



Farm to School Manitoba Healthy Choice Fundraiser

Annual Report 2021-2022

Sheila Stark, PHEc
on behalf of

Manitoba Association of Home Economists
Box 582 Station Main
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Phone: 204-885-0718

MANITOBA ASSOCIATION OF HOME ECONOMISTS

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Admissions Chair	Tricia Meaud (2/2)
IPHE Chair	Kendra Monk (2/2)
Farm to School and Fruit Share Liaison	Sheila Stark (1/2)

MAHE Contractual Positions

Administrative Service Provider	Teresa Cooper, JMJ Group Consulting
Farm to School Healthy Choices Project Managers	Melodie Ho and Symone Moodoo

Identification

Manitoba Association of Home Economists
Box 582 Stn Main
Winnipeg MB R3C 2J3
Phone: 204-885-0718

Incorporated under the Professional Home Economists Act, 1990, by the Province of Manitoba. The Manitoba Association of Home Economists’ mission is to support and promote the role of its members in improving the quality of life for individuals, families, and communities.

OVERVIEW

Farm to School Manitoba Healthy Choice Fundraiser (Farm to School Manitoba) is a program that brings local Manitoba vegetables to schools and licensed daycares in the form of an annual fundraiser. While generating competitive returns in the fundraiser market, schools and daycares are offering the purchase of nutritious Manitoba vegetables to the children and families within their communities. The fundraiser is available strictly to Manitoba schools (Grades K-12) and licensed daycare centres. Farm to School Manitoba has successfully made positive connections with many schools and daycares through providing a positive fundraising experience and forming supportive relationships that have resulted in loyal fundraising groups returning each year.

PROGRAM PARTNERS

This program was developed and functions through a collaborative effort with three major partners: Manitoba Association of Home Economists (MAHE), Peak of the Market (PEAK), and the Government of Manitoba.

PROGRAM STAKEHOLDERS

Key organizations in the community are active supporters and collaborators with Farm to School Manitoba. Each organization has served as a valuable connection for the growth and success of the program since its inception. Harvest Manitoba, Canola Eat Well, Manitoba Association of Parent Councils, Manitoba Child Care Association, Bruce D. Campbell Farm & Food Discovery Centre (FFDC), Child Nutrition Council of Manitoba, Frontier School Division, and Nuton of Dairy Farmers of Manitoba continue to support the Farm to School Manitoba program through collective marketing efforts, providing promotional opportunities for the program, collaborating on special projects, and providing feedback in program development and evaluation initiatives as able.

AMENDMENT TO PROGRAM COORDINATOR CONTRACT

Upon the resignation of the Farm to School Coordinator as of November 30th, 2021, the MAHE executive board elected to have Sheila Stark (MAHE F2S liaison) assume the role and responsibilities of the program coordinator.

PROGRAM PROMOTION

Due to the COVID-19 pandemic, lack of in person events and limited numbers along with virtual platforms restricted Farm to School participation at trade shows, workshops, and conferences with community partners. More importantly in June of 2021, the Farm to School Coordinator was notified of the organizational restructure of Peak. This disruption prompted several meetings with MAHE executive, and Peak management. Peak submitted a memorandum of understanding to clarify Peak's expectations of the Farm to School Coordinator's role for the Farm to School Healthy Fundraiser. **See details attached in Appendix A.**

Although the vegetable fundraiser was coordinated exclusively by Peak this project year, (***“With Peak of the Market handling all direct communications with schools and daycares, it is important that we are the ones that are directly dealing with the outward facing marketing related to the Farm to School Fundraiser. This will ensure that the message is consistent and managed accordingly. Peak is representing Peak.”***) as per Appendix A, Farm to School Manitoba remained active wherever possible in both the limited virtual and on-line community to promote and support the purchase of local agriculture, nutrition, food skills development, and online remote learning resources for youth. The Farm to School Manitoba program and its support of children, their families, community members and local farmers was highlighted during all community engagement opportunities.

Bruce D. Campbell Farm & Food Discovery Centre (FFDC), Local Veggie Day, Farm and Food Awareness Week, September 21-25, 2021

To celebrate Farm and Food Awareness Week, Farm to School Manitoba and the FFDC partnered to host a CTV live on location event, September 22nd. Due to health restrictions limited personnel were invited and attended.

