THE HAT FOOD MOVEMENT

Action Planning Workshop
SUMMARY NOTES
February 24, 2014

RECAP OF PLANNING DAY:

17 interested and dedicated community members participated in the Hat Food Movement's Action Planning Day workshop on February 24, 2014.
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The purpose of workshop was to:

- Discuss and review the Hat Food Movement's (HFM) goals and priorities
- Develop an action plan that will identify "how" the HFM will achieve its goals
- Determine how the work will get done (working groups / how to put the plan into action)

With the assistance of a Community Development Officer from Alberta Culture, those at the meeting had an opportunity to participate in facilitated discussion around:

1. The HFM Background and Goal Review
2. Priorities & Action Planning
3. Getting the Work Done
4. Next steps

1. THE HFM BACKGROUND & GOAL REVIEW

Ann Pudwell, Chair of the Community Food Connections Association (CFCA), provided an overview of how the Hat Food Movement started and how it is connected to the CFCA.   Community members interested in food security met in 2012 to talk about how they could better promote food sustainability and get others in the community involved. The idea of the Hat Food Movement came into being as a grass roots initiative where local volunteers who were passionate about different food projects in the community could get together and plan to make things happen.   Although not a formal entity, the Hat Food Movement has been able to utilize the resources and expertise of the CFCA for potential connections to other community initiatives, access to funding sources, and to coordinate efforts (through email distributions, the CFCS website and social media, etc).

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          │      Community Food          │
          │  Connections Association     │
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Community Gardens	Good Food Club	Community Kitchens	Food Charter	Hat Food Movement

Two community meetings took place in June 2013 and September 2013 to discuss the purpose and future direction of the Hat Food Movement. As a result of these meetings, the following mission statement and goals were developed:

HFM Mission:

The Hat Food Movement is a caring, compassionate community-based group serving Medicine Hat and area focused on promoting and supporting sustainable food resources for our community.

This is achieved through:

- **Connecting** people to food
- **Advocating** for sustainability
- **Educating** people on food issues and alternatives
- **Supporting** others with community resources
- **Developing** skills to promote food security

HFM Goals:

1. Engaging community groups in the HFM
2. Education for food sustainability / sovereignty
3. Promoting / supporting existing programs
4. Developing initiatives / projects

2. PRIORITIZING AND ACTION PLANNING

Upon review of the HFM goals and notes from the previous meetings, community members identified the need to prioritize so they can work on what is manageable for accomplishing their tasks.

PRIORITY AREAS:

- **Gleaning Project** (link to Goal 4: Developing projects)
- **Chicken Project** (link to Goal 4: Developing projects)
- **Education / Awareness** (link to Goal 2: Education for food sustainability / sovereignty)

ACTION PLANNING:

Action Planning looks at the specific tactics and actions to get the job done. For each of our goals, how will we identify the 'who, when, how, and what' resources are needed.

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2

Each of the three working groups discussed their action plan for moving forward. The following is a summary of what was discussed in the working groups as well as the large group conversation debrief:

Gleaning	Chicken	Education / Awareness

• <u>Develop a program that fits us here</u>
• Start simple (for picking)
• Develop a seasonal calendar
• Inventory list
  o Walk to catalog
  o Connect with other gleaners
• Also connect with gleaners for their knowledge
• General info to the public
• Use media on who is expert and speak on it (local or external expert)
  o When: June 2014
• Talk to Prairie Gleaners on how they do gleaning (for expertise to learn from)
• <u>Marketing</u>:
  o Consider name change as the term gleaners may be negative or not understood by public
  o "Shared Harvesting" as new name
  o Figure out how to communicate and get info out
  o Social media
  o Munzee
• <u>Workshops</u> on how to harvest / monitor
• <u>Other potential projects</u> / partnerships (ex. Fresh produce Friday)
	• <u>Education Session (Public Info Open House)</u>
	  o Important in how to market it, what it's called, why a pilot project is happening and what is involved
	  o Catchy title "What the cluck"
	  o Where: Library / College
	  o Guest speakers (ex. Nicole Nubauer fr. Growing Minds)
	  o Sample bylaw for pilot project
	  o Other pilot project presenter
	  o What are the FAQ
	  o Engage community / public in preparation of presentation (for effectiveness as they know issues / pressure points
	• <u>Ongoing education and guest speakers</u>
	• <u>Identify partners</u> (at various levels in project and beyond such as what to do with chicks, slaughtering, issues, perceptions)
	  o Engage drama students and potential to do skit with farmers
	• <u>Identify ways to promote</u>
	  o Social media
		• <u>Gardening</u>
		  o Start talking, listening to others doing it
		  o "Skilled sharing"
		  o Base on districts / areas of towns
		  o Communicate info through experts / ambassadors in each of the districts / areas
		  o Ambassador roles would involve touring, educating, mentoring
		  o Engage schools
		  o Tours to indiv. Gardens (yards, great gardens – ex. Veggies and trees)
		    ▪ Have them share their secret
		    ▪ How? At Stampede competition / tradeshows
		    ▪ Who else to engage? Greenhouses
		• <u>Education of young families</u>
		  o How to start a garden
		• <u>Promotion / marketing</u>
		  o Expand website with connections to other groups / programs
		  o Mentors
		  o Educational videos (with troubleshooting) - links on web to specific videos that would be relevant to our region
		    ▪ Who to engage? High schools / College
		  o Guest speakers

<u>Note</u>:
- Underlined points are indicative of strategies / separate actions in each of the three priority areas.
- The Action Plan raw data notes for each of the above projects / priorities are outlined in further detail in a separate document.

3. GETTING THE WORK DONE

Community members discussed the structure for how they plan to get the work done. It was determined that there would be working groups in place, based on interest, topics and priorities.

To parallel the priorities that were established, three working groups formed to discuss the gleaning project, chicken project, and education / awareness.

4. NEXT STEPS

The immediate next step will be to take all the raw data compiled from the Hat Food Movement's Action Planning Day on February 24, 2014 to further develop an action plan with specific tactics and timelines.

The HFM plans to meet on March 24, 2014 to further discuss what actions will be a priority focus in the coming year.

Actions:
- Each working group / committee (Gleaning Project, Chicken Project, and Education) will provide an update at the HFM meeting on March 24th of where they are at in their action plan.
  - The working groups will be convening prior to March 24th to work on their plans
- Potential option of recurring HFM meetings every month for consistency.
  - Working groups may choose to get together prior to the HFM monthly meetings to discuss their plans (ideally at the College if it is possible to book a room)

It is expected that the HFM will review the activities of the Action Plan on a regular basis to ensure that the activities and priorities are relevant to what is feasible for the HFM to accomplish.

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
- Project development and evaluation
- Collaboration, leadership and partnerships – how to build effective collaborations, coalitions, partnerships and leadership training
- Large community development initiatives and projects
- Grant resources, fund raising and proposal writing skill development
- Board development (roles and responsibilities, effective meeting management, bylaw review, policy development, etc)

Please don't hesitate to contact the Community Development Unit if you require any further assistance.

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4