



for food. for farming.  
for our future.

Headwaters Food & Farming Alliance

*a recipe for collaboration*



# RECIPE



*passionate people*

*committed partners*

*diverse representation*

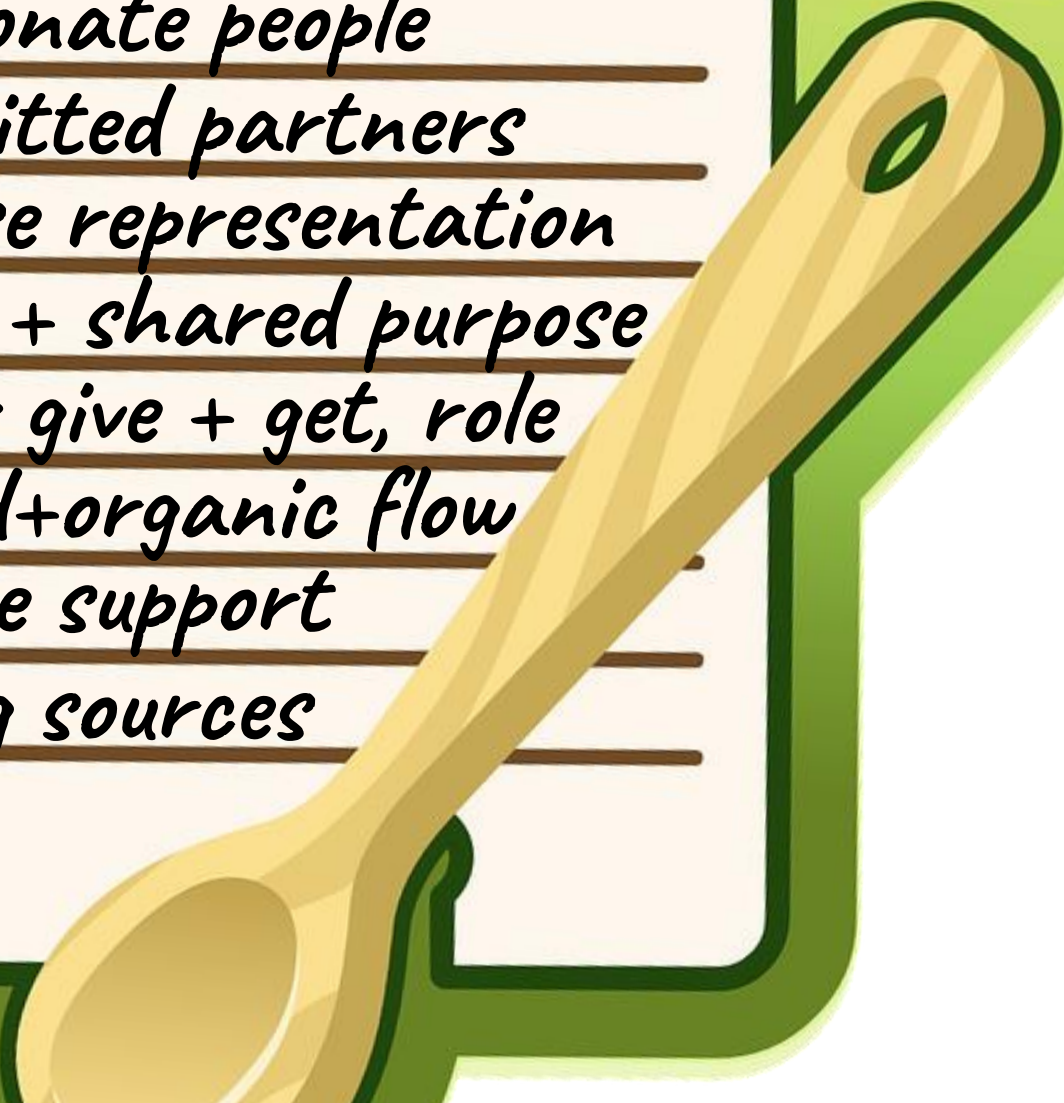
*clarity + shared purpose*

*sense of value: give + get, role*

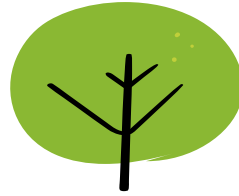
*data-informed+organic flow*

*administrative support*

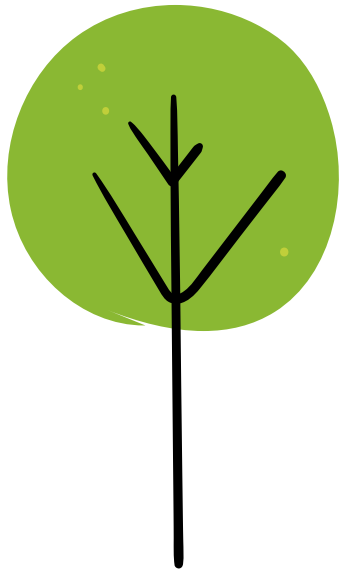
*mix of funding sources*



# Our Vision



“Headwaters Food and Farming Alliance (HFFA) envisions a food system that is productive, sustainable, transparent, and fair; supports the health and well-being of our residents and food providers; and contributes to the prosperous and equitable economy.”



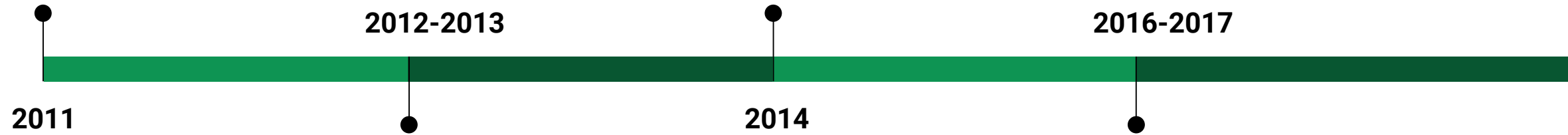
HFFA

## HCIA Community Well-Being Report

CWB Survey identifies that the Local Food System is a priority area for citizens.

