

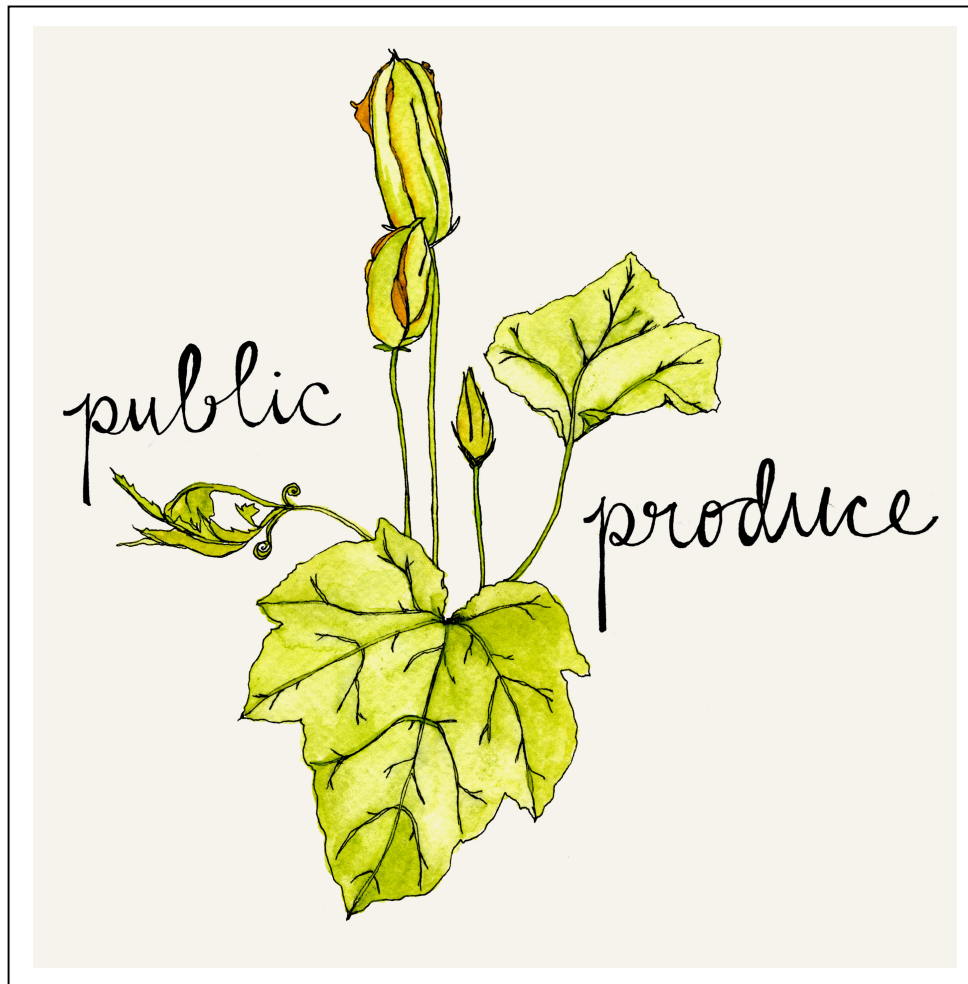
# REPORT

## Kamloops Food Policy Council

Public Produce

Strategic Plan

2012





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### Acknowledgements

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- Kamloops Food Policy Council
- City of Kamloops
- Urban Systems Ltd.
- Thompson Shuswap Master Gardeners
- Kamloops Food Bank
- Interior Health Authority



Canada's Tournament Capital



*Kamloops Food Bank*





## Executive Summary

This report is a tangible outcome that emerged out of the *Designing Healthy Cities* stakeholder’s workshop, held in May 2011. It discusses global food security issues and provides a brief background of food production and food policy actions in Kamloops, particularly in the context of the Kamloops Food Policy Council. Public produce is transforming cities across North America and is engaging communities and municipalities in urban agriculture related activities. Spearheaded by the Kamloops Food Policy Council, public produce is transforming the local, urban landscape for the better. It brings community groups, members of the public, private businesses, and the City of Kamloops together to work towards a more food secure community and a healthier urban landscape.

In addition to providing an informative history of food production and definitions of public produce, this report outlines visions, goals, and targets for the future of public produce. Readers will gain a strong sense of how to proceed with public produce initiatives in their own communities, learning from our group’s experience over the past year. We also provide strong guiding policies and strategies that can be put into action. We have worked in cooperation to produce this document so that it can assist community groups, businesses, and municipalities in initiating and sustaining public produce endeavours now and long into the future.





## 1.0 INTRODUCTION

### 1.1 Background

Food is a fundamental human need. Unfortunately, access to food is becoming more challenging as a number of factors converge to cause dramatic changes in our global food systems. These factors include:

- *Climate change* – climate change is affecting land arability and long-term water supplies for the production of food. Also, extreme weather events such as drought and flooding are becoming more common and have consequent devastating impacts on crops;
- *Water scarcity* – while somewhat related to climate change, freshwater scarcity is becoming a key issue in many areas of the developed and developing worlds;
- *Population increases* – the rise in populations, and the dramatic rise in standards of living, particularly in places such as China, India, and Brazil has increased the competition for global food resources.
- *Oil costs* – the costs of oil and petroleum based products impacts food prices by increasing costs of fertilizers (petroleum products are a key ingredient in many fertilizers) and by increasing costs for the packaging and transportation of food.

These converging factors have resulted in an increase in the cost of food and a declining reliability in the food system; both lead to food shortages and reduced access to healthy and nutritious food that is required for optimal living.

While the food system over the last 50 years has been globalized due to the cheap transportation of food and the ability to store food over longer periods of time, many communities throughout the world are addressing the food issues noted above through proactive localized solutions. The desire for localized solutions has emerged

Food security means that everyone in a community can access and afford to eat healthy foods. People are food insecure when they can't afford or get the foods they need to live healthy and active lifestyles.

out of necessity as well as through a desire on the part of people to improve food security and to transform the current food system into one that is more sustainable for our environment and healthier for our communities. While food banks have become common place for providing people access to affordable food, a number of communities have gone further to address food security by promoting the production of nutritious, organic food in their local area. Community gardens and farmers markets are places where ideas related to community supported agriculture, urban farm schools, and community greenhouses are being implemented in cities all across North America. These have served the purposes of providing food for local residents, creating local agricultural economies, and better connecting urban populations with agricultural practice. All of these combined have brought agriculture into urban areas, marking agriculture as something that is not longer only a rural and out-of-sight activity.

Public produce initiatives have been gaining significant momentum in communities across North America and throughout Europe. These initiatives are emerging out of the larger urban agriculture movement and have been particularly successful in cities throughout the United States that suffered from the 2008 recession (Nordahl, 2010). Public produce initiatives grow healthy, nutritious food on publicly accessible lands such as boulevards, right-of-ways, schoolyards, and in publicly accessible gardens. Two important principles of public produce are that it is *easily accessed by the general public* and that it is *free of charge*. In many cases, it replaces non-edible plants that are found in traditional, ornamental



landscaping. Groups working in cities such as Calgary, Alberta; Montréal, Québec; Davenport, Iowa; San Francisco, California; Chicago, Illinois; and Toronto, Ontario have implemented various forms of public produce and edible landscaping initiatives.

The Kamloops Food Policy Council has provided guidance and implemented actions that improve food security in the Kamloops area for the past 20 years. As the first food policy council in Canada, it has provided leadership around food security both locally and on a national scale. It has also helped to establish Kamloops as a national leader in the area of food security. In January 2011, the Kamloops Food Policy Council and the Thompson-Shuswap Master Gardeners Association obtained funding from the Interior Health Authority's Community Food Action Initiative grant. This money (\$4500) was used to create a community-based, public garden that would produce organic vegetables and fruit that would be made available to everyone, at no charge. Throughout the summer of 2011, a public produce project was undertaken on a vacant lot on Victoria Street, in Kamloops. The goal was to increase access to fresh, locally grown fruits and vegetables for all members of the public. The project was highly visible and accessible to people living, working, and visiting the downtown. Due to myriad sponsors, volunteers, and community support, Kamloops' first-ever public produce project was extraordinarily successful. In addition to providing free, nutritious food, it provided a valuable learning opportunity for the community and has contributed to reshaping municipal public policy around edible landscaping and public produce. Furthermore, it instigated several city-lead public produce initiatives, which will commence in the spring and summer of 2012.

