

FARM TO CAFETERIA CANADA



ANNUAL REPORT 2022

A YEAR IN TRANSITION



Image: Knowlton Academy, Lac-Brome, Québec

LAND ACKNOWLEDGEMENT

F2CC's team, implementation partners and the communities we serve are located across the ancestral lands of the diverse First Nations, Inuit and Métis people of what we now call Canada.

We believe that building and strengthening our relationship with Indigenous people and communities is necessary to improve the future of Canada. Canada's colonial history includes many traumas created by both residential schools and harms done through food, including forced farm work, creating the conditions for starvation and denying Indigenous peoples their foodways. We know that these systems persist today, and that our work is rooted in colonial institutions - both "schools" and "farms" - and that we have both an opportunity and a responsibility to work towards ensuring our programs create positive environments, experiences and impacts for all students in Canada. Ones where all students feel welcomed and nourished in body, mind and spirit.

Partnerships are at the core of F2CC's work. We wish to work with Indigenous communities to help advance goals of connecting children, youth and other community members to their food; whether it comes from community gardens, freshwater or ocean shores, forests, or farmers' fields. We commit to centering food sovereignty, Indigenous food systems, and community impact in our work and to working together towards realizing these goals in a respectful, honest, humble and reciprocal way.

Learn more about our Nourishing Relations work and commitment at www.farmtocafeteriacanada.ca/nourishing-relations/



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MESSAGE FROM THE EXECUTIVE DIRECTOR

The past year has been an exciting one for Farm to Cafeteria Canada (F2CC). Our efforts concentrated on completing Farm to School Canada Digs In! A 5-year, multi-sectoral partnership initiative that has been our largest and longest-running project to date. It also saw F2CC evolve from operating under an administrative agent to become a stand-alone non-profit, and in September we became a Registered Canadian Charity.

In this way, 2022 has very much been a year of transition. Transition not only in the project work underway, and of our governance; but also the scope of our mandate and messaging.

F2CC was established in 2011 as a panCanadian network with a common vision to create more vibrant and sustainable food systems that support the health of people and the planet. What began as a single project blossomed into several more of increasing scale and complexity, the creation of a sizeable school grant program, and a growing number of capacity-building initiatives that have allowed F2CC to become a recognized leader in the Farm and Local Food to School Approach.

The changes at F2CC in this past year came from a strategic planning process in 2021 where we reflected on our first 10 years and sought input from our Advisory Council, regional partners, and school communities across the country to shape F2CC's next 10+ years. We heard that we had a lot to be proud of. We also heard there is a lot more we can do as a capacity-building organization supporting school communities to create food environments that are healthier for their students, their communities, and the planet.

Across the country we're seeing the momentum build for change in school food in Canada and the steps F2CC has taken in 2022 have been to provide a stronger foundation for the future so that we can meet the growing dreams and desires of communities to nourish this change.

The growth and success F2CC has achieved since its inception, and the exciting accomplishments in 2022 that are shared and celebrated in this report, would not be possible without the dedication of school food champions across Canada who share in our passion for connecting children and youth to healthy food and the people, places, and systems that produce it. And it would not be possible without the collaboration of our incredible partners, many of whom have been part of F2CC since the beginning. Partnerships are the heartbeat of F2CC and, as we embrace positive change in school food and in our own organization, we remain committed to being partnership-based, building on our strengths and successes to date, and being open to continuous learning.

JESSE VEENSTRA
EXECUTIVE DIRECTOR

MESSAGE FROM THE BOARD

It has been a busy year for Farm to Cafeteria Canada (F2CC)! To support F2CC's transition and growth to becoming a society and Charity, a six-member governance Board of Directors was established. In creating the founding Board, we sought a small and nimble team with a passion and dedication for F2CC's work. We were also strategic in initially recruiting Directors from British Columbia (BC), as the province in which F2CC is administratively based. This served to develop strong relationships between Board members, to facilitate collaborative work, and readily meet and manage requirements for our growing organization.

