

London’s Food Charter – Work Plan [Working Document]

VISION: London is a food secure community.

Commitment 1: Assess existing food-related policies, programs and services and develop new ones as required.		
Action Steps	Key Activities Research, advocacy, communication, and implementation	Potential Partners
Explore opportunities and advocate for the adoption of local food procurement policies in public and private sectors.	<p>Research current practices and targets relative to procurement policies.</p> <p>Identify a target percentage for each sector in London to adopt.</p> <p>Develop and implement a campaign to encourage all organizations to use and/or provide local food.</p> <p>Evaluate/assess success of campaign.</p>	<p>Post-secondary institutions, non-profit organizations (i.e. United Way, Heart & Stroke Foundation), municipality, community-based cross-sectoral collaborations (i.e. Child & Youth Network), relevant provincial ministries, business sector, unions, food banks, shelters and day programs</p>
Investigate and report on current food security policies and practices that affect low-income Londoners.	<p>Conduct research to assess extent to which current income redistribution system policies enable access to safe, nutritious food.</p> <p>Assess progress of work.</p>	<p>Community-based cross-sectoral collaborations, public health, food banks, resource centres, post-secondary institutions</p>
Support and advocate for local, provincial and national food strategies, to refine current policies which will ensure that all government organizations incorporate the importance of safe and nutritious food into their programs.	<p>Conduct research and identify gaps.</p> <p>Identify London’s priorities and support advocacy to local, provincial, and national governments.</p> <p>Identify champion to help advocacy efforts.</p> <p>Evaluate/assess success of advocacy work.</p>	<p>Non-profit organizations, public health, business sector including the Chamber of Commerce and the London Economic Development Corporation, food banks, unions</p>

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Commitment 2: Develop strategies to eliminate food deserts in London.

Action Steps	Key Activities Research, advocacy, communication, and implementation	Potential Partners
Monitor the extent of food deserts in London.	Share findings on a regular basis with interested parties.	Post-secondary institutions, community-based cross-sectoral collaborations
Develop strategies to eliminate food deserts by engaging residents and all sectors of the food system.	<p>Hold strategic conversation(s) or forum with public and private sector stakeholders to discuss the existence of food deserts in London and possible strategies to address the issue.</p> <p>Investigate successful programs implemented in other regions and explore policies and existing municipal by-laws that may impact strategies.</p> <p>Develop a plan to implement strategies collaboratively. Work may target specific neighbourhoods or populations.</p> <p>Evaluate/assess success of strategies.</p>	Post-secondary institutions, non-profit organizations, municipality including the planning department, business sector, transit commission, community gardens, grocery industry, food banks, farmer’s markets, provincial networks, community resource centres, community hubs, shelters and day programs
Educate Londoners on food deserts through an awareness campaign.	<p>Based on strategies determined above, develop an awareness campaign to educate/inform residents of their choices or alternatives (*link to #4).</p> <p>Evaluate/assess success of campaign.</p>	Municipality, food banks, provincial networks, school boards, public health

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<p>Support the development of additional local farmers’ markets and community gardens.</p>	<p>Bring together key stakeholders to investigate the possibility of expanding farmers’ markets into other neighbourhoods based on the successes of current neighbourhood farmers’ markets in East London (Western Fair) and North London (Masonville).</p> <p>Build on recommendations of City of London’s community gardens review (“developing a renewed community gardens program for 2011 and onwards”).</p> <p>Evaluate/assess progress of work.</p>	<p>Community resource centres, community gardens, farmer’s markets, post-secondary institutions, provincial networks, food banks (Community Harvest), farmers</p>
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Commitment 3: Support an ecological and economically viable food system which includes local farmers, producers, businesses, and consumers and is in balance with global food systems.		
Action Steps	Key Activities Research, advocacy, communication, and implementation	Potential Partners
Increase the urban/rural dialogue to inform strategies that support local sustainable food production.	<p>Hold strategic conversation(s) or forum with public and private sector stakeholders to discuss pertinent urban/rural issues and strategies that support local sustainable food production.</p> <p>Explore best practices in other jurisdictions.</p> <p>Develop a plan for implementing strategies collaboratively.</p> <p>Evaluate/assess success of strategies.</p>	<p>Farmers’ associations, commodity groups, community resource centres, non-profit organizations, provincial networks, environmental interest groups, local farm networks, conservation authority, municipality, school boards, food co-ops, church groups, local ministerial associations, community gardens, food banks, relevant provincial ministries</p>
Develop strategies to ensure that the food system provides safe and nutritious food.	<p>Investigate gaps and barriers that affect the safety and nutritional value of our current food system.</p> <p>Explore best practices to address gaps/barriers.</p> <p>Develop strategies to address concerns. May include raising awareness and educating the community (*link to #4).</p> <p>Evaluate/assess success of strategies.</p>	<p>Farmers’ associations, commodity groups, community resource centres, non-profit organizations, public health</p>