As the public produce garden was taking shape in early May 2011, the volunteers that were involved in constructing the garden were also working to develop a strategy for the implementation of further public produce projects in Kamloops. In May 2011, a stakeholder workshop, called *Designing Healthy Cities*, was held. It featured a presentation from Darrin Nordahl, a city planner and the author of *Public Produce* (2010). His book describes public produce projects throughout North America, highlighting the benefits and challenges involved in implementing public produce projects. Following Mr. Nordahl's presentation, participants in the workshop were asked to provide input on how they imagined public produce projects being successfully implemented in Kamloops. The combined learnings from the Kamloops Public Produce Project and the *Designing Healthy Cities* workshop form the foundations of the strategy presented in this report.

## **1.2 Report Purpose**

The purpose of this report is to present a public produce strategy that provides guidance on the policies and projects needed to increase the availability of public produce throughout Kamloops. It might also serve as a template for other organizations throughout British Columbia and elsewhere for establishing public produce in their communities. The development of this strategic plan has been undertaken with the hope that it will provide useful guidance to the potential implementers of public produce activities in Kamloops (and other communities). It will also serve as a communications tool for external stakeholders, partners, and funding agencies.

## **1.3 Rationale for Public Produce**

Although public produce is a relatively new concept, it has the potential to contribute to healthy, local food systems. Public produce projects are important for a number of reasons, including:



**They enable free access to nutritious food** – costs for healthy, nutritious foods continue to rise. This continued rise will limit access to nutritious food for lower and middle income people and the consequences will become an increasingly problematic public health issue in the future. Public produce projects provide free access to fruits and vegetables for people of all income levels to access.

**They contribute to local food security** - given the diminishing reliability and safety of global food systems, it will be important to develop and expand local food production. Public produce projects contribute to local food security by increasing the production of food, typically in the urban area. Being out in the open, they also generate awareness around our food sources and the methods used to grow produce. This awareness is key to building a more food secure system.

**They increase knowledge of how food is grown** – there has been a significant disconnection between the consumers and producers of food. Given that much of our food is produced outside of Canada, people have become less aware of what it takes to grow food. In addition, the need to transport food over long distances and to store food over long periods of time often means that the fruits and vegetables that we purchase at grocery stores have less taste and diminished nutritional value. By growing food in highly visible and accessible areas of the community, we can increase community knowledge and participation in the processes required for food production.

**They can help make better use of under-utilized land** – Public produce projects are often located on land that is vacant and under-utilized. Installing a public produce garden on an empty lot or in a “dead space” can help increase value to surrounding buildings and land and can breathe life into previously derelict spaces. This contributes to the aesthetic of the urban landscape as well as to the safety of the community.

**They help build community** – Public produce projects can be an excellent way to build community because they depend on a volunteer base coming together to develop and maintain them. This can help to bring a broad cross-section of people together, build partnerships, and build community capacity – all while achieving a goal of healthy landscapes and a more food secure community.





## 2.0 CURRENT CONDITIONS

### 2.1 History of Agriculture in Kamloops

Kamloops has a long and rich agricultural history which includes extensive orchards and market gardens. From the 1920s to 1950s, Kamloops had fifteen canneries in operation. Kamloops supplied the local market with tomatoes, beans, and pumpkins and also exported produce to Calgary and Vancouver. Our long, warm summers combined with access to irrigation from the Thompson River system has enabled productive cultivation of a variety of crops. Areas such as Brocklehurst and Westsyde were known for their orchards and remnants of these orchards exist today, even as these areas have become increasingly urbanized.

### 2.2 Food Policy in the Sustainable Kamloops Plan

In 2010, the City of Kamloops adopted the Sustainable Kamloops Plan. This plan addresses a number of key issues relating to the development of a more liveable and sustainable community in Kamloops. One of the key issues addressed in the Sustainable Kamloops Plan is the establishment of policies relating to food security. The plan envisions a future where the community *'will have worked together to ensure that people have reasonable access to nutritious food needed to sustain good health. The growth of the local food economy will ensure an abundance of local food is available to supplement food imports to the region.'* In addition, key action items are: (1) To pursue opportunities that can use city landscapes and undeveloped areas for growing food and (2) Increase the knowledge within the community of the environmental, social, health, and financial benefits of locally-sourced food supplies.

Please refer to: <http://www.city.kamloops.bc.ca/communityplanning/pdfs/11-SustainableKamloopsPlan-Foundations-12-11.pdf> (p. 43, 44)

### 2.3 Kamloops Food Policy Council

The Kamloops Food Policy Council (KFPC) was established in 1995 and was the first organization of its kind in Canada. The KFPC works cooperatively with other related community groups to promote education and actions relating to food security issues. The Kamloops Food Charter was developed in the late 1990's and it became part of municipal policy through amendments to the Kamloops Social Plan in 2002. The KFPC has gained a national reputation for the innovative work it has done in advancing urban agriculture and food security actions into policy documents, strategic plans, and policy implementation.

The KFPC acts as an umbrella agency that leads and integrates various initiatives such as community gardens, community kitchens, policy development, farmers markets, etc. A key component of the KFPC's policy development initiatives was the preparation of the *Best Practices in Urban Agriculture (2007)* document. It has been utilized in communities throughout Canada.

One of the KFPC's most successful initiatives was its role in the establishment of community gardens throughout Kamloops. The rapid expansion and demand for community gardens by the public is indicative of the support and need for urban agriculture initiatives in this community.

The KFPC's success in introducing various food security initiatives in Kamloops over the past two decades has become a backbone of support for the future of public produce. Public produce and edible



landscaping are both key components of the *Best Practices in Urban Agriculture* strategy and further implementation of this document in Kamloops is important to the future of food security in our city.

Please refer to:

<http://kamloopsfoodpolicycouncil.com/wp-content/uploads/2010/04/Best-Practices-in-Urban-Agriculture2.pdf>

## 2.4 Public Produce in Kamloops

Public produce is a relatively new concept for Kamloops. While it was first proposed in the *Best Practices in Urban Agriculture* report prepared for the City in 2007, it was not until 2011 that the idea gained traction. In March 2011, the Kamloops Food Policy Council and the Thompson-Shuswap Master Gardeners Association obtained funding from the Interior Health Authority to create a community-based, volunteer-run public garden that would produce organic vegetables and fruit that would be made available to the general public, at no charge. A large group of volunteers banded together to develop the Kamloops Public produce project on a vacant lot on Victoria Street in downtown Kamloops. As a result of the efforts of the many volunteers, a large amount of food, including tomatoes, squash, beans, lettuce, etc. were grown and made available to the general public for their consumption. As the project progressed throughout 2011, public produce became highly visible within the community and lessons were learned for future projects. Some of the key lessons learned include:

- 1.) *The need for volunteers* – a public produce project requires a significant amount of human labour to be successful. A mix of volunteer skill sets is the best: both skilled and unskilled labour are required to implement and maintain the project.
- 2.) *The need for sponsorships and partnerships* – while the need for materials will generally decrease as projects are implemented, it is still critical to have sponsorships to ensure the continued success of Public Produce in Kamloops.
- 3.) *The need for involvement from the City of Kamloops* – in order for Public Produce projects to truly flourish in Kamloops, the municipality will need to take a greater involvement and provide resources that enable the efficient and effective implementation of Public Produce projects. Other government organizations such as the Interior Health Authority and School District should also consider participating.
- 4.) *The need for simplicity* – public produce projects must be kept simple in order to be effective and manageable. This includes using plants that grow easily in the Kamloops climate, and require little maintenance. Easy access to irrigation is also important. In addition, it is important that disease tolerant plants are utilized to ensure a healthy garden space.
- 5.) *The need for fun* – given the reliance on volunteer labour and the need for sponsorships, public produce projects must be fun and positive experiences for participants. Ensuring that work sessions are infused with some celebration of the accomplishments will be critical.

Many of these key lessons that were learned were summarized in a document entitled *Public Produce - A Start-up Guide*, which will be published in 2012/2013.



Simultaneous to the initiation of the Kamloops Public Produce Project in the downtown, public talks and workshops were held to better understand the potential for public produce in Kamloops. In May 2011, a public produce stakeholder workshop (*Designing Healthy Cities*) was held to explore the opportunities in Kamloops. Sponsored by the City of Kamloops, the Interior Health Authority, and Urban Systems Ltd., this workshop brought stakeholders from various facets of the community together to discuss opportunities and the potential for public produce in the Kamloops locale. The night before the workshop, a public presentation was given by Darrin Nordahl, who is an urban designer, landscape architect, and public produce expert based out of the United States. The Thompson Rivers University Clocktower Theatre was host to a large turnout from the Kamloops area. Mr. Nordahl discussed the industrial food system, the need for localized food production, and examples of successful public produce initiatives from his own community and from communities throughout North America.

