

# 6<sup>th</sup> Annual Vancouver Urban Farming Forum, AGM & Social

8:30 AM – 4:30 PM Forum Plenary | 4:30 PM - 8:30 PM Social

Creekside Recreation Centre, 1 Athletes Way, Vancouver, BC

8:30-9:00	<b>Registration &amp; Coffee <i>Breakfast is NOT Provided</i></b>		
9:00-10:15	<b>Welcome &amp; Keynote Address   Multipurpose Room 4</b> <b>Marcela Crowe, Innovation within the Urban Farming Sector</b>		
10:15-10:30	<b>Break</b>		
<b>Location</b>	<b>Multipurpose Room 4</b>	<b>Multipurpose Room 1</b>	<b>Multipurpose Room 2</b>
10:30-12:00	<b>Social Innovation: How to Demonstrate your Urban Farm's Social Impact</b> Panel Discussion Sarah Common, Hastings Urban Farm & Hives for Humanity Lissa Goldstein, Sole Food Farms Wes Regan, Urban Stream James O'Neil, City of Vancouver	<b>Urban Farming &amp; E-Commerce</b> Panel Discussion Tonner Jackson, Smoothie Veggies Kelsey Brick, Sole Food Farms	<b>Networking Room</b>
12:00-1:30	<b>Lunch &amp; AGM – Multipurpose Room 4</b>		
1:30-2:45	<b>How Urban Farmers Engage Community</b> Panel Discussion Karen Ageson, Farmers on 57th Scott Bell, Fresh Roots Holly Rooke, Loutet Farm Joey Liu, World in a Garden	<b>HR Management: From Payroll to Volunteer Engagement</b> Maggie Geiser, Bookkeeper & Consultant	<b>Networking Room</b>
2:45-3:00	<b>Break</b>		
3:00-4:15	<b>Local Garden: Lessons Learned</b> Donovan Wollard, RADIUS Ventures	<b>How to Develop Powerful Relationships with Restaurants, Grocery Stores &amp; Distributors</b> Panel Discussion Rae Abbott, ello Foods Ltd. Dave Wilson, Choices Market Aaron Quesnel, Sky Harvest Camil Dupont, Inner City Farms Katherine Hastie, UBC Farm	<b>Room unavailable</b>
4:15-4:30	<b>Break</b>		
4:30-8:30	<b>Social <i>Cash Bar Service Available</i>   Multipurpose Room 2</b> <b><i>Snacks will be provided</i></b>		

To register for the forum and contact us visit [www.urbanfarmers.ca](http://www.urbanfarmers.ca)

## 9:00-10:15 Welcome, Update from the City of Vancouver & Keynote Address

The morning will start off with a welcome from the Vancouver Urban Farming Society and an update from the City of Vancouver on their urban farming policy developments.

### **Keynote Address: Innovation within the Urban Farming Sector**

#### **Marcela Crowe, Vancouver Urban Farming Society**

In this one-hour presentation, Marcela will provide an overview of the trends and innovation found within the emerging urban farming sector across North America. Business models and case studies will be explored with a focus on sustainable design, scalability, and social impact. Marcela will conclude her presentation with an eye to Vancouver and explore opportunities that exist to sustainably grow Urban Farming in this city and beyond.

#### ***About Marcela Crowe***

*Coming to us from Toronto, Marcela's experience includes consultation services in the agricultural sector. Working with early-stage and established organizations in the for- and non-profit sectors, her projects include: designing profitable, sustainable and scalable farms, grant research & writing, formulating business models/plans and establishing new sales channels. She holds a Masters of Environmental Studies from York University. Marcela Crowe was recently hired on as the Executive Director for the Vancouver Urban Farming Society. She enjoys meetings on the farm as well as connecting and getting to know farmers and social innovators alike. Marcela continues to work enthusiastically with clients as a farm & business management consultant.*

## 10:30-12:00 Morning Concurrent Sessions

### **Social Innovation: How to Demonstrate your Urban Farm's Social Impact - Panel Discussion**

**Sarah Common, Farm Manager, Hastings Urban Farm & Co-Founder, Hives for Humanity**

**Lissa Goldstein, Director of Operations, Sole Food Farms**

**Wes Regan, Co-Founder, Urban Stream**

**James O'Neill, Social Planner, City of Vancouver**

Panelists will explore and share their experiences with different approaches to Social Impact Measurement. Social Impact Measurement helps organizations to plan better, implement more effectively, and successfully bring initiatives to scale. It also supports stakeholder communication and can be an effective tool to engage funders and social investors. Being able to measure and articulate social impact is a powerful asset to social purpose urban farming ventures, both from the perspective of efficiency and sustainability.

