

Planning for a Healthy Food System:

Collaboration between Public Health and Planning in the Region of Waterloo

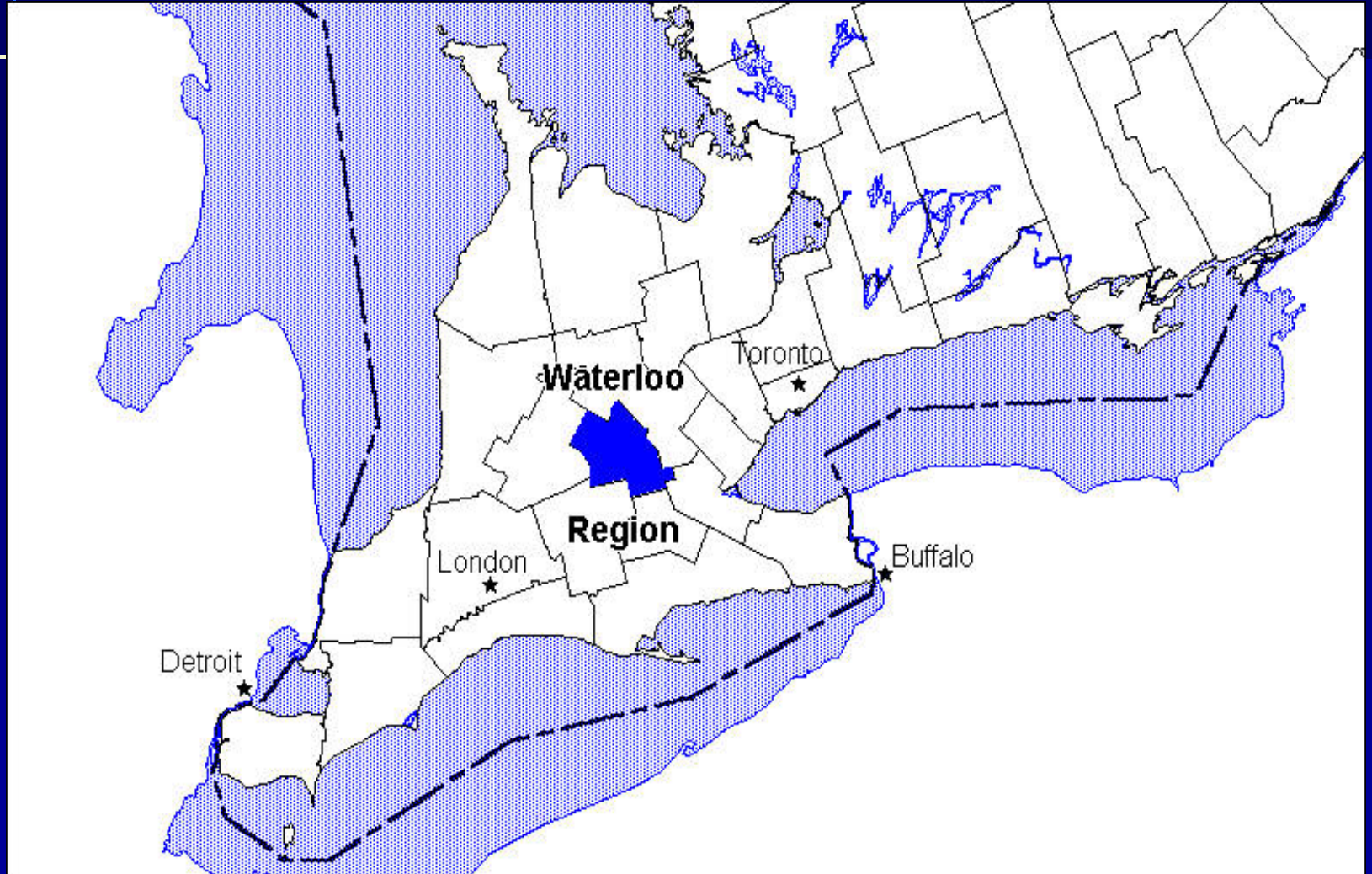