The combination of the Kamloops Public Produce Project and the *Designing Healthy Cities* public talk and workshop generated significant momentum around public produce as a new component of the Kamloops food system. The project (at 121 Victoria Street) demonstrated that public produce is not only tenable but extraordinarily successful in Kamloops and the workshop demonstrated that there is significant interest in public produce becoming a long-term and widespread initiative in Kamloops - one that complements our local food system and beautifies our community.

The Kamloops Public Produce Project gained international exposure throughout 2011 and 2012. In September of 2011, Robin Reid and Bonnie Klohn (Thompson Rivers University) presented a paper entitled *Public Produce: A Local, Sustainable and Food Secure Response to Global Changes* (Reid, Robin., Klohn, Bonnie., Besanger, Kendra., 2011) at an academic conference in Coimbra, Portugal. This conference, which was called *The Animation of Public Space through the Arts: Innovation and Sustainability International Symposium*, hosted scholars and community specialists from around the world. In January 2012, at the *8<sup>th</sup> International Conference on Environmental, Cultural, Economic, and Social Sustainability* conference, Robin Reid (Thompson Rivers University) presented a second paper focused on the Kamloops Public Produce Project. This paper is entitled *Situating Sustainability in Place: A Case Study of the Kamloops Public Produce Project*. (Reid, Robin., Besanger, Kendra., 2011). In October 2012, Reid and Besanger will present further research on the Public Produce Project at the *Under Western Skies 2* conference in Calgary, Alberta. This exposure and discussion advances the ideas that contribute to designing and creating healthier, more food secure communities around the world.



***Designing Healthy Cities: Stakeholders Workshop:  
Kamloops, B.C. May 2011***



### 3.0 LOOKING FORWARD – WHAT DO WE WANT TO ACCOMPLISH?

#### 3.1 Vision

In 10 – 15 years, public produce will have become a significant component of our food systems and will be an integral part of our urban life, our culture, and the way that we interact within our community. It will have gained a broad base of community-based and municipal support and will become a source of pride for our community. Public produce projects will be seen as significant community capacity builders and will bring together a broad cross-section of people, through cultivation and celebration of local food. Kamloops will once again be viewed as a leader in pursuing innovative ways to address food security, particularly given the challenges to the global food system. In essence, a vision for public produce in Kamloops can be described as follows:

*"The thoughtful design of city spaces incorporating public produce will improve the quality of our health, environment, social connections, and will change our social interactions and communications for the better."*

#### 3.2 Goals

The primary goals for public produce in Kamloops are to:

- Ensure that there is an increasing amount of public produce available in the community so as to enable Kamloops to become less dependent on food grown elsewhere; and
- Ensure that residents have better access to healthy food choices and gain knowledge about the food systems that they are participating in.

#### 3.3 Targets

Targets for public produce include:

- Work towards an achievable amount of produce that is grown and maintained by public produce projects in Kamloops by 2020;
- Have at least one public produce project in each of the major sectors (southeast, southwest, City Centre, northeast, northwest) of Kamloops by 2015;
- Have at least 2 people hired full-time to work on the development and implementation of public produce projects in Kamloops by 2014;
- Have a sustained yearly budget allocated for public produce by 2015;
- Have a policy established by City Council that requires developers to include a minimum of 10% edible plants within their landscaping (*e.g.* fruit & nut bearing trees, shrubs & vines as well as perennials - herbs, *etc.*) and encourage new private, multi-family residential construction to incorporate gardening space within their development;
- Have an edible demonstration garden developed by 2013.



### 3.4 Guiding Principles

The guiding principles for public produce in Kamloops include the following:

*Public produce projects will support the evolution of food security in Kamloops* – while public produce cannot and should not replace other food security initiatives in Kamloops, it will help support the evolution of food security in the community.

*Public produce projects will be organic* – any plants provided in public produce projects should be organic to promote a healthy environment, and support organic food growth. It will also be important that projects incorporate natural systems. Pollinator friendly plants should be included in the plans and the design.

*Public produce projects will be available in accessible locations* – public produce must be located in areas that are easily accessible and highly visible to the public.

*Public produce projects will provide education and community engagement* - education about food systems and agriculture will be a key component of public produce in Kamloops. People will become educated about how food is grown and about the health benefits of fruits and vegetables as part of a healthy diet. Promoting organic growing methods will be part of this education.

*Be borne out of a broad partnership base* – public produce initiatives should incorporate a broad partnership base consisting of volunteers, sponsors, and the public and private sectors. Public produce initiatives in Kamloops will work in partnership with the food security related organizations that already exist and that are well established in our city.



**Signage in the garden is an important component of community education.**



## 4.0 STRATEGY

The strategy for engraining public produce in Kamloops includes the following:

- 1. Establish a working committee** – a working committee needs to be established to act as a steward for public produce initiatives in Kamloops. The working committee should include a mix of key stakeholders such as the City of Kamloops, public sector agencies, non-governmental organizations, as well as technical experts who can provide guidance on gardening, communications, public relations, fundraising, volunteer coordination, finance, project management, *etc.*
- 2. Develop comprehensive communication plan** - a comprehensive communication plan will create awareness about public produce and the benefits it holds for the community. A strong communication plan will ensure that partnerships are created, volunteers are included, and the public is aware of the initiatives underway.
- 3. Establish community support** – the working committee will need to establish broad-based community support from a variety of organizations and sectors including:
  - a. Government** – the working committee will need to continually engage various forms of government and associated agencies in the area including the City of Kamloops, Tk'emlups Indian Band, School District 73, Interior Health Authority, and the Thompson Nicola Regional District. Resources from these various agencies will be critical to the success of future public produce projects.
  - b. Business Sector** - communicating the benefits of participation to the business sector is essential. A healthy urban landscape is beneficial to all businesses, particularly in the downtown core, where people are walking around. Businesses that participate and support community-based initiatives extend their own social capacity and can potentially benefit widely from such support. It is important for the business sector to realize that Public Produce projects can transform derelict lots into functional spaces that add value to the neighbourhood. It is “good for business” to create healthy, inviting, edible urban landscapes.
  - c. Non-government organizations** - engage non-profit groups such as service organizations (*i.e.* the Rotary Club), social service agencies (*i.e.* Interior Community Services), churches, community interest groups, and other organizations that can support the implementation of public produce projects.
- 4. Establish key partnerships** - it is important to approach and engage key stakeholders who will contribute to the success of the public produce. Such undertakings should start with “easy wins” that create awareness and promote public participation. Landowners, business owners, and community and church groups that own under utilized land are key to the success of these kind of small projects.
- 5. Secure stable funding** – it will be critical to establish stable source(s) of funding and other resources for the continued implementation of public produce projects in Kamloops. It will also be important for the working committee to establish a 3-year investment plan for the expansion of public produce projects in Kamloops.
- 6. Identify potential projects** – it will be important to identify potential public produce projects. At a broad level, a list of projects should be developed that includes potential locations, partners, and the scale and scope of the project (*i.e.* resources required). In addition, a prioritization of projects should





## 5.0 ACTION PLAN

The action plan is specific to the next 2 – 3 years. Actions include:

### 5.1 Year 1

**Develop an organizational structure for leadership of public produce in Kamloops over the long-term** – for public produce to be successful in Kamloops over the long-term there needs to be a committee dedicated to its success. There are a number of areas of emphasis that need to be addressed in the committee make-up including

- Volunteer engagement
- Financial coordination and management
- Stakeholder engagement/liaison
- Communications
- Horticulture
- Fundraising

The role of the committee would be twofold – (1) To lead public produce activities in Kamloops, and (2) To assist with the development of public produce activities led by others. Various subcommittees could be developed as needed to support the main committee.

**Establish a network of volunteers** – a list of volunteers should be established that highlights each volunteer's skill sets, accompanied by a description of how they wish to participate in public produce projects – this is particularly important for volunteers with skilled labour. This list should be continually updated.

**Operate the Victoria Street Kamloops Public Produce Project in 2012** – it is understood that the property that the first project was operated on will be available once again for use. Given the success that this project had and the momentum that it built, this project should be operated again.

