationss/businesses to help
- Don't be scared to experiment
- Performance measures
- SAM [Social Assessment Measurement](#) (can help turn social impacts, outputs, outcomes into economic measures)
- Transparency in process
- Sharies – software to update public on outcomes
- [TECHSOUP](#) Canada software to Not for Profit
- Advertise
- BIG PRIORITY

Location

Proposer: June Hofland
Participants:

- Is it one location or many? York & Victoria?
- Use existing facilities
- Needs to be inclusive
- Is the distribution centre the same location as the gathering spot?
- One location will not meet everyone's needs
- Use the existing network of food banks and pantries
  - The hub supports this (above point)
- Need to reduce transportation barriers for the hub
- There is value in having a common gathering place
- If this is just distribution the location needs are different than if it is also a hub
- Where are the food deserts? Need to address these
- Hub needs to be more central or in multiple neighbourhoods (Brant & Two Rivers)
- Central=buses coordinate
- Woods property? [Fusion homes](#)?
- Stevenson--Sikhs vacating property?
- Ad hoc location committee would be very beneficial
- Old churches? Accessibility
- Need transport $ and different forms of transport (bus routes/passes/community car share)
- Food mobile—this has potential to reduce stigma
  - Can this apply to the whole county?
- What about Tytler school?
- Satellite locations in county and other neighbourhoods
  - Each area needs to be its own hub
- Do we need "one hub"
- Need warehousing system—one place
- Optimist Club
- Yorklands
- Brant neighbourhood
- Food portable? Shipping containers?
- Distribution centre one place
- Food delivery
- Programs that bring people into community—more than food
- Use existing infrastructure—linking
- Create inventory of existing assets to make sure build on this
- Inventory of potential buildings—land and buildings and partners
- Sikh community—free kitchen—collaboration opportunity—Claire Road
- One organization (virtual or bricks) that coordinates and oversees everything
- Hub can be online

- Existing food banks in Guelph as the distribution centre

How to form mutually beneficial partnerships with local farmers?

Proposer: Laura S.
Participants: Erin, Ami, Kate V., Alison, Kirsty, Andrew, Elinor, Heidi, Ryan, Mary Kate, Claire

- The Seed to procure food from local farms
- Challenges?
  - Charitable model expects (local) producers to supply food for free (new tax incentive) – not fair to put all of this on producers
  - The Stop partnership with [The New Farm](#) – produce sold above market value to generate revenue stream that purchases food at value for The Stop
  - Funding to subsidize local purchasing?
  - Market element to The Seed? Sells local food at prime market rates all the time - use profit to fund The Seed. Makes local food available all the time to those who can afford it. Gives local farms an outlet.
  - Use the seed as a hub for CSA pick-ups.
    - Sell leftover CSA food to seed store/kitchen
- What are barriers to gleaning?
  - Transportation, liability/insurance, volunteer coordination, scheduling and logistics (hard for famers to plan ahead)
- Look to [Black Creek Community Farm](#) and [Everdale](#) for ideas around CSA donations
- Dedicated way to give money, e.g. I want to pay for a CSA basket
- Good Food Box programs work in partnerships
- Look for funding around collaborative work
- Distribution centre used by farmers as well
- Work bees for education to assist at farms
- Look at other ways to build relationships with farms
- [WWOOFing](#) options with at risk youth?
- Rich people – untapped resource – make it easy for them to give money to The Seed
- How can other businesses ask for funds for The Seed?
- It needs to be everyone's job to be a fundraiser
- Create tools to easily direct money to The Seed
- Marketing for local farms is a benefit – storefront sales
- Procurement officer to coordinate
- Consider as part of business model – a food distributor for market rate
  - Market
  - Café
  - Restaurants
- Giant walk in cooler – DIY
- University of Guelph partnership to design various aspects of The Seed

- Create toolkits for neighbourhoods to make local food accessible – it needs to be easy!
- Shipping container markets
- Directory of the food in the city

Brainstorming The Seed mission statement AND dealing with stigma

Proposer: Frances
Participants: Kira, Matthew

- Everyone using the space; students, business people
- Not expensive to be there – i.e. café
- Open space, welcoming
- Everyone comes, no questions asked
- Politics of funding
- Health care dollars – Community Food Centres Canada – notion of poverty as an illness
  - Make a case for creating healthier people = health money
- Not about income
- How can you guarantee the people who need food get it? – you can't
- Harness energy going into policing the system into more productive things
- Avoid dehumanizing questions

Dealing with stigma
- Donation jar – can't see how much was given
- Avoiding stigma vs. providing dignity
- Ask users what are their barriers
- Board games/ live music/ books/ space to hang out
- Everyone paying small amount
- Framing of questions assumes that there is stigma – perhaps there isn't
- Welcoming sign
- Make sure programming is community oriented and not just for low income
- [Queen Street Commons](#)!
- [Speak English Café](#)
- Location: in a place that attracts people from many walks of life

Mission
- A place to grow
- Community Food Centres Canada – access, cook, grow, share, advocate
- Welcoming space
- Human beings
- Explicit health connection – community, personal, physical, emotional

- Wellbeing
- Have guiding principles
- Beliefs everyone holds true
- Collective development of principles/ vision/ mission
- Funding without screening requirement
- Larger community support – personal donations
- Mission that acknowledges power and privilege and aims to empower, broad-based participation
- Where are the people who The Seed is supposed to be serving?
- Bumping spaces
- 40 Baker Street – art gallery and more coffee, internet, art supplies

How to ensure the space includes a community kitchen that is inclusive of multiple community needs?