## Farm to School takes off

With initial funding from a Local Food Fund grant (OMAFRA) followed by a Grow Grant (OTF), and with support from Hub partners, HFFA researches, adapts and delivers F2S programming: education workshops, local food club, family food classes, special food days, salad bar.

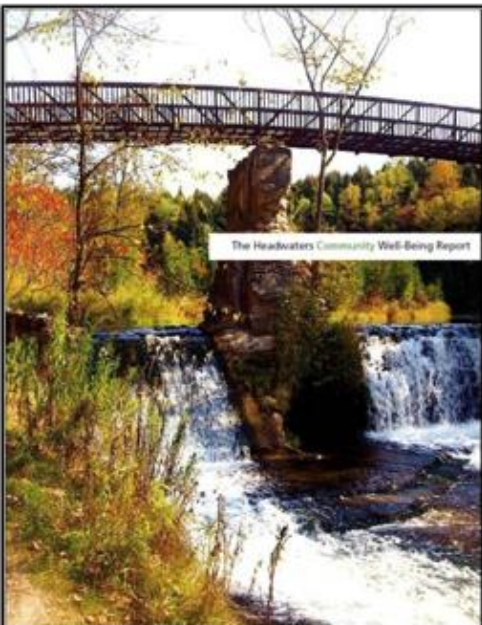


### Headwaters Food Summit x 2

The First Local Food Summit and Local Food Trade Show is held, leading to the formation of Headwaters Food and Farming Alliance: Hub, Terms of Reference, membership roster, working groups, initial priorities. Second summit held in 2013.

### Headwaters Food Charter is published

Following wide public and multi-sector consultation, the local food charter is developed, featuring 6 pillars, 15 goals and 27 actions. 2017 Headwaters Farm Fresh local food guide and map is launched. Published annually with ITH.