**Develop and deliver presentations for key stakeholders over the Winter/Spring 2012** – presentations should be developed and delivered to key stakeholders. These presentations should address the following:

- Summary of the Victoria Street project, including lessons learned;
- Review of vision, goals, targets, and guiding principles for public produce;
- Review of action plan.

Presentations, in various formats, should be delivered to the following organizations:

- City of Kamloops Council and staff;
- School District trustees and staff, along with other public sector agencies;
- Business Improvement Areas and Chamber of Commerce; and
- Non-profit organizations (*i.e.* Rotary)

**Undertake awareness building exercises** – the public produce projects should continue to participate in key events such as Seedy Saturday, Tomato Festival, *etc.* Local food, and the role of public



produce in the local food system needs to be celebrated continually to raise awareness and to increase interest and investment in these projects.

## 5.2 Future Years

Some initiatives to consider in future years, depending on the resources available, include:

**Establish City Orchard Programmes** - Continue expansion by establishment of a city wide orchard programme which would include edible street trees on boulevards and orchards located on not-for-profit organizations' property and schools.

**Build a "Hallmark Demonstration Garden"** - A beautiful, well-designed and well-maintained edible garden should be built to support this initiative to highlight the movement. This garden will make organic produce accessible to the public and will serve as a feature of our community, expanding the palette that we are able to offer to locals and tourists alike. The demonstration garden should be a creative, beautiful and well-designed organic demonstration garden(s) that includes all aspects of edible plants - trees, vines, shrubs, perennials, annuals, and pollinator friendly plants. It is important that this garden can be easily accessed by foot.

**Encourage the City of Kamloops to establish a policy for edible and pollinator friendly plants on public lands** - this style of gardening will position Kamloops as exemplary in its ability to lead the way in terms of urban agriculture initiatives. Other policies could require that developers use their edible plants in 10% of their landscaping and encourage all new, private multi-family residential construction include gardening space.



**Green and purple cabbages are aesthetically beautiful, delicious, and packed full of nutrients.**



**Public Produce Garden, 121 Victoria Street, August 2011**

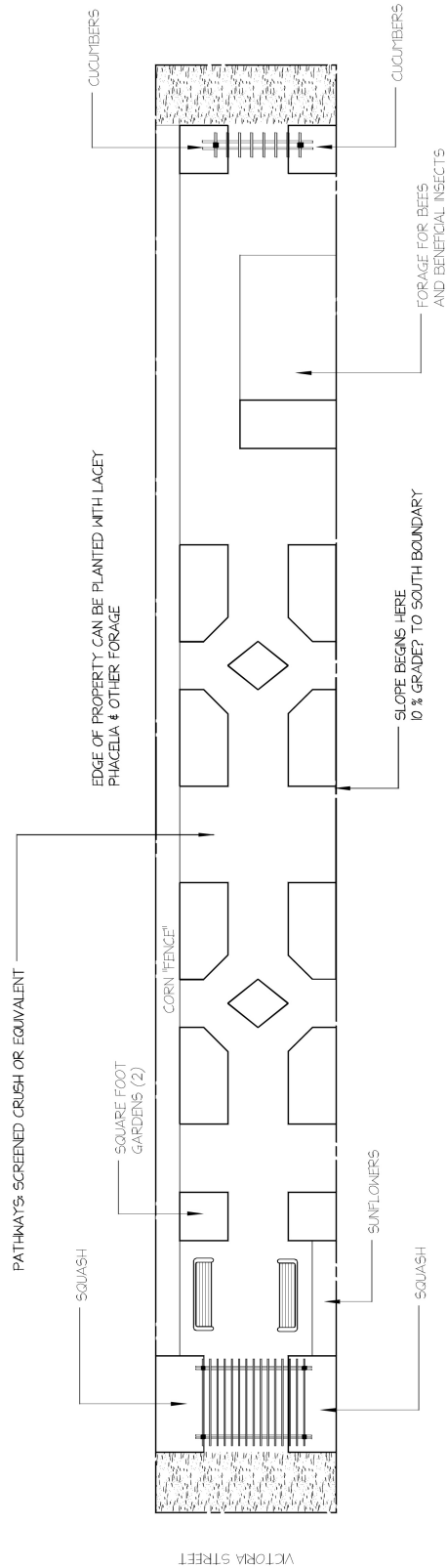


# APPENDIX A

**Kamloops Public Produce Design for  
121 Victoria Street (Spring/Summer 2011)**



# KAMLOOPS PUBLIC PRODUCE



VICTORIA STREET

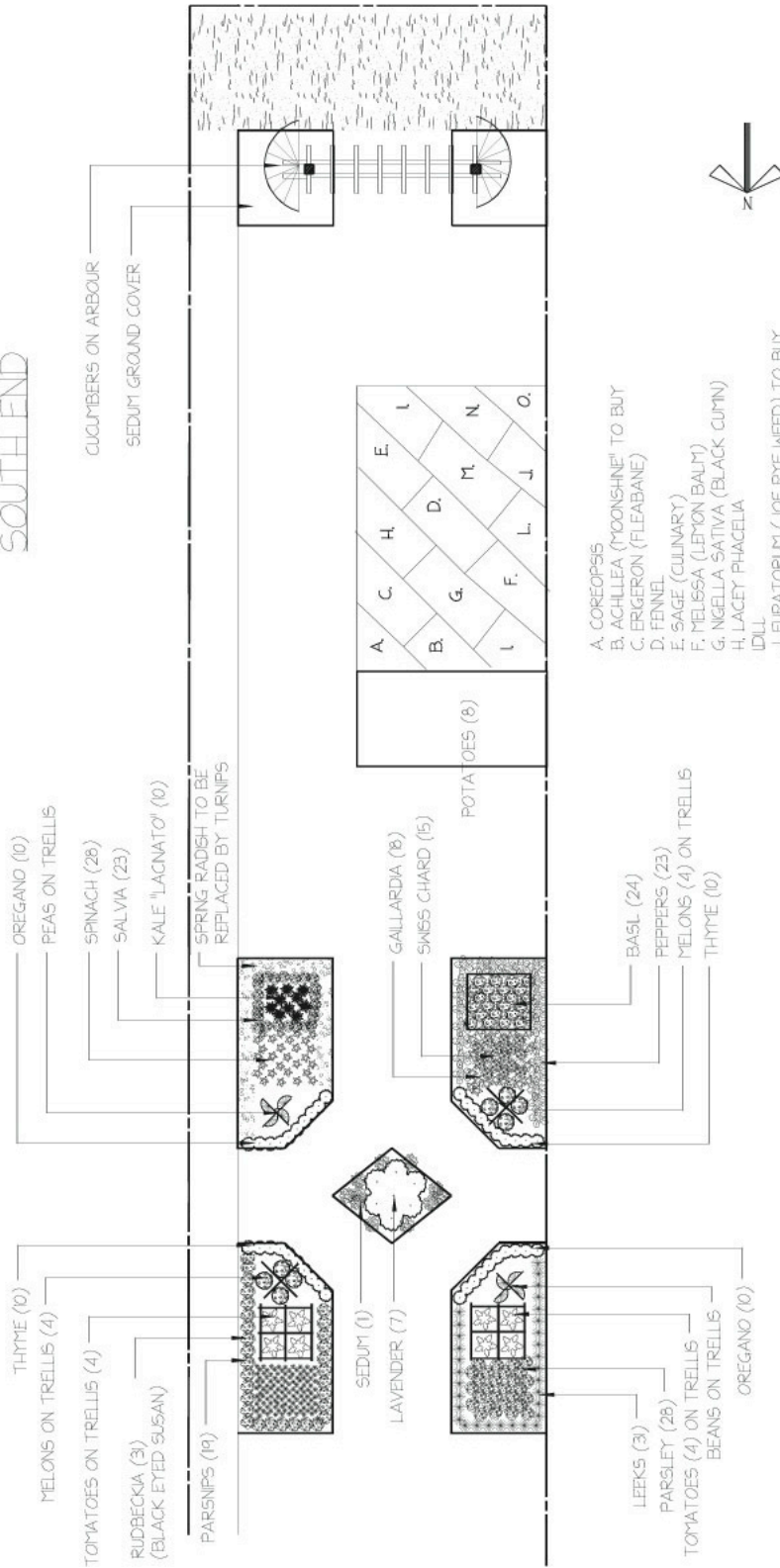
DARK COLOURED BOXES: WOOD RAISED BEDS TO 12 INCHES - IMPORTED SOL  
LIGHT COLOURED BOXES & CORN FENCE - USE EXISTING SOL ATTENDED WITH CITY COMPOST



