

Final Report to SDIF from The Growing Up Organic Program December 2008

Summary

Successes

In the second phase of implementation (year two) of the Growing Up Organic (GUO) program, we met and exceeded our target goal of establishing partnerships with 16 registered Winnipeg childcare facilities and/or other institutions. By December 2008, we had established partnerships with 16 facilities including 12 licensed childcare facilities, one “Before and After” school program, one art program, one family centre and one cafe.

With the assistance of chef Marnie Feeleus, and consultant Kris Antonius, the GUO program designed an information sheet about snacks; revised the snack and meal recipes and sample menus; and developed our first GUO newsletter. These materials were distributed to directors or staff of childcare centres. In addition to materials from the previous year, the following GUO materials were designed/revised in year two of the program: a FAQ for the public about the GUO program; an educational package with farm activity and two seasonal workshops and handouts for children; a poster for GUO; a colourful information sheet about organics; PowerPoint presentations about the GUO program; GUO workshops for multipurpose.

Over the past year, GUO core staff has given approximately 28 program presentations/workshops to institutions and at community events. We provided an information booth at more than 23 events and presented at the February 2008 Growing Local, Getting Vocal conference and at the October 2008 HSC Health and Wellness Week. In 2008, GUO hosted a farm tour, three bakery tours and one community garden tour for participating childcare centres. Internally, we established a steering committee and held meetings. Additionally, we completed a number of strategic plans including an overall GUO strategic plan; a plan to increase purchasing of local organic food; outreach plan to farmers; and a plan to increase the presence of value-added food in institutions.

This past year, we publicised and updated detailed descriptions of the GUO program through the Organic Food Council of Manitoba – COG website, as well as, Canadian Organic Growers and Fresh Option Organic Delivery websites. We established a ‘splash’ page to lead viewers directly to the GUO page of the OFCM-COG website (www.guomanitoba.ca). Publicity surrounding the GUO Manitoba program included articles or features in: Baker’s Journal, Canadian Organic Growers magazine, Health, Mind, Body and Soul Magazine, LaVerendrye Newsletter, The Manitoba Teacher Newsmagazine and Fresh Option Organic Delivery newsletters. GUO received publicity through CJOB radio, CBC TV (Living Winnipeg and the news), CTV, Global TV and Shaw TV. A good deal of publicity centered on the launch of local organic milk in December in Manitoba.

Challenges and Barriers

On the producer side of the program, Manitoba has a very short growing season and as a result some fresh local foods are unavailable throughout some of the year. Childcare centers do not have the time or the facilities to integrate many of the products (eg. potatoes, squash and onions) that are available year round. With time constraints, they are in need of quick easy to prepare ideas for snacks and meals. We have provided some information sheets related to quick snacks, but should continue to develop more materials to help support the institutions. Our initial outreach to larger and different types of institutions has indicated that it may be easier to integrate some of the above mentioned products. Furthermore, survey work of institutions (staff and

parents) should be done in-person. Few surveys were returned from the parents and some of those that were returned required an on-site staff person to help with the completion. Volunteers may be able to help with future survey work.


Many of the centers that are currently in the program indicated that budget constraint is the main reason for not ordering more food. Larger centers also have budget restrictions and so GUO must help the institutions, when possible to navigate this limitation. GUO should continue to take advantage of opportunities to pass on savings to institutions. For example, in year two, GUO was able to help arrange delivery of free organic milk to two inner city child care centers. GUO should partner and collaborate with various producers, companies and distributors to offer the best possible options to institutions. Additionally, in order for the program to be viable, we need to continue to be more selective when approaching centres and encourage minimum ordering amounts.

GUO structural challenges in the first and second year of the program resulted from limited available personnel time. By the second year of the program, we had anticipated the high level of interest and high numbers of participating childcare centres. Even in the second year of the program, there was a great deal more work required than the personnel funds permitted. Unfortunately, as funds were limited, we were not able to provide reimbursements to staff, for the most part, for travel and transportation. The number of public inquiries for workshops, presentations, information booths and materials increased significantly in the second year of the program. In year three of the program, we will continue to rely on volunteers and devote the first part of 2009 to fundraising and grant writing.

What the Future Holds

In year 3, we hope to increase the number of hours of the part time staff and continue to involve volunteers in the program. We are planning more tours for children and staff and will continue approaching larger institutions to be involved in the program. We plan to do more producer outreach with the program, and continue to partner with OFCM-COG's Farm Mentorship program beginning in 2009 to increase the consumption of locally grown organic food.

Program Objectives

 *This symbol is used just prior to notes indicating how we have addressed the goals within the program.*

- Improve children's health by decreasing their exposure to chemical and increasing the nutritional value of their food
- Involve 35 childcare settings or other institutions in the program by the 5th year
- Improve environmental health by increasing the adoption of organic farming methods
- Provide key information about organic food to child care programs, caregivers, parents and children as well as the general public
- Develop local rural and urban organic food systems
- Raise awareness of the benefits of organic agriculture and production

Program Goals

Short Term Goals

- Assist child care programs in identifying which organic cost options meet their needs
 - ▶ The GUO program completes this process for each centre that has an interest in partnering in the GUO program

- Increase the number of Manitoba certified organic producers by 2% each year over a period of 5 years, starting in 2008. (2004 number of certified organic producers in Manitoba is 223. This statistic is provided by Organic Industry Overview October 2006, John Hollinger, Manitoba Organic Business Development Specialist)
 - ▶ As the need continues to grow through the program for more local organic food, the number of certified organic producers in Manitoba will increase. The above goal should be modified to 2% over the entire 5-year program. To date, there has been an increase in the amount of organic food procured for the purpose of the program. Fresh Option Organic Delivery (F.O.O.D) supplies most of the centres committed to the program and have implemented a detailed tracking system. As a result of program involvement in year two, F.O.O.D. has increased the amount of their local organic purchases. Over a 12 month period, they estimate that GUO program sales are on average \$800 per month, with approximately 5% to 10% allocated to local organic sales year round.