Proposer: Ami Dehne
Participants: Claire Coulter, Rodrigo Goller, Rebecca Ivanoff

- In addition to embracing Community Food Centres Canada model, also consider:
    - Explore other models/municipalities (Erin, Fergus, Penetanguishene)
- How can we ensure this is a "bumping space"?
1. Communal meals—dining space—also rentable
2. Rentable space for all—inspected—design important (#1 and #2 need to be financially accessible)
3. A place you want to hang out—warm and cozy—large enough to provide room for multiple uses
4. A place to witness local food production in action
5. Staffing—provide job opportunities—café
6. Artisanal start-up food companies have a place to start—farmers add value to your produce
7. Video recording—competitions, works as educational tool, seasonal
8. Show the cycle of farm to table
9. All groups represented—sharing of multicultural traditions
10. Skill building, nutrition classes, cooking demonstrations, preserving

Who is needed to create The Seed? Who are the partners?

Proposer: Andrew
Participants: Kate Bishop

- Community Food Centres Canada
    - Operational and dollars

- [Wellington-Dufferin-Guelph Public Health](#)
  - Funding partners
- Partners
  - Food growing organizations
  - Farmers – excess from farms – preserves
  - Entrepreneurs
  - Supporting business/ establish a model that keeps itself going.
  - A business model – sustainable
  - Self generative money
  - [Food School](#) – Fergus
  - [Conestoga College – culinary](#)/ programming/ training
  - University of Guelph
    - [Hotel and Food Administration](#)
    - [Research Shop](#)
    - Kim Balton – professor
  - [FarmStart](#)
  - Upper Grand District School Board – [College Heights](#) Food Program
  - [Ignatius Farm and CSA](#)
  - [Everdale Organic Farm and Environmental Learning Centre](#)
  - Create a non-profit – selecting the Board of Directors for The Seed
  - OMAF – Jeff O'Donnell
  - Bronwynne Wilton – Liaison from U of G with OMAFRA
  - Utilize people in the room to break down actionable items or groups
  - [Food and Friends](#)
  - [Time Bank – Transition Guelph](#)
  - Communications – media support/CFRU
  - Grant writing
  - Paid staff
  - Business sector sponsors
  - Big business – what can they receive by participating in The Seed? Business engagement
  - [Centre Wellington Social Justice Group](#)
  - [Guelph Civic League](#)
  - [CMHA](#)
  - Land owners/ real estate/ developers

Backyard Revolution: How can The Seed help support more backyard chickens?

Proposer: Mike Craig
Participants:

- Community of "chicken share" practice
- Done properly – best practices

- Satellite market store
- Guelph goat share?
- Animal welfare training
- Bulk barn disposal of dead chickens
- FarmStart
- Optimize forage food under stewardship model, relationships emerging from foraging
- Community chicken Co-op?
- Small flock program
- Cooperative buying feed?
- How do we connect people with where food is produced + neighbours producing and consuming foods
- Egg collective
- Connecting with school kids (KCI)
- Automated guide, chicken guild, workshops, university fact sheets
- Centre Wellington Farm program
- Fruit trees – food hub, foraging
- Connecting where abandoned food
- Under 99 chickens can sell from farm gate? - Liability? – just knowing – waiver?
- Crowd source eggs
- Map out access to locally available food – 'co-map'- talk to Shared Value Solutions, Waterloo
- *app uses public GIS data set and live updates
- Drive-through market stall on Carden St?
- OMAFRA ID for any property?
- http://www.spaces2grow.com

How can everyone be a partner of The Seed regardless of age, income, location etc.?

Proposer: Shawna Smith
Participants: Steve, June, Ella, Kira, Rebecca, Barb, Caroline, Laura, Peggy, Kate

- Strong mandate and flexibility to incorporate new ideas
- Clearly defined roles to encourage people to participate and get involved – diverse roles and entry points valuing all skills and interests
- Market it as building relationships/partnerships
- Not "clients" but "partners" in the community ("Community members" is used rather than "clients")
- Make it clear what the benefits are for everyone
- Key is to empower people and move beyond food banks, while continuing to work with food banks
- Outreaching to the whole community – all ages, cultures and income levels