The first segment included a tour of the facility and promotion of Farm and Food Awareness Week.

MAHE submitted a proclamation request for Local Veggie Day in late August 2021 to coincide with Farm and Food Awareness Week. In the second segment Local Veggie Day was proclaimed by the Minister of Agriculture, Ralph Eichler to honour local vegetables, local farmers and the farm to school efforts taking place across Manitoba. This special day was promoted on all social media platforms for program supporters to see and virtually celebrate with Farm to School Manitoba.

In the third segment representatives from Peak of the Market brought vegetable bundles and spoke. Final segments included a university student and her connection to agriculture as well as a representative from Ag in the Classroom showcasing their “follow a farmer” resource.

**Manitoba Home Economic Teachers Association (MHETA)
Professional Development Day – SAGE-October 23rd, 2021**

The one-day event attracted home economics teachers from across the province and was filled with virtual presentations and workshops. Farm to School contributed toward the “teacher totes” mailed out to participants and included the “vegetable passports” and “vegetable care information sheet” for classroom use.

PROGRAM PARTICIPANT AND COMMUNITY PARTNER ENGAGEMENT

**Manitoba Association of Home Economists AGM and Conference,
Saturday, November 27, 2021**

The MAHE annual general meeting was hosted virtually with both voting members and members of the board of directors present. Farm to School liaison submitted a report for the members to view program information and highlights.

Child Nutrition Council of Manitoba -April 2021 Presenter for the Child Nutrition Council of Manitoba on-line webinar “Sharing resources and tools to build a nourishing school environment”. Continued connections related to Healthy School Food Coalition till coordinator resignation in the fall of 2021.

Food Matters Manitoba – Food Action Hub membership, participation and collaboration with other stakeholders upheld till coordinator resignation in the fall of 2021.

Manitoba Food Environments for Early Learning and Schools Group (FEELS) – formerly the School Nutrition Action Group

Maintained group discussions regarding local food to school presence in Manitoba in the fall of 2021.

Farm to Cafeteria Canada (F2CC) – Regional Lead Role, Annual Grants Support, Edible Education Community of Practice

To increase the awareness of and participation in farm-to-school activity across Manitoba, Farm to Cafeteria Canada has solicited the collaborating efforts of Farm to School Manitoba through offering the role of Regional Lead to the Program Coordinator. This role is meant to provide regional support to schools in Manitoba that are pursuing farm-to-school initiatives, those applying for the national Farm to School grants offered through FF2C, and to develop regionally and nationally relevant resources and content related to food literacy.

The National Farm to School annual grant program in 2021-2022 welcomed applicants from all provinces. For the second time, Manitoba schools had the opportunity to apply for \$10,000 grants. Out of 5 Manitoba applicants, Nisichawayasihk Neyo Ohtinwak Collegiate, in Nelson House was our Manitoba school grant recipient. The objective of the grants is to bring more healthy, locally produced foods into schools. The grants support improved food literacy with the intent of providing hands-on experiences including growing, harvesting, and cooking food at school; and improving school meal services with locally grown foods. Due to the COVID-19 pandemic, the grant application deadline was extended, and applications were submitted across the country. The Farm to School Manitoba Program Coordinator was solicited to provide grant application review assistance to the national review committee to provide regionally applicable insight and context to the applications put forth by Manitoba schools. A huge thank you to MAHE Professional Home Economists who volunteered time and efforts into reviewing applications and giving recommendations.

The Program Coordinator is also part of the newly formed Edible Education Community of Practice national group to learn from and collaborate with farm-to-school practitioners from across different regions of the country. The diverse group offers support, networking, resource-sharing, and updates to all its members.

An excellent opportunity to work with such a great group of like-minded individuals across the provinces building a network to develop, share and create opportunity to educate our students in food literacy and provide those hands-on learning experiences and access to locally grown food.