The Board brings a breadth of knowledge and experience to the organization, including in public health, nutrition, child and youth mental health, digital transformation and health informatics, evaluation and public policy, non-profit governance, business administration, legal, and charitable finance. As an inaugural Board, this variety of skills has been invaluable, and I am confident in the Board's ability to continue to provide oversight as we move into a growth phase for the organization. In the future, we expect the Board membership will include representation from across the country in keeping with F2CC's Canada-wide mandate.

F2CC believes in a by-community, for-community approach and applies a collaborative governance model to achieve this. The Board is committed to F2CC's vision and mission, we support this collaborative governance and innovative thinking, and we are committed to building meaningful relationships that contribute to the long-term success of the organization and communities it serves. This year the Board has worked to develop F2CC's bylaws and policies in alignment with this governance model. In addition, an important part of F2CC's governance continues to be our panCanadian Advisory Council which, prior to establishing the Board, served as the strategic guide and steward of F2CC's vision and mission. The Council works closely with F2CC staff and continues to advise on F2CC's strategic direction while helping to advance its mission. This year the Board had the opportunity to meet the Advisory Council members and learn about both their roles within F2CC and the innovative and transformative work that each does locally and regionally across Canada. We look forward to continuing to learn from, and collaborate with, the Advisory Council.

In closing, on behalf of the Board of Directors, I would like to express my gratitude to F2CC's Executive Director, Jesse Veenstra, for her commitment and leadership with F2CC. Her passion and dedication to the work, the partners, and the organization has been the backbone of transitioning F2CC to its own charitable organization. We would also like to thank the Advisory Council members and our Implementation Partners for continuing to work alongside us on F2CC's mission to transform how food is experienced, learned and celebrated in schools across Canada.

A portrait of Cynthia Buckett, a woman with long, wavy brown hair, smiling. She is wearing a dark-colored button-down shirt. The background is a solid light blue-grey color.

CYNTHIA BUCKETT
BOARD CHAIR



Photo: Drummond Central School, Perth, Ontario

This year we worked with Karma Dharma, a social purpose creative agency, to conduct a brand audit with the goal of informing an evolved brand platform. One that will be true to our roots and honour lessons learned from the past 10 years, while also providing clarity around who we are and how we intend to show-up in the world for years to come. The mission, vision and beliefs here are the result of that process. This work also resulted in a website redesign, in both English and French, to improve accessibility and reach for our wide-ranging audience, from schools to decision makers.

Vision

Food Systems that nourish people and the planet

Mission

To transform how food is experienced, learned and celebrated in all schools across Canada

Beliefs

Food systems have a huge impact on the health of people and the planet, and we can drive positive change by investing in local, healthy and sustainable food.

Schools are at the heart of our communities and supporting school food systems can lead to lasting change.

All children and youth have the right to access healthy and culturally appropriate food in schools.

Food literacy is essential and needs to be taught to our kids.

We are stronger with many voices and everyone can play a role in shaping how students access and experience food in schools.

Strong and resilient food systems reflect and celebrate the diversity of our country.

Food is a powerful connector, both to place and to others.

Resilient food systems support a diversity of food providers in a fair and equitable way.

The way to create positive change is through respect, kindness, sharing and reciprocity.



CANADA DIGS IN!

Farm to School: Canada Digs In! (Canada Digs In!) has been a multi-sectoral partnership designed to prevent chronic disease. Launched in 2017, Canada Digs In! set out to improve student nutrition and food literacy in participating school communities, while building community and strengthening local food systems.

The project goal was to scale up the farm to school movement in Canada and enable students to develop the lifelong knowledge, skills, and habits to support their well-being, their communities, and the planet by working to:

- 1. Implement** farm to school programs across Canada in elementary, middle, and secondary schools through the Farm to School Canada Grants program, and on campuses through the Good Food Challenge.
- 2. Build** capacity among school communities and project partners by providing training, resources, and knowledge-sharing activities.
- 3. Evaluate** the initiative, providing the first-ever empirical evidence of the impacts of farm to school in Canada as well as a framework for consistently evaluating this work.