presentation to Architecture and Food Conference
May 3, 2008

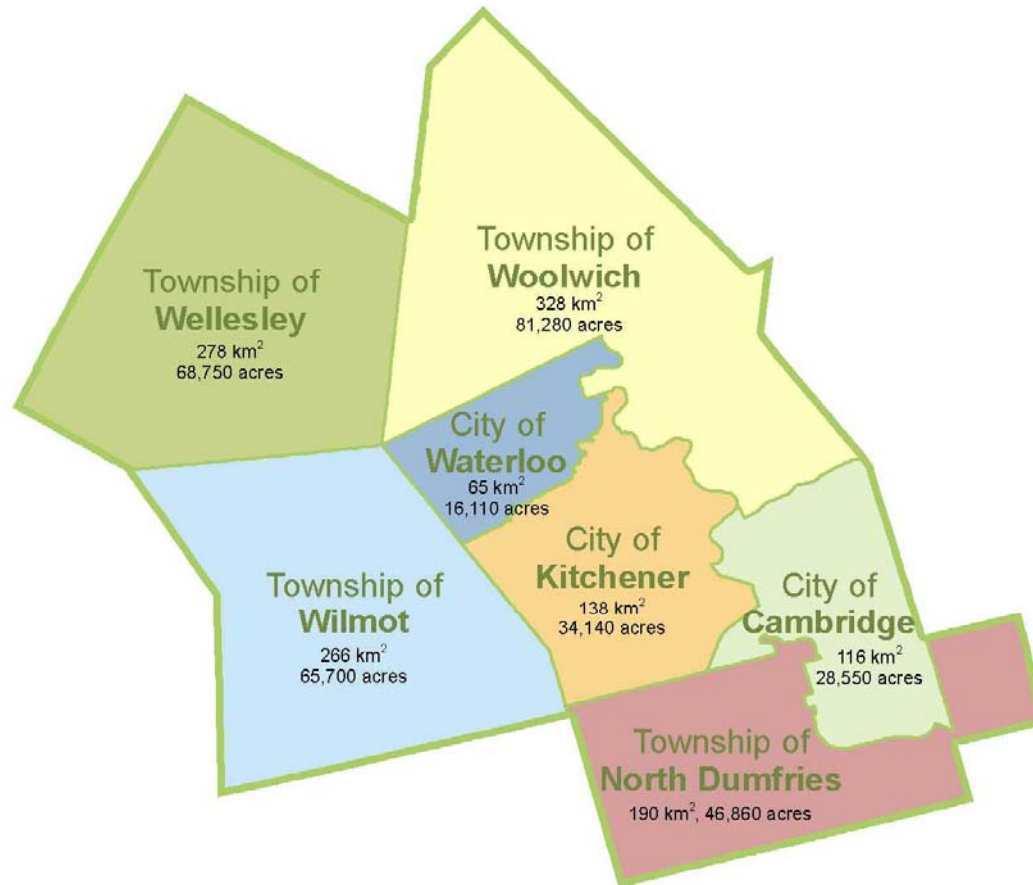
Marc Xuereb, Region of Waterloo Public Health
John Lubczynski, Region of Waterloo Planning



