



# The Hat Food Movement

NOTES FROM  
PLANNING DAY

Sept 11, 2013

**OUR GOALS**  
(What do we hope to achieve?)



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# Recap of Planning Day:

With the assistance of a Community Development Officer from Alberta Culture's Community Development Unit, community members interested in "The Hat Food Movement" (HFM) participated in a facilitated planning workshop on September 11, 2013 to discuss the goals and priority areas for moving the HFM forward.

The information contained within this document serves as the raw data notes from the planning workshop that will assist the Hat Food Movement in further developing their goals and priority areas.

## 1. GOAL DEVELOPMENT

The bulk of the planning workshop was spent on developing key goal areas.

### **GOALS:** WHAT you want to accomplish

#### **Defining Goals:**

**Goals** are broad statements describing *what results* a group wants to accomplish and where it will invest its resources (time, energy, funds) in order to move toward the vision and mission. Most successfully, goals are simple and concise statements that help define your purpose and structure your activities.

**Objectives** are more specific accomplishments about the measurable changes or results that show step-by-step progress toward the goal.

Objectives should be **SMART:**

- Specific
- Measurable
- Achievable
- Relevant / Realistic
- Timely / Time-framed

Community members of the HFM were asked:

- **What does the HFM need to do in order to achieve its vision / mission?**
- **What do we need to achieve in order to be effective (as a community group and to the public)?**

In small groups, participants shared their answers to the above questions. Each group came up with ideas that they put on cards that were then posted on a wall. Similar or related cards were grouped forming clusters. The clusters were reviewed identifying key result / goal areas. Further 'tweaking' of the key result areas will need to take place when the HFM community members are able to refine and prioritize their goals in moving forward.

The below table is the compilation of cards and clusters that community members created and posted on the wall. The content captures the ideas shared on what the region should achieve both currently and in the coming years. This raw data is intended as a guideline to further develop the goals, specific objectives and strategies for the HFM to continue working on.

**DRAFT GOAL DEVELOPMENT** (from Card Process Exercise)

ENGAGING COMMUNITY GROUPS IN HFM	EDUCATION FOR FOOD SUSTAINABILITY / SOVEIRGNTY	PROMOTING / SUPPORTING EXISTING PROGRAMS	DEVELOP INITIATIVES / PROJECTS
<ul style="list-style-type: none"> <li>• We need to attract local producers to participate, including Savour the Southeast</li> <li>• Connect with art community downtown</li> <li>• Consistent monthly meetings</li> <li>• Printed list of local groups and resources that can be distributed</li> <li>• Try to have more gatherings / meetings</li> <li>• Connections – stakeholders               <ul style="list-style-type: none"> <li>○ Schools - PTA / Councils</li> <li>○ Daycare newsletters (nutrition &amp; local foods)</li> <li>○ Prairie Gleaners</li> <li>○ Unisphere (World Food Day)</li> <li>○ Churches</li> <li>○ CFCS / AHS</li> <li>○ Local government</li> <li>○ Greenhouse operators</li> <li>○ Groceries - Co-op</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Education:               <ul style="list-style-type: none"> <li>○ Sharing farming techniques, computerized sowing and harvesting</li> <li>○ Tasting naturally ripened veg and fruits</li> <li>○ Gourmet competitions – special recipes to attract interest</li> <li>○ Freezing and canning skills (preserving)</li> <li>○ Promote gleaning</li> </ul> </li> <li>• Involve kids from elementary to college</li> <li>• Get schools to have their own gardens (Parent / student councils)</li> <li>• Educate public               <ul style="list-style-type: none"> <li>○ Seed sowing</li> <li>○ Propagating cultivation</li> </ul> </li> <li>• Make connections with local educators</li> <li>• Include parent councils</li> </ul>	<ul style="list-style-type: none"> <li>• Promote U-pick producers</li> <li>• Organize a tour of people’s gardens for next year</li> </ul> <p><b><u>Strategy 1:</u></b></p> <p><b>Promote the idea of gleaning and harvesting in the area</b></p> <ul style="list-style-type: none"> <li>• Promote community canning kitchen</li> <li>• Event from waste</li> <li>• Community gardens (expanded)</li> <li>• Community kitchens</li> <li>• Savour the South</li> <li>• Cruising the Country</li> <li>• Open Farm Program / Day</li> <li>• School lunch programs</li> <li>• CFCA, Gleaners, Red Hat, local farmers, Hutterites, Mennonites</li> <li>• Farm / cafeteria program</li> <li>• Community corp (MH Coop, McBrides)</li> <li>• Culturally diverse / sensitive food options</li> </ul>	<ul style="list-style-type: none"> <li>• Developing specialty greenhouses</li> <li>• New ideas for food production</li> <li>• Local food processors - pickling</li> <li>• Have central location for people to donate fruit trees, vegie, etc</li> <li>• Create a sustainable food forest (on 2<sup>nd</sup> st) - plant food trees as community</li> <li>• City – donate use of land to grow food garden for foodbank or all to use</li> <li>• All to have hens in backyard for egg productions</li> <li>• Make accessibility of community gardens a priority</li> </ul>

**Note:**

1. More time will be needed to clarify the key focus / goal areas into goal statements.
2. Further ‘strategies’ under each of the goal areas will also help to organize how to achieve the goals
3. One strategy was identified out of the discussion (as noted in **bold** above)
4. Some of the ideas shared may also fit under multiple goal areas
5. Priority areas, whether at the goal or strategy level, will need to be determined to help focus the HFM’s plan for the coming year (and organize the brainstorming into what is achievable, realistic, and relevant).

## 2. NEXT STEPS – Where do we go from here?

Participants at the workshop indicated that they would like to keep the momentum of the Hat Food Movement going. It was also noted that for the next planning meeting it would be helpful to have a facilitated discussion so that the conversation stays on task and the group is able to effectively organize all of their ideas and plans.

By having a future ‘action planning’ workshop, the HFM will be able to better clarify how their goals can be achieved and measured for success. This next step of the planning process would help to keep the plan “alive” and relevant.

The below information provides an overview of Strategy and Action Plan development that may be useful as a reference.

### **STRATEGIES** – **HOW** will we achieve our goals?

- Tells us **HOW** we are going to achieve our goals and what approaches we need to take
- Makes our vision a reality and helps us get things done
- Gives overall direction for moving towards something
- Looks at the specific methods and approaches we need to be doing
  - What are we currently doing / What could we be doing?
- Provides context for action planning

### **ACTION PLANNING** – **What are the specific tactics and actions to get the job done?**

For each of the goals / strategies, how will we identify:

- What actions / changes will be done?
- Who will carry out the action?
- When will the action take place and for how long? **TIMELINE** – LT or ST
- What resources / support is available or needed?
- Who should know what? What individuals, organizations and partners should be informed or involved in the actions?
- Indicators of success
  - Desirability – is it community focused and will it improve our effectiveness?
  - Feasible – can it be implemented (or how difficult is it to implement)?
  - Acceptable – is it acceptable to the community / stakeholders and what is its impact?

## Further Assistance and Support

The Community Development Unit of Alberta Culture provides training, facilitation and consultation to non-profit, community, public sector and government organizations in order to help them improve their organizational effectiveness and build their capacity to achieve their goals.

Some areas of assistance include:

- Planning including strategic planning, operational planning, action planning
- Board development (roles and responsibilities, effective meeting Board, incorporation and bylaw review, policy development, committee roles, recruitment and retention, etc)
- Grant resources, fund raising and proposal writing skill development
- Project development and evaluation
- Leadership engagement, development and training
- Large community development initiatives, community event planning, coalition and team building