

Outline

- Background
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- Key questions
- Representation at brainstorming sessions
- Snapshot of results
- Detailed results
- Progress to date
- Next steps

Background

- Toi Te Ora – Public Health Service is supporting the creation a local food network in the Tauranga/Western Bay of Plenty region
- A local food hui bringing together different actors across a local food system is an effective tool to strengthen local food systems and build momentum and support for an ongoing network
- Three group brainstorming sessions were held to crowdsource ideas for a local food hui
- This PowerPoint provides a summary of results from the brainstorming sessions and progress to date

Methods

- Toi Te Ora's community food stakeholder database (and snowball sampling) was used to invite people to proposed brainstorming sessions
- Three sessions were held (15, 17 and 19 June, 2015)
- In total, 48 individuals attended, representing 32 organisations and community groups
- Group brainstorming notes were collected on paper and post-it notes. A written survey was also provided, of which 27 were completed
- All results were documented and thematically analysed

Key Questions Asked

1. Do you want to see a local food network established?
2. What would you call such a network?
3. Do you want to have a big food forum/kai hui?
4. What would be the purpose of such an event?
5. What would you call the event?
6. When would you host it?
7. Where would you host it?
8. What guest speakers would you propose?
9. Would you like to see a panel of local stakeholders?
10. What advertising/promotional methods are needed?
11. Other ideas/suggestions

Attendance – Representation from Organisations who may Influence Food

Western Bay of Plenty District Council
Bay of Plenty District Health Board
Toi Te Ora - Public Health Service
Department of Conservation

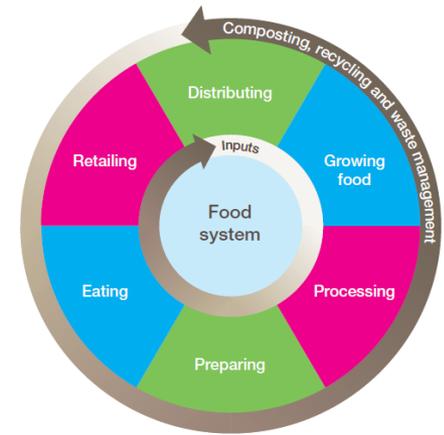
Government



Why Waste
Switched On
Rite Demands
Mount Mainstreet
Heart Foundation
Nourish Magazine
Favourite Gardens
Toi Toi Foundation
Sustainability Options
Gourmet Night Market
Envirohub Bay of Plenty
Neighbours Day Aotearoa
Sustainable Business Network
Social Sector Innovation Trust

Community Organisations / Businesses

Attendance - Representation from our Local Food System



local food systems

Farmers Markets

Urban Agriculture

Edible Street Trees and Food Forests

Food Cooperatives

Community Gardens

Box Schemes

Community Supported Agriculture

Farm Tourism

Food Aid and Rescue

School Gardens

Market Gardens

Agricultural Diversification

Independent Retailers

Backyard Production

Cooking and Sharing food

Tauranga Farmers Market

Plenty Permaculture

Permablitz Bay of Plenty

Comvita (local food business)

Good Neighbour - Community Gardens

The Rock Papamoa Community Garden

Merivale Community Centre/Garden

Herbit Vegit Te Puke Community Garden

Good Neighbour - Food Rescue

Organic Farm NZ - Bay of Plenty

Out of Our Own Backyards (OOOOBY)