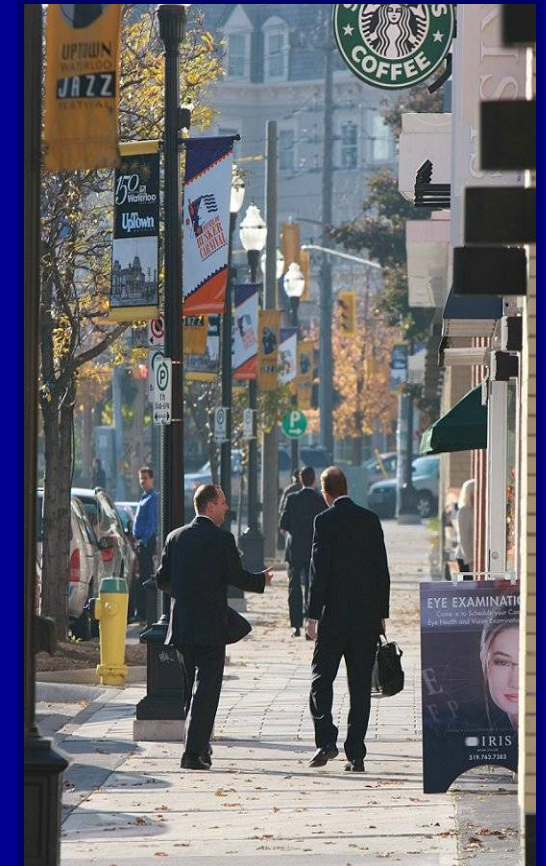
Waterloo Region in Context



Our local municipalities



Mid-sized urban community



Vibrant countryside





SERVING KITCHENER, CAMBRIDGE,

WATERLOO AND THE REGION

75 CENTS INCLUDES GST - HIGHER OUTSIDE WATERLOO REGION

THE RECORD

Region census data 'wows'

Kitchener metropolitan area grew by 8.2 per cent in five years

By ROSE SIMONE

boiled down to one word:

He was impressed when he analysed data from the 2001 census to spot trends in population growth, immigration, education, income, employment and other factors.

merce breakfast meeting yesterday. He saw a relatively fast-growing urban population with young families, lots of multicultural and industrial

8.2 per cent between 1996 and 2001 while the national growth rate was only four per cent.

SIXTH FASTEST GROWTH

The region had the sixth

The area is an economic engine for the country and Waterloo region is a big part of that, Newson said.

Better still, the region's population is one of the youngest

Boom times in Waterloo Region

What a past! What a future! Nothing but superlatives come to mind upon reading the figures a Statistics Canada official revealed in Waterloo Region this week. The statistics provide infor-

Region stood ground on sprawl

First in a series of stories reviewing the past year in the region.

By JEFF OUBRIE
RECORD STAFF

WATERLOO REGION

No scandals. No paralyzing controversies. Lots of money to spend.

Waterloo regional government had it pretty good in 2003. Councillors showed mettle

in standing firm against residents who challenged new bus routes and Waterloo road expansions.

They even seemed visionary in fighting urban sprawl.

But critics contend they stumbled when considering a pesticide bylaw and by stalling a proposed workplace smoking ban.

That's the mixed record of a government that raises the

most property taxes but struggles for public recognition.

Financially, councillors had lots of cash to spend, thanks to a growing tax base and prudent management that's earned kudos from an international bonding agency.

The region was in such good financial shape in 2003 that councillors could have maintained public services with almost no tax hike.

However, councillors chose instead to hike taxes by two per cent, enabling them to expand 31 public services, while boosting regional spending to \$620 million. Social services, police, road repairs, transit, ambulances, garbage collection and economic development were all given a boost.

But don't expect expansion dollars to last.