- Increase the number of child care programs offering organic options from 1-2 in year one to 35 child care programs by the 5th year of the program.
 - ▶ By the second year of the GUO program, we have received 16 commitments to the program. We have adjusted our final 5 year goal of gaining commitment from 25 facilities to 35 facilities.

- Help child care programs through the stages of implementation of the phases.
 - ▶ The GUO program continues to provide various forms of support such as: implementation logistics, educational materials for staff, parents, and children during the implementation phase. Educational materials may include posters, information sheets about the program and/or organic food, seasonal recipes and menus and PowerPoint presentations.

- Design a range of organic menu options from a partially organic menu to a fully organic menu.
 - ▶ The initial phase of this work has been completed. In 2008 we designed snack handouts that offered suggestions for high protein snacks that did not include meat.

- Work alongside of local distributors in accessing organic products
 - ▶ The GUO program continues to work with local distributors - Fresh Option Organic Delivery and encourages other distributors such as Eatit.ca, Blue Earth Organics, Sysco and Aramark to support the program and procure as many Manitoba products as possible.

Long Term Goals

- Increase the production and consumption of organic food
 - ▶ As the number of facilities committed organic food continues to increase through the program, so will the amount of production and consumption. To gather information and help guide the direction of the program, GUO completed a feasibility study in April 2008. The study targeted producers, distributors, processors and institutions. (See disc, in package) In March of 2008, GUO finalized a strategic plan to move the program forward (see disc in package) and completed a plan to secure commitment and increase the amount of food ordered by those already participating in the program (see disc). We have begun the implementation of both plans. To increase consumption of local organic food, we began outreach to larger institutions in May 2008. At this time, GUO began to approach larger child care

centers, and then added an additional outreach component to public and private schools universities and colleges outreach beginning in November 2008. Survey results administered to most of the centers currently involved with the program indicate that indeed the centers have increased the consumption of organic food, including local. Centers estimate that between 10% and 30% of the food consumed on site is organic. Regular updates from distributor, F.O.O.D. confirm that in addition to fruits and vegetables, some centers continue to increase the amounts and variety of foods that they order on a weekly or bi-weekly basis.

- Increase visibility and access of local organic options for Manitoba child care and other institutions ► The GUO program continues to seek opportunities to approach child care centres and other institutions. Between January 2008 and December 2008, GUO completed 123 new outreach surveys of institutions, made 16 presentations to new and interested institutions, offered 12 workshops and provided information booths at more than 23 events. We partook in the press release for the launch of organic milk in Manitoba and have been actively working with F.O.O.D. to promote local organic milk to those involved with the program, as well as to those who may be involved with the program in the future. Whether it is offering presentations at conferences, workshops or to directors' groups, tabling at child and youth related events or partnering for conferences or speaker series, we continue to work at building connections to increase the visibility and access of local organic options in Manitoba.
- Increase the market for producers ► As the number of facilities committed organic food continues to increase through the program, so will the amount of production and consumption. The GUO program has worked closely with the OFCM-COG Farm Mentorship program since its inception in January 2008 and was closely involved with the jointly designed document outlining the ways in which the two programs can collaborate (see disc). This partnership will assist the GUO program in reaching out to producers as well as provide a strong avenue to educate producers about the benefits and opportunities of the GUO program. The two programs are currently in the process of planning a 2009 joint workshop aimed at supporting Manitoba organic producers. From the period of January 2008 until December 2008, GUO has been in contact with 10 producers regarding current and future involvement with the GUO program. Through the latter half of 2008 and continuing into 2009 the GUO program has and continues to actively promote local organic milk to interested institutions. Moving forward with the program, we will continue to provide marketing opportunities for producers for new and existing products and encourage institutions to consider purchasing local and organic products.
- Increase local food security ► As one of the tenets of food security, the GUO program has promoted regional self sufficiency by way of increasing locally available food. We will continue to partner with organizations such as Manitoba Food Security Network, Heifer International, the Harvest Moon Society, West Broadway Development Corporation, Fort Whyte Centre, and Assiniboine Park Conservatory to advance regional self sufficiency.
- Increase the number of child care facilities and other institutions that purchase organic food ► GUO has surpassed the goals in terms of number of child care facilities involved in the program for year two. The revised goal for year two was involvement from 15 centers. At present we have 16 facilities that are committed to the GUO program and are

using the supports and services that we offer. Our revised goal for the fifth year of the program is to gain commitment from 35 institutions (initial goal was 25). In the beginning of 2008 we became more selective in approaching facilities to be involved with the program. Specifically, we began to target larger institutions with more buying power as well as different types of institutions. In November 2008, we began outreach to public and private schools as well as colleges and universities in the Winnipeg area.