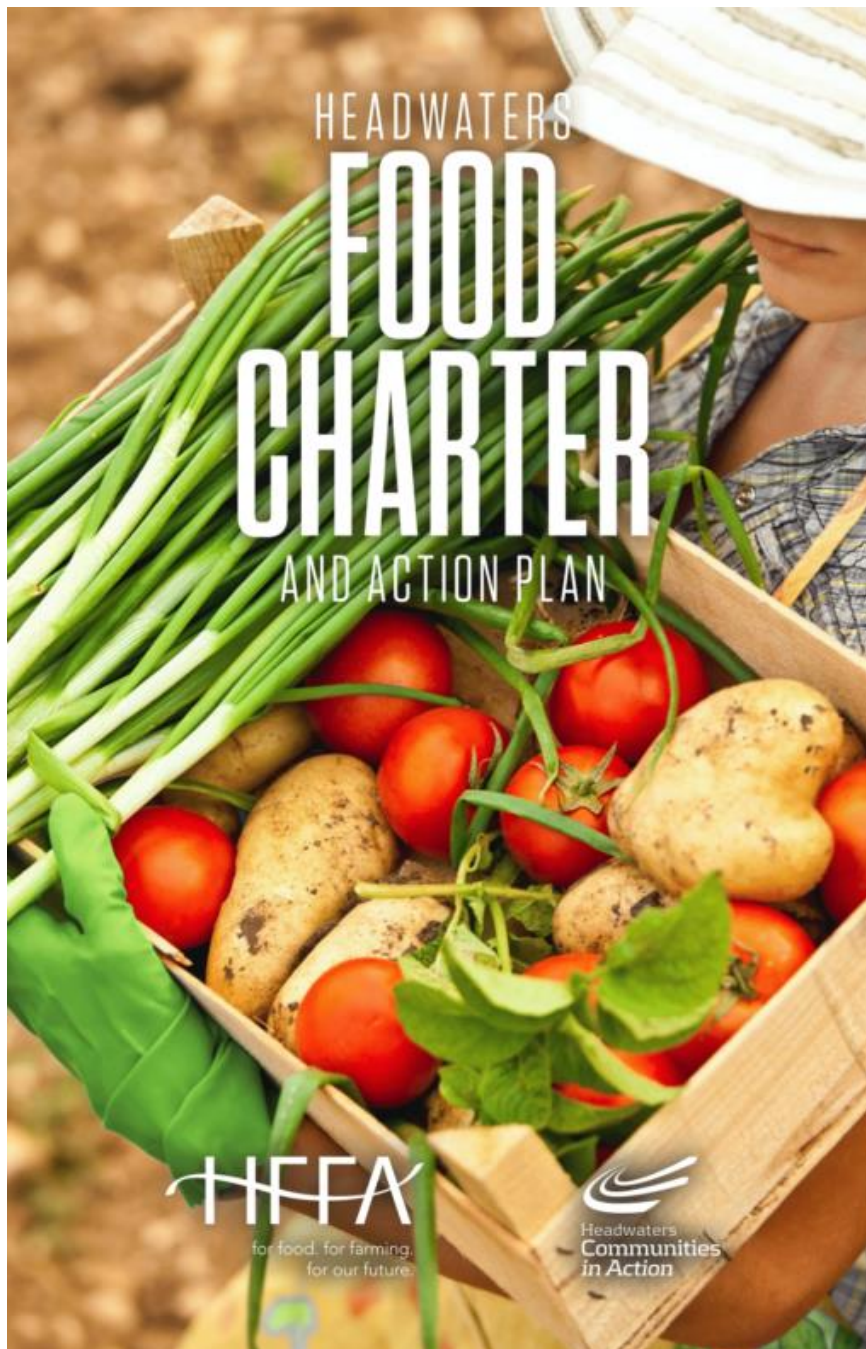
# MEMBERSHIP

The Headwaters Food and Farming Alliance will have a maximum of 17 voting members in nine groupings, each with a number of votes (n).



Another 26 non-voting members wish to keep up on HFFA activities and attend occasional meetings and events.

