

Labrador West

Community-led Food Assessment: 2010-2011



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This assessment was initiated by the Food Security Network of Newfoundland and Labrador and Labrador West Food Security Advisory Committee. The report was written by Samantha Bennett and Sarah Frank.

This report provides only a glimpse of the status of the food system picture in Labrador West. Due to a number of challenges engaging community stakeholders and members, and accessing key information, many factors that may influence the food system could not be included in this report.

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1. Background of Project

1.1 Purpose of Project

To assess and highlight the assets and gaps in the Labrador West food system, and to act as a guide for decision making for improvements to local community food security.

1.2 Definitions of Key Terms

A **Community Food Assessment** is a collaborative and participatory process that systematically examines a broad range of community food issues and assets, so as to inform change actions to make the community more food secure¹

Community food security exists when “all citizens obtain safe, personally acceptable, nutritious diet through a sustainable food system that maximizes healthy choices, community self-reliance and equal access for everyone.”²

¹ Provincial Health Services Authority Community Food Assessment Guide. 2008.

² Bellow, A. and Hamm, M. (2003) International effects on and inspiration for community food security policies and practices in the USA, Critical Public Health, 12 (2): 107-123.

2. Methodology

2.1 Key Informant Interviews

One-on-one and group interviews were held with a variety of key stakeholders including health professionals, community council representatives, community groups, businesses, not-for-profit groups, etc.

- Nurse Practitioner/Town Council rep
- Labrador City Town Council members
- Wabush Town Council members
- Healthy Baby Club & Family Resource Centre Staff
- Clinical Dietitian
- Hope Haven Women's Crisis Centre
- Labrador City Women's Centre
- Labrador City Ministerial Food Bank
- IGA Manager
- Youth Centre coordinator
- Town of Labrador City Recreation Director
- Wabush Teen Centre coordinator
- Primary Health Care Facilitator
- Menihek High School Principal

3. About Labrador West

3.1 Labrador West – A Working Region

Labrador City and Wabush, the twin towns that make up the Labrador West region are both working towns where the majority of residents' primary purpose is to work. The working town culture, similar in context to Fort McMurray, Alberta, can be traced back to 1933 when ore deposits were first discovered in the region. Once a railroad from Knob Lake to Sept. Iles Quebec was built, production of iron ore began and the Iron Ore Company of Canada (IOCC) and Wabush Mines were formed.

Once the mine and concentrator at IOCC came into full production in 1961, Labrador City and the 'mining camp' located at Wabush Lake (now known as Wabush) were officially established. Employment opportunities and high wages drew crowds from all over Newfoundland and as far as Spain, Portugal, and France. By 1969 the population of Labrador City had grown to 8500. Although originally intended to remain 'camp-like' communities where families were to live only temporarily until a job was complete, many residents became accustomed to a high quality of life and safe and friendly environment, leading many to permanently settle in the region until retirement. Although many retirees still leave the area and return to their home communities, there has been an increase in the number of people who remain in the community³.

3.2 Location/Isolation and Transportation

Labrador West is a geographically isolated region and although accessible by road, air, and train (Figure 1), each travel method poses unique challenges.

High Costs of Air Travel

There are two major air line services available to Labrador West residents – Air Canada and Provincial Airlines. Although flight schedules are flexible, an average one-way flight to St. John's and/or Montreal can cost between \$350-500.

Train and Unpredictable/Long Travel Times

The Quebec North Shore and Labrador Railway (QNS&L), which run from Labrador City to Sept-Iles, Quebec cover 414 km of wilderness. Travel times can be unpredictable and span from 8-16 hours.

Partially Paved/Dirt Road

Route 389 connects Labrador West to Baie Comeau, Quebec. The total distance is 581 km and can take approximately 8 hours to travel by car. The road is a winding narrow partially paved/dirt road and closures are not uncommon due to extreme weather.

³ <http://www.labradorwest.com/default.php?display=cid1239&mid=70>

Figure 1: Map of Labrador West



4. Environmental Scan

The environmental scan will help to identify key variables that may highlight opportunities to improving community food security.

4.1 Demographic

Population Data

Due to the transient nature of the population, census data is not necessarily reflective of the true number of residents currently residing in Labrador West.

In 2006, the combined population of Labrador City and Wabush was 8970 (Table 3). This represents a decrease of 6.6% since 2001. The total number of census families in Labrador City and Wabush was 2,870⁴. The majority of the population is of working age and median age in 2006 was 36.9⁵. In 2006 there were only 375 seniors residing in Labrador West (Table 3).

Table 3: Population of Labrador City, 2006

Age	Total	Male	Female
0-4	465	255	210
5-19	1730	920	815
20-64	6400	3250	3150
65+ (Seniors)	375	200	170
Total	8970	4620	4340

Source: <http://www12.statcan.gc.ca/census-recensement/2006/>

Although no current census data exists, the transient and permanent number of residents has significantly increased. Due to a recent economic boom and high employment rates, many 2nd and 3rd generation families are returning to Labrador West and many retirees are choosing to stay well past retirement age.

Along with a significant increase in the transient population, anecdotal reports now estimate the population of Labrador City and Wabush to be 12,000-14,000. The population is expected to further increase with recent and near future expansion announcements and with a potential fly-in-fly-out system for new and existing employees, both of which will put further strain on the town's resources.

⁴ <http://www12.statcan.gc.ca/census-recensement/2006/dp-pd/prof/92-591/details/page.cfm?Lang=E&Geo1=CSD&Code1=1010032&Geo2=PR&Code2=10&Data=Count&SearchText=Labrador%20City&SearchType=Begin&SearchPR=10&B1=All&Custom=>

⁵ <http://www.citystats.ca/city/Newfoundland/Labrador-City.html>

Immigration Data

Along with a rise in the permanent and transient population, there is also a significant population of new immigrants in Labrador West. Although in 2006 it was estimated there were only 20 immigrants, anecdotal reports suggest this has increased well over 100.

Table 7: Immigrant status and period of immigration

Immigrants	Labrador City	Wabush
Before 1991	95	25
1991-2000	35	0
2001-2006	20	0
Total	150	25

Source: <http://www12.statcan.gc.ca/census-recensement/2006>

Different Multicultural Groups

The 2006 census data indicated that visible minorities accounted for 1.1% of the population in Labrador City and 1.7% in Wabush. This is comparable with the provinces visible minority rate of 1.1%.

Due to challenges in retaining employees in the service industry where wages are significantly lower than at the mines and mining service industries, many retailers are choosing to recruit and hire people from outside Canada. This has visibly increased the multicultural population of Labrador West. The number of residents from different cultural groups is estimated to be 100-200+ and has increased demand for more multicultural foods, particularly of South East Asian origin.

Childbearing Rates

In 2009 there were 85 births in Labrador City. This is a 13.3% increase since 2008 when there were 75 births⁶. In 2009 there were 20 births in Wabush and is the same as the previous year⁷.

