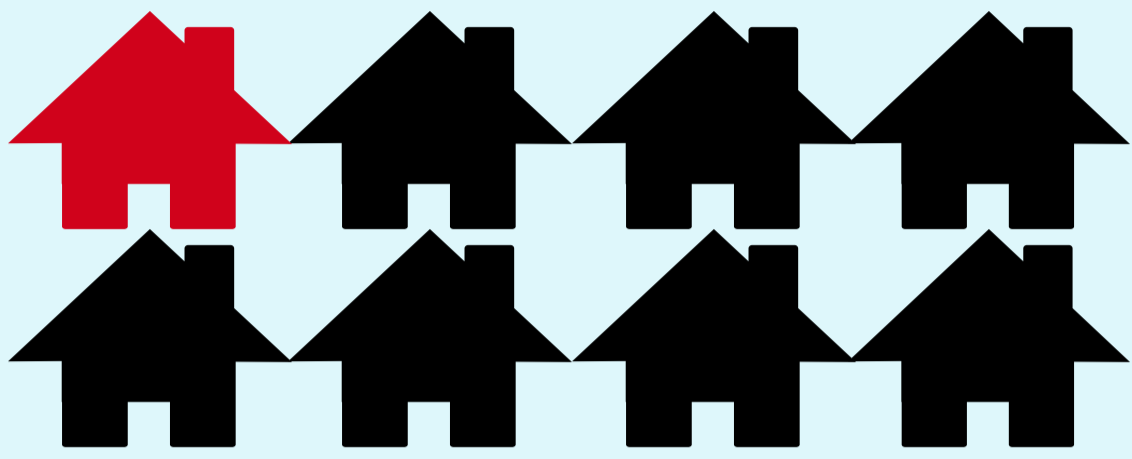


# Farm2Family

in the Downtown Eastside (DTES)  
Ray-Cam Co-operative Centre

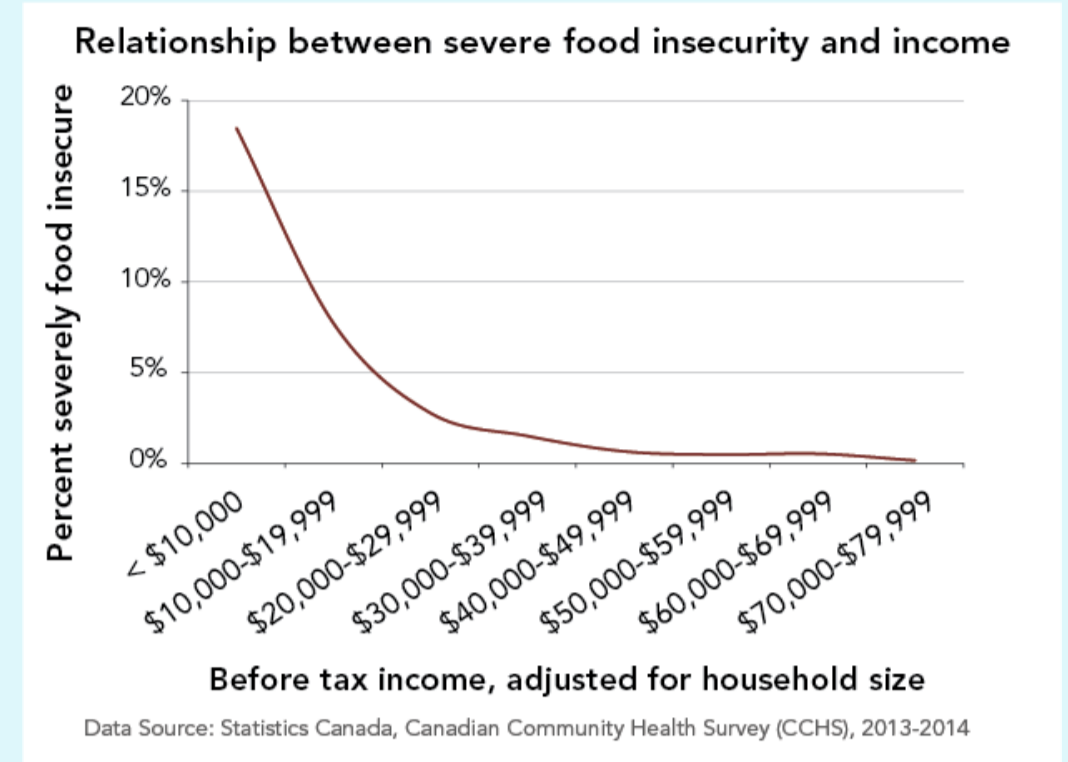


## Did You Know?



1 in 8 households in Canada are struggling to put food on the table [1]