<b>Agricultural &amp; Food Sector (3)</b>	
Ian Payne	Not So Hollow Farm
Amy Ouchterlony	Fiddle Foot Farm
Karen Hutchinson	Albion Hills Community Farm
<b>Business, Culture, Tourism (3)</b>	
Ben Roberts	Town of Caledon, Economic Development
vacant	Dufferin County
Sarah Gratta	Central Counties Tourism
<b>Community Representatives (2)</b>	
Jacalyn Dryland	Dufferin Area Family Health Team
Shirley Boxem	Community Representative
<b>Education (1 vote shared)</b>	
Bob Megens	Conestoga College
Andrew Seagram	Upper Grand DSB
<b>Environmental Specialist (1 vote shared)</b>	
Sara MacRae	Climate Action, Dufferin County
Martina Rowley (prospect)	Sustainable Orangeville
<b>Headwaters Communities In Action (1 vote shared)</b>	
Trish Keachie	Leadership Council Champion for HFFA
Jennifer Payne	Executive Director, HCIA
<b>Municipal Council Representative (1)</b>	
Gail Little (prospect)	Deputy Mayor, Amaranth; Dufferin Farm Tour
<b>Public Health (1)</b>	
Lisa Needham	WDG Public Health
<b>Stakeholders at Large (4)</b>	
Nicole Hambleton	Farm to School/Learning Circle Coordinator
Marci Lipman	Headwaters Farm Fresh
Adelle Barr-Klouman	Member at large
Anita Macfarlane	GWChildren's Foundation - Food & Friends



## VISION

The Headwaters Food and Farming Alliance (HFFA) envisions a food system that is productive, sustainable, transparent, and fair; supports the health and well-being of our residents and food providers; and contributes to the prosperous and equitable economy.

### ENVIRONMENTAL RESPONSIBILITY

We value a food system that reduces its environmental footprint through the responsible management of soil, water, air, energy, and waste.

### CULTURE AND CELEBRATION

We value food as a celebration of our agricultural heritage, cultural diversity and community connections.

### HEALTH AND WELL-BEING

We value the role of healthy food in promoting mental wellness, healthy growth and development and the prevention of lifestyle-related diseases.

### FOOD ACCESS AND EQUITY

We value everyone's basic right to afford and physically access healthy food.

### AGRICULTURAL SUSTAINABILITY

We value a diverse and prosperous farming community.

### ECONOMIC VITALITY

We value the role of food and farming businesses in the Headwaters economy.

[headwatersfoodandfarming.ca](http://headwatersfoodandfarming.ca) [info@hffa.ca](mailto:info@hffa.ca)

SUPPORTING FOOD AND FARMING IN DUFFERIN COUNTY AND CALEDON

## ENVIRONMENTAL RESPONSIBILITY

We value a food system that reduces its environmental footprint through the responsible management of soil, water, air, energy, and waste.



The following actions will help ensure that the Environmental Responsibility goals are achieved.

### GOAL 1

The local food system considers and works to reduce its vulnerabilities to and impact on climate change.

### GOAL 2

There is minimal food waste in Headwaters.

### ACTION

Assist local schools to deliver curriculum and programs that educate children and youth on the food system, climate change and their interactions.

### ACTION

Raise awareness and support programs and policies that enhance ecological goods and services provided by farms.

### ACTION

Increase knowledge within the food system about practices that help mitigate and adapt to climate change.

### ACTION

Support local governments, businesses, community organizations, and agencies to build public awareness and develop policies to preserve agricultural land, mitigate climate change, reduce food waste, encourage healthy and environmentally friendly food choices, and low impact agricultural production practices.

## CULTURE AND CELEBRATION

We value food as a celebration of our agricultural heritage, cultural diversity and community connections.



The following actions will help ensure that the Culture and Celebration goals are achieved.

### GOAL 1

Local food contributes to a stronger sense of community.

### GOAL 2

Culture and diversity are celebrated through food.

### ACTION

Encourage events that increase knowledge and build skills about agricultural heritage and locally grown foods.

### ACTION

Promote healthy, local and culturally relevant foods into markets and community events.

### ACTION

Highlight and celebrate local food champions in the Headwaters food system.

## HEALTH AND WELL-BEING

We value the role of healthy food in promoting mental wellness, healthy growth and development and the prevention of lifestyle-related diseases.



The following actions will help ensure that the Health and Well-Being goals are achieved.

### GOAL 1

Community members have enhanced knowledge and skills about healthy food options and food safety.

### GOAL 2

Community members can access healthy eating programs and services.