The total birth rate for 2008 for Labrador City was 10.4 and Wabush was 11.3. The total birth rate is the ratio of live births to the population expressed per 1,000. The total birth rate for the province in 2008 was 9.7.

Level of Education

In 2006, 84.6% and 85.1% of Labrador City and Wabush 18-64 year-old residents, respectively, had their high school diplomas. In 2006, only 15.1% and 14.9% of 18-64 year olds in Labrador City and Wabush, respectively, did not have a high school diploma.

⁶ http://www.communityaccounts.ca/communityaccounts/online/data/accountselectionpage.asp?_vb7FnYmXulCv0q.Yjp-Fg5upv7iUko66uJR4k18

⁷ http://www.communityaccounts.ca/communityaccounts/online/data/accountselectionpage.asp?_vb7FnYmXulCv0q.Yjp-Fg5upv7iUko66uJR7jWY

This is significantly lower from the provincial average rate of persons (18-64) without a high school diploma of 25.1%.

Labrador West has a relatively high number of students who obtain trade and college degrees in mining-related specialties. University-level degrees are less common in Labrador West compared to the province with 11% and 9.7% of 18-64 year olds in Labrador City and Wabush, respectively, who obtained a Bachelor's Degree⁸⁹.

Table 8: Education Level in Labrador West ages 18 to 64

18 to 64 years	Labrador City	Wabush	Province
Do not have a high school diploma	15.1%	14.9%	25.1%
High School Diploma	84.8%	85.1%	74.9%
Bachelor's Degree or higher	11%	9.7%	13.3%

Education levels in Labrador West ages 25 to 54 (Table 9) are similar to education levels in Labrador West ages 18-64 (Table 8). Census 2006 reported 13.2% of people 25 to 54 years of age in Labrador City and 13.1% in Wabush did not have a high school diploma compared to the provincial average of 22.0%.

In Labrador City and Wabush, 87.0% and 86.9%, respectively, of people aged 25 to 54 had at least a High School diploma compared to the provincial rate of 78.0%.

In Labrador City and Wabush, 11.8% and 9.5%, respectively, of people aged 25 to 54 had a Bachelor's Degree or higher in 2006 compared to the provincial average of 15.1%¹⁰¹¹

Table 9: Education Level in Labrador West ages 25 to 54

25 to 54 years	Labrador City	Wabush	Province
Do not have a high school diploma	13.2%	13.1%	22%
High School Diploma	87%	86.9%	78%
Bachelor's Degree or Higher	11.8%	9.5%	15.1%

⁸ http://www.communityaccounts.ca/communityaccounts/onlineData/accountselectionpage.asp?_vb7FnYmXulCv0q.Yjp-Fg5upv7iUko66uJR4k18

⁹ http://www.communityaccounts.ca/communityaccounts/onlineData/accountselectionpage.asp?_vb7FnYmXulCv0q.Yjp-Fg5upv7iUko66uJR7jWY

¹⁰ http://www.communityaccounts.ca/communityaccounts/onlineData/accountselectionpage.asp?_vb7FnYmXulCv0q.Yjp-Fg5upv7iUko66uJR4k18

¹¹ http://www.communityaccounts.ca/communityaccounts/onlineData/accountselectionpage.asp?_vb7FnYmXulCv0q.Yjp-Fg5upv7iUko66uJR7jWY

4.2 Economic

Iron Ore Company of Canada and Wabush Mines

The Iron Ore Company of Canada (IOCC) and Wabush Mines are the major employers in the area. They are two of the largest iron ore mines in the world. Apart from the mines, the majority of employers represent the mining service industry¹².



Source: [Google Images](#)

Again, since Labrador West has always been a community built on industry, 72.5% of the population is part of the labour force, which is significantly higher than the provincial rate of 58.9%.

Due to a large percentage of the community being employed by mines, the 'culture' of the mines is a major determinant of the community culture. Community members employed by Wabush Mines or IOCC could work anywhere from 8-16 hours daily, 5-7 days a week, creating an added challenge to eating well with shift work.

Labour Force Activity

The percentage of low income families in Labrador City was 12% in 2003 and 9% in 2007. The percentage of low income families in Wabush was 10% in 2003 and 5% in 2007¹³. Both have decreased in recent years, as there are more employment opportunities available within the communities.

¹² <http://www.labradorwest.com/default.php?display=cid1457&mid=798>

¹³ http://www.eco.gov.yk.ca/stats/pdf/NFLD_giles_reid.pdf

Table 1: Labour Force Activity, 2006

Labour Force Activity	Labrador City	Wabush	Provincial
Total population 15 years and older	5935	1460	
In the labour force	4325	1045	
Employed	3940	955	
Unemployed	385	85	
Not in the labour force	1610	420	
Participation rate	72.9%	71.6%	58.9%
Employment rate	66.4%	65.4%	47.9%
Unemployment rate	8.9%	8.1%	18.6%

Source: <http://www12.statcan.gc.ca/>

Economic Issues and Access to Healthy Foods

The 2006 income per capita for Labrador City and Wabush was \$35,700 and \$35,900, respectively, compared to the provincial figure of \$22,900. The after tax income per capita was \$21,900 and \$22,100 for Labrador City and Wabush, respectively. The provincial after tax income was \$14,900^{14 15}.

The self reliance ratio, which assesses the community's level of dependency on government transfers, was 93.1% in Labrador City and 93.6% in Wabush, which is significantly above the provincial self-reliant ratio of 78.5%^{16 17}. Essentially, 93.1% and 93.6% of community members did not rely on government transfers.

Only 3.4% of the population received income support assistance at some point during the year in 2008 in Labrador City. Wabush was even lower at 0.8% of the population receiving income support assistance^{18 19}.

¹⁴ http://www.eco.gov.yk.ca/stats/pdf/NFLD_giles_reid.pdf

¹⁵ http://www.communityaccounts.ca/communityaccounts/onlineData/accountselectionpage.asp?_vb7FnYmXulCv0q.Yjp-Fg5upv7iUko66uJR4k18

¹⁶ http://www.eco.gov.yk.ca/stats/pdf/NFLD_giles_reid.pdf

¹⁷

http://www.communityaccounts.ca/communityaccounts/onlineData/accountselectionpage.asp?_vb7FnYmXulCv0q.Yjp-Fg5upv7iUko66uJR4k18

¹⁸ http://www.communityaccounts.ca/communityaccounts/onlineData/accountselectionpage.asp?_vb7FnYmXulCv0q.Yjp-Fg5upv7iUko66uJR4k18

¹⁹ http://www.communityaccounts.ca/communityaccounts/onlineData/accountselectionpage.asp?_vb7FnYmXulCv0q.Yjp-Fg5upv7iUko66uJR7jWY

Cost of Healthy Eating In Labrador West

Table 2:

Newfoundland and Labrador Nutritious Food Basket 2010*

Average Weekly Cost of a Family of Four**

PROVINCE (***Excluding Labrador Region)	\$169.29
St. John's Health Board	\$170.95
Urban	\$171.04
Rural	\$168.30
Eastern Health Board	\$169.23
Urban	\$164.43
Rural	\$170.61
Central Health Board	\$167.31
Urban	\$164.41
Rural	\$168.26
Western	\$167.62
Urban	\$170.27
Rural	\$165.41
Labrador	\$211.61
Urban	\$175.49
Rural	\$278.91
Grenfell	\$170.41

Source: Newfoundland and Labrador Nutritious Food Basket 2010

According to the 2010 Newfoundland and Labrador Nutritious Food Basket Survey, the urban areas of Labrador, which include Labrador City and Happy-Valley Goose Bay, have the second highest cost of food in the province at an average of \$175.49 per week per family of four. This is based on the average weekly cost of a nutritious food basket. Due to the isolation of Labrador City and Wabush, food has to be transported in twice a week by truck from Atlantic Canada; in turn the cost of food is higher as it has to incorporate the high costs of shipping.

