

Food Awareness Act

for Prince Edward Island

A Discussion Guide



Agriculture and
Fisheries



Food Economies

Access to Local Food

Availability of Food

Food Stakeholders

Local Food Awareness



CANADA

Agriculture and
Fisheries

Food Awareness Act for Prince Edward Island

A Discussion Guide

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James Ingram photos: cover, page 4, 5 and 8.



Purpose

The purpose of the PEI Food Awareness Discussion Guide is to stimulate community discussion about the development of food awareness legislation and policy in PEI. The guide has been designed to encourage conversations related to farm, fish and food economies; access to local food; availability of food; food stakeholders; and local food awareness.

The PEI Department of Agriculture and Fisheries (DAF) is developing legislation that will establish the creation of a Food Awareness Day and a Food Awareness Week. These events intend to promote, celebrate and create awareness about food in PEI. The legislation also proposes to include the option for the Minister of Agriculture and Fisheries to set annual local food goals or objectives for organizations in PEI. The DAF is looking for your feedback to inform both legislation and policy.

HERE IS HOW YOU CAN ENGAGE IN THE CONVERSATION:

This guide is designed to promote and encourage community dialogue regarding food and its importance to PEI. Simply read through the discussion guide and answer the questions found on pages 13 - 16. Please see page 17 for instructions on how to submit feedback. Your comments and observations will help shape policy and legislative development.

TOGETHER:

You are encouraged to review the discussion guide with your community group, industry association, co-workers, friends, family or other networks and provide feedback to the Department of Agriculture and Fisheries.

INDIVIDUALLY:

If you are unable to have a conversation using the discussion guide in a group, we still value your feedback! You can complete the questionnaire found on pages 13 - 16 of this guide, on your own.

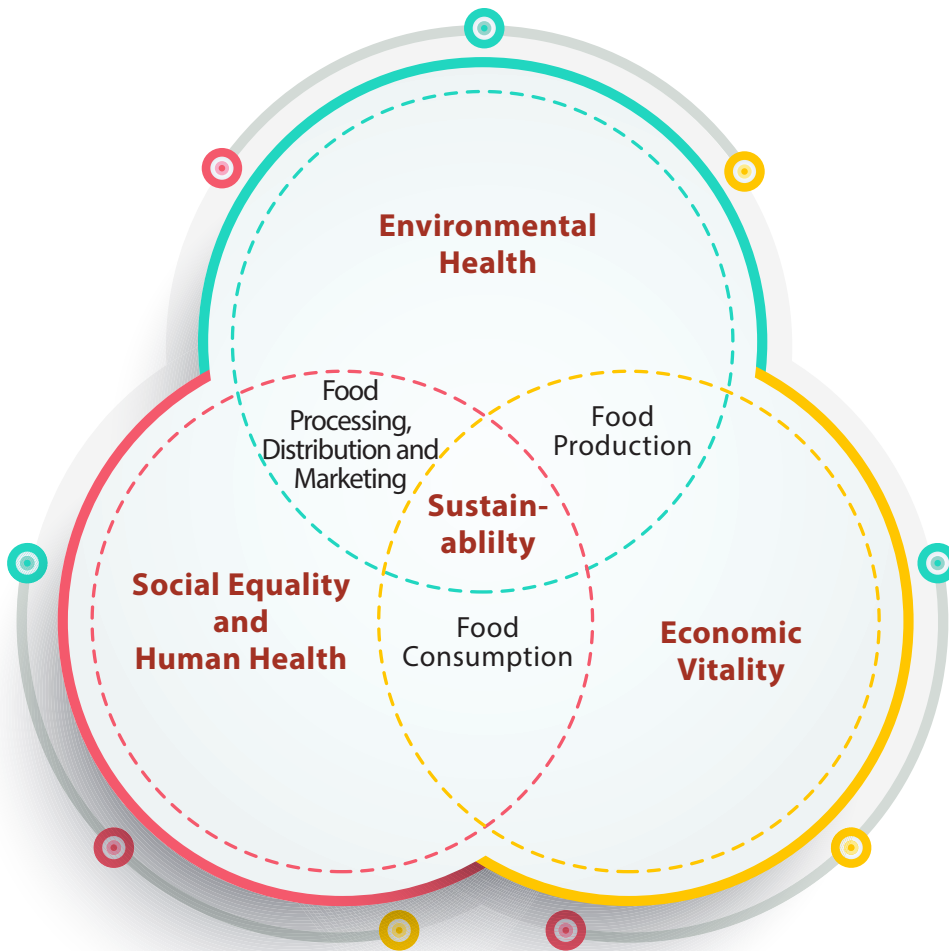


A COMMUNITY FOOD SYSTEM

Goals of a Community Food System

(Garrett & Feenstra, 1999)