### GOAL 3

Healthy local food is available in institutional, commercial and industrial settings.

### ACTION

Partner with municipalities, workplaces and hospitals to develop, implement and celebrate policies that support purchasing and offering healthy, and where possible, local foods.

### ACTION

Support hands-on opportunities to develop and build food skills in priority populations, including children and youth.

### ACTION

Advocate for community infrastructure that would support food education and food literacy.

### ACTION

Promote food education materials that meet the needs of various literacy and skill levels.

### ACTION

Support food education materials that meet the needs of various literacy and skill levels.

HEADWATERS FOOD CHARTER

HEADWATERS ACTION PLAN

## FOOD ACCESS AND EQUITY

We value everyone's basic right to afford and physically access healthy food.



The following actions will help ensure that the Food Access and Equity goals are achieved.

### GOAL 1

All residents are financially able to access healthy, safe and culturally relevant food.

### GOAL 2

Neighbourhoods and communities are designed and planned for easy access to healthy food.

### ACTION

Evaluate and, where appropriate, improve food programs and services that support community members who face barriers in accessing healthy food.

### ACTION

Explore the establishment of a community food centre/hub that would offer programs and services for the community to grow, cook, share, and advocate for healthy food.

### ACTION

Work with municipalities to provide input into planning and policy decisions to ensure access to healthy food in the built environment.

### ACTION

Advocate for income-based policy solutions to address the underlying causes of food insecurity.

### ACTION

Engage with community members to raise awareness of food insecurity and poverty.

## AGRICULTURAL SUSTAINABILITY

We value a diverse and prosperous farming community.



The following actions will help ensure that the Agricultural Sustainability goals are achieved.

### GOAL 1

There is high demand and opportunities for buying and selling local food.

### GOAL 2

Prime agricultural farmland is protected.

### GOAL 3

Urban agricultural practices are encouraged in the towns and hamlets of Headwaters.

### ACTION

Develop a communication strategy for the public that promotes food produced, sold and consumed in Headwaters.

### ACTION

Create opportunities for farmers, regardless of practice, to come together and discuss ideas, issues and opportunities for agriculture in Headwaters.

### ACTION

Analyze the types of farms in the Headwaters region and identify potential opportunities and gaps that exist.

### ACTION

Advocate for supportive policies in land-use, local food procurement, urban agriculture, and zoning that help agricultural operations remain viable.

## ECONOMIC VITALITY

We value the role of food and farming businesses in the Headwaters economy.



The following actions will help ensure that the Economic Vitality goals are achieved.

### GOAL 1

Food and farming businesses are developing, expanding and increasing.

### GOAL 2

A skilled and growing food and farming workforce exists.

### GOAL 3

Headwaters is an agricultural, food and culinary destination.

### ACTION

Build awareness of the Headwaters region as a food cluster encompassing production, processing and service businesses.

### ACTION

Build partnerships with food sector businesses and academic institutions to strengthen skills of the food sector workforce.

### ACTION

Partner with Headwaters Tourism, municipalities and individual operators to promote Headwaters as an agricultural, food and culinary destination.

### ACTION

Encourage municipalities to create policies and infrastructure that support attraction, retention and expansion of local food processing and agricultural businesses.