- Everyone is on a level playing field
- Ensure it is not marketed just to people who are food insecure
  - The community-building aspect = key
  - Needs to be an inclusive identity and branding
- Place for sharing skills and information
- It is not "us" and "them" – food insecure vs. more privileged
  - Mixing of cultures and skills – learn how to make different foods for all income levels
- Partner with diverse organizations and groups
- Work with Community Voices at Poverty Task Force
- Non-intimidating vibe, no/limited paperwork
- Satellite hubs responsive to specific needs of neighbourhoods
- Valuing both education (formal) and experience as equal
  - Wisdom and skills sharing – what are people's assets?
- Bank of volunteers with skills, time etc. who can offer their time (Minga, Time bank)
- Accessible transportation – bus tickets, car-pooling
- Ensure everyone around leadership table – equitable recruitment (users of service, diverse ages – everyone equal voice) (learn from Shelldale Centre's success)
- Have conversations with people who we do not normally talk to
- Physical space is accessible to entire community – hub and satellite locations
  - Hub as supporting all locations – map out existing hubs in neighbourhoods
  - Current assets mapped – create inventory
- Recognize diversity even within neighbourhoods – what are the lessons to learn from neighborhood groups?
- Hear people's stories to empower them – opportunities to give back when accessing services
- Food is just the spark – connector – The Seed has space for other initiatives – it is the one stop shop for community needs and interests. Fun!
- Visual equalizers – there are limited opportunities to distinguish people based on how they look.
- Equal opportunities for defined programming and flexible open spaces for creative activities.

Where is the dirt? Local access to urban land

Proposer: Kelly Guthrie & Cathy Hanson
Participants: Beth Aspen Parks, Katrin, Mark, Claire, Josh, Diane, Bryce, Matt R.

- Yorklands—what is available there?
- What City land is available?
- Purposes? Community gardens, backyards, smaller farms
- Need—inventory of available lands for food growth? Research Shop? Connect to current community inventories? And neighbourhood knowledge? Facebook page or

other open format, map local food resources and could be used—natural food that grows and could be used—fruit etc.

- Alternative land use analysis—connect this idea to urban spaces and landowners who could benefit and be engaged by incentives etc.
- Farm property tax rebate
- How do we protect urban growing spaces? Especially in the city core? We can connect with other cities to solve this problem—if it is a problem
- Food and employment production—connect to employment programs and potential growing spaces and productive urban farms (example in Spain)
- Employable skills—urban farmers can train backyard gardeners
  - Make space available to farmers in the city to highlight the skills of food production?
  - Use people with the business plan knowledge and skills
  - Market the food/selling and food production
- Urban farms and community gardens growing together—season extension
- Communication to the community? Where are the community gardens? How can community gardens get more support funding and partnerships? Public Health?
- City—is there a process to apply for an urban farm on city land? Let's make one....
- City bus—make it go to Ignatius ***
  - Dirt—where? Hospitals, arenas, UoG, restaurant properties, arboretum, churches, schools, windows? Parks—river, cemeteries, York Road, backyards, rooftops, downtown garden boxes, boulevards

Hub and Spoke Model vs. Community Food Centre (advantages and disadvantages)

Proposer: Sheila
Participants:

Question: is The Seed just a connector of existing organizations, or is it its own entity/hub?

Hub and Spoke
- Centralized location that distributes to periphery
- Hub having multiple sites
- Distributed center
  - Could be multiple hubs (focus on different areas and food distribution)
  - Food bank as hub, distributes to clients and other agencies perishables. Non-perishables
- Access to food for different food providers
- Not just about food distribution
- Chicago food depository
  - Charitable donations
  - How can we pay farmers a reasonable wage?

- Food distribution but also skills, engagement, access
- ADVANTAGES
  - Is there one central locality in Guelph?
  - Infrastructure that currently exists (Guelph Food Bank distribution)
    - Seed can focus in other areas, not replicate services
  - On the distribution side could draw in Walmarts, other large distributers to help with logistics
  - Using existing neighbourhood coalitions/existing infrastructure
    - Hub would facilitate a network of existing organizations/neighbourhood groups
  - Creative ways to get people to locations
- DISADVANTAGES
  - Easy to overload neighbourhood groups, lack of infrastructure
  - Hard to get critical mass when using multiple locations (hard to serve full city)

Question: Geography/service area? Is it a Guelph/Wellington initiative or just focused on a particular area of need?

Inclusivity of culturally diverse people and immigrants, migrants, refugees, and people with precarious status, and international students

Proposer: Shawna Smith and Ella Henderson
Participants: Erika, Karen, Ella, Shawna

- Connections between workers producing food (solidarity between migrant workers and those at The Seed—solidarity with workers)
  - Promote respect for migrant farm workers
  - Engage them in development to promote buy-in
- Ensure their voices are included and engaged in conversation
- Ethno-cultural food=affordable
- Ownership of space by migrants, immigrants and refugees
- Service is accessible to all
- Appropriate outreach to ensure everyone knows how they can be engaged and access service
- Cross-cultural training for staff and volunteers
- Ensure information and materials are culturally appropriate/in multiple languages
- Work with existing cultural groups + empowering them to be leaders in the process (ex. LIP, Immigrant services, Ethno-cultural Groups)
- Immigration case worker employed to ensure direct support for people
- Engage existing projects and initiatives
  - Enhance them through support & resources

- Grow culturally appropriate food and provide space and resources for people to use their own growing experience
- Time to share stories about food and teach about culture through community kitchens
- Trying to get funding from community not from government (specifically federal) to ensure everyone can access it without barriers due to status (immigration)—reduced/limited documentation required
  - Ensure funding reports don't cause barriers to access
- Social awareness to dispel stigma and stereotypes around immigrants
- Space for immigrants and migrants specific programming
- Companion program for one-to-one support
- Translators available
- Engage local cultural restaurants

How can The Seed help reduce food waste?