ONLINE PROMOTION

Farm to School Manitoba operates social media accounts including Facebook, Twitter, and Instagram. The following types of content were updated and shared on these platforms:

- Recipe ideas, food skill resources, and nutrition education resources/activities from program partners as well as third party websites
- Relevant resource and programs including content from community organizations identified as key program stakeholders for Farm to School Manitoba
- Locally relevant community content

Peak of the Market requested they handle all direct communications with schools and daycares, and the outward facing marketing related to the Farm to School fundraiser. (**Appendix A**)

MAHE, the administering agency for Farm to School Manitoba, continues to support and promote aspects related to healthy food, nutrition, and educational areas.

RESULTS

2021-2022 Manitoba Healthy Schools Fundraiser numbers below:

Total number of Manitoba orders placed: 12,238

Total number of Manitoba schools/daycares registered in the program: 93

The final donation total sent back to Manitoba schools/daycares: \$119,910

Total number of pounds of vegetables sent to Manitoba schools/daycares: 172,017 lbs.

**(Submitted by Jodi Johnson, Director of Marketing and Communications, Peak of the Market)
May 2022**

FINANCIAL STATEMENT

With health restrictions still relevant and new disruptions to the program fundraiser for the 2021–2022-year, Farm to School Manitoba successfully remained relevant and involved in the community with financial contribution from the Province of Manitoba through Mental Health and Community Wellness (MHCW). In 2021, the Province of Manitoba confirmed support of Farm to School Manitoba for an additional year with a grant of \$25,000.

The program is administered by MAHE through a hired contract program coordinator(s) who is responsible for preparing and managing the program’s annual budget, participating in strategic planning and program evaluation with partnering agencies, and following through with new initiatives and recommendations. The key project management activities to which the funding is allocated include promotion of the program at in-person events and via online outlets, development, and maintenance of content for the Farm to School Manitoba website and social media accounts, coordinating special events, including the proclamation of Local Veggie Day in Manitoba, as well as planning and leading stakeholder and partner meetings as appropriate. This year’s activities are highlighted throughout this report.

Please refer to Appendix B for the 2021-2022 financial budget. Heading into the 2020-2021 program year, Farm to School Manitoba has a surplus of \$1369.46. This funding was allocated towards program promotion efforts and corresponding events. Due to the COVID-19 pandemic, disruptions to the fundraiser, resignation of our program coordinator due to job relocation, and the continuously changing

public health orders, some planned promotional activities have been postponed and/or cancelled resulting in surplus funds.

This surplus is allocated to developing more virtual-based vegetable promotions, educational resources and activities geared towards school age children and their families, and will promote increased consumption of healthy local food, and improved food literacy and food skills.

PROGRAM GOALS ESTABLISHED FOR 2021-2022

The following goals have been developed by the Farm to School Manitoba Program Coordinator(s)/liaison to address the interests and recommendations put forth by program partners both informally and formally over the 2021-2022 project year.

PROGRAM OPPORTUNITIES AND RECOMMENDATIONS FOR 2021-2022

The following opportunities and recommendations have been compiled by the Farm to School Manitoba Program Coordinator(s) based on ideas, feedback and suggestions put forth by program partners and community stakeholders over the past years as well as through best practices. They are meant to achieve results that are in line with the established program goals for the 2021-2022 year.

Farm to School Manitoba

- Maintain farm2school@mahe.ca Gmail account – correspondence, Google Drive, Google Calendar and any scheduled meetings or invitations from collaborating organizations
- Maintain/update Farm to School Manitoba website as needed
- Annual Report writing for April 2021-March 2022
- Online promotions related to healthy eating, meal preparation, food skills, local foods, educational resource sharing
- Connect with Child Nutrition Council of Manitoba regarding Coalition for Healthy School Food and how Farm to School Manitoba can be a key player/collaborator
- Attendance to collaboration meetings with Manitoba Food Environments for Early Learning and Schools (FEELS) group of Registered Dietitians:
 - Network, program updates, cross-promotion, resource development, event planning
- Nutrition Month promotion planning (March 2022) – Great Big Crunch, collaborate with other organizations for cross-promo opportunity (Nuton, Child Nutrition Council of Manitoba, Ag in the Classroom, local farms).
 - Ideas: nominate a classroom to host a virtual big crunch with carrots, host a Facebook Live event and invite classrooms from across Manitoba to join and participate in a provincial great big crunch
- Program planning for 2022-2023, work plan, budget; potential opportunities:
 - Collaborate with Farm and Food Discovery Centre for learning events
 - Connect with Food Matters Manitoba to identify potential opportunities to become more involved with the Food Action Hub – presentations, resource development

- Become active player with Coalition for Healthy School Food
- Identify other local food fundraising opportunities: fruit growers, small local farms
- Build a “hub” for all local food activities involving students and youth – fundraisers, activities, resources, promotions, events
- Continue resource development with Simple Life designs for fall printing distribution to teachers/schools.

