

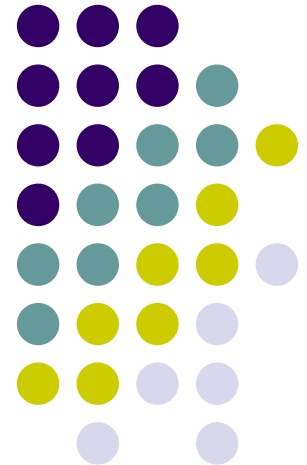
Bridging the Social Economy and Sustainability Through Food: Exploring the potential for community transformation

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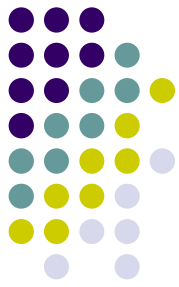


Outline



- > Context and Rationale
- > SCD, SE and Food
- > Good Food Box (Edmonton)
- > Local Food First (Vancouver)
- > Challenges of Food System Transformation
- > Linking Social Economy and Sustainability through Food?

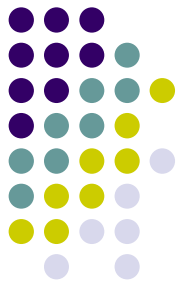




CONTEXT AND RATIONALE

- > Sustainable Community Development (SCD), Social Economy (SE)
 - > Diversity in approaches
 - > Strong vs. weak, Deep vs. shallow,
 - > Criticized for lack of social justice, lack of scale, and sector-based approaches

Sustainable Car Culture?



- > 2010 Chevrolet Tahoe Hybrid
MSRP: \$50,455
Estimated MPG: 21 city / 22 highway



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Context and Rationale



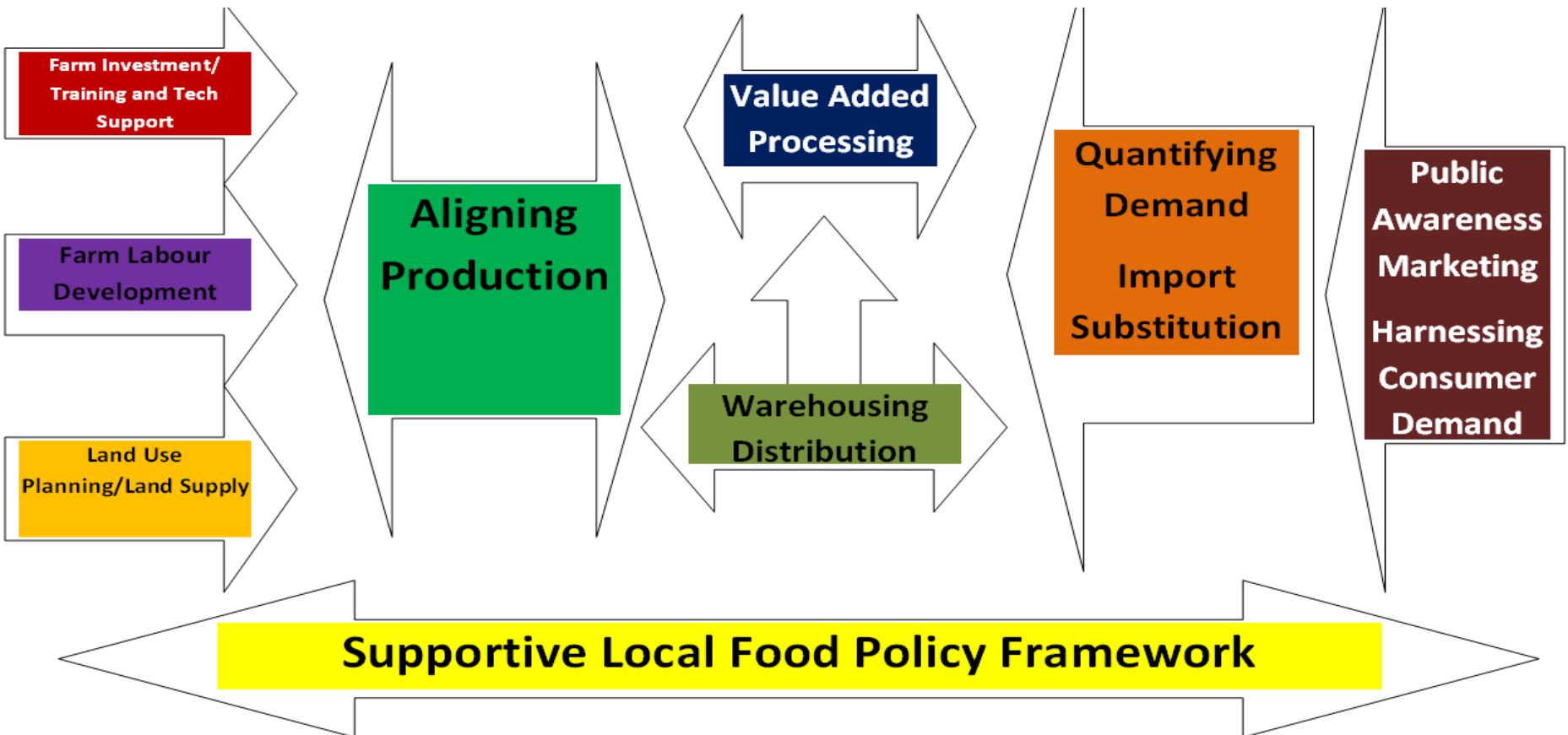
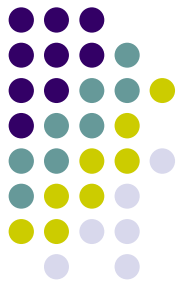
> Convergence