Proposer: Anthony
Participants: Jane, Barb, Erin, Diana

- Accessing restaurant food
- Is lack of refrigeration an issue?
- Student run restaurant at university – as a provider
- 'Quick' processing of veggies for instance to puree and freeze to be used later for soup, stews, smoothies
- Recapture less than 'Grade A' fruits and vegetables from grocery stores
- Getting 'seconds' from farmer that can be reused
- Connect with Ralph Martin – Loblaw Chair in Sustainable Food Production at University of Guelph
- Education, household waste and food preparation, menu planning – have it available to community online
- Compete – challenge of reducing household waste
- Let food bank users choose food
- What do 'institutional' users do with their waste, referring to hospitals, schools?
- Look at community dehydrating
- Look at community gathering , picking of fruits to make cider, sauce
- Collective kitchens for singles, small households to cook, buy what is cooked, cook and share meals for a week, sell services (especially for special diets and not just for poor people)
- Bulk buying and packaging for small quantity cooking
- Creating 'artisanal' soups with colorful beans and rice in nice jars that are sold as a revenue generating tool
- Make it more cooperative and link with Time bank from Transition
- Appliance, equipment library, roto-tiller and operator, gardening supplies

- Cook books
- Cooking demonstrations
- Micro financing

How do we engage all local residents & businesses in conversation about food?

Proposer: Matt and Mary-Kate
Participants: Mike, Craig, Mark, June, Matt

- How do we ensure that people have the skills, promotion of idea, education?
- How can all levels (residents and business) tell their story? STORYTELLING
    - Where is it from?
    - Fuller picture of person/business
- Pairing businesses – corporate social responsibility – fundraisers
- E.g. use Cooperators and food hub
- Use list of businesses from [emerge](#)
- Food hub marketing
- Front page of Tribune etc. – food is a way to tell a story
- Hook people in positively – excited and easy
- [Garden fresh box](#) – has more accessible
- Virtual food hub – need online access
- Delivering of CSA – at cost makes it more possible
- Farmers' market online, bring it to my door
- Some choice – options
- Prepayment plan
- How do we engage vulnerable population in conversation?
- What can we make with what's in the box?
- Delivering model could pay more amount and extra could subsidize boxes/food for others
- Time bank to fulfill needs – [Guelph Wellington Time Bank](#)
- Bridge the gap between Time Bank and skills
- Reskill people in Time Bank
- Volunteer as a way to build skills – growing

Getting youth engagement (primary, high school, university students)

Proposer: Alyssa
Participants: Denise, Alyssa, Warren, Frances, Beth, Heidi, Laura, Paul, Mark

- Partner with youth in grade school/high school—harness positive energy
- Make presentations
- Use free youth—e.g. high skills major, [Bishop Macdonell High School](#)—to make posters/signs
- Bring Guelph University students to work with The Seed
- Connections for volunteer hours/high skills major to work
- How can we get students to care?
- Youth committee/engagement in governance
- Cooking programs—teens connect—have teens help to develop teen programs
- Alternative education program could be integrated
- How do we connect programs?
- Could this educate school kids?
- Youth mentorship—led by youth
- Understand barriers
- Transportation—Food Hub bus
- Meaningful role, listen to youth needs
- Youth programs—need to fit youth needs—after school/weekends
- Summer school/night school connections
- [Foodshare](#)—use their resources
- School cafeteria—food courses—how could The Seed help in Guelph?
- Where are there cool programs? Seed could use existing resources
- Use school/food connections
- [College Heights](#) —local food tastings
- Social media—twitter, instagram—getting pics to share—Marketing good food is important
- U of G—how to use resources?
- 100 mile café, [Meal Exchange](#)
- finding the right people—local food connections
- summer camp for youth—tie back to food
- ask youth—this is a priority
- find youth champions—Rachel Parent—GMOs, food
- work with at risk youth—urban farm—partner with green businesses—pair youth—mentor programs
- [Foodshare](#)—food skills to youth—summer job—work in gardens—Toronto Greenest City
- Centre for Appropriate Technology—using bike power—youth engagement—could deliver food in the city
- Offering high school co-op positions
- Mentoring university/high school students—free or paid
- [Wyndham House](#)—youth who are homeless—some clients have volunteered at [Hope House](#)
- How can we get youth to care? Need to eat better/get involved in community
- Helps with self-confidence

- [Julien Project](#)—Heidi—get grants e.g. Trillium for youth at risk—to grow, harvest, prepare, sell food
- Make volunteering meaningful—need to have students gain skills not busy work
- Music—draws youth—make it fun
- Media—change the culture to influence
- Reinvent—chain gang
- Program name—power of being together "fight the man with bread and jam"—make food, music, community gathering space.