Group Tauranga

Teacher in the Paddock

Nurtured for Wellness

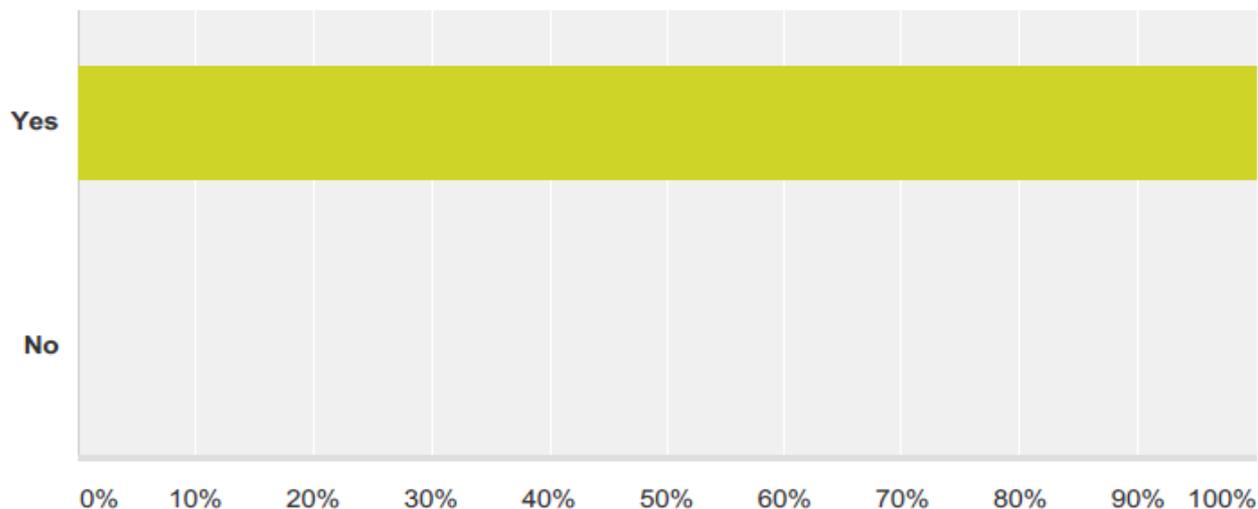
Snapshot of Results

- There was support for the establishment of a local food network; plus advice from the community on a local food network's structure
- A range of potential names for a local food network have been collated
- All but one participant indicated they were supportive of hosting a local food hui
- A local food hui's purpose was seen to include: connecting local food system stakeholders, being action-orientated, seeing the big picture, developing long term vision, launching the local food network, celebrating existing initiatives
- Speaker suggestions were diverse including everything from having a 'speakers open' event to specific international and local speakers requested
- Having a local panel was valued with one comments recognising "local stakeholders are the most important stakeholders"
- Other logistical suggestions were collected such as dates, locations and promotional methods
- A number of participants were willing to be supportive of a funding application to Tauranga City Council's Community Events Fund and/or participate in a food hui planning committee

Results in More Detail

Q1 Would you like to see the establishment of an overarching collective group representing various community food initiatives across Tauranga and the broader Western Bay of Plenty region?

Answered: 27 Skipped: 0



Comments in Regards to Starting a Local Food Network

- Purpose – food resiliency, strength in numbers, increased collaboration and collective vision
- Create change – a movement and shifting food supply
- Use a sustainable model e.g. social enterprise, not funding dependent and loose network structure
- Ensure diverse engagement, iwi representation
- Supporting existing organisations and groups, growers
- Bring people together under different banners
- Facilitate increased communication

Q2. What Would you Call a Local Food Network in Tauranga/Western Bay?

- Tauranga Food Fairness
- Tauranga Regional Food Alliance
- Tauranga Moana Kai (Network or Council)
- Tauranga Good Food Network
- Kai Tauranga (Moana) or Kai-a-Plenty
- 'Plenty' back to the Bay
- Plenty of Kai, Plenty of Food
- Tauranga Good Food Revolution
- Food Movement of Plenty
- Food Resiliency Tauranga
- Edible Tauranga or Edible-a-Plenty
- Tauranga Sustainable Foods
- Healthy Kai Tauranga
- Tauranga Kai Connect
- Tauranga Kai Way

“Include Kai in the name”

“Ask local iwi to gift a name”

“A play on words using ‘Plenty’”

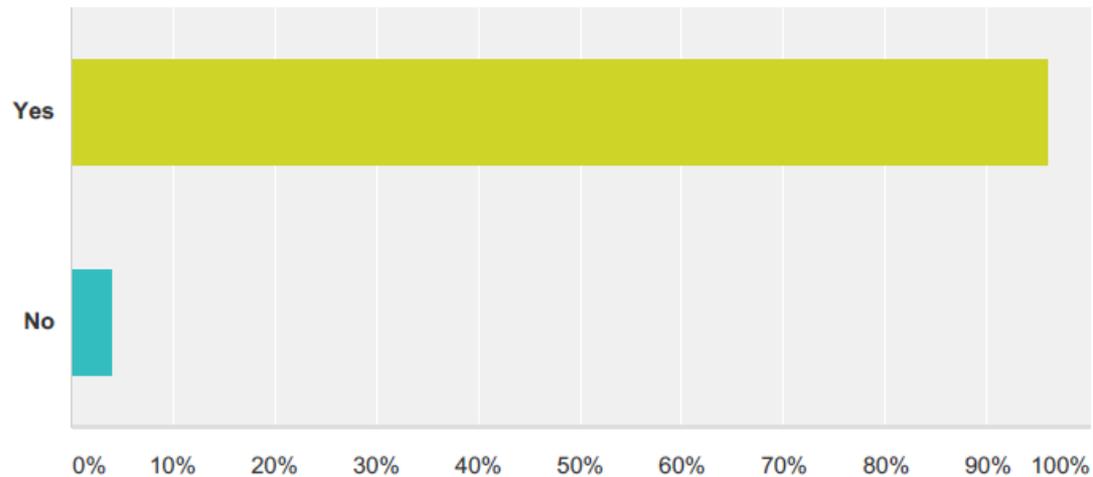
“Keep it simple. No ‘policy’ or ‘council’ or other quirky words that scare people off”