Image: Ecole Robb Road Elementary, Comox, BC

\$6M

Canada Digs In! totaled \$6M in funding, including \$3M in federal government funding and \$3M in matched cash and in-kind contributions from project partners.

62,000+

Canada Digs In! reached more than 62,000 K-12 students 100% of schools indicated a desire to continue their food literacy activities.

94%

of schools reported that students' consumption of healthy foods increased.

91%

of schools recognized themselves as leaders among other institutions in the procurement of healthy, sustainable and local foods.

In addition to building the capacity of school communities, this initiative led to a growth of capacity in F2CC and its regional partners. The project completed in September 2022.

To learn about the full initiative and its impacts, access the full interactive report at
<https://www.farmtocafeteriacanada.ca/f2scdi-report-2022/#evaluation-2022report>



“

A transformational piece of our learning from Farm to Cafeteria Canada has been the tremendous work done by schools across Canada to make food education a primary part of classroom learning rather than an extra-curricular group or activity. It is evident in our experience that students are able to move towards independence in growing their own foods as a result of this change in classroom practice. A number of students have started small gardens with their families, think more critically about where their food comes from, participate in our summer “farm-club,” or have volunteered with our upcoming Marigold Market, a student-run farmers’ and makers’ market.

2020-2022 cycle grant recipient

FARM TO SCHOOL CANADA GRANTS

“Farm to school is a flexible approach that meets schools where they are at, and it looks different in every community.” This has long been a sentiment and saying at F2CC but little did we know at the outset of the 2020-2022 cycle of the Farm to School Canada Grants program just how true it would ring. Throughout the pandemic years, allowing maximum flexibility for schools to adapt plans and programs was essential.

The 2020-2022 cycle of the Farm to School Canada Grants program completed in June 2022. This grant term included 40 grants valued up to \$10,000 each to K-12 schools in 9 provinces and 1 territory. Despite the challenges schools faced in a term that coincided with the peak of covid-19:


92% of schools reported an increase in students' willingness to try new vegetables and fruits

87% increased the number and quality of opportunities for students to learn and demonstrate food skills such as gardening and food preparation.

Learn more about what the 2020-2022 grant recipients achieved in our [info-sheet](#).

In September of 2022, we welcomed 33 new grant recipients. These schools' grants will run until June 2024, supporting an estimated 10,000 more students to grow, cook, eat and share healthy, local and sustainable food at school. Learn more and meet our current grant recipients [here](#).