Availability and Pricing of Houses

In 2008, the IOCC plans for an expansion were stalled due to the financial market crisis; however, with a new mine expansion in progress, housing costs have skyrocketed to enormous prices. Given there are only a limited number of homes available and space for new homes, many contracting companies have bought homes for employees and home/apartment owners have increased rent fees. A single family bungalow can cost upwards of \$3000+ per month, and can be sold for \$220,000. This is more than a 120 percent increase in recent years. In 2006, the median rent payment for a single

bedroom apartment for Labrador City was \$521 and \$401 in Wabush (see table 5). It is now 3-4 times that amount and increasing²⁰.

Table 5: Household rent and mortgage payment, 2006 and 2008

Households	Labrador City (2006)	Labrador City (2008)	Wabush (2006)	Wabush (2008)
Median rent payment in 2006	\$521.00	\$1146.20	\$401.00	\$882.20
Median mortgage payment in 2006	\$526.00	\$1157.20	\$391.00	\$860.20

Source: <http://www12.statcan.gc.ca/>

The average rent and mortgage payments are expected to climb throughout 2011 due to the expansion which will make for a competitive market for the residents of Labrador City and Wabush.

Table 6: Housing Market Increase (%)

Housing Market Increase between 2005 & 2008	
Mini-home mean prices increased	288%
Duplex mean prices increased	205%
Town homes mean prices increased	175%
Bungalows mean prices increased	159%
Rental Increased	154%

The median after-tax income in 2005 for all families in Labrador City was \$72,436 and \$70,439 in Wabush; families were spending roughly 20% of their income on housing. With the housing market continuing to increase, families are now finding themselves spending 25%-30% of their income on housing.

4.3 Health

Rates of Dietary-Related Diseases

Although no hard data exists specifically for Labrador West, Newfoundland and Labrador has the highest overall provincial rate of adult overweight and obesity. Seventy-one percent of Newfoundlanders and Labradorians are overweight or obese and only 25% of the population consumes adequate amounts of fruits and vegetables²¹. The province also has one of the highest prevalence rates of diabetes in Canada²². Rates of childhood obesity and inactivity are also a growing concern as 36% of preschoolers are overweight in the province^{23,24}. This places many Labrador West

²⁰ <http://www.cbc.ca/canada/newfoundland-labrador/story/2008/03/13/housing-labwest.html>

²¹ Statistics Canada. 2004. Canadian Community Health Survey

²² Statistics Canada, 2003. Canadian Community Health Survey.

²³ Canning P, Courage M and Frizzell L (2004)

children at risk of a myriad of various health and social concerns. Research also supports that overweight and obesity in preschoolers may be associated with food insecurity²⁵

During the period of 2003-2005, the highest percentage of morbidity for Labrador City and Wabush was due to diseases of the digestive system, including crones (14.5% for Labrador City and 13.7% for Wabush)

At the provincial level, diseases of the circulatory system accounted for the highest percentage at 13.5%. The average number of days spent in hospital across the province for this diagnosis was 54 days. The median age of people with this diagnosis in Labrador City was 47 years^{26,27}.

Smoking

Labrador West also has a high percentage of smokers (26.6% and 22%) compared to the provincial average of 19.9% (Table 4).

Table 4: Percentage of smokers in province of NL 2007-2008

12 years + (2007-2008)	Labrador City	Wabush	Province
% of population who smoke	26.6%	22%	19.9%
% of population who do not smoke	68.7%	59.5%	75.2%

Source: www.communityaccounts.ca

4.4 Social/Cultural

Values placed on healthy eating

To assess the value people place on healthy eating compared to other social or personal priorities is beyond the scope of this project; however, anecdotal reports suggest many people express interest in learning and being able to eat healthier. This may suggest that the Labrador West environment impedes the ability to eat healthy as it is easier at times to eat unhealthy.

Furthermore, social concerns that have taken priority in Labrador West, including addressing affordable housing and lack of organized childcare, may explain some of

²⁴ Centre of Excellence and Adolescence with Special Needs, Nutrition, Health and Development, Memorial University.

²⁵ Dubois L, Farmer A, Girard M, Porcherie M. Family food insufficiency is related to overweight among preschoolers. Soc Sci Med. 2006;63(6):1503-1516.

²⁶ http://www.communityaccounts.ca/communityaccounts/onlineData/accountselectionpage.asp?_vb7FnYmXulCv0q.Yjp-Fg5upv7iUko66uJR4k18_

²⁷ http://www.communityaccounts.ca/communityaccounts/onlineData/accountselectionpage.asp?_vb7FnYmXulCv0q.Yjp-Fg5upv7iUko66uJR7jWY_

the challenges for such a project that addresses the food system to take priority for concerned citizens.

Habitat for Humanity

The recent economic boom in Labrador West has taken a negative effect on the housing market. The region is currently experiencing:

- Growth driven by strong iron ore markets
- An increase in the transient workforce
- A decrease in the availability of rental units
- An expansion period expected to continue for up to 5 years
- Affordable housing that is becoming increasingly scarce

A board of community members have come together to deal with these housing issues and the Housing & Homelessness Coalition has recently announced that selected families of Labrador West will receive affordable housing in the community. The houses will be built on land donated by the Iron Ore Company of Canada (IOCC) and built by volunteers of the community.

Childcare

To date there are no daycares in Labrador West; however after years of advocacy, there are plans for a daycare to be built in Wabush. An after-school program is also available for children ages 6-12; however there is limited space for both initiatives.

Meals offered by IOCC

Table 11 highlights the various meals provided by IOCC to employees who work over-time. This information is included as it provides a glimpse of the food culture of the mines.