### ACTION

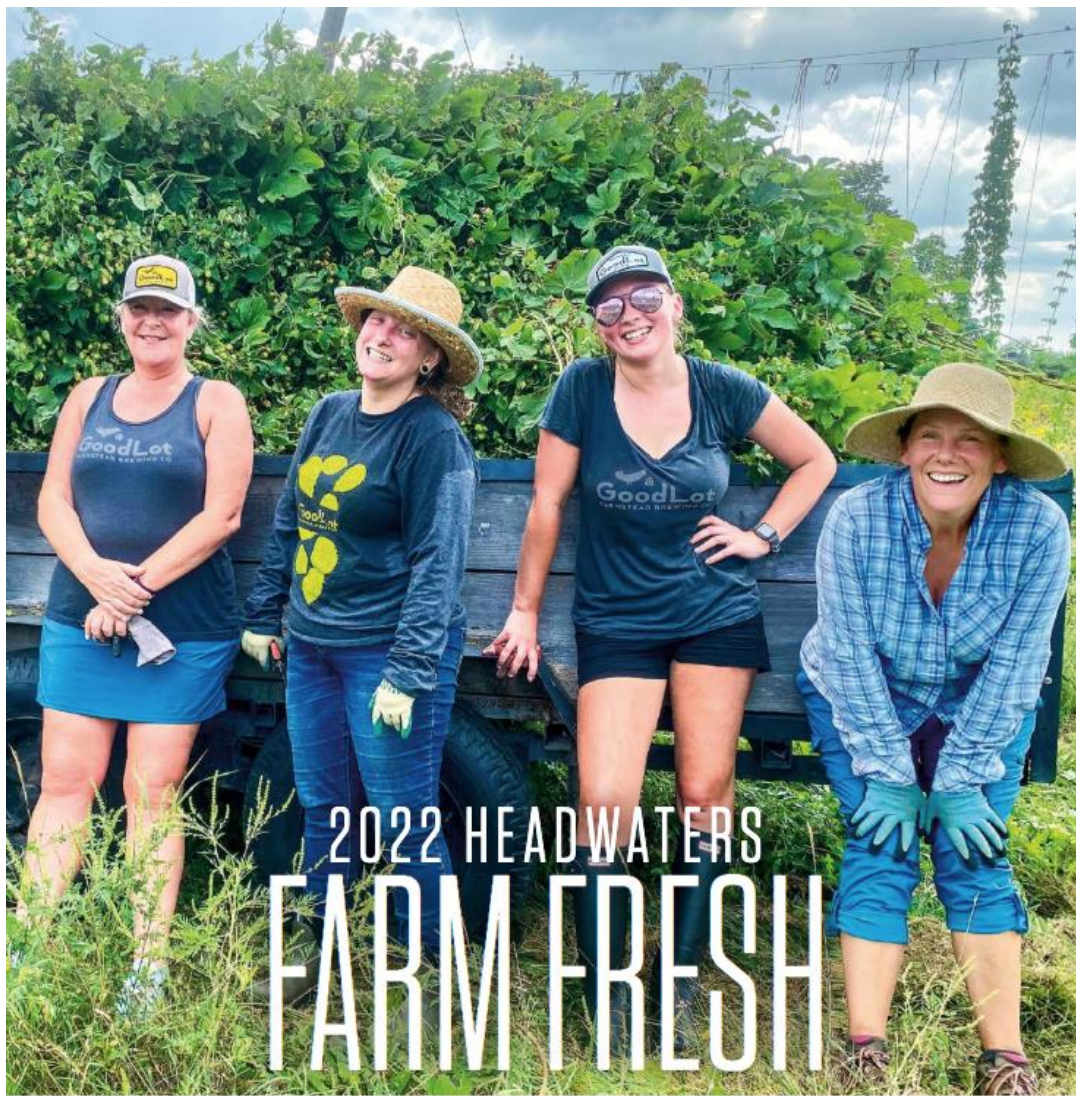
Work with farmers and municipalities to strategize ways to improve local food purchasing in institutions, schools and agencies.

### ACTION

Support opportunities for education and training for local farmers and/or food entrepreneurs.

HEADWATERS FOOD CHARTER

HEADWATERS ACTION PLAN



## 2022 HEADWATERS FARM FRESH

YOUR GUIDE TO REALLY LOCAL FOOD

INTHEHILLS™

HFFA headwaters food  
& farming alliance

headwatersfarmfresh.ca

Headwaters  
Communities  
in Action  
Making Life Better Together

HFFA



Dufferin  
county

AGRICULTURE ROUNDTABLE

# INFLATION: HOW IS IT IMPACTING YOUR FARM PRODUCTIVITY?

FEATURING GUEST SPEAKERS:  
BILL MCCUTCHEON DFA &  
JEFF HOLMES HOLMES AGRO



MONDAY

January  
30 9AM TO  
1030AM

JOIN US ON  
ZOOM



# Eat. Learn. Do.

A series of community events to support HFFA Farm to School programs in Dufferin and Caledon schools.