DTES has a significantly  
**LOWER MEDIAN INCOME**  
of \$13,691 annually compared to approximately \$48,000 for the whole city [2]



Low incomes are directly related to **FOOD INSECURITY** [3]

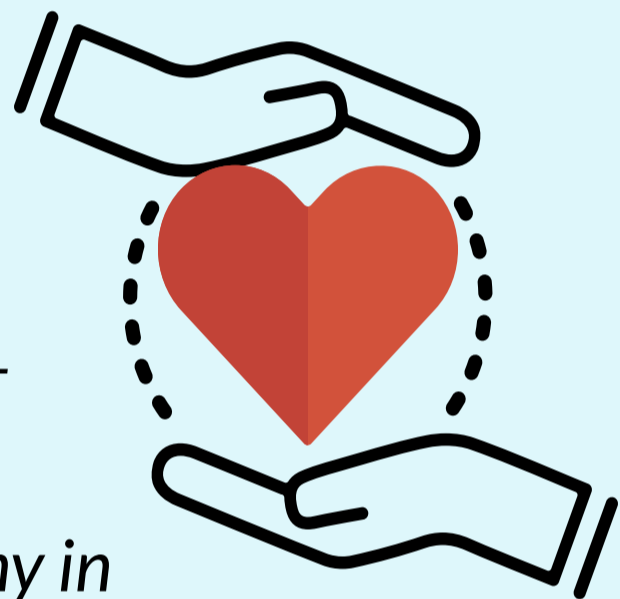
## OUR AIM:

To continue Ray-Cam Co-operative Centre's ongoing efforts to address food insecurity in the DTES community of Vancouver by establishing a Farm-to-Family program.

## Why Farm2Family?

### BUILDING COMMUNITY

- utilizes strengths of the community [5]
- encourages internal dialogue + engagement
- increases community autonomy in preparing and eating healthy food



### SUSTAINABILITY

- surplus produce can be put to use, rather than being disposed



### IMPROVING COMMUNITY FOOD SECURITY

- provides fresh + nutritious produce that is often inadequately provided by donation-based services
- "maximizes healthy choices, community self-reliance and equal access for everyone" [4]

## Our Approach



### COMMUNITY CONSULTATION

- Vision & Values
- Needs
- Budget constraints



### RESEARCH

- Literature review on DTES and food security
- Farmers' market participants
- Local farms



### DEVELOP OUTREACH MATERIALS

- Represent Ray-Cam's Vision & Values

## Our Results



ADDRESS

PHONE #

EMAIL

### DATABASE OF 64 LOCAL FARMS

Includes available produce for donation



### BROCHURE + EMAIL TEMPLATE TO CONTACT FARMERS

## ASSET-BASED

COMMUNITY DEVELOPMENT [5]

## Take Home Message

### FARM2FAMILY:

- Designed for community needs and values
- Engages the community in improving community food security
- Improves food access and maximizes healthy food choices



### WHAT'S NEXT?

- PROGRAM EVALUATION
- REFINE OUTREACH MATERIALS
- INCLUDE LOCAL FARMS THAT ARE NOT IN FARMERS' MARKETS



FOR MORE INFORMATION, VISIT US!

<https://blogs.ubc.ca/lfs350raycam2018/>

References:  
1. Statistics Canada. (2015, November 27). Household food insecurity, 2011-2012. Retrieved on March 18, 2018, from <http://www.statcan.gc.ca/pub/82-625-x/2013001/article/11889-eng.htm>

2. The Canadian Press. (2012, December 26). Vancouver's Downtown Eastside feeling gentrification squeeze. In *CBC News British Columbia*. Retrieved on February 6, 2018, from <http://www.cbc.ca/news/canada/british-columbia/vancouver-s-downtown-eastside-feeling-gentrification-squeeze-1.1190127>

3. PROOF. (2018, February 22). Household Food Insecurity in Canada. Retrieved on March 18, 2018, from <http://proof.utoronto.ca/food-insecurity/>

4. Bellows, A. C., & Hamm, M. W. (2003). International effects on and inspiration for community food security policies and practices in the USA. *Critical Public Health*, 13(2), 107-123. doi: 10.1080/0958159031000097652

5. Mathie, A., & Cunningham, G. (2003). From clients to citizens: Asset-based community development as a strategy for community-driven development. *Development in Practice*, 13(5), 474-486. doi:10.1080/0961452032000125857