- Educate the public, including the child care system about the benefits of organics for children and youth In year two of the program, GUO continued to design a number of educational handouts both for facilities and the public. Approximately 2000 handouts including GUO brochures, FAQ sheets, newsletters, recipes and general information about organic food were distributed to the public. GUO offered approximately 16 presentations directly to institutions, staffed an information booth and/or presented at 25 events, and seven workshops, and arranged five tours (farm, bakery and community garden) for children involved in the program. We attended meetings and or established partnerships with approximately 15 organizations. In our third year, we will continue to distribute GUO materials and design additional documents as necessary, as well as offer presentations about the GUO program to both committed facilities and those with an interest in becoming involved. GUO will increase our presence at conferences, workshops and speaker series.
- Increase the production and consumption of value-added organic products in Manitoba F.O.O.D has approached a select number of businesses about increasing value-added organic products for the childcare centres and other intuitions. The GUO program will continue to encourage distributors to carry value-added products as well as encourage the participating intuitions to offer these products to their children. GUO has completed a preliminary strategic plan that outlines some suggestions of how to increase value-added processing of locally available organic food. Through the GUO program, we continue to promote new and existing Manitoba products to interested institutions.
- Build awareness surrounding organics in Manitoba Yes, this occurs through our program and through the work we do with each centre. Please refer to the section above titled “Educate the public including the child care system about the benefits of organics for children and youth”.
- Increase Manitoba consumption of local organic food by 5% by 2020 (Organic retails sales in Manitoba in 2000 were estimated at .5% to 1% Wuerch et al., Manitoba Organic Report, 2002). Further estimates indicate that between 85% to 90% of Canada’s organic goods come from the USA (Organic Agriculture Centre of Canada, 2006) We continue to work on this long term goal.
- Increase the profile and sales of Manitoba organizations and businesses. Build distributor capacity. We are working on this aspect with Manitoba distributors and connecting businesses. Through our capital campaign and fundraising initiatives we continue to increase the profile and sales of Manitoba organizations and businesses, particularly those that are connected to the organic field.

Results and Discussion: Timeline

Adjustments in time may have been indicated in the timeline category. The symbol indicates that the duty has been completed. Read the additional comments following the check mark.

Work Plan For Year 2 (2008):

Task	Duties	Completion Date
Strategic planning	<ul style="list-style-type: none"> Compile needs assessment (<i>surveys</i>) and feasibility study for child care centres and other institutional food buyers, including rural outreach (COG national advised that the feasibility study should remain narrow and focus exclusively on Winnipeg, –complied) 	March 2008 ✓
	<ul style="list-style-type: none"> Design and implement plan to increase purchasing of local organic food (for those committed to the program as well) 	December 2008 ✓
	<ul style="list-style-type: none"> Design outreach plan to farmers (combined with GUO and farm mentorship) 	May 2008 ✓
	<ul style="list-style-type: none"> Design plan to increase value-added processing of locally available organic food 	July 2008 ✓
	<ul style="list-style-type: none"> Develop a needs assessment and resulting strategy for marketing co-op. Outline plan to form co-operatives with farmers to help scale up and diversify production. Begin preliminary meetings. 	By Nov 2008 ✓ Begin meetings at this time Meeting will be held as part of a workshop series in the first half of 2009. Funding must first be secured.
Strategic Plan	<ul style="list-style-type: none"> Develop with OFCM farm mentorship coordinator and steering committee a program for farm mentorship 	December 2008 ✓ Rough plan has been developed, see attached
	<ul style="list-style-type: none"> Develop steering committee for GUO and hold 2 meetings with the goal of completing the strategic plan 	July 2008 ✓ Have held 2 conference call meetings and a third in-person meeting
Outreach to institutions (Manitoba child care centres and larger institutions) and farmers	<ul style="list-style-type: none"> Research, schedule and present to 10 Winnipeg registered child care facilities, larger institutions (4) and farmers (5 meetings individual or group) 	December 2008 ✓ Completed and surpassed in all categories (16 presentations to institutions, larger included, held 6 farmer meetings (phone and in-person)
	<ul style="list-style-type: none"> Phone or e-mail to request survey completion and follow up meetings by new and existing participants ~30 	December 2008 ✓ Completed approximately 125 surveys and a total of 28 presentations and workshops

Task	Duties	Completion Date
Continued...	<ul style="list-style-type: none"> Design survey to assess needs (value added, types of food, numbers, tours) Facilities will receive when they agree to be involved in program 	January 2008 ✓ Revised and continue to update and adjust as needed
	<ul style="list-style-type: none"> Design and administer surveys to parents at all participating centres and at local organic stores. 	January 2008 ✓ Completed for parents of some centers December 2008. Not all centers were willing to administer for parents
Planning of Organic Menu	<ul style="list-style-type: none"> Design seasonal recipes (~10) menu to meet child care needs and available supplies 	By March 2008 ✓ Distributed seasonal snack and meal recipes to all participating centers. Also included seasonal recipe in GUO newsletter
Consultations with Winnipeg distributors (F.O.O.D)	<ul style="list-style-type: none"> Consultations with FOOD regarding food distribution, feedback from child care centres, ordering, tracking and development of strategic plans 	December 2008 ✓ ongoing
Public Outreach	<ul style="list-style-type: none"> Adjust presentations regarding the program details, research and available local organic food 	As needed ✓ Have adjusted several times over the course of the year, dependent on what type of outreach is needed
	<ul style="list-style-type: none"> Re-develop target specific educational materials including handouts for children, sponsorship related needs and a quick fact sheet about organic food in Manitoba for daycare facilities, parents and children 	By December 2008 ✓ See handouts (FAQ for parents and centers, also farm sheet) Received grant from Early Childhood Education Council and material design is underway, complete Feb 09
	<ul style="list-style-type: none"> Design and conduct tours including farm and other for participants of GUO (total 2) 	As tours occur ✓ 5 tours including 3 bakery, 1 farm and 1 community garden tour
	<ul style="list-style-type: none"> Design and present 3 workshops for childcare centers and other institutions (children, staff and parents) 	As scheduled ✓ Completed 12 workshops