Table 11: Overtime Lunch Menu at IOC

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Hot Meal	Hot Meal	Hot Meal	Hot Meal	Hot Meal	Hot Meal	Hot Meal
1.Hot Chicken Sandwich 2.Spaghetti & Meat Sauce	3.Pork Chops 4.Cheeseburger	5.3pc Fried Chicken 6.Turkey Dinner	7.Fish & Chips 8. ¼ BBQ Chicken	9.Hot Roast Beef Sandwich 10.Small Steak	11.Ham or Chicken Wrap 12.Hot Turkey Sandwich	13.3pc Fried Chicken 14.Bolonga Steak
Alternative	Alternative	Alternative	Alternative	Alternative	Alternative	Alternative
1A) Julienne Salad 2A) Chinese	1A) Julienne Salad 2A) Chinese Dinner 3A) 9" Pizza	1A) Julienne Salad 2A) Chinese	1A) Julienne Salad 2A) Chinese	1A) Julienne Salad 2A) Chinese	1A) Julienne Salad 2A) Chinese	1A) Julienne Salad 2A) Chinese

Dinner 3A) 9" Pizza 4A) Club Sandwich 5A) Chicken Salad	4A) Club Sandwich 5A) Chicken Salad	Dinner 3A) 9" Pizza 4A) Club Sandwich 5A) Chicken Salad	Dinner 3A) 9" Pizza 4A) Club Sandwich 5A) Chicken Salad	Dinner 3A) 9" Pizza 4A) Club Sandwich 5A) Chicken Salad	Dinner 3A) 9" Pizza 4A) Club Sandwich 5A) Chicken Salad	Dinner 3A) 9" Pizza 4A) Club Sandwich 5A) Chicken Salad
Cold Lunch	Cold Lunch	Cold Lunch	Cold Lunch	Cold Lunch	Cold Lunch	Cold Lunch
2 Sandwiches or 1 Sandwich & 2 pc of Fruit or 1 Sandwich, 1pc Fruit, 1 Yogurt	2 Sandwiches or 1 Sandwich & 2 pc of Fruit or 1 Sandwich, 1pc Fruit, 1 Yogurt	2 Sandwiches or 1 Sandwich & 2 pc of Fruit or 1 Sandwich, 1pc Fruit, 1 Yogurt	2 Sandwiches or 1 Sandwich & 2 pc of Fruit or 1 Sandwich, 1pc Fruit, 1 Yogurt	2 Sandwiches or 1 Sandwich & 2 pc of Fruit or 1 Sandwich, 1pc Fruit, 1 Yogurt	2 Sandwiches or 1 Sandwich & 2 pc of Fruit or 1 Sandwich, 1pc Fruit, 1 Yogurt	2 Sandwiches or 1 Sandwich & 2 pc of Fruit or 1 Sandwich, 1pc Fruit, 1 Yogurt
Breakfast		Sandwiches		Beverages		
Juice or Soft Drink 2 eggs with choice of Ham, Bacon or Sausage, Hashbrowns & Toast OR 2 Pancakes with choice of Ham, Bacon or Sausage, Hashbrowns		Egg Ham Cheese Chicken Beef Tuna		Milk/Chocolate Milk Coke/ Diet Coke Pepsi/Diet Pepsi 7-UP/Diet 7-UP Sprite/Diet Sprite Orange Juice/Apple Juice/Tomato Juice Root Beer Orange Mountain Dew Cream Soda		
		Meals, excluding 2, 1A, 2A, 3A & 5A have a choice of Mashed Potato, French Fries, Baked Potato or Garden Salad				

Source: IOC and Wabush Hotel food Menu

In more detail, IOC offers a hot lunch to all workers who work overtime Monday through Sunday. These meals are prepared and delivered by a local hotel. Workers can choose from a variety of options and each worker has a choice of 1 main hot meal/alternative and 1 cold lunch. EX: On Monday, an employee who works overtime can choose from 1 hot meal or 1 alternative as their main, they also choose from 1 cold lunch being 2 sandwiches or 1 sandwich and 1 fruit/yogurt or 2 pieces of fruit/yogurt. The workers also have a choice of 2 beverages listed in the menu; water is also an option. There are healthier options available at IOCC; however it is the employees' choice whether they decide to choose these items.

Contractors do not receive the same options as the employees of the mines. For those contractors living at camps, they are provided with lunches and supper in their cafeteria. Many contractors eat lunch at a buffet restaurant, which is close to the

camps and work sites. There is also a contract between the contractor company and the local restaurant to provide meals for contractors.

Availability of culturally relevant and/or traditional food

As there has been an increase in the number of multicultural groups within the community, there has been a subsequent demand/rise for multicultural foods, especially of South Asian origin. This has led to increased options at the grocery store.

4.5 Regional Food Production

Availability of Local Food

Since Labrador West was built only on industry in an isolated Northern region with a short growing season, the culture and climate of the region is not conducive for farming or agriculture. As IOCC and Wabush mines control ownership over land and with any available land being used for commercial or housing purposes, unavailability of land is an added barrier to any form of regional food production. Some local bread is baked in Labrador City and supplied to grocery and convenience stores.

Hunting and Gathering

Although it is unknown how many residents still participate in hunting, fishing and berry picking, and the amount of food hunted or, Table 10 provides a list of local wild foods that are still consumed by Labrador West residents. The wild game is monitored by the Canadian government to ensure resources are not abused. There was a shortage of caribou this past year, thus fewer licenses were sold.

Table 10: Traditional Foods Consumed by Labrador West Residents

Wild Meat	Berries	Vegetables
Caribou	Blueberries	Potatoes
Ducks	Strawberries	Carrots
Geese	Bake Apples	Cabbage
Ptarmigan	Black berries	Pumpkins
Grouse	Red Berries	Turnips
Rabbits	Raspberries	Beans
Bear	Partridge berries	Peas
Moose		Winter Corn
Lakers (Trout Family)		Wild Mushrooms
Pike		
Wanninish (Land Locked Salmon)		
Porcupine		

4.6 Food Access and Distribution Network

The majority of foodstuff, including perishable and non-perishable items, is shipped to Labrador West from an Atlantic Canada distribution site in Moncton, NB. It travels via Route 389 across a partially paved/dirt road. The distance from Moncton to Labrador City is 1141 km and it can take 16+ hours to travel. Road closures are not uncommon due to extreme weather conditions, and Labrador West residents have occasionally gone without certain items including some fresh foods due to road closures.

Restaurants

With a fast-paced and 'shift-work' culture, there are 20+ fast-food and sit-down restaurants community residents have access to. Eating-out is popular, and it is not uncommon to hear that many residents and families eat at a restaurant 7 days a week. Many contracting companies also have agreements in place for meal times with certain restaurants.

Alternative retailers such as co-ops, farmer's markets

To date, there are no co-ops or farmer's markets available in Labrador West. Jams and jellies can occasionally be purchased at local craft fairs and gift shops.

Grocery Stores

There are 3 main retailers that supply food to community residents and each is located in Labrador City. A grocery store in Wabush did exist at one time, however was closed because community members were dissatisfied with food quality and the particular brands that were carried. Food can be purchased at IGA, the Carol Lake Co-Op, as well as Walmart. Only fresh produce is carried by the IGA and Co-Op. Walmart carries frozen items, canned and pre-packaged goods, and some fresh perishable foods such as milk, cheese, yogurt, eggs, bread, etc.