What employment and volunteer opportunities will The Seed create?

Proposer: Alia Ziesman
Participants: Kira, Lindsey, Tina, Alia, Paul, Angelica, Kathryn, Brittany
- The [Julien Project](#) is creating opportunities (good example)
- Volunteer coordinator is essentially matching skills with goals
- Collaborating community hub grant applicants
  - Student involvement – link to university
  - Learning from [Student Volunteer Connections](#)
- Interest in paid position – are there any?
- Ability to train people
- Time bank connections
  - Well-organized clearly laid out rules/training
- We want clear roles with a time frame for getting involved
- Transition from needing The Seed to working for The Seed
- *Is funding available for creating employment?
- Who will hire?
- What are the criteria?
- Are there current employment opportunities?
  - Space management
- Funding
  - [Ontario Works](#)
  - Grants
  - Second chance "YEF" ([Youth Employment Fund](#))
- Available routes that come up – available to all
- *At [The Stop](#) in Toronto and [The Local](#) in Stratford, they close for weekends to allow local organizations to use the space - This increases $ for them
- Also 40% of people who use The Stop volunteer

Sharing food resources amongst like groups and working together

Proposer:
Participants: Erin, Barb, Evelyn, Diana, Vanessa, Cathy

- As well as, not instead of
- Not to be scared
- Help each other
- Give people choices – let them know who has what
- Community owned – not a customer (i.e. board includes all stakeholders)
- Sharing resources – borrowing bread, giving diapers
  - In a central location
  - Hub and spoke model
- Strength in numbers
- Being a part of a bigger picture – e.g. board member, teach a class, volunteer, tea, recipe sharing, wood name tags
- All welcome – no shoes, no shirt, no service, no means testing, all these do no not apply

How can schools and The Seed connect?

Proposer: Beth Aspen Parks
Participants: Matt R., Alison, Dorota, Linda B., Alyssa, Sarah, Karen, Rebecca, Josh

- All students learn
  - Food preparation
  - Garden club/cooking club
  - Connections – grow food , prepare it, eat it
- The Seed can help facilitate connections between students and employers
- Schools could walk to food centers to use kitchens and programs
- Board food policy
  - Local foods
  - Healthy foods vs. real food
- Programs
  - Field trips, in-school visits
  - School programs
  - Food programming and curriculum – food identification skills
  - Summer camp/summer school? Kids get credits for food skills
  - Hike edibles in wild/urban areas – link to First Nations communities re: sustainable harvest, wisdom and edibles
  - Bring cooking into classroom at younger age
- Open Space workshop to ask students

- Encourage hands on programs and learning - *stigma of trades and colleges
- Teacher education
  - New ideas for food in schools, culture shift
  - Personal development for teachers to increase growing skills and food skills
  - *CHAMPS*
- Connect to neighbourhood groups
  - Snacks and food pick-up happen outside of school
  - Helps avoid stigmatizing families getting food support
- The Dirt
  - At schools
  - Grow food
  - Eat food
  - Public health glitch?
  - Is this a barrier to problem solve around?
- High school/summer school connections?
- Outreach into schools
  - Gardens
  - Composting/vermiculture
- School and food celebrations *teacher thinking*
  - Less "fast food" in the school and classroom
  - Healthy food connections
  - Take time, flexible curriculum, to focus on food prep and eating as community
  - Making money with lunch programs
  - Careers and civics based on food or at The Seed
  - Create cooperative education connections
- Breakfast program? Food from gardens? The Seed could help connect in-school food to local farms and farmers?
- High school
  - Centre Wellington – Chris Jess' hospitality program
  - High school with a farm
  - Farm to table
  - Hospitality program
    - Connect to local foods
    - Connect to green industries
    - Connect to farms

Communication of an idea

Proposer: Bridget R.
Participants: Barbara, Frances, Andrew, Erin, Laura, Warren, Kit

- Who is the audience?
  - communicating out (getting message out)
  - communicating in (gather input)

- What are the messages? How to communicate difficult/complex messages? Nailing vision, mission
- What are the methods? (Social media, paper, news, events, connect with communication professionals)
- Who are the voices? (youth, seniors, public figures)
- Using personal stories to communicate needs, successes etc.
- VISIBILITY: show more than tell i.e. community gardens in prime locations

    Aside: Bridget R. has land available with water and wants someone to grow food on it—near Everdale—3-4 acres—plus backyard on Bristol Street in Guelph. If you are interested, contact bridgetryan@sympatico.ca

Access and Transportation

Proposer: Ryan & Mary
Participants: Leanne, Ryan, Mary, Anita, Doreen

- How to get food to people? City & County.
- How to get people to food?
- Concern about food pantries being put out of existence
    - These should be used as satellites and food hub should support and enhance these services
- Food hub should not compete; should coordinate
- Virtual food hub is possibility
- Needs to be organized – logistics need to be coordinated, this is a full time job
- Farmers and compensation – one place to call
- Hub needs to be on bus route
- Need local options in the county – long trip to Guelph
- Stigma big issue in county
- Hubs work to reduce stigma
- Can run group transportation to Guelph for bigger groups
- Food delivery to seniors or others that can't get there
- Access in terms of how much & how often?
- Seniors and disabilities – mobile transport
- Coordinate transportation in the county
- Use food access guide to make people aware of what is available – when and where?
- Hours, needs to open when people need it; whether working or not
- Less emphasis on eligibility
- Make consistent eligibility across all service providers
- Needs to be safe and inclusive not judgmental space
- The STOP only asks for postal code
- Fresh produce in winter is needed or cash on hand

