

Enjoying Good Local Food Together - Aligning York Region's Food Initiatives

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Management Plan

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OVERVIEW

- SM4RT Living and food waste reduction
- Cross collaboration with Economic Strategy and Nutrition Services
- 2019 activities – better together!
- 2020 preview

SM4RT LIVING WASTE MANAGEMENT PLAN focusses on reduction and reuse

Reduce Food Waste +
Promote composting



Promote reuse + repair
of household goods



Moving towards
a circular
economy



Preparing for changes
to the Blue Box
Program



WHY FOCUS ON WASTED FOOD?

Green Bin processing cost is just the tip of the iceberg

- Greenhouse gas emissions
- Economic factors
- Wasted resources
- Food literacy



**THE FIRST RULE OF
FOOD WASTE IS DON'T
TALK ABOUT FOOD
WASTE... AT LEAST NOT
TOO MUCH.**

STRATEGY

- Provide ideas and tools to plan, prepare and enjoy healthy meals at home
- Focus on the positive emotions around food, family health and nutrition
- Promote time and money saving benefits
- Align with other food messaging at the Region to reach broad audience



Enjoy Good Local Food Together — collaboration helps extend reach of the Region's food programs

- Collaboration between Environmental Services, Nutrition Services and Agriculture and Agri-food strategy team on food programming
- Shared resources, expertise, messaging increasing impact of all programs – doing more with less



Partnerships allow us to implement more social media and in-person engagement



York Region (The Regional Municipality of York)

We are 🥰 happy to be back at the Town of East Gwillimbury Farmers' Market this Thursday, August 8 from 2 to 7 p.m. Visit Krissi at the Good Food pop-up shop to chat about simple meal planning, food storage tips, healthy meal choices and local food. You can even share your 🥰 fondest food memory! Find ways to save time and money at york.ca/goodfood

#goodfood #planprepareenjoy #yrrwaste #zerowaste #lovetofoodhatewaste #localfood #loveyr #strongcommunity



York Region Food Network

10 November at 12:30 · 🌐

YRFN's Freestyle Cooking Workshop Wed, Nov.13 is almost full! Join us from 10AM-12PM at Aaniin Community Centre in Markham. Learn some tips on a living a recipe-free life! Grab the last spots now for this free workshop! Register at: <https://yrfncooks.eventbrite.ca>



EVENTBRITE.CA

Freestyle Cooking

Bigger activation with Market and Co. made possible through collaboration



HOW DID IT GO?



60-70 food conversations
per day

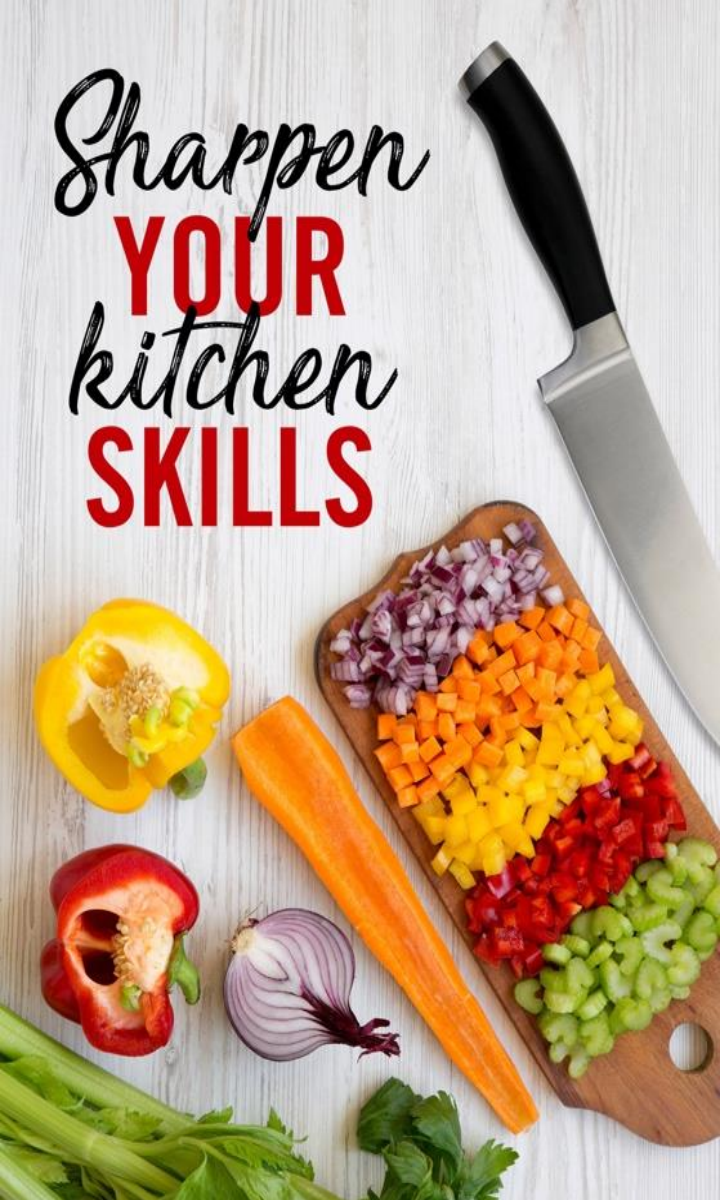


Social media influencers improve
online engagement success



Workshop
Success!

Sharpen **YOUR** kitchen **SKILLS**



WHAT'S NEXT?

- Set 2020 goals
- Engagement with businesses around single use plastics
- Continue Collaborating!
 - Strategic outreach opportunities
 - Refined messaging
 - More community partners
 - Combined efforts on larger events/campaigns

Questions?

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