Labrador West is a shopping hub for many residents from Happy-Valley Goose Bay, Churchill Falls, and Fermont, Quebec where it is common to travel a full day to go shopping in Labrador West. This is quite popular during holiday seasons and entire shelves at Walmart or the grocery store left empty. Food and goods are the less expensive in Labrador City so people take advantage by stocking up on expensive items.

Convenience stores

There are 7+ convenience stores in the region where some residents can purchase bread, canned items, and convenience and 'junk' foods. Two convenience stores are located in Wabush and provide the only readily accessible form of food to Wabush residents.

Catering Service

There is one local business in Labrador City that provides home-cooked meals to community members. Cost, dishes available, and how well it is used by the community is unknown.

Fish Truck

There is a truck that supplies fresh fish to community members. It travels from Southern Labrador to Labrador West once per month and stays for 3-4 days. Residents can purchase fresh scallops, shrimp, cod and salmon, etc. This service is well utilized by the community.

Community Gardens

A community garden is located in Labrador City and is available to any person who wants to grow their own food. Wabush at one time had a community garden; however, due to a lack of community interest it is no longer operating. The Labrador City community garden fees are \$20 for a plot of 20x30 feet. Tools are provided such as fillers, shovels, rakes, etc. Although the growing season is short and it takes trial-and-error, potatoes, carrots, radishes, cabbage, turnip, lettuce, onions, etc. can be grown in the region. Potatoes are the most popular vegetable grown.

Back-yard Gardens

Many residents, especially retirees, have back-yard gardens where they can grow a variety of their own vegetables. It is recognized this is an important area for which further information is not available.

Charitable Food Sector - Emergency/Short Term Food Relief**Food Bank**

The Ministerial Association Food Bank in Labrador City was created in 2004 and operates out of the Catholic Church basement. The food bank normally serves 45-50 households/month. The food bank requires no verification of income and all members have to submit is the number of family members they will need food for. A family can receive a hamper once per month for as long as needed. There has been an increase in the number of food bank users over the past 2 years, which may be due to population increases and high housing costs since 2008. The food bank receives donations year round through boxes that are set up at the local grocery stores for community members to drop off donations. IOCC and Wabush Mines donate generously to the food bank throughout the year. Various foods available to clients include pasta, rice, sugar, tea, coffee, cereals, spaghetti sauces, flour, baby food, school snacks, etc. There is limited capacity for accepting fresh items. There is also limited freezer space which impacts availability of meats.

Food Policy & Food System Redesign

School Meal Programs

Foods offered/sold within the school environment are required to follow provincial School Food Guidelines and regional school district nutrition policies. Foods available to students within schools follow recommendations from Canada's Food Guide to Healthy Eating and aim to limit the availability of foods high in fat, sodium, and sugar.

Menihek high school operates a daily 'soup kitchen' in which home-made soup and a whole wheat roll/bagel is offered free-of-charge to students. Menihek high school does not operate a full cafeteria as most students leave school grounds at lunch. JRS middle school operates an independently-run canteen. Wee College preschool provides snacks to children. Snacks follow the Standards and Guidelines for Child Care Settings in which meals are developed to reflect recommendations from Canada's Food Guide.

Breastfeeding Promotion

Boob Food is a breastfeeding support group that is available to breastfeeding mothers. Breastfeeding is a provincial public health priority and regional population health issues. Low provincial breastfeeding initiation rates suggest we are living in a culture where breastfeeding is not the easy choice. In 2009, Labrador-Grenfell Health adopted a regional breastfeeding policy to work towards implementation of the Baby-Friendly Initiative. A regional Public Education and Awareness and a Baby-Friendly Initiative subcommittee are working towards breastfeeding promotion, support and protection with the health care facility.

Healthy Eating Policy at Labrador-Grenfell Health

Labrador-Grenfell Health is currently working towards a healthy eating policy for all LGH facilities including the Captain William Jackman Memorial Hospital. Considerations will be given to increasing availability of healthy foods and decreasing availability of unhealthy foods.

Additional Community Programs

Cafe

There is a café that is run out of a local church once per month in which community residents can obtain a meal free of cost. It is recognized that further information is needed to find out why this initiative came to be and what is served, etc.

Greenhouse available at Church

There is a church that houses a greenhouse in Labrador City. What is grown and how it is managed is unknown.

Healthy Baby Club

There is a Healthy Baby Club pregnancy support program that is run out of First Steps Family Resource Centre. Participants eligible for the club must meet certain criteria that would put them at risk for poor pregnancy outcomes (e.g. living in poverty, adolescents, alcohol consumption, living in isolation, stressful/violent situations, etc). To meet the added nutrient needs of a pregnant mom, participants receive 2 L fresh milk, 1 dozen eggs, and 1 dozen oranges per week.

5. Asset and Gap Analysis

5.1 Overview of Needs of Populations

With regards to having an adequate income to buy food, this is not seen as the major issue contributing to food insecurity as the majority of Labrador West residents are employed by the mines and mining service industries which provide a decent income. Gaps in community food security exist mainly due to geographical isolation which has led to a hidden food system where the deskilling of basic food production/preparation knowledge and skills are not of any great concern. The popularity of prepackaged food items and restaurant meals supports this notion. Many residents expressed interest in wanting to eat healthier but not knowing how. Quality of healthy foods is another barrier to eating these foods as many people talked about vegetables and fruits that rot too quickly and milk and meat that quickly reach their best before dates. An additional gap in the food system is the high reliance of imported foods from Atlantic Canada. Labrador West would be particularly vulnerable if Route 389 were closed due to weather. This is recognized as an area that needs further exploration. Many members also expressed concern about the increase in diet-related disease such as overweight/obesity and diabetes. Employees who work at the mines, especially those who work overtime, are particularly vulnerable to making unhealthy food choices. This is concerning since parents influence the development of children's eating habits. To have any major influence in community food security, IOCC and Wabush mines would likely need to be consulted on these issues. Furthermore, those most food insecure and/or who use the food bank have very little access to healthy foods such as fresh vegetables, fruits, milk products, etc.

5.2 Access to Nutrition Services

In Labrador West, the general public has limited access to nutrition professionals. People concerned about their nutritional health may have difficulty accessing a Registered Dietitian for counseling. Presently, there is only one outpatient dietitian doing counseling on a part-time basis. At this time the waiting list is 2-3 months. There is a Regional Nutritionist working on population health and health promotion; however there is limited capacity for community-based health promotion events.

5.3 Short-term Relief

Food Bank

The Ministerial Association Food Bank in Labrador West provides the only organized form of emergency food relief in the region. It was created in 2004, and is run out of the basement of the Catholic Church in Labrador City. The food bank usually serves 45-50 households/month, and a family does not need a reason to use the food bank. A family can receive a hamper once a month for as long as it takes for them to get back on their feet. There has been an increase in food bank users over the past 2 years, which may be due to the population increase since 2008²⁸.