KPP CONCEPT PLAN			
client:	KAMLOOPS, BC	revision:	1
scale:	1: 8'-0"	date:	07/03/2011
drawn by:	ESEDGMAN	checked by:	
		drawing #:	



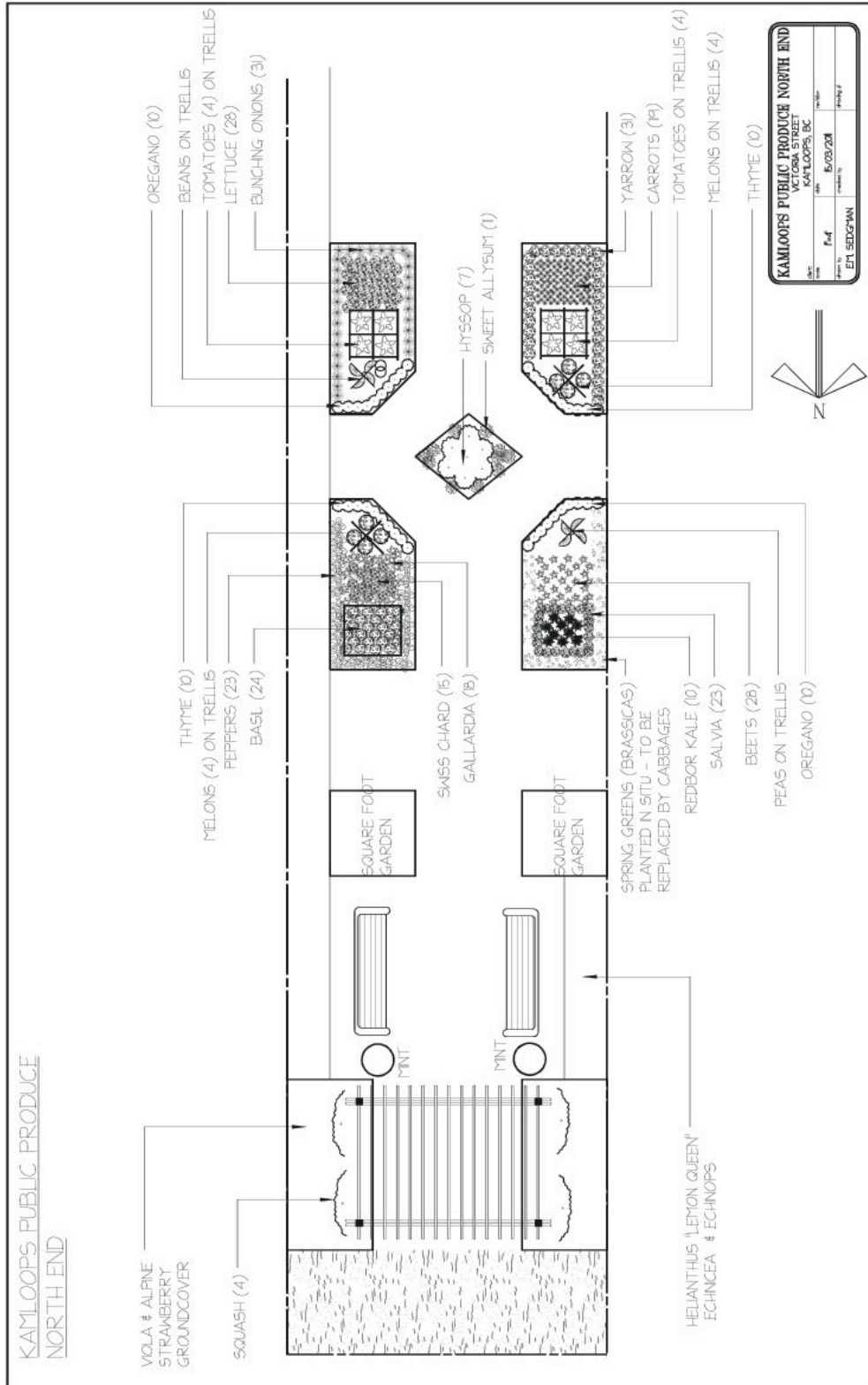
# KAMLOOPS PUBLIC PRODUCE SOUTH END



- A. COREOPSIS
- B. ACHILLEA ("MOONSHINE" TO BUY)
- C. ERIGERON (FLEABANE)
- D. FENNEL
- E. SAGE (CULINARY)
- F. MELISSA (LEMON BALM)
- G. NGELLA SATIVA (BLACK CUMIN)
- H. LACEY PHACELIA
- I. DILL
- J. EUPATORIUM (JOE PYE WEED) TO BUY
- K. LAVENDER
- L. LAVENDER
- M. ERTINGUM
- N. SOLDADO (GOLDENROD)
- O. NEPETA



**KAMLOOPS PUBLIC PRODUCE SOUTH END**  
 4700A STREET  
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# APPENDIX B

## **Bibliography of Public Produce Related Literature**



## **Appendix B. Public Produce Bibliography**

(compiled by Elaine Sedgman, Thompson Shuswap Master Gardeners Association)

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The Schoolyard Habitat Movement - National Wildlife Federation

<http://www.nwf.org/Get-Outside/Outdoor-Activities/Garden-for-Wildlife/Schoolyard-Habitats.aspx>

\*Theory, how to transform your school, integrating curriculum

Evergreen

<http://www.evergreen.ca/>

\*Theory, how to transform your school, resources, funding

Green Teacher

<http://www.greenteacher.com/>

\*Toronto based not-for-profit organization, publications, newsletter, links to resources

The Edible School Yard Project

<http://edibleschoolyard.org/>

\*Chef Alice Waters and restaurant Chez Panisse involvement in public education

\*Excellent teacher curriculum resource – check out ‘Sunflowers and the Fibonacci sequence’

National Gardening Association

<http://www.kidsgardening.org/>

\*Getting started, teaching resources

Canadian Biodiversity Institute

<http://www.biodiversityonline.ca/>

\*School ground transformation resources, how-to guide

Think and at Green @ School

<http://www.thinkeatgreen.ca/>

\*A University of British Columbia research project that looks at issues of regional food security, food system sustainability, and institutional adaptations to climate change within the context of Vancouver schools.



# APPENDIX C

## **Lessons Learned from the 2011 Public Produce Project (Master Gardener's Perspective)**



## Appendix C. Lessons Learned from the 2011 Public Produce Project

### ***Reflections & Observations of the 2011 Kamloops Public Produce Garden: from a Master Gardeners' Point of View***

(drafted by Elaine Sedgman, Thompson Shuswap Master Gardeners Association, 2011/2012)

*The Thompson Shuswap Master Gardeners Association is an affiliate of the Master Gardeners of B.C., a not-for-profit, charitable organization. Its mission is to educate the public about environmentally responsible gardening practices. The Master Gardeners came to this Project with that aim in mind.*

#### **Gardening Practices:**

- Organic practices were used in the garden
- Early testing was done of the soil, and because arsenic levels were high, although still within acceptable levels, raised beds were used
- Soil brought in was created with composted manures ground wood
- No pesticides were used. Instead, *Lobularia* (sweet alyssum) was planted to encourage the presence of beneficial predator insects.
- Other forage plants were planted for pollinators, the most nutritious & attractive being *Phacelia tanacetifolia* (lacey phacelia), *Helianthis* 'Lemon Queen' (sunflower) and *Lobularia*.

#### **Site Challenges:**

- Extremely windy
- Intense sun for half the day (morning) & then in deep shade the rest of the day
- Half the garden was not automatically irrigated & needed to be hand watered

#### **Site Assets:**

- Garden is easily accessible & highly visible to the public
- Access to irrigation

#### **Garden Planning:**

- Because the Project was considered a demonstration garden that would illustrate the feasibility of a permanent Edible Demonstration garden to the City of Kamloops, aesthetics were a high consideration
- The garden was originally planned with crop rotation in mind. (A recommended gardening practice to prevent disease) The plan was overlooked at times when donated plants needed to be transplanted immediately. However, this would unlikely cause any future disease problems as fresh soil will be used to top up the beds.
- Two beds were designed for wheel chair accessibility and were to illustrate square foot gardening.