- Marketing – website for things needed and things in surplus, virtual hub can connect these
- Choice based model
- Do away with "beggars can't be choosers"
- Centre Wellington is doing good things
- Community Gardens
- What does the Hub do to support and enhance local initiatives and food banks/pantries
- In some cases work with what exists
- Inclusive for all of Guelph/Wellington
- Much more than just a place to get food
- Social piece of Hub is important
- Mom with kids on a bus carrying bags/boxes home – too difficult; increase frequency of access or allow to chose food and have delivered etc.

The Seed as a place to support/develop employability skills

Proposer: Stuart Beumer
Participants: Evelyn, Matt, Karen, Diana

- Low income individuals can be participants in programs and also lead programs
- Excellent opportunities for community placements
- Utilizing the skills of the unemployed and those on assistance (Ontario Works/Ontario Disability Support Program)
- Youth Employment programs – things like what [Ray of Hope](#) has done (cooks/warehouse/facilitators)
- Support providing clients with related credentials, e.g. safe food handling
- Café run by participants or low income clients are an employment program/opportunity – paid Chef, but rest of folks are there as volunteers/training program.
- Affiliations with college programs, i.e. chefs, hospitality
- Opportunities for users to volunteer/work as part of their involvement in The Seed
- Some structure on programming will allow Social Services to invest in programs/social enterprise opportunities
- Investigate some models like the [Working Centre](#) for programming ideas

Action Items (e.g. event to promote project, issues and to raise money; marketing)

Proposer: Claire Coulter
Participants:

- Increase awareness
  - Booth at Resilience Festival **
  - At Local Food Festival
  - Farmers' Market
- Regular fundraising dinners – petition local restaurants to host a monthly dinner - % of proceeds go to The Seed
- Kickstarter/crowd funding campaign?
- Engage "TimeBank" resources
- Event in fall as fundraiser?
- Communications
- Locations
- Fundraising
- Volunteer

Why do we want to duplicate infrastructure that already exists?

Proposer: Tracy
Participants:

- Stigma – evidence-based research indicates that this method of food distribution makes people feel stigmatized
- Guidelines from [Ontario Association of Food Banks](#) – one small church was meeting a need and became food bank
- Quality of food is issue
- Existing system doesn't meet demands for community and building capacity
- Not locked into food distribution
- Key outcomes need to be offered in one place
- People in poverty don't feel the key qualities (dignity, equity, community, etc.) – don't see themselves as partners not clients – need a sense of belonging
- The Seed could coordinate all existing services
- HUB to be
  - Community owned and community led
  - Accountable to the community
  - Links to social service
- Could compliment existing infrastructure
- Mechanism to recognize each others' work while moving forward
- The Seed doesn't want to duplicate services – how do we work at not duplicating?
- Potential distillation of skills
- There are philosophical differences
- The idea can be bigger
- Question: Is what's happening responsive to people who are experiencing stigma

- We need to move away from the goal of providing emergency food. Food security isn't a stand alone issue. It's not about duplication: its complement. It's about fair, non-judgmental. Always areas of overlap – could be area of tension or grace.   What about people who are not coming out? What all people need is not just food, it's about inclusion and about housing, education and health. Attitude is not about helping. Its about all being in it together. Hub is a 'bumping' space – exchange happens.

Opportunities for reflection

Proposer: Katrin
Participants: Lindsey, Katrin, Ella, Sebastian, Leanne

- A form of evaluation
- Qualitative research – using qualitative methods to capture stories
- Finding balance between numbers and stories
- Identify gaps and evaluate programs
- Developmental evaluation
- "Collective impact" and "systems thinking"
- How to capture the beautiful and complex results that come out of The Seed
- Are participants coming back?
    - Count the smiles and laughs
- Story capturing device – speaker's corner
- Virtual/internet based?
- Track programs/volunteers
- Tag participation
- Community "great ideas" board to see progression of organization and ideas can be captured
    - Fosters sense of anonymous contribution and leadership
- FUSION – look at this organization
    - From Ingersoll, ON as template
- Opportunities for reflection
    - Debrief sessions
- Have a general meeting - quarterly check-in - with team to make sure measurable results are fulfilled and still relevant
- Try a collaborative approach with funders to determine expectations
- Get constant feedback from participants
- Identifying gaps and making sure all needs are being met

How can we be sure no child goes hungry?