The food bank receives donations year round, through boxes that are set up at the local grocery stores for community members to drop off donations. One asset is that IOCC and Wabush Mines donate generously to the food bank throughout the year. The food bank has a variety of different foods for people to choose from such as pasta, rice, sugar, tea, coffee, cereals, spaghetti sauces, flour, baby food, kids school snacks, etc. Some of the products at the food bank like fruit snacks and Cheese Whiz are only given to families with children. Due to the lack of freezer and cooler space, there is limited availability of meats, fresh fruits or vegetables. Families would have to purchase these items on their own. One gap to this program is the limited capacity of the food bank to house healthier food items such as vegetables and fruits, milk products, and meat products.

No Programs for Seniors

Many seniors live alone or live with family members in Labrador West as there are no senior homes available. Seniors may rely on family or homecare workers to provide adequate meals and there are no programs in place to provide hot meals to seniors living in Labrador West. This is recognized as a gap in the Labrador West food security picture. One community asset is that there is a seniors group that could be engaged to further discuss these concerns.

School Based Meals

Although meals served at school are mandated to follow provincial school food guidelines, the cultural norm is for students to leave school during lunch which has limited the need for a full-service cafeteria. There is a convenience store located in close proximity to the school and it was expressed by the high school principal that it is concerning that many kids consume only a bag of chips or chocolate bar and soda for meals²⁹. This led the principal to establish the soup kitchen which is run every day and provides a basic home-made soup and whole grain roll/bagel to students. Soup was chosen as the meal as it is easy to make, is well received and within the volunteer capacity of the school. A breakfast program was initially intended; however, with a lack of volunteers to run the program, the soup kitchen option was chosen as the best

²⁸ Paddock.W. personal communication.2010

²⁹ Simmons, L. personal communication. 2011

method. Dedicated volunteers and a principal and staff who see this as an issue is a definite asset to promoting food security in the school.

The JRS middle school also follows the school food guidelines and food is prepared by an independently run canteen. A major barrier to moving forward in producing healthier foods is the lack of viable equipment. It is recognized this piece needs further information to assess assets/gaps of the program.

One main gap interviewees expressed is the lack of or limited capacity for education on basic food preparation and life skills within the current school curriculum.

Healthy Baby Club

After meeting with Healthy Baby Club staff, it was learned that the majority of participants do not experience economic food insecurity and only one participant has utilized the food bank. The food issues of concern are high intake of fast-food/processed foods by participants and lack of basic food knowledge and skills. This is addressed through programming in some degree and healthy snacks are available to participants upon regular club meetings.

5.4 Capacity-Building

Community Gardens/ Back-yard Gardens

A community garden is a great way for community members to grow food together and increase their capacity for healthy eating. Labrador West currently has one community garden located in Labrador City. In the past, Wabush had a community garden but due to a lack of community interest it is no longer in operation.

Yearly fees are \$20 for a plot size of 20x30 feet. Tools are available for members free of charge and include tillers, shovels, rakes, etc. Members would only need to purchase seeds, fertilizer and gas for tiller. Members grow different types of vegetables including potatoes, carrots, radishes, cabbage, turnip, snow peas, onions, and lettuce greens, etc. Success in growing vegetables is largely trial-and-error and more experienced gardeners have more variety of vegetables. A potato harvest only takes 90 days from seed to harvest, and from one plot would easily last a family through the winter if stored properly and would cost approx. \$70. It was stressed by the group that the plots are 'your plots'; thus plot renters must be largely self sufficient. That being said, there is much volunteer support that is provided by the group and they are more than willing to be of assistance.

One gap in the current program is that only half of the plots are utilized which may be due to a lack of awareness about the community gardens and perception of a short growing season and the lack of an organized group of members. The committee stated they used to advertise and encourage community members to grow vegetables, but since there was a lack of interest at the time, they felt it wasn't worth formally

promoting the gardens given that their budget was only small. They simply come together once per year to give plots and review budgets.

Starting a garden may be costly when it comes to the equipment and supplies, this may be another reason why community members do not use the gardens. The growing season in Labrador West is from June to late September, which is shorter than other parts of the province. The soil was characterized as being a clay-like soil, a formal soil report was conducted in past years but the results were never shared with community members of Labrador West.

Assets of the gardens include the supportive nature of the group towards being available to youth and children and would accept 'field' trips. Also, the committee is willing to donate land to groups such as the food bank and Family Resource Centre as they feel it is important to get more people and children learning about gardening.

The community gardens are an asset of Labrador West and should be utilized by more community members. Ultimately there needs to be more knowledge and education shared surrounding the importance and benefits of gardening. The community gardens would love to see more involvement from community members; it would create more of a budget for the gardens, increase community sharing and create and promote a healthier lifestyle.

It may also be difficult for some community members to get into the gardens, as it is located off the highway. For low income families or families who do not own a car it may be impossible to carry in all of your supplies and plant a garden.

A number of people in the community do have their own back-yard gardens; many plant their own potatoes and herbs. However, we are unsure of how many community members have a garden or have the space to do so. Majority of the gardeners are among the older generations, many of which grew up learning how to garden. There is tremendous knowledge here that is untapped.

Food Preservation and Storage

Traditional methods of bottling and freezing foods still exist in the community today. Many residents who practice these methods are among the older generations who have been using these practices for most of their lives. There is concern that the knowledge of proper food preservation and storage will be lost if not passed on to the younger generations of Labrador West. There is great knowledge capacity that exists but no coordinated effort for knowledge transfer.

No Community Kitchen

There are no existing 'cooking programs' in the community where people can learn basic cooking skills. This is seen as a huge gap as many residents felt that this was something that was valuable. The asset is that there are several spaces that could house such a program; however there are a limited number of volunteers in community

likely to take such an initiative on. Other basic programs expressed include preparing meals on a budget, learning how to compost, how to start a garden, canning, etc.

No Farmer's Market

Many residents felt a 'farmer's market' style event where people who have excess harvest from their gardens could donate/sell to other community members would be valuable and popular. Many members express that although they wouldn't take the time to garden themselves, they would be more than willing to buy from someone else.

5.5 Educational and Awareness Assets/Gaps

The media is seen as a huge asset to raising awareness of food security and the important of healthy eating. Education and awareness initiatives surrounding food preparation, gardening, composting, cooking, etc. were identified as a need for the community.

College of the North Atlantic (CNA)

The College of the North Atlantic (CNA) is a community college in Labrador West. To date, there are no programs offered that involve cooking or gardening or topics related to food security. That being said, there is interest in offering/expanding a program that could incorporate food security topics. In order to create a program, there would need to be a formalized curriculum established first, funding available for materials, a qualified instructor, as well as community interest. Finding a qualified instructor and curriculum are certainly barriers; however, available boardrooms to house events and support from the College are seen as assets.