### **About the Panel**

**Sarah Common** is the Farm Manager for Hastings Urban Farm, and Co-Founder of Hives for Humanity. Operated by the Portland Hotel Society, Hastings Urban Farm provides low barrier employment and access to fresh produce to the residents of the Downtown East Side.

**Wes Regan** has worked in Sustainable Community Economic Development since 2009 with a focus on social enterprise, public policy and inclusive economic development in low-income communities. He was the founding Executive Director of Canada's first Social Innovation Business Improvement Area, Hastings Crossing BIA, and is a Co-founder of Urban Stream, a food systems technology firm focusing on food waste solutions in urban communities.

**Lissa Goldstein** is the Director of Operations for Sole Food Farms where she has worked for four years. She moved to Vancouver from the States where she studied food politics, agriculture and international development. She loves her job.

**James O'Neill** is a Social Planner for the City of Vancouver with a key focus on developing policy and supporting initiatives to create more sustainable food systems in Vancouver. He is tasked with working with partners and stakeholders to implement the Vancouver Food Strategy, including enabling urban farming policy.

### **Urban Farming & E-commerce - Panel Discussion**

**Tonner Jackson, Co-Founder/Owner, Smoothie Veggies**

**Kelsey Brick, Distributor Coordinator Sole Food Street Farms**

Learn about the opportunities and challenges associated with utilizing an e-commerce sales platform for your urban farm. Panelists will share their experiences with online sales, and discuss some of the financial benefits and logistical hurdles associated with this online, direct to consumer, approach.

#### **About the Panel**

**Tonner Jackson** started Smoothie Veggies with one other Co-founder this past Summer, with the goal of making truly healthy eating easier. To do this, Smoothie Veggies takes take local, organically sourced vegetables, and packages them perfectly for smoothies. Each package is optimized and mixed for optimal health and nutrition - you just rip and blend!

**Kelsey Brick**, is responsible for organizing orders of freshly harvested street farm produce for local restaurants, farmers markets, and CSA boxes. Sole Food transforms vacant urban land into street farms that grow artisan quality fruits and vegetables, available at farmer's markets, local restaurants and retail outlets.

#### **12:00-1:30 Lunch**

Lunch will be catered by [Pastiche](#). With a background in food policy and a breadth of knowledge across the local food sector, Chashma Heinze is an interdisciplinary food junkie – and has been known to collect wild foods, work in policy, on community development projects, conduct research and deliver reports as well as ongoing co-creative design explorations.

*Food for this meal has been sourced from our urban farmers in and around Vancouver, with attention to seasonality, freshness and quality.*

#### **1:00-1:30 AGM Vancouver Urban Farming Society Annual General Meeting**

Your forum registration fee gets you an annual membership to the Vancouver Urban Farming Society. During the lunch break, you are invited to attend the AGM. Learn more about what the society is doing and how to get involved. Voting will take place for the 2016 Board of Directors.

#### **1:30-3:00 Early Afternoon Concurrent Sessions**

## **HR Management: From Payroll to Volunteer Engagement**

### **Maggie Geiser**

This session will provide an overview of important tools and techniques for effectively managing on-farm volunteers, interns, and staff, to ensure compliance with legal requirements, tax structures. Maggie will help urban farmers develop a deeper understanding of relevant employment standards regulation in BC, the difference between contractor and employee positions, source deductions, guidelines for the payment of wages, as well as provide review of payroll solutions such as wave payroll software and accounting and bookkeeping solutions.

### **About the Facilitator**

**Maggie Geiser** has many years of experience implementing bookkeeping and accounting systems which match up with the individual needs of small business. She provides an “over the shoulder” approach to help business owners keep things on track with government reporting requirements in the most cost efficient way.

## **How Urban Farmers Engage Community - Panel Discussion**

**Karen Ageson, Farmers on 57th**

**Scott Bell, Farm Manager, Fresh Roots Urban Farm Society**

**Holly Rooke, Neighbourhood Farmer, Loutet Farm**

**Joey Liu, Community Development Coordinator, World in a Garden**

Urban farms operating within the city engage community in many ways, from educational and volunteer opportunities to edible landscaping in the public and private realm. Panelists share experiences on engaging their surrounding communities on the farm, whether through educational programs, on-farm markets, and other practices that draw neighbours onto the farm.

### **About the Panel**

**Karen Ageson**, Board President of the Vancouver Urban Farming Society, is an urban farmer with Farmers on 57th. Since 2009, Farmers on 57th has managed 1 acre of productive and therapeutic gardens on the grounds of George Pearson Centre, a Vancouver Coastal Health facility and home to 120 people living with

disabilities. Farmers on 57th engages community through therapeutic programming for residents of George Pearson, season long grow your own food courses, community garden plots, volunteer opportunities, farm tours, classes and a community shared agriculture program.

