



**LOCAL FOOD**  
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Mail to:  
2240 Holmes Deakin Road  
Golden BC V0A 1H1  
localfoodmattersgolden.com

# Local Food Matters 2024 Program Report

Presented February 4, 2025

## Golden Farmers Market

- As new operators of the Golden Farmers Market, we made some big investments in the enhancement of the Market last year including a new website, a rebranding and a replacement of all Market signage. A big win on this front was also replacing the KHC banner at the entrance of Spirit Square next to Higher Ground with a new Farmers Market Banner, as well as the strategic placement of a sandwich board sign at the Info Center on the highway drawing tourist traffic into town.
- We sent our Market Manager and Executive Director to the BC Association of Farmers Markets conference in Vancouver where they gained invaluable insight about successfully managing a farmers market
- We also invested in a software management platform that streamlines and upgrades our Market application and payment processes, vendor communications and adds a market map and vendor profiles to our website
- We partnered with Kicking Horse Culture to sponsor local musicians to perform at the market all summer long creating a lively and festive atmosphere
- We also collected vendor and visitor data throughout the year to quantify the economic impact of the market on our community and to better understand who is coming to shop at the market. The data we collected indicated that over \$150,000 in local food is sold at the Farmers Market, and we hosted over 12,200 market shoppers.
- And in partnership with the Golden Food Bank and BCAF, we continued to participate in the Farmers Market Nutrition Coupon Program which supports food insecure households and individuals in accessing fresh local food at the market.



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This is an incredibly valuable program funded by the province through BCAFM that very tangibly addresses food insecurity in communities across BC.

## Power of Produce Kids Club

- As a result of our attendance at the BCAFM conference we were able to launch the Power of Produce Kids Club during the summer months at the market which offered a variety of food literacy activities for kids
- The program included a Two-Bite club encouraging the sampling of seasonal veggies where kids could earn a \$3 POP token with which to purchase fruits or vegetables from market vendors.
- This was a highly popular program last summer that was made possible through generous sponsorship from Columbia Valley Credit union and Dirt Bag Climbing Corp as well as support from IGA and Save On Foods.
- 240 kids participated in this program during the months of July and August.

## Glean Golden – Communal Harvest

- After the 2023 pilot of this community fruit picking service, CBT through the ReDi grant supported the official start-up of this program in 2024. We hired a Gleaning Coordinator who purchased harvesting equipment and a storage shed, recruited volunteer fruit pickers and built out our fruit tree registry.
- 2500 lbs of apples were gleaned from backyard trees this year with 300 lbs going directly to the Foods Class at Golden Secondary School who, in a partnership with LFM, used a newly acquired commercial dehydrator to process the apples into “Chips” and to distribute them as a healthy school snack.
- And in an exciting partnership with the Golden Food Bank, we signed a Shared Use Agreement for their new EV cargo van allowing LFM to use that van to support this program as well as the farmers market.



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## Growers Collective

- In addition to hosting a consignment stall at the Farmers Market to support small and micro sized growers in distributing their surplus at the market, we added a Growers Resources Page to our website that hosts a curated list of climate and geography specific resources for new and aspiring farmers in our community as well as helpful guidelines for preparing produce for market sale.
- We recognize support for producers, both new and established, is a critical piece of the food security puzzle for our community and we continue to examine a variety of mechanisms for this support – particularly storage and distribution infrastructure. More on that to come.

## Compost Feasibility

- Contracted by the CSRD to explore the potential of a commercial sector organic waste diversion program, we engaged with the major waste producers in the community to explore potential barriers and extensively researched other composting programs, models and methodologies in communities across BC
- The current hurdle for composting in Golden is the pending update to the CSRD Solid Waste Management Plan that will, among other things, determine the future of the Golden Landfill, including whether there exists at all an opportunity for a composting facility or transfer station at that site.
- We produced a Compost Project Report summarizing the findings of our research and convened a Compost Working Group with major community partners, which met multiple times last year
- In the absence of a currently available site for a composting facility in Golden, the study landed on the recommendation to explore the potential of partnering with the RDEK's new facility in Invermere to receive organics collected from Golden. The follow up on this recommendation rests with the CSRD and we have not had any updates since the study's completion in June.