SEE REGION: PAGE A4

Year in
REVIEW
2003

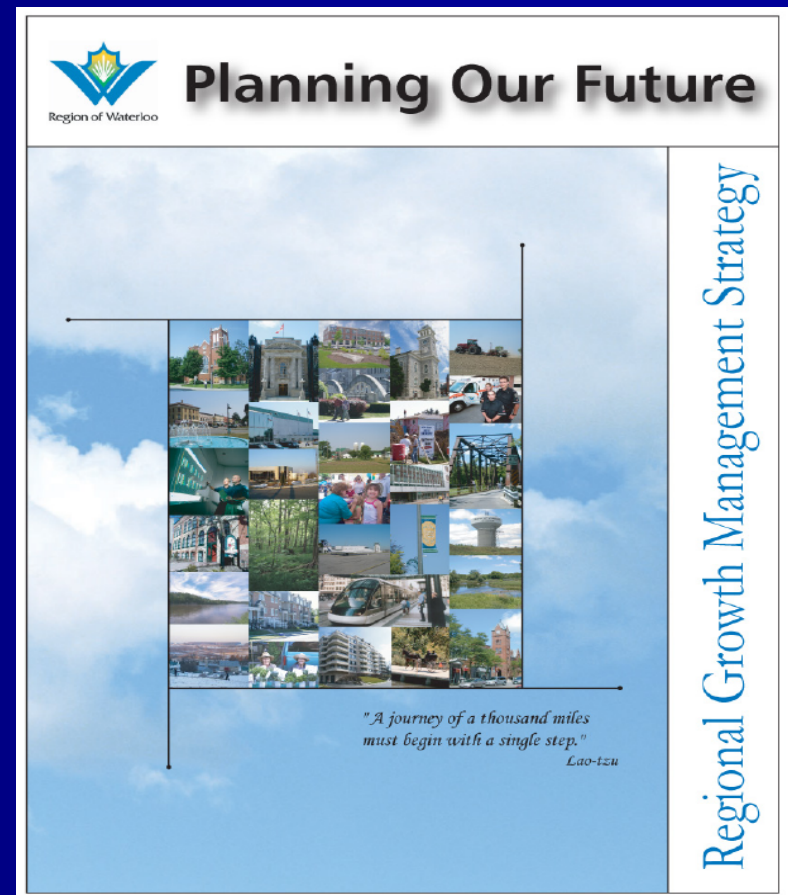
Region sees 'mind-boggling' growth

Social costs of rapid growth



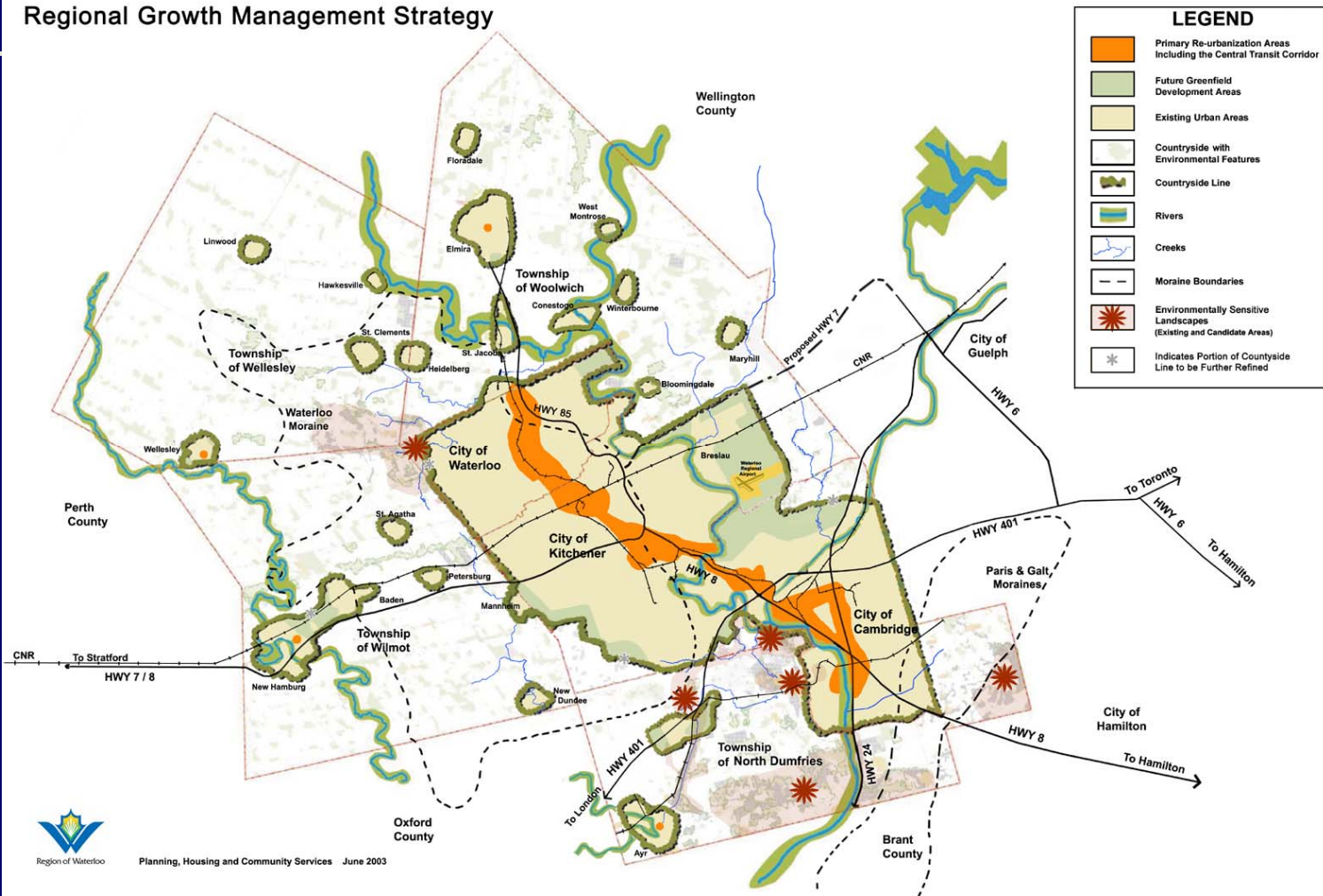
Regional Growth Management Strategy (RGMS)