#### **Choice of Plants:**

- Cultivars were originally planned for attractiveness and flavour.
- Some of the plants were donated; some were unlabelled or not correctly labeled. Not knowing the cultivars caused some problems, mainly with final cultivar size of and powdery mildew.
- Stuart Wood Elementary School students planted marigolds among the vegetables in the beds. Forage plants for insects perhaps would have been more preferable. (see recommendations)

**Observations: Diseases, pest and environmental problems**

The garden was remarkably pest- free. The irrigated boxes grew extraordinarily well & looked very lush through the growing season.

- Did not observe many pests, no aphids. Cabbage worm damage was noted but was not enough to consider the use of floating row covers or of BTK (*Bacillus thuringiensis kurstaki*)
- White flies were observed at the end of the season. Yellow traps could have helped.
- Wind damage: tomatoes could have been protected at the beginning of the season.
- Corn was stunted because of lack of water & wind. Beans planted among the un-irrigated corn did not do well.
- Pollination garden was not as attractive as desired because of choice of plants (needed more annuals: perennials take a long time to 'settle' in) and lack of water.
- Surprisingly many native bees were observed: *Agapostemon* & *Helictus* (sweat bees) and *Bombus* (bumble bees). Possible nesting sites are Councillor Denis Walsh's yard & undeveloped lots on St. Paul Street, only a few hundred metres away.
- Powdery mildew was a real problem on the *Curcubitas* (squash, zucchinis, cucumbers)
- Squash, indeterminate tomatoes and eggplant smothered smaller plants.
- Some of the annual pollination forage plants were too large for the area. These plants could have been pruned or flowering herbs used as forage instead.
- Plant more carrots, onions (bunching as well as globe), hot peppers and annual herbs such as cilantro.

**Community Participation:**

What was truly exciting about this Project was how the public at large came together to lend its support. The Kamloops Public Produce Project was not just a KFPC or Master Gardener project but it was one that the city residents embraced, either by volunteering time and/or by donating services. Commitment ranged from the United Way Day of Caring by Royal Bank employees, to the installation of an irrigation system by Painless Underground Sprinklers, to help from such diverse institutions as the Kamloops Regional Correction Centre and Stuart Wood Elementary School. Other business owners (most predominately: Greenhome Design and Construction Ltd. and Everyone's Eden Garden Design Ltd.) invested time, resources, and expertise that were critical to the success of this project.

Open Door Group's Gardengate training Centre donated starter plants from its greenhouse starter plants. The centre also started seeds of cultivars that Kamloops Public Produce Project had purchased.

By the end of the summer, however, only the most dedicated still participated – the five people who hand watered daily, three Master Gardeners who cared for the garden on an ongoing basis, and five other community volunteers who helped clean up the garden at the end of the season.

**Interaction with the Public**

Traditionally, Master Gardeners give advice at formal advice clinics. Under project manager Kendra Besanger's leadership, Master Gardeners were involved in the Kamloops Public Produce Project from the beginning: negotiating, planning, designing the garden, calculating the number of plants needed and amount of soil & mulch required, starting seeds, participating in the building the raised beds, the big plant-in at the beginning of June and the daily watering and weeding. The Public Produce Garden became a temporary urban edible demonstration garden and the site of an ongoing advice clinic: all sorts of people - business, families, young & old asked what the garden was about and asked for advice for their own home gardens, balconies, or worksites. During a "Lunch & Learn" session Community Kitchens Coordinator Dede Bone created a healthy salad from greens that a Master Gardener harvested



demonstrating the “cut and grow again” method. Another Master Gardener gave a mini after work seminar on composting.

### **Harvesting:**

- The garden was harvested daily by a diverse cross-section of people: people of low income, volunteers from the Royal Inland Hospital Thrift Shop (located across the street from the garden), people from a wide range of ethnic backgrounds (Kamloops Immigrant Services is located adjacent to the garden), garden volunteers, chefs, downtown business owners, staff from local businesses, tourists, and passers by.
- Onions, carrots & leeks were harvested before they were of mature size despite signage.
- Some cultivars were pulled & then laid back on the ground or replanted, speeding their demise. Perhaps consumers were testing the vegetables to see if they were ready for picking.

### **Communication, labeling**

Signs were placed throughout the garden explaining how and when to harvest and the reason why flowers were planted among the vegetables. For quick messaging – a blackboard might have been very useful. Cultivars should be labeled so that other gardeners know what plants grow well & have great flavour. For people who are not literate, an iconic image (such as a mouth with a line through) might help indicate that vegetables are not ready to eat. Signage should be placed in the garden as soon as possible, as this mode of communication is a key interface between the garden and the community members who visit it. Furthermore, a welcome sign at the entrance of the garden that explains what the garden is and who it is for should be put into place as soon as possible. Members of the community commonly mentioned that they did not know who the garden was for or that they were allowed to pick the produce. Signage is a very important component of public produce related initiatives and should be budgeted for appropriately.

### **2012 costs:**

- irrigation expansion to all the beds
- soil top-up
- trellises, tuteurs, & cold frames
- plant & information labeling
- communication blackboard

### **Recommendations:**

- Measure the inside of the beds, rather than the exterior so that the exact planting area is known.
- test soil to see if added nutrients are required
- Choose cultivars that are tolerant and resistant to diseases
- Consult other ethnicities for recommendations for choice of vegetables – but disease tolerance should dictate cultivar choices.
- Disease tolerant cultivars should also trump the use of donated seeds and open pollinated cultivars.
- Choose compact plants.
- All plants should be labeled with cultivar name.
- Start earlier in the year with spring greens & protection with covers. If aesthetics is important, use attractively built cold frames.
- Plan for succession planting.
- Demonstrate season extension by protecting late plantings with covers in the fall.



- With the principles of Integrated Pest Management in mind, use floating row covers to cover Brassicas (cabbage, kale etc) from cabbage worm or use BTK (*Bacillus thuringerienis kurstaki*) only when required.

\*\*Linda Chalker –Scott, PH.D. Miracle, Myth or Marketing: Bt Biopesticides.

[http://www.puyallup.wsu.edu/~linda%20chalker-scott/horticultural%20myths\\_files/Myths/magazine%20pdfs/BtBiopesticides.pdf](http://www.puyallup.wsu.edu/~linda%20chalker-scott/horticultural%20myths_files/Myths/magazine%20pdfs/BtBiopesticides.pdf), Retrieved October 25, 2011

- To prevent powdery mildew, plant squash, zucchini and cucumbers in the sunniest location. Try to catch early and treat with spray of whole milk.

\*\*Linda Chalker –Scott, PH.D. *The Myth of Milk and Roses*,

[http://www.puyallup.wsu.edu/~linda%20chalker-scott/horticultural%20myths\\_files/myths/milk%20and%20mildew.pdf](http://www.puyallup.wsu.edu/~linda%20chalker-scott/horticultural%20myths_files/myths/milk%20and%20mildew.pdf), Retrieved October 25, 2011

- Plant trailing squash & indeterminate tomatoes in areas so that they won't smother other smaller plants.
- Use attractive supports such as trellises, tuteurs & pergolas.
- Add a blackboard for communication purposes.
- Use even more signage throughout the garden describing the cultivars & how & when to harvest.
- Encourage school participation but suggest easy forage and/or edible plants such as calendula, borage, viola, nasturtiums and sweet alyssum or the edible marigold, *Tagetes tenuifolia*.
- School participation could also include planting an early spring greens bed.
- Containers, other than self-watering containers, should not be used as they need to be watered more than once a day in Kamloops' summer heat.

### **Conclusions:**

The Thompson Shuswap Master Gardeners felt that The Kamloops Public Produce Project was a worthwhile project with which to be involved. Master Gardeners provided information about gardening to the community, educated the public about environmentally responsible gardening practices and at the same time raised the profile of the Association. Overall, Master Gardeners gave approximately 130 hours of volunteer time to the Project in 2011.

Master Gardeners are keen for a permanent educational demonstration garden to be created in Kamloops. Conventional edible demonstration gardens are usually found in public botanical gardens, to which the public must pay an entry fee and is also prevented from tasting or touching the produce.

However, through the success of the Kamloops Public Produce Project, The Master Gardeners envisage a garden that would include a welcoming gathering place for the public, a tree and small fruit orchard, edible shrubs and perennials, herbs, forage for pollinators and beneficial insects as well as plots for edible annuals. The garden would be a living work of art that would have the capacity to stimulate the senses in all ways: scent, taste, smell, sight, sound and touch. It would act as place where food could be celebrated, grown and eaten.

This garden would also demonstrate best practices for sustainable gardening in Kamloops and would be a force for social change. The simple act of planting a garden can create a powerful way to engage people and connect them and the garden to rest of the planet.



