



## Jesse Veenstra Named new National Director of Farm to Cafeteria Canada

### *A message from the F2CC Leadership Council*

The Leadership Council of Farm to Cafeteria Canada (F2CC) is pleased to announce that Jesse Veenstra has accepted the role of National Director for the organization. Since April 2020, Jesse served as the Acting National Director following the departure of Joanne Bays in March. Her appointment is a result of an open recruitment and selection process.

Over the past two years, Jesse has worked with Farm to Cafeteria Canada as the National Manager, Farm to School Initiatives, implementing the Farm to School: Canada Digs In! initiative. Jesse is an exceptional leader with a deep understanding of the challenges and opportunities that exist in the Canadian food system.

Her knowledge of the organization, its mandate, and the path forward to create a more vibrant food system will continue to help advance the vision and mission of Farm to Cafeteria Canada in its next chapter.

In addition to her work with F2CC, Jesse brings over a decade of experience managing a complex portfolio of projects with Vancouver Coastal Health and at BC's Provincial Health Services Authority. Since 2017, Jesse has been a member of the Vancouver Food Policy Council and serves on the council's Leadership Team. Coupled with her advanced education in nutrition, food security, and project management, Jesse is uniquely and ideally equipped to lead F2CC into its next chapter.

We are delighted to have Jesse step into this leadership role.

**Roxana Atkinson**

Chair, Leadership Council  
Farm to Cafeteria Canada

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***A message from Jesse***

I am excited and honoured to accept the position of National Director with Farm to Cafeteria Canada (F2CC) and for the opportunity to continue working alongside the incredible network of partners and champions leading farm and local food to community initiatives from coast-to-coast-to-coast. As I formally transition into this role, I would like to thank Joanne Bays, F2CC's founding Director, for her mentorship these past two years and for her visionary and tenacious leadership of F2CC since it was born in 2011.

This next chapter signals a time of transition, not only for our organization but also for all civil society. F2CC's vision for vibrant and sustainable regional food systems that support the health of people, place, and planet is more important than ever.

Although it has been a challenging start to 2020, it has also been an energizing one. I am inspired every day by the passion, knowledge, creativity, and dedication of individuals and organizations who share this space. While the path ahead of us is not straight, by listening attentively, sharing openly, and working collaboratively, we can achieve a more just and sustainable food system.

In a word, to me, F2CC represents community. As members of this community, I value your input and invite your questions, ideas, and feedback as we continue to grow on this journey, together. I can be reached at [jveenstra@farmtocafeteriacanada.ca](mailto:jveenstra@farmtocafeteriacanada.ca).

Sincerely,

**Jesse Veenstra**

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@farmtocafeteriacanada.ca

## F2CC's email addresses get a makeover!

We're pleased to announce new email addresses for Farm to Cafeteria Canada's core operations. You can now reach us as follows:

### For general inquires:

[info@farmtocafeteriacanada.ca](mailto:info@farmtocafeteriacanada.ca)

*(formerly farm2cafeteriacanada@gmail.com)*

### For all things related to grants:

[grants@farmtocafeteriacanada.ca](mailto:grants@farmtocafeteriacanada.ca)

*(formerly farm2schoolgrantscanada@gmail.com)*

### To reach our Director, Jesse Veenstra:

[jveenstra@farmtocafeteriacanada.ca](mailto:jveenstra@farmtocafeteriacanada.ca)

*(formerly farm2schoolcanada@gmail.com)*

*Don't worry though, we've got forwarding in place so if you accidentally email our old addresses it'll still get to the right person!*



## Register to inform an evaluation framework for Farm to School for Canada!

Farm to Cafeteria Canada and its partners are developing an Evaluation Framework for Farm to School in Canada. The purpose of this process is to identify and articulate priority outcomes and indicators for Farm to School programs that would be useful to measure, and to identify measurement tools that would be valuable to use or to develop.

Check out our 3.5 minute introduction video for a quick overview of our Evaluation Framework process including why we're undertaking it.

As a part of our process we are using a modified Delphi method consisting of 3 surveys and thematic virtual conversations to achieve agreement on what priority outcomes and indicators should be consistently measured to demonstrate the impacts of farm to school in Canada. If you would like to participate in this process please fill out our short (3 minute) [registration survey](#). While there is no deadline to register, if you register by August 6th we will be able to notify you as soon as Round 1 of the process has been opened.

More information about the process to develop an Evaluation Framework for Farm to School in Canada is available on the [Farm to Cafeteria Canada website](#) and you can download a brief [summary](#) of the process. If you have any questions or concerns about this process don't hesitate to reach out to Carolyn Webb, evaluation framework process coordinator, at [cwebb@sustainontario.ca](mailto:cwebb@sustainontario.ca).

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## Stay connected!

Join our [Facebook Group](#) to stay connected to stories about farm to school, farm to campus stories as well as stories that touch on the many facets of food systems. You can also pose questions, share resources. We are also on [Twitter](#).

If you know a colleague or friend who would like to know more about our farm to school work, invite them to [sign up here](#).

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**Do you have a story to share for the next edition of our newsletter?**  
Email us at [info@farmtocafeteriacanada.ca](mailto:info@farmtocafeteriacanada.ca)

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