Need clear aims/values etc. first

*Consider using acronyms e.g.
“GROW – Good Regional Organic Workshops / HOGs – Healthy Organic Gardens”*

Q3 Do you want to have a big food forum / kai hui? (for the Tauranga/Western Bay of Plenty region)

Answered: 25 Skipped: 2



Answer Choices	Responses	
Yes	96.00%	24
No	4.00%	1
Total		25

Q4. What Should be the Purpose of a Local Food Hui?

- To further connect local food system stakeholders
- To identify key actors in our local food system
- To understand big picture, determine long term vision
- To identify common issues, be action orientated and facilitate solution generation
- To grow connections, support networking, promote and celebrate existing initiatives, and local good food
- To form a network steering committee and launch our local food network

Q5. When Would you Host a Local Food Hui?

- September/Spring time/End of Winter
- To coincide with World Food Day (October 16, 2015)
- Straight after a farmers market on a Saturday 15th August - Farmers market tasting session
- Can leverage off/get messages out to community through existing events (e.g. Gourmet Night Markets)
- To coincide with AMP show (23 January, 2016)
- Tie in with EnviroFest/Sustainable Backyard's Food Week (~March 2016)
- Consider clashes with other key events

Q6. Where Would you Host a Local Food Hui?

- The Historic Village was suggested by 11 people
- Other suggestions included:
 - Bay Court Exhibition Centre
 - ASB Arena/Baypark
 - Bay of Plenty Polytech
 - School hall – Boys College/Tauranga Primary School
 - Community hall - Te Puke Memorial Hall
 - “Where food is being grown”
 - Outside in a garden/outside in general

Q7. What Guest Speakers Would you Suggest?

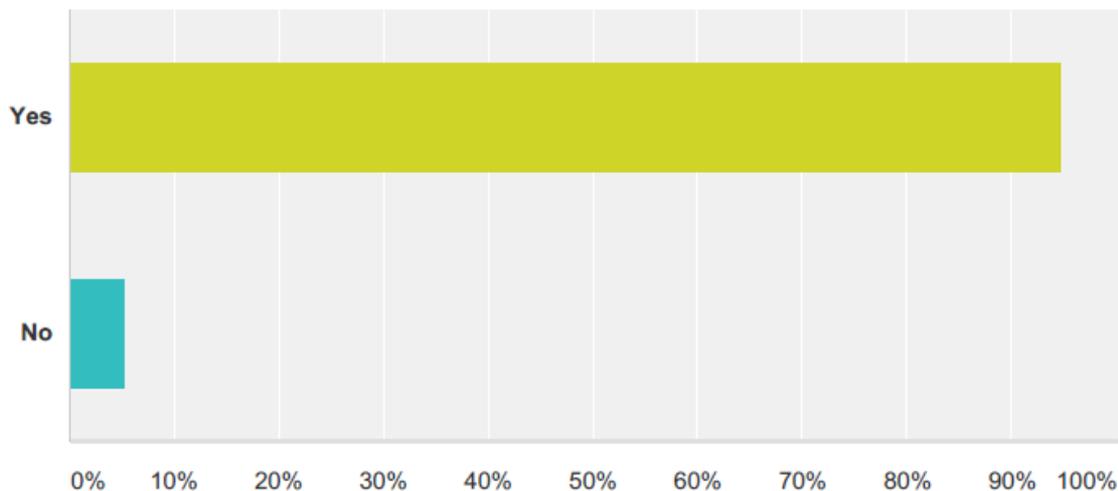
- Pete Russell: Out of Our Own Backyards (OOOOBY; Auckland- based)
- A range of representatives: permaculture, organic growers, slow food, OOOBY
- Food Network Coordinators from New Zealand/Australia; someone from Kai Auckland
- Someone who specialises in social enterprises or in collaboration
- Kerri Tilby-Price: Professional Speaker and Facilitator (local)
- Cultural perspective speakers - Maori, Chinese, Korean
- Melbourne zero carbon chef Nicole Foss (TEDX Auckland speaker)
- Catherine Dunton (Permaculture)
- Kay Baxter (Koanga Institute);
- Kimberly Cleland (Neighbour Aotearoa)
- Someone from Chamber of Commerce
- David Garb – Community development
- “Don't have speakers. Have a 'speaker open' event. Engaging local MP's who need to be more engaged with food policy decisions.”
- “The kind of people that came to the brainstorming sessions. Local people actively engaged in food resiliency.”
- Gerald (Boyd?) - Fizz guy