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Commitment 4: Develop education and awareness strategies to encourage all members of the community to expand and integrate nutritious food options into daily activities.		
Action Steps	Key Activities Research, advocacy, communication, and implementation	Potential Partners
Build on existing education and branding campaigns to increase knowledge of nutritious food options.	<p>Conduct a local/provincial/national scan to identify existing campaigns.</p> <p>Adapt an existing campaign to the local/neighbourhood level or develop a new campaign.</p> <p>Determine key message(s) based on the community’s needs.</p> <p>Create a public communications document discussing food security, London’s Food Charter, and progress to date.</p> <p>Evaluate/assess success of campaign.</p>	<p>Post-secondary institutions, non-profit organizations, public health, community resource centres, school boards, community gardens, shelters and day programs, community food advisors, housing corporation, food banks</p>
Promote neighbourhood educational opportunities regarding growing, meal planning, cooking, and preservation methods that are targeted to youth, families, seniors, and other specific groups.	<p>Identify strategies to increase food literacy.</p> <p>Identify gaps in educational opportunities based on existing programs and the community’s needs.</p> <p>Research best practices to address gaps.</p> <p>Develop a plan to implement and promote neighbourhood programs.</p> <p>Evaluate/assess success of programs.</p>	<p>Post-secondary institutions, non-profit organizations, public health, community resource centres, school boards, relevant provincial ministries, municipality, business sector, community gardens, farmers’ markets, shelters and day programs, community food advisors, housing corporation, food banks</p>

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<p>Encourage healthy habits in the workplace by promoting incentive programs.</p>	<p>Survey existing workplace incentive programs and identify gaps/barriers.</p> <p>Explore best practices to address gaps/barriers.</p> <p>Work with employers to develop a plan to promote incentive programs that encourage healthy habits.</p> <p>Identify champions to promote programs.</p> <p>Evaluate/assess success of programs.</p>	<p>Public health, post-secondary institutions, private-public sector partners, school boards</p>
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Commitment 5: Bring people together through food in celebration of culture and diversity.		
Action Steps	Key Activities	Potential Partners
Encourage Londoners to include and/or increase culturally diverse foods in all city-wide or neighbourhood events.	<p>Research, advocacy, communication, and implementation</p> <p>Engage current festival organizers who celebrate the diversity of food, including healthy food options, to learn the successes and benefits.</p> <p>Develop strategies to assist organizers to embrace culturally diverse foods. Link to Special Events Strategy lead by the City of London.</p> <p>Promotion and awareness (*link to #4).</p> <p>Evaluate/assess success of strategies.</p>	<p>Local festival organizers, cultural groups, non-profit organizations working with diverse groups, community resource centres, local immigration partnerships, media champions, local markets, local tourism organizations, municipality</p>
Develop tools to educate and celebrate the diversity of food.	<p>Research current practices in London and elsewhere.</p> <p>Develop a local tool that educates and celebrates diverse foods.</p> <p>Evaluate/assess success of tool.</p>	<p>Local festival organizers, cultural groups, non-profit organizations working with diverse groups, community resource centres, local immigration partnerships, media champions, local markets, local tourism organizations, local arts council, municipality, community-based cross-sectoral collaborations</p>

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<p>Increase “culinary tourism” to promote healthy and diverse foods in the community.</p>	<p>Learn how other municipalities have promoted culinary tourism.</p> <p>Identify local foods that are unique to London.</p> <p>Develop a strategy to promote local foods to residents and tourists.</p> <p>Implement marketing campaign.</p> <p>Evaluate/assess success of campaign.</p>	<p>Local tourism organizations, local festival organizers, cultural groups, non-profit organizations working with diverse groups, community resource centres, local immigration partnerships, media champions, local markets, municipality</p>
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