Task	Duties	Completion Date
Continued...	<ul style="list-style-type: none"> Offer program presentations to interested groups and continue to build alliances with like-minded organizations 	Ongoing per report completed, December 2008 ✓ Attended meetings and or established partnerships with more than 10 organizations
	<ul style="list-style-type: none"> Identify and attend 5 events to promote “Growing Up Organic” program. Compile events list. Consult with capacity building coordinator for OFCM-COG 	Completed December 2008 ✓
Professional Development	<ul style="list-style-type: none"> Attend relevant conferences 	As scheduled ✓ presented at Getting Vocal, Growing Local conference and attended others
Funding Development	<ul style="list-style-type: none"> Finalize year 2 budget, compile year 3 and 4 draft budgets 	March 2008 ✓
	<ul style="list-style-type: none"> Design fundraising plan and identify ongoing funding sources 	By June 2008 ✓ Developed grant database and Held OFCM-COG fundraising session in Nov. 2008
	<ul style="list-style-type: none"> Complete 3 grant applications 	Deadline dependent, end of fiscal year December 2008 ✓ completed 3
	<ul style="list-style-type: none"> Update sponsorship package for funding 	By May 2008 ✓
	<ul style="list-style-type: none"> Continue to contact businesses & organizations and request donations 	Ongoing until end of 2008 fiscal year ✓ updated database and capital campaign is ongoing
Program Administration	<ul style="list-style-type: none"> Respond to inquiries/requests by phone and e-mail Overseeing deliverables and invoices 	End of fiscal year, December 2008 ✓ Contract staff total 4
Follow Up Report & Wrap Up	<ul style="list-style-type: none"> Report including recommendations & feedback from the program 	End of funding year, December 2008 ✓ to be posted on the OFCM website in January 2009
	<ul style="list-style-type: none"> Publish reports in 2 local magazines and on websites Complete interim and final funding reports as required 	2 reports by December 2008 ✓ 3 reports published and funding reports as per deadlines

Task	Duties	Completion Date
Continued...	<ul style="list-style-type: none"> Send letters of thanks and appreciation to participating sponsors, facilities and support groups 	As necessary for year 2 of program <input checked="" type="checkbox"/> ongoing as necessary
	<ul style="list-style-type: none"> Compile and send out press releases 	As scheduled with COG
Coordinate Media	<ul style="list-style-type: none"> Coordinate interviews and liaise with media 	As they occur and scheduled with COG <input checked="" type="checkbox"/> several, see media section
	<ul style="list-style-type: none"> Update website as needed including list of those currently committed to GUO other materials to the website 	Ongoing <input checked="" type="checkbox"/> updated twice during 2008 List to be placed on-line ASAP <input checked="" type="checkbox"/> completed
Website	<ul style="list-style-type: none"> Digital projector Misc. (see budget) 	By end of fiscal year December 2008 <input checked="" type="checkbox"/> digital projector purchased and see budget for misc
Materials/Supplies		

Performance Measures

► This symbol indicates the following performance measures have been set in place.

COG has provided the Manitoba GUO program with an assessment template referred to as the reporting template. This template helps to measure success in achieving program objectives. GUO Manitoba has completed monthly reports from May 2007 until December 2008 using this template and continues to record data on a monthly basis. We also have collected data in the form a basic survey from centres that are interested in the GUO program as well as from those who have committed to the program. Interim surveys for those participating in the program have been collected from most of the participating centers.

1) Level of participation and reach

- The number of participating day care centres and the number of programs that they support ► At present there are 16 childcare centres committed to and using the resources under the GUO program.

2) Impact on children and their families

- The number of children and families participating in the workshops and childcare programs ► The number of children, families and staff participating in the workshops and childcare programs is indicated in the above reporting template. In the summer 2008, GUO offered a number of workshops for participating and interested centers and continue to do so throughout the year.
- Change in consumption of organic food in the diets of participating families (based on surveys of the day care facilities) ► In year two of the program, GUO surveyed participating families at two of the centers involved with the program. GUO approached

some of the other centers, but some of the centers did not wish to have us survey the parents. From those two centers that did agree to ask parents to complete surveys, two major challenges surfaced 1) the lack of willingness on the part of the parents to provide the information and 2) the amount of time needed on the part of the staff to help administer the surveys. 40 surveys were released to two centers and nine surveys were returned. One staff member communicated that the major challenge they had in getting the parents to complete the surveys was the time necessary to do so. Staff needed to sit down with each parent to work through the survey and record the answers.


Survey results:

- All surveys indicated that they were aware that their child's center was involved with the Growing Up Organic program
- 3 of the 9 surveys indicated that parents were able to define some component of what the GUO program offers
- 8 of the 9 surveys indicated that parents had viewed GUO displayed materials or GUO materials had been sent home
- 6 of the 9 surveys indicated that parents would like more information about GUO
- 5 of the 9 surveys indicated that due to the GUO program their child or children have eaten more fruits and vegetables, tasted new foods and knew more about local foods after the start of the program
- 7 of the 9 surveys indicated that either currently, or in the past, these families have consumed local and/or organic food. The organic food consumption ranged from 0% to 30% in given households

Recommendations:

Based on the results of these surveys, GUO and the centers need to do a better job of clarifying what it is that we offer to children through the program and provide information to parents when possible. This can be done through more frequent communication with the parents (eg. newsletters and updates to the website). In order to collect future data from parents, GUO should consider gathering volunteers to administer surveys on site. As new centers and institutions join the program, GUO must clarify at the beginning what is meant by administering surveys and work to simplify the process for Directors and staff.

3) Evaluation of program using surveys:

Day care-centres –  In 2008, we re-surveyed most of the participating centers. To date we have received seven interim completed surveys (representing eight locations) and five initial surveys from participating centers (see package for copies of all). As some of the centers are new to the program, it is best that we wait until at least the six month period to survey them regarding their involvement. In addition to these surveys, F.O.O.D has been in weekly contact with all additional child care centres. Results from the surveys indicate that due to the GUO program...