- Adopted in 2003
- Identifies where, when and how future growth will occur
- Guides many other Regional initiatives



RGMS concept map

Regional Growth Management Strategy



Why is Public Health interested in the Food System?

- **Chronic disease incidence is worsening**
- **Nutrition education alone has little impact**
- **Need to influence systemic factors that affect access to healthy food**
- **Food-related policy can have a greater effect on the health of the population**

Public Health Food System Initiatives

- 2000 – Established Foodlink
www.foodlink.ca
- 2002 – Produced Buy Local! Buy Fresh!
Map of local farms selling food to local market
- 2000-2003 – Research: consumer attitudes, economic impact, rural health

Planning Our Future



The Regional Growth Management Strategy (RGMS) was adopted by Regional Council on June 25, 2003. This Strategy provides direction for the management of growth within the Region of Waterloo over the next forty years by employing a holistic approach to planning our future. The strategy is structured around the following six goals:

- Enhancing our Natural Environment
- Building Vibrant Urban Places
- Providing Greater Transportation Choice
- Protecting Our Countryside
- Fostering a Strong Economy
- Ensuring Overall Coordination and Communication



Community Action Plan for Housing	Countryside Line	Cultural Heritage Landscapes
Eastside Lands	Express Bus Service	Greenlands Strategy
Health and the Built Environment	Human Services Master Plan	Higher Order Transit
Links	Reurbanization	Reurbanization Corridor
Transportation	2005-06 Implementation Plan	

Why look at Food Systems when managing future growth?

- How food is grown, processed and distributed has impact on environment
- Reducing amount of food travel can reduce traffic congestion and improve air quality
- Maintaining a countryside line is important to protect farmland
- Food retailing has declined in urban core areas, resulting in increased car travel and poor food choices
- Local food systems could be a major contributor to rural viability and prosperity

Research studies undertaken for Community Food System Plan

Component	Description
Optimal Nutrition Environment Study (June 2005)	calculate ideal food intake for Region's population and compare to actual consumption and agricultural productive capacity in WR
Food Flow Study (November 2005)	determine percentage of selected foods consumed in WR that have been grown, raised, and/or processed here
Food Miles Study (November 2005)	calculate average distances traveled to Region for selected food products
Redundant Trade Study (November 2005)	audits of selected grocery stores and farmers' markets in peak harvest season for selected local foods to compare availability and price of local versus imported- assess potential for import substitutions

Interim Report, Oct. 2005



Food System Goal:

“All residents have access to, and can afford to buy safe, nutritious, culturally acceptable food that has been produced in an environmentally sustainable way and that sustains our rural communities.”

February – June 2006:

Consultations with food system stakeholders

Final Food System Plan, April 2007

A HEALTHY COMMUNITY FOOD SYSTEM PLAN



FOR WATERLOO REGION



Prepared by Judy Wain Madsen and Katherine Pigott
Health Determinants, Planning and Evaluation Division
April, 2007

Sample Recommendations:

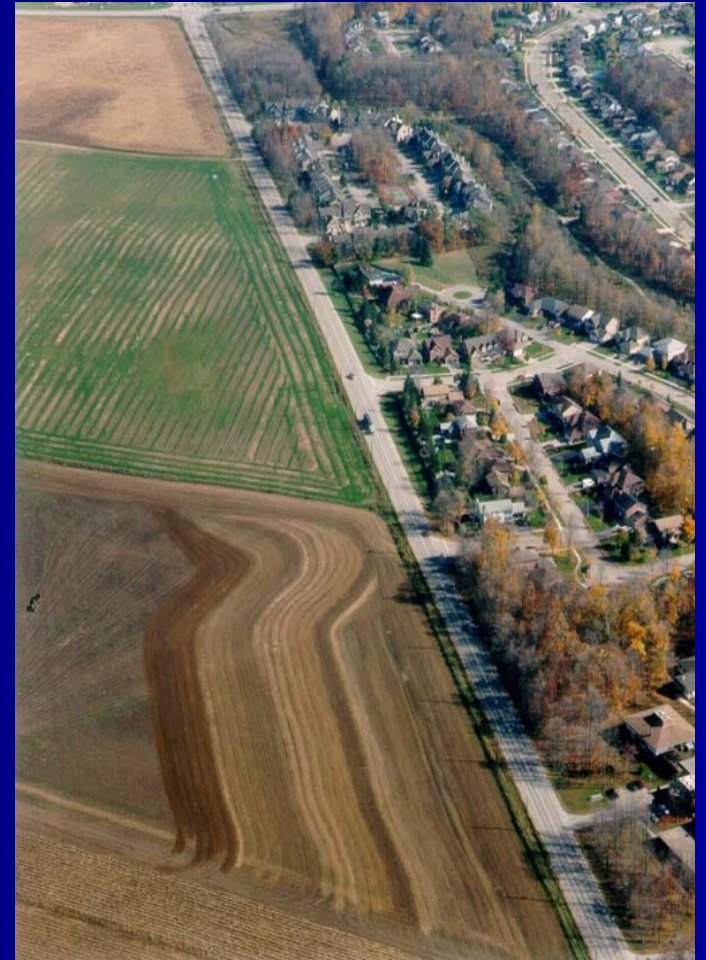
- Mobile farmers' markets
- Farm-institution programs
- Local food label
- Zoning issues for farming
- Food System Roundtable to oversee new Plan

Projects influenced by PH/Planning Food System Collaboration

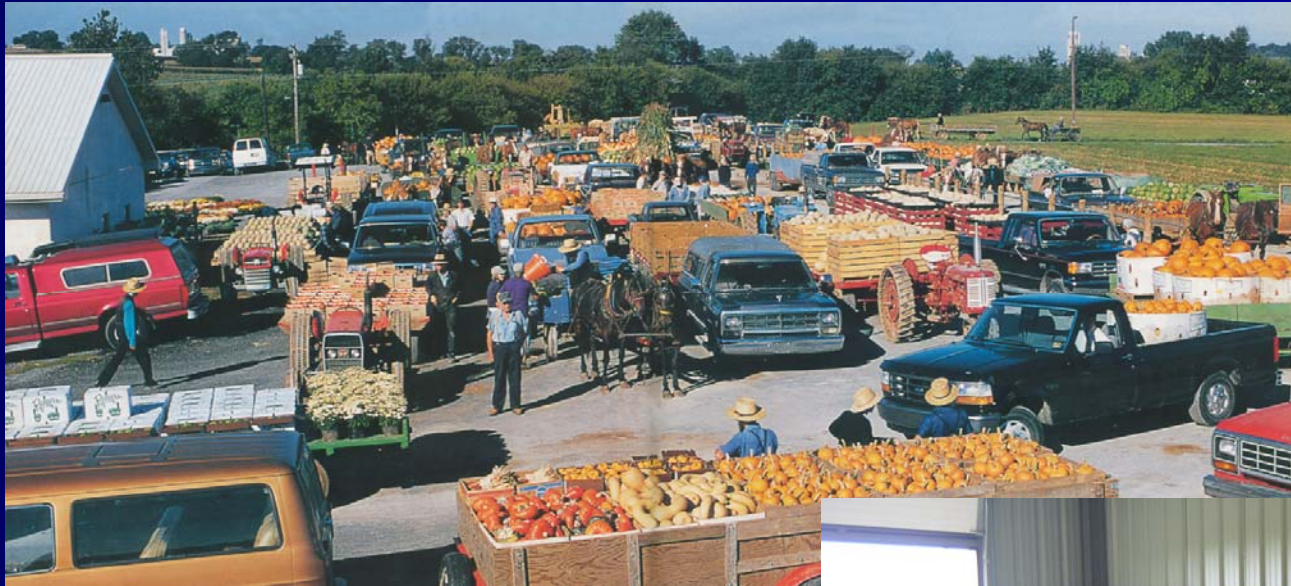
- **Countryside Line**
- **Elmira Produce Auction**
- **On-farm business policies**
- **Neighbourhood markets**
- **New food-related urban policies**