[BUY TICKETS >](#)

Pesto Pals  
KITCHEN BEES  
JULY 12 & 13, 2022

Pesto Pals  
FUNDRAISER  
JULY 14 & 21

SUMMER  
Picnics  
JULY 16. AUG 28. SEPT 18

Sunflower  
DINNER  
AUGUST 18

Pesto Pals  
FUNDRAISER

Eat. Learn. Do.



WINTER  
Harvest  
DINNER SERIES

Eat. Learn. Do.

Bring  
our lenses  
TOGETHER

See the  
**BIG**  
picture

# OUR CONNECTED COMMUNITY

FOOD is a METAPHOR for LIFE

Our focus will  
be on **DUFFERIN**  
and **CALEDON**

... Next 18 months ...

What does the  
**LEARNING CIRCLE**  
mean to me?

**OPENNESS**  
**BALANCE**  
**AWARENESS**

What Food Means to Me ...



Launched  
a culinary &  
wellness program  
in Guelph

Supporting  
**FOOD SYSTEMS**  
... Policy work

Food  
security

Helping  
food be  
**AFFORDABLE**

Primrose  
is bringing  
**NUTRITION**  
to schools

Spending  
time in nature  
on Forest  
Fridays

I pretend  
to be a **GARDENER**  
... But farming  
is in my blood!

So excited  
about the  
project with  
**ODSS!**

So many  
of us are  
**FARMERS**  
(and brewers!)

Involved  
in **ECO-SCHOOLS**

Food in  
different  
cultures...  
How do we  
**LEVERAGE**  
that?

We are  
doing **THERAPY**  
in the kitchen  
with high-risk  
kids!

Being  
pregnant  
(with **TWINS!!**)  
started my  
journey  
with food

You don't  
need to have  
**GROWN UP**  
working with  
food to have an  
**INTEREST**

**THRILLED**  
to speak on  
Health  
Equity!

Involved  
in Breakfast  
Clubs



Headwaters  
Communities  
in Action

Making Life Better Together

**HFFA**

**COMMUNITY  
CONNECTORS**

BRILLIANCEMASTERY.COM



We  
are  
**LISTENERS**

Develop  
meaningful  
connections  
organically

Include  
Indigenous  
Voices

Keep  
an open  
mind

Focus on  
**COLLABORATION**  
vs. competition

Unlearn  
previous  
ideas

We need  
**DIVERSE**  
perspectives!

We are  
**GROWING**  
and sharing  
knowledge together

This is  
about  
**BUILDING**

There should  
be no **SHAME**  
attached  
to food

Food is  
**PERSONAL**  
to each  
person

"Local"  
is a  
relative  
term

Food  
should be  
**SEASONAL**

Should be  
affordable  
at **ALL** income  
levels

We need  
**GOVERNANCE**  
over who we  
are working  
with

Food should  
not only be  
sustainable, but  
**REGENERATIVE**

Keep  
farms  
**VIA BLE**

Many  
aspects to  
food → Social,  
economic

... **LOCAL, SUSTAINABLE** ...