- fresh locally grown vegetables and fruits were used more in the facility (7/7- means seven out of seven facilities);
- better quality produce was served to the children (6/7);
- participants increased the number of fruits and vegetables that they consumed (5/7)
- children tasted new foods on account of the program (6/7) and


- the image of the facility's food service improved (5/7).


GUO added a question pertaining to value-added and prepared foods in both the initial survey and interim surveys. The results indicated that most of the centers use bread and various dairy products daily. The centers do make homemade items including crackers, cookies, pancakes and muffins. The types of value-added products that these centers were interested in adding to their menu were varied. Some suggestions included local crackers in a peanut free facility, and whole wheat pasta.

With respect to the food products from Fresh Option Organic Delivery (F.O.O.D.), the responses were mixed. The quality of the food ranged from excellent to good. The variety of the food ranged from good (6) to fair (1). The cost of the food was rated as good (4) and three did not answer the question. The value for the cost of the food ranged from very good (3) to good (4). The reliability of the food delivery ranged from excellent (5) to good (2). This version of the survey removed the question pertaining to cleanliness and added in a question about on-line ordering. Most of the centers were happy with the way in which on-line ordering proceeded. For those centers that were not able to clearly answer the question about the cost of the food, the surveyor was able to discuss the details. These centers felt that organic food is more expensive and wanted more food for the dollar. They acknowledged that this was not reasonable and indicated that for the food that they received, they felt Fresh Option was competitive. This question needs to be clarified. It should read "value for the cost of the food from Fresh Option".


In response to the question regarding barriers that prevent facilities from ordering more food through the program, the surveys indicated a range of reasons from budget constraints (6/7), low food needs (2/7), lack of kitchen capacity or staff capacity (2/7), time constraints (2/7) and lack of knowledge of what is available (2/7). Clearly budget is the largest barrier that prevents facilities from ordering more food.

In response to these surveys, F.O.O.D. has adjusted their on-line ordering capabilities and combined the fruit and vegetable options with an extended list, including details about other child care friendly products. F.O.O.D. has begun to enforce minimum ordering, and has put in place a delivery charge for those centers under the minimum order amount. The GUO coordinator will continue to survey remaining centers in person and will provide centres with more materials for parents and will link interested facility websites to the GUO website. GUO and F.O.O.D. will consider preparing a document that addresses viable options for centers that have budget constraints.

Parents –  These surveys have been administered. See Impact on children and their families above, scroll to paragraph 2.

Sponsors –  GUO approached sponsors in November and December 2008 for financial support of the GUO program. This fundraising initiative will continue to March 2009.

Famers – Participating farmers (rural and urban) and F.O.O.D. will be interviewed or asked to complete a survey in the spring/summer of 2008 and in year 5 to determine what if any financial impact the program has had and is likely to have on their operations in the future.

 The survey was completed through informal consultations. F.O.O.D. has provided information about the financial impact the program has had on their operations. At this time, most of the facilities are purchasing their organic food through F.O.O.D. In this way the impact on participating farmers is fairly easy to track. F.O.O.D. has retained this

information. At present the average monthly revenue from the program is approximately \$800. F.O.O.D. has indicated that approximately 5% to 10% of this amount is designated towards local sales. F.O.O.D. has increased their local business sales through GUO by an estimated 10%. These sales are passed on to local farmers and will increase as the program continues to grow.

Local stores – Local stores (Organic Planet, Eatit.ca, Humboldt's, F.O.O.D., Tall Grass Prairie Bakery (Westminster location)) were surveyed in the first year of the program and indicated that over the first year of the program that there had been an increase in the demand for local food. The survey found that during this time period, all stores increased the availability of local organic food. The media coverage about the benefits of buying and supporting local coupled with the publicity surrounding the 100 mile diet was the main reason stores cited for increased customer interest in supporting local food. Other reasons cited for the increase in customer interest in supporting local food included: increased customer awareness about health and nutrition; increased gas prices; lack of confidence of quality of food from overseas, e.g. China; Growing Up Organic and the Local Flavour Plus initiative. In order to determine a more complete understanding for the increase in interest in local food, GUO would need to design a survey and administer it on site at the above shops. As the program is still in its initial phase, it would be worthwhile to wait until the completion of the second year of the program before administering the survey on site. The survey will be administered in the third year of the program.

4) Environmental Impact

- The organic acreage supporting the institutional markets will increase and thus decrease the environmental impact of agriculture in Manitoba. At present the sales related to local organic food attributed to the GUO program are small. GUO estimates that there has been a very small increase in organic acreage in Manitoba directly linked to the GUO program. F.O.O.D. has indicated that they have increased the purchasing of their local organic food by approximately 10%. As the program continues to grow and larger institutions commit, we will see an increase in the acreage designated for organic produce. We will continue to monitor our monthly updates from F.O.O.D. and track the increase in Manitoba organic sales and thus organic acreage.
- Number of farmers transitioning to organics (based on OPAM statistics) will increase. At present the last available statistics on the number of certified organic farms in Manitoba is 232 producers. The number of farmers transitioning to organic agriculture in Manitoba does increase yearly. Beginning in year three of GUO, we will partner with the Farm Mentorship program and as a result will be privy to a sector of the population transitioning to organic agriculture. Continuing to track through F.O.O.D., the amount and origin of organic food sales designated for the GUO program will provide some of the information required for us to determine the number of farmers transitioning to organics. We will also consult with the Organic Specialist for the province, John Hollinger in order to obtain information about the number of farmers transitioning to organic agriculture.