A community food system is one in which sustainable food production, processing, distribution and consumption are integrated to enhance the environmental, economic, social and nutritional health of a particular place.⁴



A scan of other jurisdictions in Canada

Province	Food Awareness Legislation
Alberta	✓ Local Food Act, 2015 ¹
British Columbia	X
Manitoba	✓ Farm and Food Awareness Act, 2014 ²
New Brunswick	X
Newfoundland	X
Nova Scotia	X
Ontario	✓ Local Food Act, 2013 ³
Quebec	X
Saskatchewan	X



*"The economic benefit of food production and processing in PEI requires the careful management of available resources"*⁶

Access to Food:

Community food security includes access to a safe, culturally acceptable, nutritionally adequate diet through a sustainable system. Achieving community food security maximizes community self-reliance and social justice.⁵

Food Economies:

The economic benefit of food production and processing in PEI requires the careful management of available resources.⁶

Food Stakeholders:

'Food Stakeholders' refers to individuals or organizations that have an interest or involvement in food production, processing or other food-related activities. Collaboration among diverse food stakeholders is important to address complex issues and to frame solutions.⁹

Availability of Food:

Sufficient quantities of quality food in the food system is a fundamental human need and important for ensuring community food security.⁷ Increasing the availability of whole foods, such as fruit and vegetables, supports people to avoid unhealthy foods.⁸

Food Awareness:

Consumer knowledge and understanding about production, distribution and purchasing of local food is important. Increased awareness, education and literacy about local food may motivate consumers to make healthier food choices.¹⁰

Food Awareness

*Increased awareness, education and literacy about local food may motivate consumers to make healthier food choices.*¹⁰



PEI FOOD STATISTICS AT A GLANCE, 2017



Land:

Sales of potatoes accounted for 76% of all crop receipts in PEI.¹¹

Farm cash receipts totaled \$493 million.¹¹

Crop and animal production in PEI accounted for \$156 million in exports.¹¹

Sea:

Seafood landings in PEI totaled \$324 million.¹¹

Globally, aquaculture is the fastest growing food-producing sector. It accounts for 50% of the fish used for food.¹⁴

PEI produces 80% of Canada's mussels.¹²

Community:

Holland College's Culinary Institute of Canada has been recognized for providing the best culinary education in Canada.¹⁵

Primary food production employed 5,100 people in PEI.¹¹

Canada's Smartest Kitchen works with PEI food companies of all sizes to test products, recipes and offer solutions to complex market problems.¹⁶

Seafood exports from PEI increased to \$212 million.¹¹



ACCESS TO LOCAL FOOD

STATISTICS

Food insecurity exists whenever the availability of nutritionally adequate and safe foods, or the ability to acquire acceptable foods in socially acceptable ways, is limited or uncertain.³⁷

In 2014, 15.1% of households experienced some level of food insecurity in PEI.¹⁷

Food insecurity can lead to chronic disease such as diabetes, obesity and heart disease.¹⁸

ACCESS

Lack of access to food impairs the performance of young learners.¹⁸

In 2013, over 1 in 5 children lived in households experiencing some level of food insecurity in PEI.¹⁸

Community food security includes access to a safe, culturally acceptable, nutritionally adequate diet through a sustainable system.³

COST

The prices of foods imported to PEI are impacted by external factors such as weather and climate change in other countries.¹⁹

The average household in PEI spends \$7,702 on food annually; of that \$1,959 is spent eating outside of the home.¹¹

As the price of food increases, so too does the level of food insecurity.¹⁸



AVAILABILITY OF LOCAL FOOD

AVAILABILITY

The availability of food can directly impact food costs and food security. In Canada, in 2016:

- Fresh fruit available for consumption increased while fresh vegetables (excluding potatoes) decreased.²⁰
- The availability of red meat has continued to decline; however, poultry increased causing fluctuations in market prices.²⁰

BEVERAGE PRODUCTION

Beverage production in PEI is growing. In addition to dairy products, juice, and cider, PEI companies produce a wide variety of other beverages such as soda, mead, wine, kombucha, beer, vodka and other spirits.²¹

SEASONALITY

Seasonally in PEI, a number of locally produced food options are available that include many organic choices.²¹

Many crops grown in PEI, such as root vegetables and apples, are easy to store and can be consumed during the winter months.²²