**Scott Bell**, has been farming for seven years in both an urban and rural context. He holds a Bachelor's Degree in Agroecology giving him the theoretical knowledge to backup the practical skills he puts to use in the Fresh Roots Urban Farm market gardens.

**Holly Rooke** has worked on community development projects across Canada and abroad, and it was during her time running a school and family garden program in Honduras that she saw the potential for enhancing community through growing food. After two years fine-tuning her skills as an apprentice at an organic farm in Ladner, BC, she joined the Edible Garden Project as Neighbourhood Farmer, managing two urban farm sites which are run as social enterprises.

**Joey Liu** is the Community Development Coordinator at The World In A Garden (TWIG), which educates community and youth about the nutritional, cultural and environmental aspects of growing and eating food. Joey manages the Communal Garden, volunteer and outreach program, and helps coordinate TWIG's summer program called Bee-coming Leaders: A Bee School For Kids!

### 3:15-4:30 Late Afternoon Concurrent Sessions

#### **Local Garden: Lessons Learned**

##### **Donovan Wollard, Director, RADIUS Ventures**

In 2011, Donovan Woollard partnered with Alterrus Systems to develop and launch Local Garden, a vertical farm on an underutilized parkade in downtown Vancouver. The business ran for one and a half years, achieved market success, and generated employment before Alterrus' bankruptcy led to Local Garden being shut down in late 2013.

Donovan will host an interactive discussion about Local Garden and its implications for other ambitious efforts to increase the percentage of our food coming from local sources.

### **About the Facilitator**

**Donovan** is an experienced entrepreneur focusing on ventures that promote social and environmental justice, and ecosystem health. He currently runs RADIUS Ventures, an impact focused business incubator at SFU, and is a partner in Persephone Brewing Company, a farm-based brewery on the Sunshine Coast.

### **How to Develop Powerful Relationships with Restaurants, Grocery Stores and Distributors - Panel Discussion**

**Rae Abbott, Chief Operations Officer, ello Foods Ltd.**

**Dave Wilson, Produce and Floral Operations Manager, Choices Market**

**Aaron Quesnel, Founder/Owner, Sky Harvest**

**Camil Dupont, Co-Founder/Co-Owner & Head Farmer, Inner City Farms**

**Katherine Hastie, Volunteer Coordinator, UBC Farm**

Panelists share their experiences from both sides of the relationship on how to effectively sell to local restaurants, grocery stores and other distributors.

### **About the Panel**

**Rae Abbott** is the Chief Operations Officer at ello Foods, and believes in sustaining thriving communities through healthy, local and well-grown food. ello is a local, high quality food distributor and refrigeration logistics company based in Vancouver, Canada.

**Dave Wilson** has 20+ years experience in the retail produce industry, and has helped shaped the Choices core values and purchasing strategies, believing in BC farmers first and ethical sourcing programs. Dave's also a member of the local food community as a volunteer with Fair Trade Vancouver, creator of the Pennies for Peru Flood Relief Program, a council member of the Vancouver Food Policy Council and a former Steering Committee member of FarmFolk CityFolk.

**Aaron Quesnel** is founder and owner of Sky Harvest, Canada's first Certified Organic urban farm. Sky Harvest grows high-quality organic microgreens and specialty greens for restaurants and retail in Vancouver. The

urban farm grows approximately fifteen varieties of fresh microgreens with a wide range of flavours, colours, textures and a high nutritional value.

**Camil Dupont** is a founder of Inner City Farm, a 6 year old Vancouver urban farm made up of a network of 18 or so front and backyard "farms" within our city limits. We produce and distribute Vancouver grown vegetables through a CSA model for both families and restaurants.

**Katherine Hastie** is the Volunteer Coordinator at UBC Farm, which sells wholesale produce to 19 restaurants and cafes both on and off UBC campus, as well as to SPUD urban delivery program. The UBC Farm is a 24-ha integrated production farm situated within a 90-year old coastal hemlock forest that comprises a mosaic of cultivated annual crop fields, perennial hedgerows and orchards, pasture, teaching gardens, and forest stands.

### **4:30-7:00 Social**

Time to socialize and talk farming, food, and life with other urban farm enthusiasts! Cash bar service will be available.

*\*During a portion of the Forum we will have a designated room to sit out on a session, to catch your breath, connect with colleagues, partners, and old friends. Please see timetable for details.\**