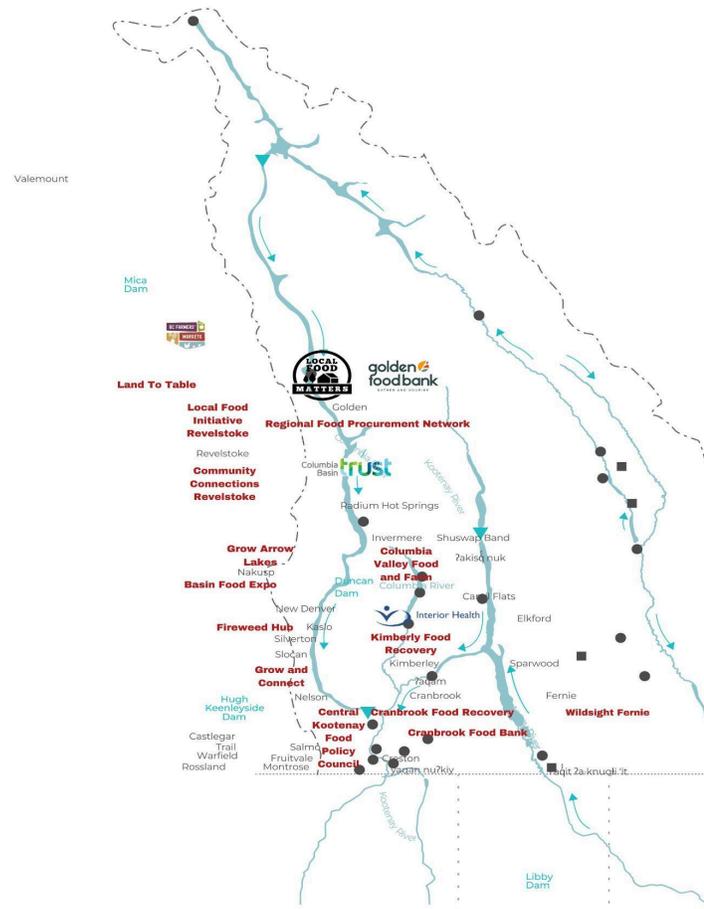


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## Growing the Network

- And while those programs were underway, we were also busy building relationships throughout the Columbia Basin and beyond because we recognize that we need to take a regional approach to both food security and food sovereignty.
- We've been building bridges and identifying opportunities for collaboration as well as cultivating relationships with key funders
- On this map you'll see the organizations that we have connected with throughout the region as well as some of the regional projects that are underway that we are collaborating with
- The communities in our region share many of the food security challenges that we are seeing here in Golden and working together towards solutions just makes all the sense.
- A key partnership in this work is with the Regional Food Procurement Network – a joint project of the Golden, Revelstoke and Sicamous Food Banks





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## 2025 Directional Priorities

- We revisited our strategic plan at the beginning of this year to hone in on our directional priorities for the next year.
- We believe our primary role currently is to identify needs within the local food system and find creative and collaborative solutions to fill gaps that increase production, ease of access and consumption of local food. For the coming year our priorities will focus on:
  - Increasing numbers and volumes at the Farmers Market.
  - Leveraging the Local Food Production Assessment work to advocate and inform about the needs within the local food system.
  - Positioning Golden as a user and contributor within the regional food system as a key component of our local food resiliency.
  - Launching a healthy local food meal in the schools.
  - Tracking and solutioning the key gap of cold storage.
  - Addressing longer-term financial and HR sustainability needs.
  - Exploring revenue generating ideas

## Local Food Production Assessment

### January – June 2025

- The foundation of a community food security strategy, the intent of this project is to zoom in on the food production and food access elements of our local food system by conducting a comprehensive assessment of the community's local food landscape, gathering the data that allows us to map our food assets, assess our local food production capacity, understand how community members are accessing local food, and to determine the gaps that need to be filled by a resilient local food system.
- We have engaged the agronomist and mapping team at Keefer Ecological to conduct this study with us and are partnering with Kootenay & Boundary Farm Advisors for producer outreach.



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- A key component of this project will be to convene a Farmers Table from which the needs and perspectives of food producers will be amplified and a network of local producers developed.
- The aim is to gather the information that will help us understand what barriers may exist to producing food in our community, and how best to support local producers. The hope is that the Farmers Table will result in a network of producers that continue to share information and collaborate on improving local food access into the future.
- We will also test the potential of a collective winter storage and distribution system as a means of supporting local growers and increasing production
- We will also further examine what role regional food procurement plays in community food security in Golden and Area A.

## Sustainable Funding Plan & Business Plan Development

January -March 2025

- We have engaged a consultant through the CBT Non-Profit Advisors program with the purpose of developing a funding plan for long-term operational sustainability of the organization as well as to develop a viable business plan for an Aggregation & Distribution Food Hub in Golden BC.
- The key objectives of this project are to Identify viable funding scenarios for long-term operational sustainability
- And to develop a detailed operational business plan for a Food Hub including exploration of
  - Local food warehousing
  - Regional food aggregation/warehousing
  - A winter distribution program for local food in Golden
- We are excited about an emerging partnership with a local producer offering well-suited land to host such a production, aggregation and distribution hub as well as offering operational support.



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- We are also excited to collaborate with the Golden, Revelstoke & Sicamous Food Banks Regional Food Procurement Network. This is an emerging project that aims to leverage collective buying power of food banks and other partners to bulk purchase staples at discounted rates, establish relationships with regional food producers and carriers, as well as to harness opportunities for larger scale pre-consumer food rescue. The opportunity here is for such an aggregation and storage hub to support the regional procurement and distribution of food.
- Another emerging project called Grow & Connect is a software platform being developed by the Central Kootenay Food Policy Council to address distribution challenges throughout the region. The load board on this platform operates a bit like Uber for food shipping – or a ride share board – matching loads of food that need to move with carriers going in that direction. They are excited about the potential of the proposed Food Hub in Golden to be a link in the cold chain of the regional distribution network