# APPENDIX D

## Lessons Learned from the 2011 Public Produce Project (Project Coordinator's Perspective)



## Appendix D. Lessons Learned from the 2011 Public Produce Project

### ***Reflections & Observations of the 2011 Kamloops Public Produce Garden: from the Project Coordinator.***

*(drafted by Kendra Besanger, Kamloops Public Produce Project - Project Coordinator 2011)*

#### **Volunteers:**

- Volunteers are fundamental to the success of the project and, generally speaking, two types of volunteers are needed:

- (1) Volunteers with specific expertise (coordinators, carpenters, gardeners, communications people)
- (2) Volunteers with non-specific skills sets – people who can provide general labour and support throughout the project. People who can attend work-bee days and volunteer to take care of various tasks throughout the growing season.

- We tried our best to create the kind of environment in which volunteers could spend as much or little time as they had. Sometimes people can be hesitant to volunteer for something if they feel like they cannot give 100% to it. This then prevents them from joining at all. To avoid this kind of pressure, we always suggested that volunteers could show up for “just one hour” or “the entire day” (or anything in between).

- Give as much notice to volunteers as possible and provide reminders as the date approaches. We used various media platforms to communicate with volunteers (see Media & Communications section).

- We attempted to network with other community organizations that had access to broad volunteer bases (*i.e.* The United Way, Open Door Group’s Garden Gate, Interior Indian Friendship Society, Interior Community Services). We would recommend, in 2012, that a broader base of partnerships is created – one that reaches a larger base of volunteers and people who might be interested in contributing to the project in various ways.

- Remember to acknowledge and thank volunteers. If possible, budget for small tokens of appreciation for volunteers who have gone above and beyond (gift certificates to a local, organic restaurant make nice gifts and support the local food economy!). Even better, budget for a volunteer appreciation event (dinner is great). Remember that a quick thank you card or even a short email with a note of appreciation after a work-bee day or after you’ve run into a volunteer in the garden can go a very long way. Not only will you encourage people to maintain their involvement in the project, you will foster a sense of community and belonging within the group

- Some volunteers can be very time consuming. Remember to set aside time to talk to people and engage with them but keep in mind that you do not have to give all of your time to one person. Many volunteers get involved in projects because they are lonely and yearn for a sense of community. This is a primary reason why projects such as the Kamloops Public Produce Project are so important to the health of our communities; however, you are not obliged to spend hours upon hours with one person. Cherish the time that you have for the project but set aside time for yourself. Everyone will be happiest and healthiest this way.



## Partnerships

- Working under the umbrella of the Kamloops Food Policy Council, we had the privilege of being connected to various groups that are working towards similar goals. Kamloops has a very long history of food production and various, well-established food security groups have existed in our community for decades. We were conscious of the fact that we were entering into a milieu that has been built up, through partnerships and community engagements, over many years. As such, we communicated with other groups: gleaning tips and advice. We also did our best to engage in volunteer exchanges and promote other community groups' upcoming events through our email listserves and social media platforms. We attended various events hosted by groups such as Interior Community Services, the United Way, and Open Door Group's Garden Gate. Working together, exchanging knowledge, and maintaining open lines of communication are key factors in generating strong, community-based partnerships.

- Extending the partnership base should be a primary goal for 2012. There are many community groups in Kamloops (and beyond) that we did not have a chance to network with. In particular, coming to know the community groups that are located in close proximity to the garden(s) is a great way to engage people who live close by and might attain a sense of pride and commitment to the garden project(s).

*Other groups to consider:* daycare groups; women's centres; youth groups; neighbourhood associations; senior citizens' groups; Boys & Girls Club; YMCA; University clubs and associations

- Create partnerships with local restaurants and grocers. Make sure to connect with businesses that support the same values that your group does and brainstorm ways that a partnership with them might be mutually beneficial. Perhaps they can serve appetizers in the garden one day? This will provide an excellent advertising opportunity for them and great publicity for the garden. Be creative and open to suggestions.

- Create partnerships with as many of the businesses that inhabit the same locale as your project as you possibly can. Introduce yourself as part of the project, explain the project and its objectives, and offer to leave a few business cards with them. Public produce projects beautify urban landscapes, making them more desirable to walk through and spend time in. If people are drawn to particular areas of town because of the garden, they may be inclined to pop into a store that they've never explored or try out a restaurant that they've never eaten at. Public produce gardens are "good for business" and contribute to the revitalization of urban centres!

## Grant Writing

- Keep your eyes peeled for grant money and apply for every grant that crosses your desk. Educational outreach and community engagement require staff, labour, and supplies! If staff members are paid, they will be able to commit more time and contribute the project substantially. Paid staff members are important to creating and maintaining sustainable projects.

*\*\*Volunteers or poorly paid staff burn out quickly because they are often working other jobs on top of the long volunteer hours. Community project coordinators, artists, group facilitators and community educators play an*



important role in building healthy, accessible communities and should be paid appropriately.

- Grant writing is extremely time-consuming. Don't be afraid to recycle portions of old grants. It is always good to build upon foundations that you already have.

- Even small grants can be useful! We managed to leverage approximately \$35,000.00 (in in-kind labour and donations) from a \$4,500.00 grant in 2011. This is an incredible inflation of a tiny grant. Even \$500.00 can go a long way! Never turn away an opportunity to receive grant money because, with every grant that is received, the project becomes more legitimized and future money becomes easier to access.

- If very large grants arise, consider partnering with other organizations. Grant applications that show evidence of community partnerships are strong and often receive funding! Make sure to set aside plenty of time for this process. Grant writing as a group is extremely time consuming but can be a lot of fun.

### **Signage in the Garden**

- Put a sign up at the entrance of the garden that explains what the garden is and who it is for (as soon as possible). This sign (or a separate sign) should also list all of the donors that made the project possible – make sure to include a big "Thank You" on the sign. We didn't post our sign until the middle of the summer and most of us felt that it should have been put up much earlier. Make this a priority and budget it in accordingly.

- Signage in the actual garden beds is important too! Let people know what is growing and when it is available for harvest. Many people do not recognize produce if it is still in the ground – let people know what they are snacking on! Signs that indicate that it is okay to pick the food and take it home are also important.

- A comment box can be a great way to receive input from community members who have engaged with the garden space.

- Sign making can be a very effective way of engaging with the community. We went to our local farmers' market and invited children to paint signs. They were then placed in the garden, which added colour and gave parents a great reason to visit the garden with their children

### **Workshops**

- On-site workshops are a great way to bring people into the garden and share knowledge. Talk to garden associations, Master Gardeners, Master Composters, Community Gardens Kitchens, local artists, members of the public, restaurateurs, and community associations about the possibility of leading workshops. Remuneration for workshop leaders is a great idea, if your budget allows.

If possible, have someone record the workshop so that it can later be posted online (remember to ask for permission) Ask the workshop leader if they would like to share useful websites or books.



\*Remember that workshops do not always have to be solely garden related. For example, if someone wants to give a workshop on microphotography of plants, this is a great way to bring a diverse range of people into the garden and share the benefits of Public Produce gardens as healthy urban spaces.

## Media & Communication Strategies

- *Logo and images.* From the outset of the project, we hired an artist to create an image that continues to serve as our logo – on our letterhead, across our multiple web-based platforms and on our print-based media. Having a logo keeps our aesthetic consistent and easily identifiable. This is an important strategy for communicating in a professional manner and in creating an identity that is becomes recognized throughout the community.

- *Don't forget about print-based media.* While web-based communication has become the most common mode of communication for many people, not everyone has Internet access and/or literacy. Print-based media is an important mode of communication: posters, flyers, business cards effectively disseminate information and create interfaces of communication that people who do not have access to Internet can interact with.

\*\*Remember to BUDGET for the costs of printing: always include printing & advertising costs in grants that you apply for.

- *Make strong connections with local media producers.* We had several individual reporters that we would call if we had an upcoming event. Some reporters will show more interest in your group and related events than others. Cultivate relationships with newspaper reporters and radio and T.V. producers that will attend events regularly, take up your message, and help spread the word!

- *Local Newspaper(s).* We recommend using the local newspaper for advertising and announcements. In order to keep aesthetics and language consistent, have a communications person in your group design the "advertisement" or "call for volunteers" and then send your message in the appropriate format (.pdf, .jpeg, .doc). We recommend making a contact at the newspaper who will serve as a point of contact and who will ensure that your message is published in a timely manner. Do your research and make phone calls to find people who are excited about the project and willing to help. It is best to give people as much notice as possible to leave time for corrections, reformatting, etc.