5) Sharing and Communication of Program results

Report on Communication – Where the program was profiled

- Media coverage
 - **Radio Interviews** – CJOB December 9th, 2008 – connected to Organic Meadows local milk launch

- **Magazine and newspaper articles** – Baker’s Journal, feature story and on the cover (April 2008), T-COG GUO article, Health, Mind Body and Soul (Winter edition) 6-2008 postings through F.O.O.D’s weekly newsletter see hard copies in package
- **Press releases** – Organic Meadows’ Press release and launch (December 9, 2008), see disc for invite and press release
- **TV programs** – CBC Living Winnipeg featured at Fair Food Fare, Assiniboine Park Conservatory, Dec 14th, on TV and posted on line Nov. 17th- 21st and CBC Living Winnipeg TV program at Organza featured on TV and on line week of Dec 1st through 5th, Media launch of local organic milk, covered by CBC, Shaw TV, CTV and Global news
- **Give Meaning.com** – promotion of the GUO program to appeal for individual donations <http://www.givemeaning.com/project/growinguporganic>

***Published articles have been posted on the Organic Food Council of Manitoba website (www.organicfoodcouncil.org) as well as on the Canadian Organic Growers’ website (www.cog.ca)

- Conferences, Workshops and other events (selection of those attended)
 - Getting Vocal, Growing Local, GUO workshop, March 2008
 - Transcona Director’s Group & Interlake Director’s Group, workshops, Apr. 2008
 - Manitoba Children and Nature Network & River Heights Home Learner’s Association, workshops, May 2008
 - Heritage Family Resource Center, workshop, June, 2008
 - Muslim Day Camp July 2008
 - Kids Inc. workshops Aug. 2008
 - Manitoba Food Charter, Growing Local, conference planning team, summer 2008 to present
 - Food for Thought National NDP Forum, participant, Sept. 2008
 - Health Sciences Center Wellness Seminar, tabling and workshop, Oct. 2008
 - Manitoba, Children's Health and Environmental partnership, attended launch and invited to be part of the Constellation, Nov. 2008
 - Fair Trade Fare, Assiniboine Park Conservatory, tabling event, Nov. 2008.
 - Manitoba Child Coalition and Manitoba School Nutrition team, meeting with GUO, Nov. 2008
 - Organic Meadows, Local Organic Milk Launch at Dandelion Eatery, Dec. 2008
- Educational Materials Including GUO Brochures (see disc and hard copies in package)
 - In additional educational materials that were designed in year 1, some of these materials were re-vamped. New handouts include: GUO FAQ for parents, a quick fact sheet about high protein options, a farm handout activity sheet, and two handouts, each with a farm bio, seasonal recipe and information and/or activities about organic farming pertaining to one of the four seasons
 - GUO provided these materials along with handouts designed in year one at tabling events for either GUO or OFCM-COG as well as to sponsors, media personnel, and others
 - Visit our new “splash” page www.guomanitoba.ca, an easier way to find out about GUO in Manitoba
- GUO Reports

- Quarterly reports have been posted on the GUO website and sent out to OFCM – COG members and have been posted on the Organic Food Council of Manitoba – COG’s website to review GUO coordinator’s reports.
<http://www.organicfoodcouncil.org/growingup.php>
- GUO newsletter – in the fall of 2008, GUO published its first newsletter

Identify project deliverables that were used to demonstrate project success

As per the contract between the coordinator, educational consultant and food consultant and OFCM-COG for the period of January 2008 through to December 2008 the deliverables were completed as scheduled. Three separate contracts were established between OFCM-COG and the consultants in part for funding from Canadian Organic Growers, Assiniboine Credit Union and the Sustainable Development Innovations Fund. Please refer to the table below to see the completed deliverables.

Personnel	Deliverables Completed	Date	Funding Source
GUO Coordinator	<ul style="list-style-type: none"> • Feasibility study and steering committee update • Design Director/Food Staff program feedback survey 	January 20 th , 2008	COG
	<ul style="list-style-type: none"> • Feasibility study and steering committee update • Interim report 	February 20 th , 2008	COG
	<ul style="list-style-type: none"> • Database of outreach • Report on GUO steering committee • Completed feasibility study 	March 20 th , 2008	COG
	<ul style="list-style-type: none"> • Interim report include progress with farm mentorship program, outreach to farmers • Plan to increase purchasing by those already committed to the program • Copies of all published articles • Budget year 2-5 • Copies of all submitted grant applications, if available 	April 20 th , 2008	COG/GUO fundraising funds
	<ul style="list-style-type: none"> • Copy of secondary needs assessment survey for committed institutions • Updated contact database • Interim Report 	May 20 th , 2008	SDIF
	<ul style="list-style-type: none"> • Revised GUO sponsorship package • Fundraising plan including identifying funding sources • Updated sponsorship database 	June 20 th , 2008	SDIF
	<ul style="list-style-type: none"> • 3-Year strategic plan for GUO • Interim Report including steering committee meetings and provision of recipes to all involved in the program, 	July 20 th , 2008	SDIF and CWB

	farm mentorship producer involvement in GUO, follow up – responding to interested stakeholders from feasibility study		
	<ul style="list-style-type: none"> Plan to increase value-added processing of locally available organic food Strategic plan to encourage local organic milk partnerships between institutions and the local milk processor Outline to form co-operatives with farmers to help scale-up and diversify production 	Aug 20 th , 2008	SDIF
	<ul style="list-style-type: none"> Report on feedback surveys from those institutions currently involved with the GUO program Database/report on those institutions who requested presentations and/or more information from February-April 2008 feasibility survey 	Sept 20 th , 2008	SDIF
	<ul style="list-style-type: none"> Interim report include: outreach to child care institutions with 50 of more children, update about surveys to parents and at 2 local organic stores, report on farm or other tour. Value-added research (CWB) Updated copy of contact database 	Oct. 20 th , 2008	SDIF and CWB
	<ul style="list-style-type: none"> Completion of grant application (Investors Group or ACU application) Updated sponsorship database and results Farmer outreach short term plan, include mentorship partnership 	Nov 20 th , 2008	SDIF
	<ul style="list-style-type: none"> Completion of SDIF report, includes **final report for the program with recommendations Completion of grant application (Wpg Foundation) Updated sponsorship database and results 	Dec 20 th , 2008	SDIF and CWB
Food Consultant	<ul style="list-style-type: none"> Sample order form for child care facilities with increased food options Progress report 	May 20 th , 2008	GUO fundraising funds
	<ul style="list-style-type: none"> Progress report 	June, 20 th , 2008	GUO fundraising funds
	<ul style="list-style-type: none"> List of available Manitoba organic products including pricing, bulk components and discounts to provide to interested and committed institutions 	Aug 20 th , 2008	SDIF