Proposer: Louise
Participants: Alison, Louise

- Stigma – removing barriers from evening programs
- Engage kids in preparation – open to educational tools
- Teaching parents skills to cook – use ingredient tips from food centres on how to prepare low cost food
- Changing mentality of food banks – emotional
- Early years – determine users' needs
- Parents need jobs – financial security, maximize money to provide healthy foods
- Business – how, when, why, what can they offer? Sponsors
- Create 'community' that involves all to reduce/eliminate stigma
- Bring to SEED to learn – access and open to all
- Adding in other social services – include – as info has and connect to Social Services for assistance

Foraging and Gleaning

Proposer: Dorota Lukomska
Participants: Kit, Alison, Mary-kate, Tina, Chris, Frances

- Expertise – Arboretum volunteers as an option
- Outdoor survivalists – Better Planet Project (edible/non-edible)
- Reducing waste – gleaning
- Currently being sent overseas – reskilling
- Appleseed collective – transition
- Guelph
  - Caitlin McLaren
  - Tree Mobile
  - Mobilize to collect food and preserve
- Minga Skill Building – food preservation workshops
- Guelph Outdoor School, Chris Green (education for children, outside access to food)
- Mapping sources (orchards, etc.)
- Pesticide free
- Time Bank can help utilize a large number of people to go pick something that's about to be plowed under or about to rot
- Online resource where offers are made
- Foraging – a great programming idea
- Conservation area - with consultation with Conservation Authority (one day trips) keeping numbers and sustainability in mind
- Shared Value Solutions – First Nations link, harvesting and teaching March 22 and 29
- Resilience Festival – foraging workshop
- Combination of cultivation and foraging
- Partnerships with food services and willingness to share resources and education

- Backyards and edible wild plants
- Farmers could consider planting in woodlots for foragers – may get subsidy – [Niagara Woodlot Association](#) for contact info and [Guelph Naturalists](#)
  - Foragers responsibility for upkeep
- Wild mushrooms
- Street populations as a program

Make CSA shares (organic) more affordable—subsidized?

Proposer: Dorota Lukomska (226-500-3969)
Participants: Alia, Cathy Hansen, David, Andy

- [Ignatius Farm](#)
- Don't forget new Canadians
- Agencies (a number of them) share in the cost of subsidizing
- Extra food from peoples' backyards/gleaning from farms/gardens
- Grow-a-row, [Backyard Bounty](#)
- Foraging—[Not-far-from-the-tree](#), [Second Harvest](#)
- Coordinator that gathers and pools all available food
- Grow your own, as a program i.e. street youth "Our Place", "community Roots", more formalized, healing youth leadership
- Utilize
  - [Farm-to-Fork](#) website
  - Guelph-Wellington community co-op (on line farmers' market purchasing)
- Where is the subsidized share at?
- How to Calculate? 25 or 50% off, based on income sliding scale
- CSA membership offered subsidized shares – make announcement and communicate which other agencies are involved

How to include the quest for community creative spaces in The Seed initiative?

Proposer: Vanessa Hyland
Participants: Sarah, Bronwynne, Louise, Sue, Sheila, Dan, Karen, Claire

- Community recreation centres used to include food
- Healthy food central to healthy families
- High schools = food deserts
- Creative space – nourishes heart
- Transcendent power of arts
- "[edu-kitchen](#)" – camaraderie, sharing free kitchen
- Barn-raising, quilting bees, church supper spirits

- Multi-generational exchanges
- [Hope House Café](#) – drop in
- Children's art/Art in the Street, Doors Open
- Commitment to art in The Seed – part of vision statement
- Community murals
- Singing, chanting part of work process
- Space needs to inspire creativity
- Invite [Guelph Arts Council](#) as partners
- Graphic novelist could depict vision statement
- Bach – "music is food for the soul"
- Space can be enhanced by the stories of centre's participants
- [Wychwood Barns](#) is collaboration of community, food & art
- Beauty of space important
- [Yorklands Green Hub](#) – educational hub on 36-acres
- Food
    o Urban agriculture plots
- Energy – demo for energy retrofitting
- Water
- Include arts installations
- First Nations' rituals & 3 sisters
- Post-commodity installation at [Boarding House](#)
- Conceptual artists' contribution to re-imaging or repurposing a space
- Challenges: insurance concerns
- Could the Yorklands produce contribute to The Seed as "common ground'
- First Nations food procurement – heritage

Define "food security"

Proposer: Sue Johnston
Participants: Lindsey, Caroline, Louise, Sue, Barb, Kelly

Thoughts: widespread access to enough "nourishing" (fresh, clean, untainted) food
- Safe, affordable, appropriate (cultural, Halal) contents, choice, cookable by user (need microwave, hotplate, drive folks to fast food)
- Are you able to eat every day?
- Who really has food security? (Resource: [Foodsecurecanada.org](#))
- Donations—may be "sell by" vs. "best before" expired? Volatility
- Food waste
- Obstacle—poverty (bigger than food). Need to break cycle.
- Confusion of term—gov't defines security as safe, accessible, affordable. Public Health
- Communication issue
- SUMMARY: Safe, accessible, affordable

Fabulous programming ideas for The Seed

Proposer: Rebecca Southerns
Participants:

- Design physical space to fit the activities and to make people want to linger
- Criteria for a "good" program
    - What to target and measure?
    - Balance between serving marginalized and everyone – what does success look like?
- Social purpose enterprises – employment opportunity
- Kitchen appliances lending library
- Cooking classes – basics and fancy
- Community meals
- Garden (multi-cultural and generational, small spaces)
- Allies (e.g.; Circles program, Bridges Out of Poverty)
- Integration of training in other life skills
- De-professionalized offerings
- Sharing skills – value of your own contribution, learning
- Advocacy – based on lived experiences, listening
- Partnering with existing offerings
- Expose people to new skills they didn't know they had
- Intergenerational (i.e. family chefs, "Grandma Chefs" or gardening)
- Multicultural offerings and skills
- Wild food, foraging
- Market
- Greenhouses
- Field trips (e.g. to farms)
- New tech (e.g. basement biospheres, aquaculture, multi-story, vermiculture)
- Food trucks, mobile market
- Backyard gleaning, fruit picking
- Clearing house to match gardeners and harvesters with those with space and food (even informal)
- Link with Time Bank (bartering or exchange)
- Hub for coordination and sharing information – program replication and knowledge transfer role
    - Spin off from food access guide
    - Share learnings, international experiences

How do we retire the "volunteer" title?

Proposer: Diane
Participants: Diane, Matthew, Sarah

- Eliminate word from our vocabulary
- See what happens!—in planning, proposals, justifications and rationale, ourselves
- $ wage, retire volunteer…value, effort, contribution as paid work
- Added income to our economy
- "job" is a word that has political currency and power—let's wield this power of language
- I learned: You have to work with system that is there, capitalist of rape and pillage—as an awareness
- = employment
- community co-op, for now compensates with food and collaboration
- collaborating—starting on-line—super energy-efficient "will work for food" for now
- The altruism of volunteering has retired for $$ employment $$ and jobs. We are exhausted of $.

How can we build community food preparation skills to a) build food security capacity b) connect community c) foster dignity, independence and accomplishment?

Proposer: Sean Yo
Participants: Kathryn O'Brien, Angelica, Alison

- Space for community food resources—not just emergency food resource
  - Integrated programming to remove/mitigate stigma
  - Differentiated Freshbox--++$ for premium/organic options
- We are concerned that a generation has lost the knowledge and skills—regardless of food
- Teach how to go to/use a grocery store
  - Seasonal eating and local food culture/eco-system
- Canning and preserving (incl. fermentation)
  - Help solve the "fresh food" problem
  - Develop audience who cans
  - Hub can undertake community canning
- Where are the kitchens? Where there is a kitchen there is opportunity. (Zehrs, churches, caterers, University of Guelph, HTM, community kitchens)
- Food prep training can/needs to be tied to what is being distributed—e.g. fresh box to teach seasonal ingredients
- School programs—teach kids how to prepare food with the goal of disseminating this information to homes and families
- Course for food bank users to learn to cook—prep skills, food/meal concepts, cookbook, "saving dinner" week prep and meal planning, food safety
  - Validate need
  - Include essential equipment—knives, pressure cooker, pot etc.

- Use program to supply community meals
- Teach about regenerating food/urban gardening—(incl. indoor)
- Program could develop future instructors, community cookbooks

What do you see yourself doing at the SEED 5-10 years from now?

Proposer: Tina B
Participants:

- Garden help
  - "Weeding as meditation"
  - "Make your own cold frame for season extension/winter greens"
- Cooking with strangers
  - Learning new dishes; adding to the mental cookbook
- Leading a workshop about storytelling
- Not a food bank – enough $ in pockets
- Skills sharing
  - Preserving
  - Cooking
  - Urban foraging
- Reciprocating (i.e.; giving and receiving)
- Learning from elders, other ethnicities, other classes
- Sharing knowledge, strengths, successes, fears, joys, sadness, hope…
- Eating with a group – not alone
- Social enterprise – business, farmers' market

Will The Seed redirect resources from existing services?

Proposer: Anthony
Participants:

- Ultimately more people will be involved in the food movement
- End goal will be the same but what pathways will the Seed go through?
- How can we move forward with existing services so we're not fighting for resources?
- Appeal to a different demographic which can create more resources
- Thoughtful managing redirection of resources with stakeholders
- Education of food security choices and services
- Increase food literacy

SUMMARY & NEXT STEPS

Now that the Open Space consultation is complete and the notes from the day have been compiled, The Seed Community Food Hub Committee is working to take action based on the results. Key next steps that have already been undertaken, or will be in the coming weeks and months include:

- Take immediate action on some of the top priority items that were identified during the consultation;
- Share the notes from the consultation with the aim of continuing open conversation about how to make The Seed a reality in our community;
- Connect directly with all those who indicated on their feedback forms that they would like to be "Seeders" or "Champions" to start developing working groups;
- Hold a second, more focused, community engagement workshop in late March or early April designed to refine the development of a work plan and business plan; and
- Keep the momentum in the community going, and build The Seed!

Some of the words people used to describe The Seed in the Open Space feedback forms.

Open Space participants have an opportunity to prioritize the 34 themes that were put on the agenda for the day.