Winter storms can disrupt food deliveries of imported foods that are not produced in PEI.²²

Availability of local food refers to sufficient quantities of quality food in the food system.⁷ Increasing the availability of whole foods, such as fruit and vegetables, enables people to avoid processed, unhealthy foods.⁸

BUYING LOCAL

There are several year-round Farmers Markets in PEI and 8-10 seasonal markets that sell a wide variety of locally grown and processed food products.²³

Roadside vegetables stands can be found in many communities throughout PEI.²¹

Community garden spaces can be found in some of the larger municipalities in PEI.²²

RURAL CHALLENGES

Rural populations can experience greater challenges accessing fresh, affordable, and healthy food options.²⁴



FOOD STAKEHOLDERS IN THE ISLAND FOOD SYSTEM

'Food Stakeholders' refers to individuals or organizations that have an interest or involvement in food production, processing or other food related activities. Collaboration among diverse food stakeholders is important to address complex issues and frame solutions.⁹

PEI CONSUMERS

- There are 152,021 people in PEI of whom 40% live in rural areas.¹¹
- The median household income was \$61,163 in 2017.¹¹
- Food accounts for 11.3% of total household expenditures.¹¹

Agriculture Producers

There are 1,353 farms in PEI.³⁸ The average age of farm operators is 55 years old.¹¹

Food Professionals

PEI is home to one of the top culinary schools in Canada that prepares students to compete on a global level.¹⁵

Aquaculture and Fisheries Harvesters

The aquaculture and fisheries industry employs as many as 8,500 people at peak production.¹¹

Food Processing Industry

PEI has a growing food processing sector that adds value to PEI products and creates employment.²⁴

Who is missing?

Post Secondary Academic Institutions

This includes: UPEI, Holland College, College de l'Île, and other privately funded institutions.³¹

Advocacy Organizations

There is a broad range of organizations that perform important food advocacy functions.²⁸

Food Banks and Emergency Food Outlets

Food banks are located in every region in PEI.²⁹

Tertiary Sector

This includes: schools, hospitals, restaurants, libraries, and other public institutions.

LOCAL FOOD AWARENESS



'Food Awareness' refers to consumer knowledge and understanding about production, distribution and purchasing of local food. Increased awareness, education and literacy about local food may motivate consumers to make healthier food choices.¹⁰

CELEBRATING OUR FOOD

There are over a dozen fairs and exhibitions that promote agriculture, fisheries and food in PEI including August's Old Home Week.³¹

Other events include:
PEI Shellfish Festival, Fall Flavours, Farm Day in the City and Open Farm Day.

FRESH AND LOCAL

The Canada's Food Island branding is encouraging growth of PEI food businesses through new product development by leveraging PEI's image.³⁶

The 2018 *Burger Love* campaign grew to 85 locations and sold 180,000 burgers in one month.³⁵

Other successful food initiatives include *Love our Lobster* and *Porktoberfest*.



YOUTH AWARENESS

4-H is a youth organization that provides opportunities for leadership and skill development while promoting agriculture awareness.³²

PEI has a culinary program offered to high school students.³³

The Community Food Security and Food Awareness Program supported 12 schools and over 2,000 students in 2017 to increase local food in schools and promote healthy eating.³⁴

DISCUSSION QUESTIONS

5. What are your thoughts on designating **a week** to celebrate, promote and create awareness about PEI food-related topics? What topics should be focused on during the week?

6. What are your thoughts on designating a specific **day** to celebrate, promote and create awareness about PEI food-related topics? What topics should be focused on during the day?

SUBMIT YOUR FEEDBACK

Here is how you can submit your feedback to the Department:

1. Answer the questions directly in the online text boxes:
www.princeedwardisland.ca/FoodAwarenessAct
2. Scan your comments and upload to the online portal:
www.princeedwardisland.ca/FoodAwarenessAct
3. Email your responses to: *agr-feedback@gov.pe.ca*
4. Send your comments by regular mail

The DAF intends to collect feedback throughout Fall 2018.

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Privacy

The discussion guide collects information under section 31(c) of Prince Edward Island's *Freedom of Information & Protection of Privacy Act* as it relates directly to, and is necessary for the development of food legislation and policy. If you have any questions please e-mail Darryl O'Brien at *agr-feedback@gov.pe.ca*.

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The Mighty Island

We are a small place, but we make *big things* happen.

The Department of Agriculture and Fisheries supports the sustained development of all elements of agriculture, fisheries and aquaculture on PEI.

peifarm.ca