	<ul style="list-style-type: none"> • Progress report 		
	<ul style="list-style-type: none"> • Progress report 	Oct 20 th , 2008	SDIF
Educational Consultant	<ul style="list-style-type: none"> • GUO website update (reports, articles and general info) OFCM and COG websites • Database of work tracked • Report on outreach and maintenance 	Feb 29 th , 2008	GUO fundraising funds
	<ul style="list-style-type: none"> • Database of work tracked • Parent survey • Fun GUO child oriented organic activity • Report on outreach and maintenance 	Aug 31st, 2008	SDIF
	<ul style="list-style-type: none"> • GUO website update (reports, articles and general info) OFCM and COG websites • Basic fact sheet about organic food for display board • Interim report GUO website update (reports, articles and general info) OFCM and COG websites • Interim report 	Nov.29 th , 2008	SDIF
	<ul style="list-style-type: none"> • 2 handouts including farm bio, seasonal recipe and information and/or activities about organic farming pertaining to one of the four seasons 	Dec 30th, 2008	ECEC
Research Consultant	<ul style="list-style-type: none"> • Database of target participants to survey (childcare centres, schools, organic grain producers, organic flour processors, retailers, bakeries and other stakeholders) in Manitoba • Survey template, adjusted for each stakeholder. Will assess the challenges and opportunities in developing, marketing and distributing a small selection of local organic whole wheat crackers and/or bakery products in Manitoba • Database with results from surveys 	Aug 20 th , 2008	CWB
	<ul style="list-style-type: none"> • Database with results from surveys 	Oct. 20 th , 2008	CWB
	<ul style="list-style-type: none"> • Database with results from surveys • Final report with results of the surveys as well as recommendations from the needs assessment study 	Dec 20 th , 2008	CWB

SDIF Objectives

How the project contributed to 1) *Encouragement of environmentally sound decisions and actions* and 2) *Supported activities that may benefit the global and local environment*

The Growing Up Organic program has promoted the increase in consumption as well as knowledge about local organic products in Manitoba childcare centres and other educational institutions. The program educates these institutions and the wider public on the benefits of organics. We have surpassed our revised second year goal of offering local organic food to 15 facilities and are now servicing 16 locations. We have re-adjusted our five year goal of increasing the number of childcare programs using organic food from 25 to 35 locations. As these centres choose some local organic seasonal food over conventional food that may have travelled great distances, they helped to:

- create employment opportunities and diversify the Manitoba agricultural sector. Increased amounts of organic produce and value-added products are starting to be required. F.O.O.D. estimates that they have increased their local orders by approximately 5-10%. In the latter half of this year, some centres have increased their ordering of local grains, eggs and value added products. In year 2 of the program, Fresh Option offered a variety of free samples to child care centers including Yupee and local organic milk, both Manitoba value-added products that are organic.
- increase Manitoba regional food security. Organic agriculture improves local access to food; connects urban and rural communities; increases economic viability of agriculture; supports ecologically sustainable practices; generates adequate incomes for producers and increases production for the local market.
- reduce off farm inputs such chemical pesticides, fertilizers and biotech seeds associated with conventional farming. Fewer inputs mean more money remains on the farm and rural agricultural communities are maintained. Eliminating the inputs and water pollution (due to nitrogen runoff normally associated with conventional agriculture) lessens the environmental impact.
- promote biodiversity and preserve of the health of the soil with the use of intercropping, fallow periods, crop rotation and integrated pest management.
- minimize greenhouse gas emissions connected to food transportation costs. It is estimated that the average Manitoba food item travels over 2000 km from farm to Manitoba fork (The Manitoba Food Charter, <http://food.cimnet.ca/cim/43.dhtm>)

All childcare centres committed to the program as well as additional centres interested in the program have completed an initial survey regarding food service practises. These surveys as well as the interim surveys help the program understand what percentage of the food used in the centres is organic as well as provide feedback on how we can improve and encourage more local organic food in the centres. All centres (interested and committed) have received information about the program and local organic food. A few centres have requested and received additional menus and recipes that feature seasonal and local food. We will continue to provide additional handouts as requested and designed.

Project challenges, successes, overall project evaluation and conclusion

Successes

Growing Up Organic (GUO) has completed the second year of a five year program. We have had many successes this past year. We surpassed our revised 15 facility goal for year two with involvement of 16 facilities. Over the past year, we designed and/or distributed: GUO educational and promotional materials, PowerPoint presentations, surveys to parents, childcare centers and other educational institutions and updated our seasonal menus and recipes. We completed two studies - a feasibility study for the GUO program and a study that explored the interest in local organic crackers. Through these studies and general GUO outreach, we surveyed more than 125 individuals and businesses. These surveys form an integral part of our public outreach as many were done in person and program details were provided at the time. Producer outreach included surveys through the feasibility study as well as several meetings with individuals or groups of producers. Our staff gave approximately 28 presentations and/or workshops to childcare centers and other community groups. We participated and attended conferences in Manitoba and tabled with our information booth at more than 23 events. We hosted five tours for participating centers including three bakery tours, one farm tour and one community garden tour. Internally, GUO compiled a number of plans including: an overall strategic plan; an increase purchasing of local organic food plan, an outreach plan to producers, and a value-added plan. GUO formed a steering committee and held three meetings, including one in-person meeting. We revised the GUO budget, wrote grant applications and maintained a website presence on both our local OFCM-COG website (GUO page ~ 120 hits per month) as well as the COG national website. In addition to the radio and TV interviews/features, several articles were published about the GUO program in Manitoba.