Town Beautification Program

The Labrador City town council Community Beautification & Enhancement committee is made up of council members, town staff, as well as community members. They are currently developing a four year plan to improve the town property and facilities. One initiative is education around plants, trees, and different species that can grow in Labrador West³⁰. Two assets associated with the program is an experienced gardener with a diploma in Commercial Floriculture and Landscaping and website of information about the program³¹. There could be potential in expanding this website to include gardening tips for vegetables and food, etc. as well as awareness about the community gardens.

³⁰ <http://www.labradorwest.com/gardens/about.htm>

³¹ <http://www.labradorwest.com/gardens/about.htm>

Labrador City Town Council Policies

The town has no over control over franchised fast-food restaurants; however residents have power to if there are objections to take these to council, in which towns would ask for a moratorium on future of fast food outlets.

Summer program through Labrador City Recreation Department

The Recreation Centre in Labrador City is an asset to food security initiatives as there is a summer program that is offered to youth every year. The Recreation Director is very supportive of incorporating gardening into this program. This option needs to be further explored.

Family Resource Centre

Historically, the family resource centre offered a little chefs program in which children six and older were encouraged to help with cooking, however this program has not been implemented within the last couple years. An asset here is the structure of the Family Resource Centre and available programming that may incorporate food security aspects.

Eat Great and Participate

This provincial initiative that aims to increase healthy options within the recreation environment has great potential and is also currently producing a healthy eating on a budget pamphlet. There could be opportunity for partnership in the future.

6. Community Priority Setting

To initiate discussion about community food security priorities from the above analysis considered, the advisory group held a focus group with key stakeholders in January 2011. Participants included a health promotion consultant, primary health care facilitator, Regional Nutritionist, Women's Centre coordinator, Town Council Representative from Labrador City and Wabush, and the Recreation Coordinator at Labrador City. A number of invitations were sent to other stakeholders; however, there was a very low response rate. Members of the advisory committee were left to fill in the gaps with regards to other priorities, at various other stakeholder meetings and interviews.

At the focus group/priority setting meeting, stakeholders were initially presented a brief background on the project, the work that had been done to date, information that resulted from the environmental scan and asset/gap analysis, as well as potential priorities to discuss and vote on. A detailed discussion was held and potential priority areas and their feasibility were discussed. Once discussions were complete and participants had a clear idea/background on priorities, voting took place to generate a top three list.

1. Raising awareness of the community gardens in Labrador City
2. Creating education/awareness healthy eating initiatives for working families
3. Education and awareness of food and nutrition among children/youth
4. Exploring a farmer's market
5. Addressing quality, quantity, and cost of fresh produce available at grocery stores
6. Creating education/awareness initiatives around gardening
7. Exploring opportunity for a community kitchen

After ranking the priorities from 1 to 7 (1 being most important) or incorporating a new priority not specified on the list, the three priorities were set including:

- Increase capacity for healthy eating among working families in Labrador West
- Increase capacity for gardening among general population in Labrador West
- Increase capacity for food production/preparation knowledge and skill-building among children and youth in Labrador West

The above priorities were rephrased based on current discussions and information gathered after the priorities setting meeting; however, they still reflect the three priorities set.

Since the priority settings meeting, other meetings have been held that further inform the possibility/feasibility of the above priorities, and although priorities haven't changed, how they are approached have been adapted.

7. Labrador West Community Food Action Plan

Goal 1: Increase capacity (education, awareness, and interest) for healthy eating practices among working families in Labrador West

Priority	Inputs	Activities	Outputs	Outcomes	Time line	Responsibility
1. To improve knowledge of healthy foods/ healthy eating practices	Regional Nutritionist commitment	- Write/submit articles for Aurora	Number of articles produced Variety of topics discussed	ST: Greater food/nutrition awareness/education /interest among parents LT: Improved healthy eating practices	On-going	Regional Nutritionist
2. Investigate capacity/feasibility for a cooking program/workshop (e.g. community kitchen or one-time workshop) in Labrador West	Meeting space Meeting time Labrador West Food Security Committee commitment Community Kitchens handbook	Organize meetings with Family Resource Centre, Faith groups, Women's Centre, local catering program etc. to discuss ideas/feasibility Distribute CK handbook or additional forms of information Secure venue	Number of meetings/discussions held Number of people interested in forming an advisory committee	ST: Increased knowledge of/ importance of cooking program/community kitchen; therefore increased potential for such a program ST: New partners engaged and partnerships developed with other organizations/groups LT: New programs established	2011-2012	Labrador West Food Security Advisory Committee

		for meetings Form advisory committee to discuss next steps				
3. Initiate communication with major employers to discuss capacity for healthy eating guidelines/initiatives in workplace environment	Regional Nutritionist commitment Provincial "Putting Health on the Agenda" handbook	Decide on employers to contact Initiate communication Distribute material	Number of employers contacted Amount of material distributed	ST: Increased knowledge of/importance of worksite healthy eating guidelines/policies and support tools available; therefore increased potential for guidelines/policies ST: Increased empowerment among employers LT: Guidelines/policies/pr ograms re healthy eating at the workplace implemented	On-going	Regional Nutritionist with support from Provincial Consultant and Food Security Advisory Committee

Goal 2: *Increase capacity for local food production in Labrador West*

Priority	Inputs	Activities	Outputs	Outcomes	Time line	Responsibility
1. Investigate capacity for Labrador City town council to distribute gardening information and/or greater information re Community Gardens, etc. on website	Food Security Committee Commitment Town Council of Labrador City interest Community Garden Commitment	Contact Town Council and Community Gardens committee to discuss ways to increase awareness of gardens among general population Discuss potential for adding general gardening information and information about community gardens to Labrador West community website	Number of discussions held Increased communication/partnership between Town Council, Food Security Subcommittee and Community Gardens Committee Number of potential initiatives that are feasible for groups	ST: Improved relationships between Town Council, Food Security Subcommittee and Community Gardens Subcommittee ST: Increased visibility of community gardens among general population ST: Increased number of people who are aware of gardening potential in Labrador West; therefore increased potential for more back-yard gardens LT: Increased consumption of 'local' food from gardens	2011-2012	Food Security Subcommittee to initiate discussions
2. Promote community	Food Security Committee		Number of discussion held	ST: Improved relationships	Winter/Early Spring 2012	Food Security Subcommittee

gardens among food bank users and family resource centre clients	commitment	<p>Organize communication with food bank coordinator and family resource centre staff</p> <p>Discuss potential ways of promoting community gardens among vulnerable clients</p>	<p>Increased communication/partnership between Food Security Subcommittee and Food Bank coordinator and Family Resource Centre staff</p> <p>Number of communication channels that are feasible</p>	<p>between Food Bank, Food Security Subcommittee and Family Resource Centre staff</p> <p>ST: Increased potential for greater use of community garden plots and awareness of gardening practices</p> <p>LT: Increased consumption of vegetables/fruits by Food Bank users</p>		
3. Investigate capacity for a 'gardening network' in Labrador West	<p>Food Security Committee commitment</p> <p>Gardening lead</p>	<p>Discuss potential 'network' activities (e.g. formation of a Labrador West gardening facebook group)</p> <p>Identify individuals to engage for taking on ideas</p>	<p>Number of discussion held/ideas generated among Food Security group</p> <p>Number of people engaged for additional 'network' ideas</p>	<p>ST: Improved awareness of number and work of gardeners in community</p> <p>ST: Community engagement; therefore increased potential for 'networking activities'</p>	2011-2012	Food Security Subcommittee