**HEALTHY  
FOOD in  
SCHOOLS**

The  
**Learning  
Circle**

GROWING  
COLLABORATIVE  
COMMUNITY





# RECIPE



*passionate people*

*committed partners*

*diverse representation*

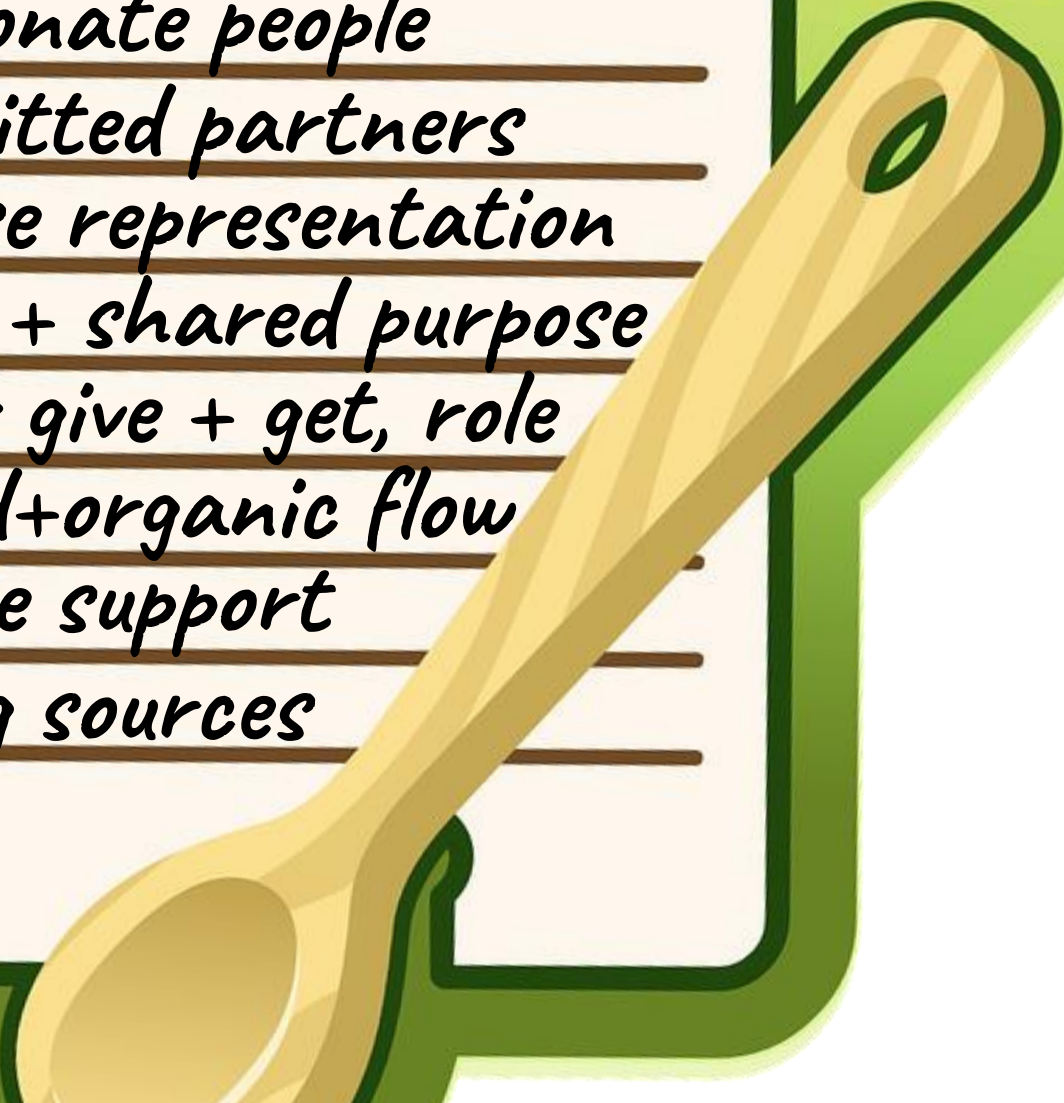
*clarity + shared purpose*

*sense of value: give + get, role*

*data-informed+organic flow*

*administrative support*

*mix of funding sources*



*HFFA Hub meets next on Monday April 3, 2023 @ 10am-noon*



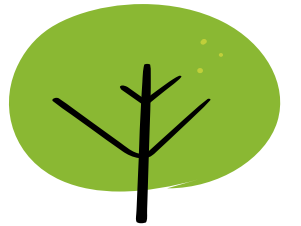
# Thank you

---

Questions?

[jennifer@headwaterscommunities.org](mailto:jennifer@headwaterscommunities.org)  
[headwaterscommunities.org](http://headwaterscommunities.org) or [hcfa.ca](http://hcfa.ca)

[headwatersfoodandfarming.ca](http://headwatersfoodandfarming.ca) or [hffa.ca](http://hffa.ca)  
[headwatersfarmfresh.ca](http://headwatersfarmfresh.ca)  
[hffa.ca/farmentoschool](http://hffa.ca/farmentoschool)



*Final Winter Harvest Dinner of 2023 is April 21 at Adamo*