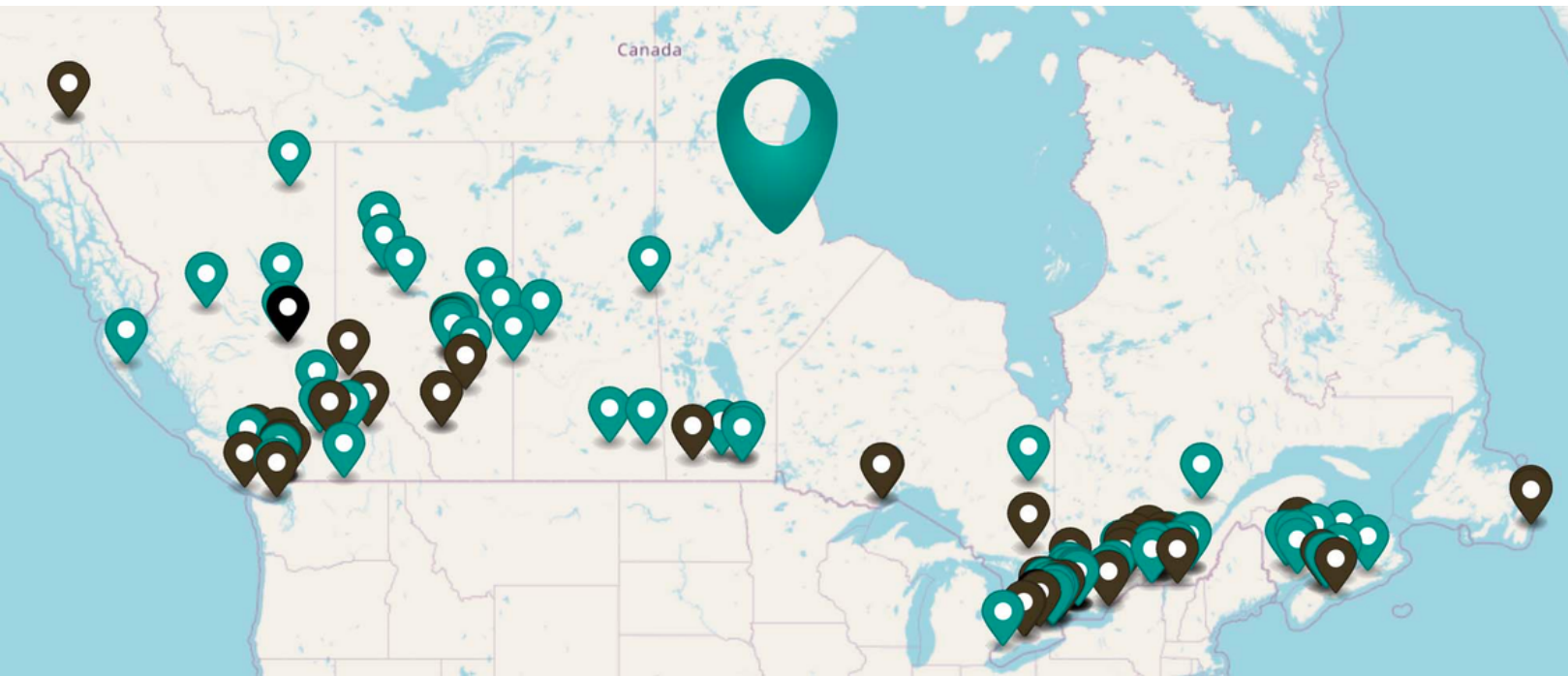


"Over the past two years, with the changes, the struggles and the small triumphs, we have learned:

Kids are strong, kids are resilient, kids are amazing.

We are proud to be part of the Farm to Cafeteria Canada family and want to continue this great path of healthy, sustainable eating."

2020-2022 cycle grant recipient



CANADA'S SCHOOL FOOD MAP

Since 2015 F2CC has been mapping school food programs and food literacy activities across Canada. In 2022 we created and launched a new and improved custom map that would:

- Make it easier to register on the map and keep profiles up to date
- Allow community partners, including farmers and other food providers, to get on the map
- Incorporate advanced filtering and sorting capabilities to serve as both an information and networking tool
- Recognize the Indigenous lands where programs and activities take place

The map is a tool to:

- **Share and celebrate schools' healthy food and food literacy efforts**
- **Communicate services and supports available to schools**
- **Connect school food champions to one another**
- **Contribute to the national data of school food activity, helping inform program and policy development**

Canada's school food map is hosted by F2CC and is a collaboration between F2CC, the Coalition for Healthy School Food and our regional partners. Find the map at;

<https://www.farmtocafeteriacanada.ca/our-impact/school-food-map/>



FOOD CONNECTS

In October, as part of Farm to School Month, we launched Food Connects as a theme for the 2022/23 school year in which we celebrated the power of food to connect us to so much of the world around us.

Food Connects also saw the launch of our "Food Connects Features,"

a new series of profiles that honours and celebrates the school food champions who help make vibrant school food programs possible for students across Canada.

Learn more and nominate a school food champion in your community [here](#).