- *Radio* – Local radio stations reach a very broad base of people. They are great for advertising events and workshops but are also an incredibly important media source for generating discussion or disseminating knowledge. Talk to local radio producers about doing feature interviews about food security, urban agriculture, public produce, or any other related topic of interest. The more conversations, the better!

- *Business Cards.* The Project Coordinator and/or Communications Coordinator should carry business cards that contain the project's email address and other pertinent information. Having business cards on hand contributes to establishing a professional image and is useful at networking events. \*\*Include the cost of printing (and designing) these cards in your budget!



- *Follow up!* It is important to follow up with people after you've talked to them. Make your presence known in the community and build strong relationships with business partners, community groups, media outlets, and members of the general public. Consider follow-up as a key component of your group's communication strategy.

- *Talk to people about the project.* Visit farmers markets and local events! Face-to-face communication is most important and effective. Get people excited about the project and answer their questions. Public Produce is a new concept for many people and some people will have hesitations and resistance to the idea. Be prepared to answer a wide-range of questions thoughtfully and consider the fact that people may not support the concept when they hear about it for the first time.

**\*\*We found that providing people with examples of other cities that have successfully implemented Public Produce (Calgary, Alberta; Portland Oregon, San Francisco, California; Davenport, Iowa, among others) is a very effective way of assuring people that it has been tried and it does work well.**

**\*\*Another strategy involves talking to people about our past relationship with food, which involved much more interaction with local produce on a day-to-day basis/ Explaining that we are actually "learning from traditional food methods" rather than inventing something new and untested.**

**\*\*If people are hesitant to eat public produce because they do not know "what has happened to it in the garden," politely ask them *if they know what has happened to the food that they bought at the grocery store – food that has unavoidably travelled all the way across the world to reach their plate.* When this question is asked with tact and a smile, it becomes a very effective reply because it draws consciousness to the fact that many people trust the industrial food system, often without questioning its problematic elements. Fleshing out problems within our current food system is important to conversing with people about the potential that alternative, local food systems have to change our communities for the better.**

#### *Web-Based Communication:*

- Social media: we created accounts through email, Facebook, Twitter, Tumblr in addition to a website (using the Blogger platform). Although we use Facebook, email, and our blog most frequently, it was a good idea to create Twitter and Tumblr accounts so that our name is secured on these social media platforms.

- *Blogger platform:* We chose this blogging platform as our main "website" because it is easy to use and we want volunteers to be able to contribute to the blog if they so wish. Choosing social media platforms that are easy to use and relatively self-explanatory is a key component to keeping the project open and accessible to a range of people who possess varying levels of Internet literacy.

- *Facebook:* We use Facebook to post updates about the garden, to create call-outs for volunteers, to post updates about the garden, and to post general information related to public produce and urban agriculture initiatives. Facebook is very effective for generating online consciousness about the garden and about other, related initiatives. We've networked with other local community groups as well as urban agriculture groups from all over North America. It is important to share the links of your partner organizations and contribute to spreading



messages that support initiatives that are similar to your own initiatives and practices (*i.e.* techniques and tips related to organic gardening, local events related to urban agriculture, other groups' calls for volunteers).

**\*\*** While Facebook is very easy to use and works well to disseminate information to a large group of people, it should not be relied on as the sole mode of communication. Many people do not use Facebook and relying too heavily on one media platform can exclude people and limit your capacity for communication and outreach.

- *Twitter/Tumblr/Other Social Media* – Even if your group doesn't use these social media platforms right away, create an account and 'reserve' a space for yourself through these platforms. Social media trends change fairly quickly and you'll want to be able to transport your messages to the most popular and heavily used platforms, when the time comes. Twitter is a great source of information (if you follow appropriate groups!) and an excellent way to connect with other groups that are doing similar things. Share links, tips, and knowledge!

- *Pinterest* is another web-based media platform that is gaining popularity quickly. It may be worth exploring as a means of connecting to other related groups and interests.

- *Email*: Adding permanent signatures to the bottom of your email with your website and/or Facebook/Twitter page name can be an effective way of connecting people to your various web platforms and disseminating information quickly. Keeping volunteer emails organized and categorized makes dissemination of information more efficient. Gmail offers a feature that allows its user to categorize emails. We created a category for volunteers that was separate from other contacts to avoid bombarding our partners or business contacts with emails that were not applicable.

- *Listserve*: Sign-up to related listserves to remain abreast of events and information that pertains to your group. Important information or exciting updates that come through these listserves can be sent out to the contact list in your email account or re-posted through other social media platforms.

**\*\***Be careful not to bombard your email contacts with too many emails - you do not want to have the important updates and calls for volunteers lost amidst too much information or too many updates.

*Examples of fruitful listserves that we pull information from:*

Common Dreams: [commondreams@commondreams.org](mailto:commondreams@commondreams.org)

Food Secure Canada: [info@foodsecurecanada.org](mailto:info@foodsecurecanada.org)

Toronto Food Policy Council: [TFPC@toronto.ca](mailto:TFPC@toronto.ca)

Food Digest: [food-request@bcfsn.org](mailto:food-request@bcfsn.org)

### *Print-Based Media & Communications*

- Posters and flyers can be very effective modes of communication. Do not underestimate the ability of a beautiful poster to draw people to your project!

- Print-media is also a very important way to communicate with older generations who may not use web-based media very frequently.



- Some people may rely on posting boards in places like public libraries or community centres for community-related events. Identify places where posters, workshop advertisements, and calls for volunteers can be posted. Public and private spaces are both very effective spaces to disseminate information. Think about the board at your local public library or the community board at your local grocery store. Other places to keep in mind are legions, community centres, other community groups' buildings, universities, daycares, garden centres, and community gardens.

- We asked downtown businesses to put our poster up in these spaces. This was an opportunity for us to 'advertise' our project within the downtown community, to introduce ourselves to local business owners, and to create partnerships with businesses and organizations that were supportive of the project. We put our email address, our website address ([www.publicproduceproject.blogspot.ca](http://www.publicproduceproject.blogspot.ca)) and our physical location on this poster, inviting people to be in touch or to meet us in the garden.



**Poster Design: Emily Hope, Kamloops, B.C., 2011**



# APPENDIX E

## Concept & Design for Bus Stop and Apartment











# APPENDIX F

## Plant Lists for Bus Stop & Condominium



## Appendix F. Plant Lists for Bus Stop & Condominium

### Plant List for Bus Stop

A tree: Saskatoon *Amelanchier x grandiflora* 'Autumn Brilliance'  
B Herb: Oregano  
C Herb: Thyme  
D shrubs: Saskatoon *Amelanchier* 'Regent'  
E Perennial: ornamental grass  
F Herb: edible sage G

### Plant List for Condominium

A Tree: hardy apple *Malus* 'Prairie Sensation'  
B shrubs: evergreen  
C Shrubs: Saskatoon *Amelanchier* 'Regent'  
D Tree: edible crabapple *Malus* 'Dolgo'  
E Herb: Oregano  
F Herb: Thyme  
G Herb: Chives  
H Perennial: Daylilies  
I Perennial: ornamental grasses  
J Shrub: Sour cherry *Prunus x kerrasis*  
'Carmine Jewel'  
K Shrub: Clove currant *Ribes oleratum*



# APPENDIX G

**List of Attendees for  
“Designing Healthy Cities” Workshop  
(featuring Darrin Nordahl)  
May 5<sup>th</sup>, 2011**



## **Appendix G. List of Attendees for Workshop**

B.C. Sustainable Energy Association  
Canadian Home Builders Association  
City of Kamloops (Council and Staff)  
Community Futures  
Dave Whiting and Associates Consulting  
Everyone's Eden Landscape  
Greenhome Design & Construction Ltd.  
Interior Community Services  
Interior Health Authority  
Interior Indian Friendship Society  
Kamloops Farmers Market  
Kamloops Food Bank  
Kamloops Food Policy Council  
Kamloops Homelessness Action Plan  
Kamloops Indian Band  
Kamloops Wildlife Park  
L.A. West and Associates Inc.  
Open Door Group  
Q'wemtsin Health Society  
Silversprings Organic Farm  
Sun Rivers Golf Resort  
Thompson Rivers University  
Thompson Shuswap Master Gardeners Association  
Tranquille Real Estate Development  
Tri-City Contracting  
United Way  
Urban Systems  
Venture Kamloops