Challenges

On the producer side of the program, Manitoba has a very short growing season and as a result fresh local foods are unavailable throughout some of the year. Childcare centres and other institutions like to order fresh produce, but are also interested in value-added products. Some of the produce that is available year round e.g. squash, potatoes, onions, are not used in child care centers. For the most part, these centers do not have the time or the facilities to integrate these products. As we move forward with larger and different types of institutions, such as high schools, universities and colleges, the above mentioned food can be integrated. In addition, the GUO program has discovered that some child care centers have very low ordering needs during the summer months. As a result, when the season is plentiful with fresh vegetables and fruits, centers cut back on their ordering. We are likely to find similar results with the outreach to schools and universities. Canning, storing and preserving can help to extend the availability of these types of foods. Our efforts to introduce local organic value-added products are somewhat limited as there are few value added local products. Barriers to new value-added products from smaller farms include lack of knowledge and capital, fear of putting in the extra effort to process for an uncertain market. The supply-demand relationship needs developing on both ends. In addition to working with distributor F.O.O.D., GUO staff met and had consultations with the distribution business Eatit.ca. Although Eatit.ca has a strong interest in being involved with the GUO program, the consultations have indicated that they are still not ready to commit to what is involved with the administration of the program. We welcome their future participation should they be able to take on this administrative role.

Childcare centres all have different needs and request a variety of services. Some have requested workshops, while others have requested educational materials for parents. It is challenging to service all the needs of all the participating childcare centres. As many of the committed childcare centres have between 20 and 40 attendees, the ordering potential of the centres is low and often further constrained by budget restrictions. Even the larger centers suffer from budget

restrictions. In the second year of the program, we limited our outreach to mainly those centers that had 50 childcare spaces or more. We will continue to be more selective when approaching centres. In order to encourage centers to increase their ordering, as well as ensure viability for the program, we instituted a \$50 minimum order. This was met with some success, but will be further supported by a “no-delivery charge” if the minimum order is met.

With regards to decision-making capacity, GUO has discovered that we need to convince both the people with authority to make change, as well as the hands-on workers who will be changing their daily routine. If one of those parties is not “on board” it is difficult to advance the program. Furthermore daycare facilitators have limited time and energy to make changes to their procurement system, increase food prep time, and to dedicate to educating themselves and others about sustainable food. To help support this transition, we provided all participating centers with snack and/or meal recipes, as well as designed a snack information sheet. The results of the surveys from centers indicate that they would like more support on using local and organic ingredients as well as more suggestions about what types of healthy snacks to provide to the children. We will attempt to address these needs in the third year of the program.

GUO structural challenges in the first year and second of the program centered around limited available personnel time. By the second year of the program, we had anticipated the high level of interest and high numbers of participating childcare centres. Even in the second year of the program, there was a great deal more work required than the personnel funds permitted. The number of public inquiries for workshops, presentations, information booths and materials increased significantly in the second year of the program. Again, in the second year of the program, we relied heavily on volunteers; particularly to help us collect data for the two studies as well as survey information for outreach. Although the extra support provided by the five volunteers was much appreciated, administrative work was still needed to oversee their training. In addition to these volunteers the GUO program appreciates the volunteer work of the GUO Steering Committee and the OFCM-COG Executive Committee. Unfortunately, due to limited funds, GUO was not able to provide reimbursement for travel and transportation. In order to address the challenge of understaffing and in an effort to secure more funding for the program, the first part of 2009 will be devoted to fundraising and grant writing.

With regards to the work plan, we were successful in completing most of the plan. We were unable to do the outreach, in terms of workshops for producers, as GUO did not have sufficient funding to provide this service. We hope to secure funding to do so in 2009. Although 4 grant applications were written and submitted by January 2009, the response time varies and we were not able to secure adequate funding for the full third year. A push on grant writing in the first quarter of 2009, should help to ensure program stability.

Overall program evaluation and conclusion

Overall the GUO program has had an extremely successful and busy second year. We implemented our program in more locations than expected. We offered five tours for participating centres; provided 28 presentations and workshops; completed two studies and created a number of strategic plans. We received press both nationally and locally about the GUO program in Manitoba and have more articles scheduled for early 2009. The facility and parent surveys in year two continue to indicate that the GUO program needs to offer support in terms of materials for parents and workshops for food service personnel. We will continue to address these aspects in year three of the program. Continued contact with the facilities that are committed to the program will not only provide feedback for the GUO staff, but help the facilities gain the support they need in a timely fashion. We will maintain facility contact in the third year

of the program. Support during the 2008 year came from five part time/contract staff, five volunteers, the GUO Steering Committee and the OFCM-COG Executive Committee. In year three, we hope to increase the number of hours of the part time staff and continue to involve volunteers in the program. The GUO team looks forward to entering into our third year of the program. We are planning more tours for children and staff and will continue approaching larger institutions to be involved in the program. We plan to do more producer outreach with the program, and continue to partner with OFCM-COG's Farm Mentorship program beginning in 2009.

Financial

Please request budget for year two of the program.