NOURISHING RELATIONS

F2CC is committed to reflecting, honouring and amplifying Indigenous voices, perspectives, values, and ways of knowing in our mandate, operations and programs. We are doing this with the spirit of nourishing relations. In 2022 we:

- Launched our Nourishing Relations website, where we highlight stories of how schools and communities are bringing Indigenous foodways into classrooms and school meal programs, as well as videos, webinars, and other tools and resources for those who are doing this work.
- Co-hosted the webinar Serving Traditional Indigenous Food in Schools in partnership with Canadian Feed the Children and the Coalition for healthy Shcool food, our collaborators on the Indigenous School Food Circle.
- Collaborated with Q'wemtsín Health Society to support the creation of their Indigenous Food Sovereignty Video Series.
- Awarded more than 50% of the 2022 Farm to School Canada Grants to school communities that self-identify as Indigenous or as having a significant population of students who identify as Indigenous.

2022/23 FINANCIALS

The 2022/23 Fiscal Year was F2CC's first year as a stand-alone organization, having branched out from an administrative host, as described on page 3 of this report. The financials reported here reflect the full year of program operations, part of which took place under our former administrative agent while some project work was completed, and part of which took place under F2CC as ongoing projects transitioned and new ones emerged.

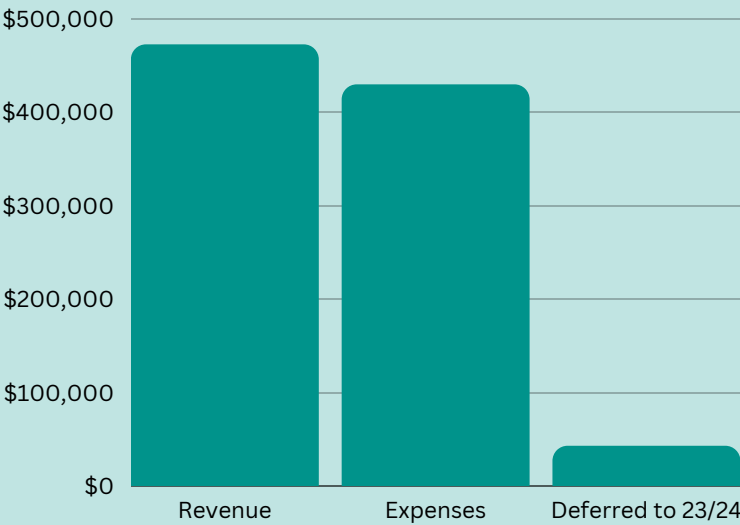
REVENUE	
Government Grants	\$82,500
Other Grants	\$387,955
Donations - cash	\$1,735
Total	\$472,190*

EXPENSES	
Grants distributed	\$308,710
Program delivery	\$96,446
Operations	\$24,242
Total	\$429,398