“Inspiring, enthusiastic and knowledgeable locals”

Q8 Would you like to see a panel of local stakeholders?

Answered: 19 Skipped: 8

“Local stakeholders are the most important stakeholders”



“Representation from each major sector or contributing group”

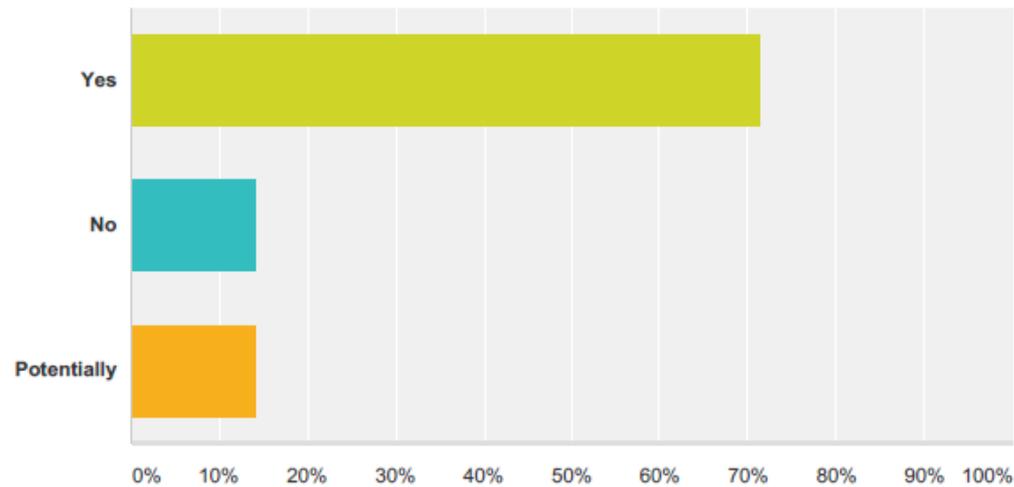
Answer Choices	Responses	
Yes	94.74%	18
No	5.26%	1
Total		19

Q9 Promotion Methods Suggested:

- Websites, social media: Facebook page, twitter
- Flyers, posters etc.
- Local newspaper/magazines, local free newspaper - honest editorials
- Could use partners to include messages in their generic advertising.
- Local radio
- Word of mouth through our networks
- Targeting the shakers and movers who influence our local food system/politics etc.

Q10 Would your organisation be willing to receive funds on behalf of a range of community food stakeholders, with full support from Toi Te Ora to plan the event?