Countryside Line

- **Hard-edge urban growth boundary**
- **Contain urban sprawl**
- **Protect farmland for long-term use**



Elmira Produce Auction



More support for farm businesses



Neighbourhood Markets: St. Mary's Hospital



Support for access to healthy food



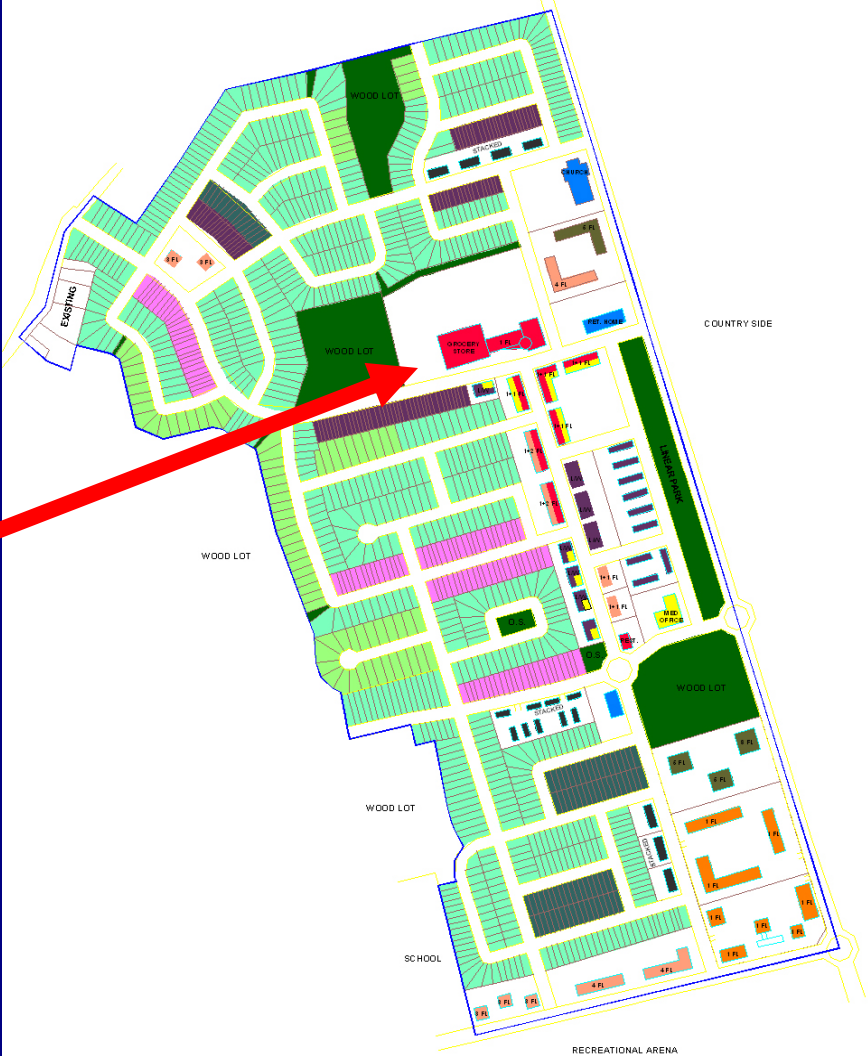
Urban Agriculture



Roof Top Gardens

Identifying food stores in new communities

Potential food store location



More information...

Regional Growth Management Strategy (RGMS)

www.region.waterloo.on.ca/rgms

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Public Health Food System Reports

Go to www.region.waterloo.on.ca/ph (click on Health Status and Research Studies under Resources, then Food).

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