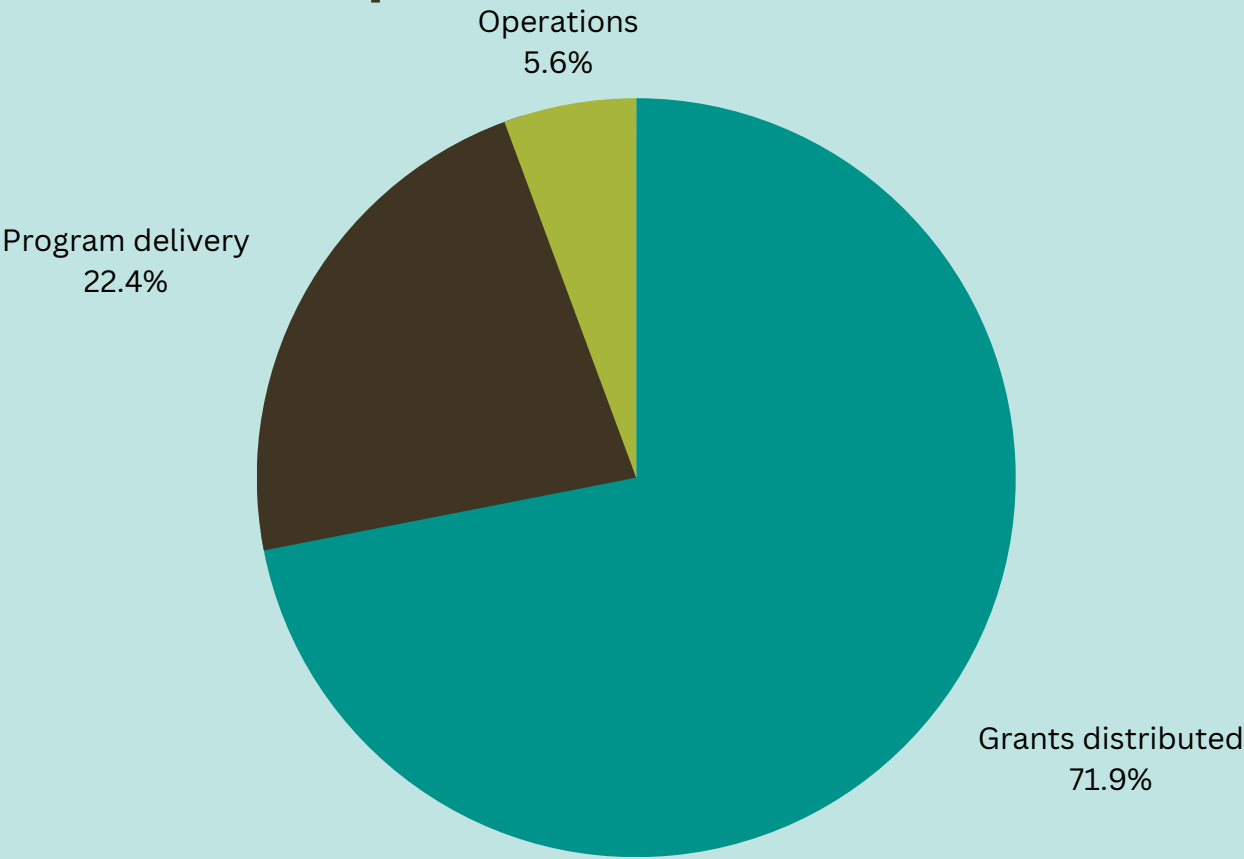
**Revenue deferred to 2023/24: \$42,792*



Revenue vs. Expenses



Expense Distribution



LOOKING AHEAD

As we enter 2023/24 we are guided by our four strategic pillars, *Grow, Connect, Fund* and *Inform*.

We will:

GROW



- Continue to build a strong foundation within our organization so that we can, in turn, better support the capacity building of others.
- Seek to grow our partnerships, not just in number, but in strength and diversity.
- Increase the reach of our programs, tools and resources to engage more schools across the country.

CONNECT

- Host and/or support the hosting of regional and national opportunities that bring together a diversity of voices and perspectives to connect and share knowledge in the spirit of transforming school food in Canada.
- Explore the development of a formalized training program that serves to connect educators and other school food practitioners to a variety of continuing educational opportunities and knowledge supports.



FUND

- Increase our grant program offerings to allow more schools in Canada to access flexible grants, meeting them where they are at and supporting them on their unique farm or local food to school journeys.

INFORM POLICY

- Develop supportive policy tools for use by school communities that are working on transformative change at the local level.
- Continue to participate in important policy and program planning consultations related to school food programs in Canada at the federal as well as provincial/territorial levels.
- Advocate for investment in school food infrastructure and programs that are rooted in community, culturally responsive, embed hands-on food literacy, and support a diversity of food providers in a fair and equitable way.