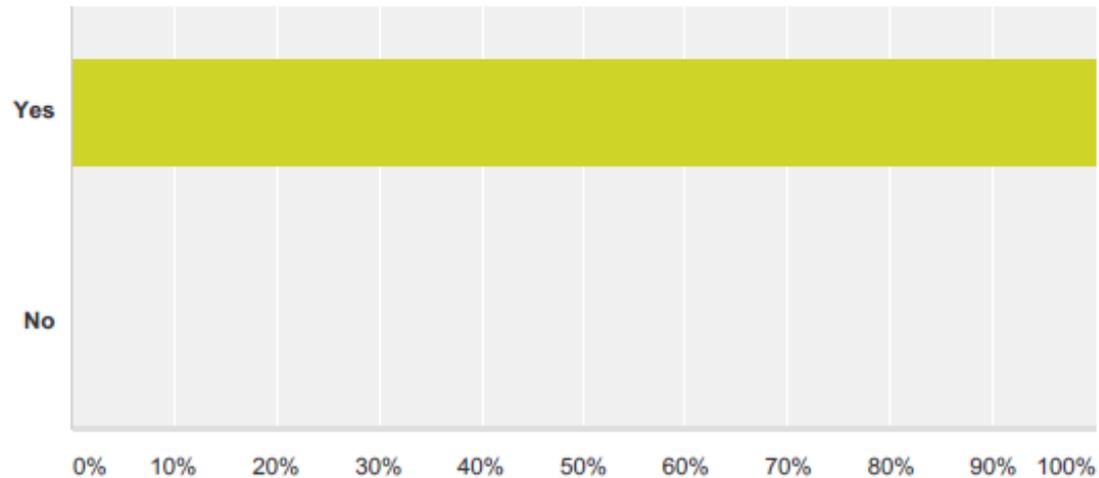
Answered: 14 Skipped: 13



Answer Choices	Responses
Yes	71.43% 10
No	14.29% 2
Potentially	14.29% 2
Total	14

Q11 Would you/your organisation be willing to put your name forward as a supporter / contributor to the planning of this event and a support of a funding application?

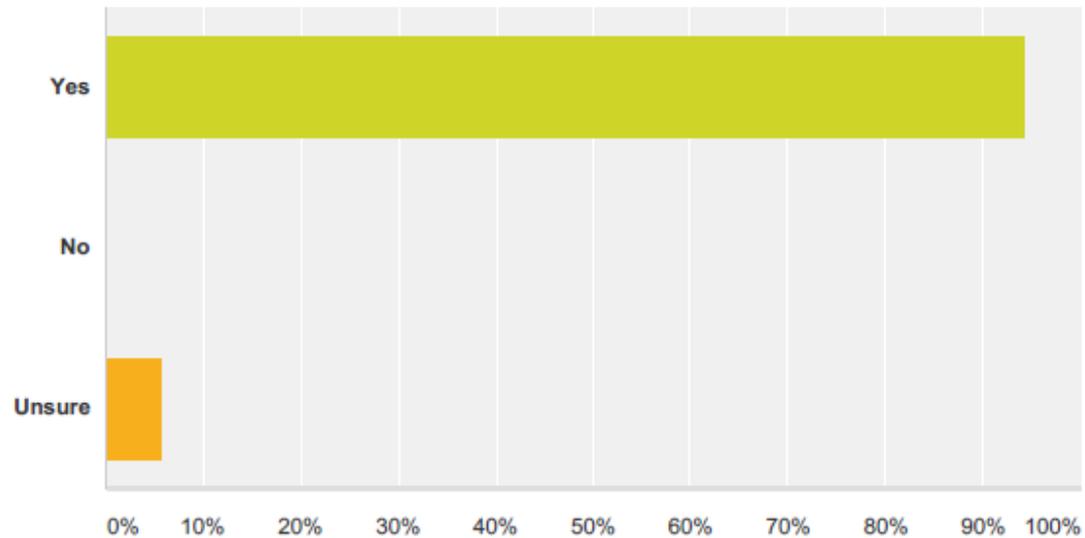
Answered: 12 Skipped: 15



Answer Choices	Responses
Yes	100.00% 12
No	0.00% 0
Total	12

Q12 Thank you for your time today. Would you like to volunteer any further time to being part of a planning committee?

Answered: 18 Skipped: 9



Answer Choices	Responses
Yes	94.44% 17
No	0.00% 0
Unsure	5.56% 1
Total	18

Progress to Date

- An application to Tauranga City Councils Community Events Fund was submitted on June 30, 2015. This is being led by Sustainable Business Network, in partnership with Toi Te Ora – Public Health Service. The application drew on all the information collated from the three brainstorming sessions.
- Toi Te Ora has completed a media interview with a Bay News journalist, to promote the concept of establishing a food network locally. Look out for an article in this week's Bay News.



Establishing a Local Food Network



Next Steps

- The outcome of the funding application is expected to be known by Friday July 31, 2015.
- The local food hui is currently proposed to be held to coincide with World Food Day – Friday 16 October.
- A food hui advisory committee will be established shortly to support the planning.
- In the lead up to the local food hui, there will also be behind some scenes work put into considering the structure/leadership for our local food network and communication platforms required.

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