



Food Security

In Newfoundland & Labrador



**Food Security Network of
Newfoundland and Labrador**
www.foodsecuritynews.com

Agenda

12:00 – 12:05

Welcome & Introductions

12:05 – 12:10

Introduction to FSN & Food Security in NL

12:10 – 12:15

Keynote Speaker:
Carolyn Wheeler, West Coast Farmers' Market

12:15 – 12:20

Keynote Speaker:
Colin Greene, St. John's Farmers' Market

12:20 – 1:00

Discussion & Questions

Food Security Network NL

Our Five Priorities

1. Networking & Information Sharing
2. Public Awareness & Education
3. Partnerships
4. Catalyst of & Support for Food Security Initiatives
5. Research

“Actively Promoting comprehensive, community-based solutions to ensure physical and economic access to adequate and healthy food for all.”

What is Food Security?



Food Security exists when all people, at all times, have access to adequate amounts of nutritious, safe, and culturally appropriate foods.

Food Security means that the people who produce foods are able to earn a living wage.

Sustainable Food System

A Healthy, Sustainable Food System focuses on:

- Local, Seasonal Foods
- Health of the Population
- Building Communities
- Local Economic Development
- Supporting local producers, processors, Distributors & Retailers



West Coast Farmers' Market



- Operated by the **Western Environment Centre (WEC)**.
- Every Saturday from July to October from 10:00 to 2:00 on the Majestic Lawn in Corner Brook.
- On a typical Saturday you will find:
 - fresh seasonal produce;
 - homemade preserves;
 - jellies, jams & chutneys;
 - honey;
 - baked goods;
 - hand made hats and wood crafts;
 - local artisans' displays;
 - coffee and tea; and
 - live entertainment!
- WEC provides information about energy and water conservation, and details about their community garden project.

St. John's Farmers' Market

History of the SJFM

- **Oct 2007** – First Farmers' Market at the Masonic Temple (Downtown)
- **Nov/Dec 2007** – Pilot Markets averaging 500+ visitors
- **Jan 2008** – Formed Steering Committee
- **June - Nov 2008** – First season at the Lions Club. More vendors, averaging 750+ visitors
- **2009** – formed Friends of the SJFM
- **June - Nov 2009** – averaging 1000+ visitors, hired market manager
- **2010/2011** – Formed Cooperative



Farmers' Markets in NL

Discussion and Questions



- Vendor recruitment
- Farmer involvement
- Vendor incentives
- Table fees
- Facilities



Thank you!



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