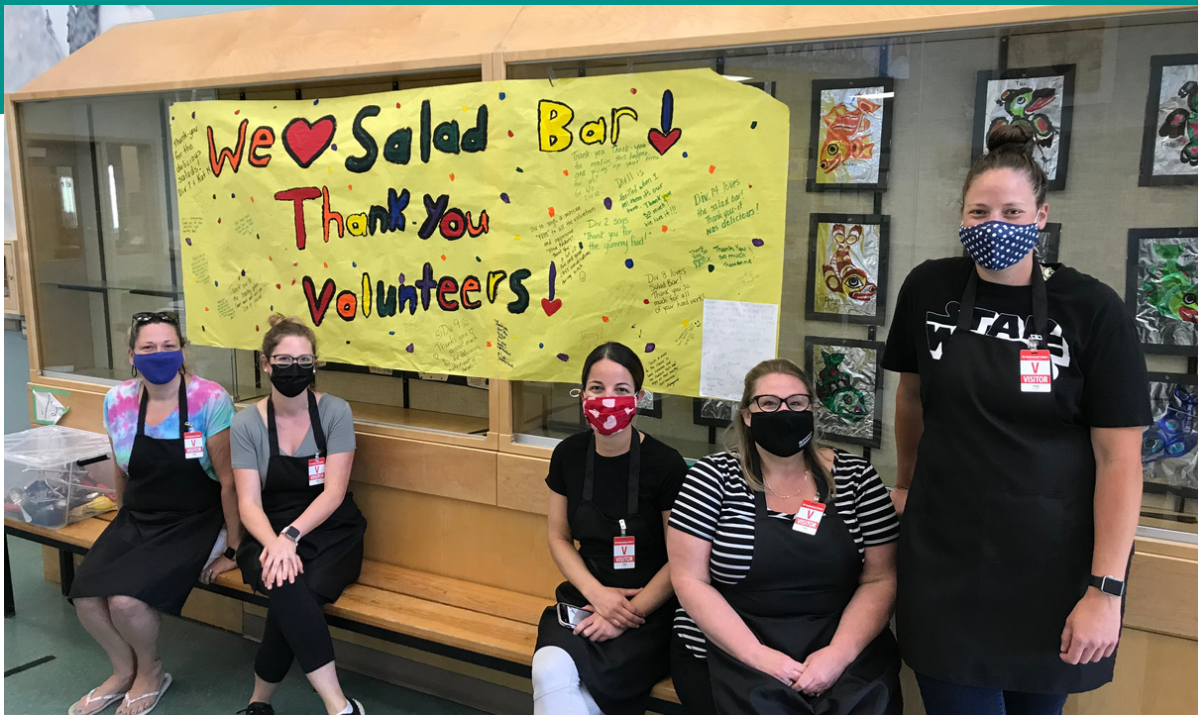


Image: Aspen Park Elementary in Comox, BC

THANK YOU!

Our work at Farm to Cafeteria Canada is made possible thanks to the collaboration of and hard work of many individuals and organizations. We wish to thank:

- **The school communities we work with** whose dedication, energy and creativity inspire us every day.
- **Our National Advisory Council** members, who bring a diversity of knowledge, experience, perspective and encouragement to our leadership team.
- **Our project implementation partners** who allow this work to be done in a way that is community-based, but with national reach.
- **Our 2022 funders**, without whom none of our work would be possible:
 - Government of Canada (Public Health Agency of Canada; Heritage Canada)
 - Whole Kids Foundation
 - Our inaugural individual donors
- **The Social Planning and Research Council of BC**, who served as our administrative agent and provided a space for our organization to flourish and grow from 2014 through 2022.

***Together, we can transform how food is
experienced, learned and celebrated in
all schools across Canada.***



farm to
Cafeteria
Canada

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à la Cafeteria
Canada

www.farmtocafeteriacanada.ca

Farm to Cafeteria Canada Society is a Registered Canadian Charity # 738633601 RR0001

Image: St. Joseph's Catholic School, Port Elgin, Ontario