- > Strong sustainability and deep social economy
 - > Values of reciprocity, trust, participation, equity, democratic control (Soots and Gismondi, 2009)

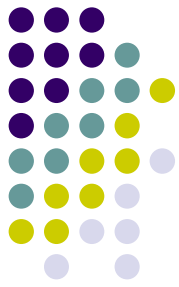
> What about Local Food?

- > Similar spectrum for local food – alternative vs. conventional
- > Criticisms – “local trap”, sector-based
- > Great potential → value based and system wide transformation (Marsden and Murdoch, 2006)

Local Food Systems



Edmonton Good Food Box



- > Social Enterprise Pilot Project 2009
 - > Huge consumer demand
 - > Recruitment of FM producers
 - > Price, capacity to deliver, approach to production
 - > Increase access points for local food beyond FM and Farm Gate sales



Good Food Box & Weekly Ordering 2010



What's Available This Week
What's New This Week

- All Categories
- Vegetables
- Fruits
- Mushrooms
- Meat & Poultry (Frozen)
- Dairy
- Grains and Legumes
- Seafood
- Dried or Packaged Foods
- Bee Products
- Eggs
- Bread & Baked Goods
- Condiments, Sauces, Marinades & Oils
- Animal Food
- Prepared/Ready Made Meals
- Beverages
- Chocolate and Sweets

Note: The current ordering period closes on Saturday, June 05, 2010 11:59:00 PM.

Categories

Vegetables



Fruits



Mushrooms



Meat & Poultry (Frozen)



Dairy



Grains and Legumes



Seafood



Dried or Packaged Foods



Bee Products



Vancouver Local Food Hub



> Food System Assessment (VFPC, 2005)

- > Build capacity
- > Strengthen and expand linkages
- > Expand retail offerings
- > Food friendly city policy



> Local Food First

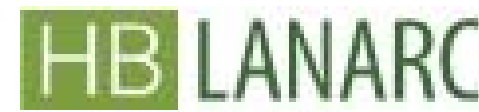
- > Meet Your Maker
- > Local Food Branding opportunities
- > Tomato Value Chain Development
- > Economic Landscape Report



Trout Lake / Cedar Cottage Food Security Network



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NETWORK



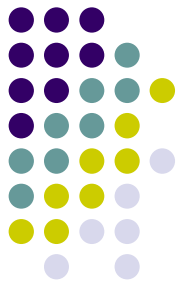
Local Food Hub



- > Food Hub Visioning
- > Negotiation with City
- > Capital Campaign
- > Governance Structure

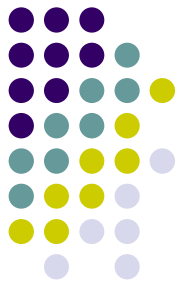


Challenges



- > Scaling-up and Implementation
- > "There are considerable risks and challenges associated with investing in scaling up local production, and I don't think those risks can be placed entirely on the back of producers. It's sort of like the chicken and egg question, farmers won't increase supply until they are certain demand exists, but it is hard to raise awareness for consumers if there isn't sufficient supply."

Challenges



- > Shift in Values – Whose Values?
 - > “I think most of the people I know that have joined up with the GFB did it as much for the good food as for the political reasons because they didn't want it to fail. Right now we are hoping to try and reach out to people who maybe aren't that, who just want the convenience and I think you still have to be a little bit convinced that it's good because you don't get to choose your vegetables and choices are made for you.”

Potential of Local Food to link SCD and SE?

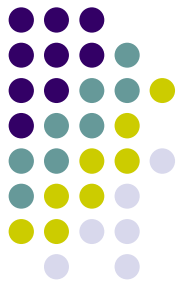


> Common Challenges

- > Incrementalism vs. transformative change
- > Power and politics
- > Equity and inclusivity



Potential of Local Food to link SCD and SE?



> Potential

- > “It is hard to work together, but that is what pays. It is not foreign. Grain elevators and farm coops are how agriculture flourished in the first place.”
- > Reflexive localism
- > Embedded in place
- > Local Food initiatives as a process rather than a goal