Farm to Cafeteria Canada

- Continue collaborative relationship with Farm to Cafeteria Canada to support farm-to-school initiatives in Manitoba as part of the Regional Lead role:
 - Promote and provide support to the annual Farm to School national grants program to potential applicants in Manitoba
- Assist with grant application review for Manitoba region after submission deadline
- Attendance to Farm to Cafeteria Canada virtual meetings as Regional Lead for Manitoba – team meetings, grant-related meetings, strategic planning sessions, Edible Education Community of Practice meetings
- Explore ways that Farm to School Manitoba can evolve from a fundraiser initiative to an all-encompassing local food to school organization

FINAL NOTES

The structure of this report is in keeping with past annual reports compiled by previous program coordinators for Farm to School Manitoba. Opportunities and recommendations for future program years are based on past and ongoing recommendations from schools, licensed daycares, community stakeholders and the program partners. This report is complete and accurate to the best knowledge of the MAHE Farm to School liaison, Sheila Stark, PHEc in collaboration with MAHE executive members and information attached from Peak of the Market personnel.

APPENDIX A: As submitted by Peak of the Market July 9th, 2021, by CEO Pam Kolochuk

Farm to School Fundraiser Proposal

The Farm to School Fundraiser is currently all managed by Peak of the Market, with the social media and sister site farmtoschoolmanitoba.ca managed by MAHE. Peak of the Market believes that the Farm to School Fundraiser is a great event that contributes to schools and daycares and is committed to it for years to come. In order to best serve the participants of the fundraiser we would like to have the entire program managed by Peak of the Market. While the Farm to School Fundraiser is fully managed by Peak, I think there are opportunities for Peak to partner with MAHE in other ways to support nutrition in schools and healthy eating.

Based on our discussions at the end of June, this is what I would like to propose regarding Farm to School Fundraiser.

1. All social media related to Farm to School be owned and managed by Peak of the Market
 - a. With Peak of the Market handling all direct communications with schools and daycares, it is important that we are the ones that are directly dealing with the outward facing marketing related to the Farm to School Fundraiser
 - b. This will ensure that the message is consistent and managed accordingly. Peak is representing Peak
2. All Farm to School websites be owned and managed by Peak of the Market
 - a. We currently pay for the hosting of the sites, and for the updates to farmtoschool.ca. Farmtoschoolmanitoba.ca updates are done by MAHE. We would like to own both the farmtoschool.ca and farmtoschoolmanitoba.ca domain
 - b. This will ensure that the message is consistent and managed accordingly. Peak is representing Peak
3. MAHE can still be connected to the program in some way through promoting on the MAHE website and using the MAHE logo on the farmtoschool.ca webpage.
4. MAHE can still promote healthy eating in schools, without it being directly related to the Farm to School Fundraiser
5. We will still distribute recipe books with the bundles from the MB Canola Council
6. We will still provide data to MAHE regarding bundles sold in MB and dollars raised if wanted, however there will no longer be personal data shared from each school/daycare

From our discussions, I believe that MAHE can still be a great contributor to promoting healthy eating to students and creating a program with schools to promote nutrition in schools. I think there is also opportunity to partner with Agriculture in the Classroom and extend their program on agriculture literacy to include food literacy.

With things hopefully opening up and schools being able to allow visitors back in, I think there is a lot of opportunity to create a 30-minute program where someone goes in and talks about healthy eating and how to prep raw vegetables, and have the students make something for snack. This could be happening as early as Kindergarten. Peak of the Market could support this initiative through providing vegetables in season for this project. MAHE could also promote recipes through their social media account, and Farm to School could share. Peak will be moving into a different direction when it comes to marketing. I think there is a lot of opportunity with MAHE, food literacy and mental health that could be taken advantage of in regard to schools and daycares as well that MAHE could lead in partnership with government that Peak could support.