Goal 3: *To increase capacity for food production/preparation knowledge and skill-building among youth in Labrador West*

Priority	Inputs	Activities	Outputs	Outcomes	Time line	Responsibility
1. To facilitate a 'gardening component' within the Labrador City Recreation Centre summer program curriculum	Coordinator time Tools (e.g. seeds, egg cartons, etc.)	Initiate discussion with Recreation Centre Director to see what is feasible in summer program Decide on event Plan for event/buy tools, materials Facilitate event with children	Gardening activity with children Number of children exposed to event	ST: Greater awareness among children of how to start a garden; therefore greater potential for interest among children	Summer 2011	Coordinator
2. To explore putting a gardening piece into JRS middle school education curriculum	Regional Nutritionist time	Contact Merv Parsons (School Health Promotion Liaison Consultant) and Des Sellers (Labrador School District contact) to explore options/feasibility, etc. Connect with HVGB Food Security group to discuss potential activities	Communication between Regional Nutritionist and SHPLC and Des Sellers	ST: Improved relationship between Regional Nutritionist and Labrador School District; therefore increased chance that JRS will be engaged to explore options of a gardening piece into curriculum LT: gardening piece included in curriculum	2011-2012	Regional Nutritionist

8. Labrador West Community Evaluation Plan

Goal 1: Increase capacity (education, awareness, and interest) for healthy eating practices among working families in Labrador West

Outcomes	Key Indicators of Success	Evaluation Methods
<p>Short-Term: Greater food/nutrition awareness/education/interest among parents</p> <p>Long-Term: Lifestyle changes re food/nutrition</p>	<p>Demand for more information from community</p> <p>Increase in 'healthy food' purchases at grocery store</p> <p>Increase in demand for healthier options at retail</p> <p>Increase in discussions re healthy eating practices among parents/families</p> <p>Increased consumption of healthy foods by parents and children</p>	<p>Sustained media interest in accepting articles</p> <p>Information re purchasing and demand for healthier options at grocery stores</p> <p>Number of new conversations and questions re healthy eating practices between community members, Regional Nutritionist and other health professionals</p> <p>Documentation of change in foods sold in schools, recreation centres, etc.</p> <p>Documentation of change in consumption patterns at grocery stores and restaurants</p>
<p>Short-Term: Increased knowledge of importance of cooking programming/community kitchen; therefore increased potential for such a program</p>	<p># requests for more information on programming</p> <p># ideas generated</p> <p># handouts distributed</p>	<p>Records kept/Meeting minutes</p> <p>List of participants</p> <p>List of ideas</p>

<p>Short-Term: New Partners engaged and partnerships developed with other organizations/groups</p> <p>Long-Term: New programs established</p>	<p># partners/participants engaged</p> <p># of programs established</p> <p># participants</p> <p># meals</p>	<p>Detailed record keeping including meals prepared, participant lists, budget records, etc.</p>
<p>Short-Term: Increased knowledge of/importance of worksite healthy eating guidelines/policies and support tools available; therefore increased potential for guidelines/policies</p> <p>Short Term: Increased Empowerment among employers</p> <p>Long-Term: Guidelines/policies/programs re healthy eating at the workplace implemented</p>	<p># requests for more information</p> <p># handouts distributed</p> <p># meetings</p> <p># workplaces with guidelines/policies implemented</p> <p># employees affected</p> <p># meals/snacks altered</p>	<p>Records kept</p> <p>List of organizations engaged</p> <p>Copies of guidelines/policies/program manuals, etc.</p> <p>Records of meal/snack consumption</p>

Goal 2: *Increase capacity for local food production in Labrador West*

Outcomes	Key Indicators	Evaluation Methods
Short-Term: Improved relationships between Town Council, Food Security and Community Gardens Subcommittee	# of conversations/meetings between groups # people at meetings	Recorded meeting minutes List of participants at meetings
Short-Term: Increased visibility of community gardens among general population	# plots being utilized # enquires about plots # people who are aware of community gardens	Record of plots utilized Documentation of enquires/requests of community
Short-Term: Increased number of people who are aware of gardening potential in Labrador West; therefore increased potential for more back-yard gardens	# of requests/hits/feedback on town website for information (if this information becomes part of website) # people buying seeds/gardening tools	Documentation of website traffic Documentation of changes to be made based on feedback Documentation of sale from stores carrying tools
Long-Term: Increased consumption of 'local' food from gardens	# of people with back-yard gardens # of people eating local food from gardens # people donating food from gardens to others	Documentation of changes in vegetable consumption habits at grocery store. Documentation of eating practices obtained by health professionals Documentation of donations to Food Bank/community meal events
Short-Term: Improved relationships between Food Bank, Food Security	# conversation/meetings held b/w groups	Record of meeting minutes

<p>Subcommittee and Family Resource Centre staff</p> <p>Short-Term: Increased potential for greater use of community garden plots and awareness of gardening practices</p> <p>Long-Term: Increased consumption of vegetables and fruits by Food Bank users</p>	<p># ideas generated</p> <p># participants at meetings</p> <p># requests for information about community garden plots from Food Bank clients</p> <p># clients with community garden plots</p>	<p>List of ideas generated</p> <p>List of participants at meetings</p> <p>Documentation of requests/questions posed to community gardens</p> <p>Documentation of plots utilized per year</p>
<p>Short-Term: Improved awareness of number and work of gardeners in community</p> <p>Short-Term: Community engagement; therefore increased potential for 'networking activities'</p>	<p># Networks developed</p> <p># new people gardening</p> <p># Network members</p> <p># conversations about gardening through Network</p>	<p>Documentation of official organizations, etc. (e.g. facebook)</p> <p>Documentation/record of sales of gardening equipment/seeds, etc.</p> <p>List of members</p> <p>Network documentation about gardening</p>

Goal 3: *To increase capacity for food production/preparation knowledge and skill-building among youth in Labrador West*

Outcomes	Key Indicators	Evaluation Methods
Short-Term: Greater awareness among children of how to start a garden; therefore greater potential for interest among children	# children present at event # questions generated by children about gardening # parents engaged	List of children Documentation/evaluation of one-day event (e.g. survey) List of parents present
Short-Term: Improved relationship between Regional Nutritionist and Labrador School District; therefore increased chance that JRS will be engaged to explore options of a gardening piece into curriculum	# conversations held re curriculum # people within school engaged	Records/meeting minutes Attendance at meetings Meeting minutes with JRS