

Slow Food Canada National Meeting Minutes
Saturday, May 5, 2012, 11:30 AM to 5:10 pm
Hotel Selkirk, Edmonton Alberta

Minutes taken by **Grace Evans** and revised by **Valerie Lugonja**
Presided over by Interim President **Bobby Grégoire** Grégoire

Attendance

Delegates

1. Joanne MacKinnon
2. Sinclair Philip
3. Alison Bell
4. Jacqueline Chalmers
5. Kris Vester
6. Valerie Lugonja
7. Tom Rudge
8. Voula Halliday
9. Marianne Stewart
10. Laurie Knechtel
11. Bobby Grégoire
12. Michael Howell
13. Angus Bonnyman
14. Mara Jernigan

Convivium

- Vancouver (BC)
Victoria (BC)
Columbia Valley (BC)
Southern Alberta (AB)
Calgary (AB)
Edmonton (AB)
Whitehorse (YT)
Toronto (ON)
Superior (ON)
Perth County (ON)
Montreal (QU)
Nova Scotia Mainland (NS)
Northumberland Shore (NS)
Past President (absent for most of the pm)

Observers

1. Heather Pritchard
 2. Glenda Wah
 3. Janet Henderson
 4. Kathleen Charpentier
 5. Cynthia Strawson
 6. Thea Moss
 7. Maria Iocobelli
 8. Jennifer Cockrall-king
 9. Colleen Ingoldsby
 10. Laura Buckley
 11. Penny McKinlay
 12. Ingrid Jarrett
 13. Judy Corser
- Vancouver (BC)
Columbia Valley (BC)
Calgary (AB)
Calgary (AB)
Edmonton (AB)
Edmonton (AB)
Edmonton (AB)
Edmonton (AB)
Edmonton (AB)
Edmonton (AB)
Toronto (ON)
Saskatoon (SK)
Okanagan (BC)
Vancouver (BC)

Lillia Smelkova – Guest on Saturday only (absent for most of the pm)

MOTION 1

Joanne MacKinnon moved to end the meeting at 5 pm instead of 5:30

- **Voula Halliday** seconded
- 16 for, 1 against

1000 GARDENS IN AFRICA

Paolo di Croce:

- want to give you the perspective of why we decided to have this program: the way we are trying to deal with this is different.
 - we are trying to use the Slow Food approach in all situations of this kind; this means that who is charge of doing these gardens are experts from all over the world to export knowledge about how to do things in a different way

- thanks to Terra Madre and our network, we have experts there; there are a lot of people and what we have done is to listen to them and to try to understand and to empower them to be in charge of doing the gardens and to be responsible for them
- the first example is in this book: *A Thousand Gardens in Africa*; this book has been done by them, together with us, but includes responses from the countries who are doing the gardens.
- the concept of what has to be planted in the gardens, traditional local seeds and traditional local products can be seen as simple thing, but it is completely different from the normal way of doing gardens in Africa and this is the way SFI does it.
- we teach how to save your seeds, and how to produce your seeds for the future; we believe in using local seeds and teaching those in the garden how to save their seeds and have a sustainable garden
- many Africans do not want to grow their own food; they are not proud of producing their own food. They want what is trendy and modern like everyone else all over the world.
- we must work at education and training to teach that gardening is work with dignity and value: that it is successful for self-consumption but also for the market to sell.
- 1000 for us is a lot, but it is not that much to change the system: we need to show that a different way to act is possible.
- we now have about 500 gardens there: the first part is the training and requires a lot of meeting time and an exchange to produce the end goal
- the handbook has been translated in many local languages; the training part is almost finished in many of the places. By the end of the year, we hope to have in place the 1000.
- Less than 600 gardens are already paid for. Each one costs 900 Euros (1300 CAD).
- The majority of the funding that we have found to support the gardens are coming from SFI, but many have come from local conviviums.
- around 200 convivium who have decided to have adopted a garden, where they can be linked entirely to a garden in Africa to create direct communication with what is going on is not easy: some have been successful and some have not, etc.
- these aspects of the organization, the necessity of acting local but open to the rest of the world, a very good tool to knowing what is happening in the rest of the world. The best thing to do is to create a project between schools and local gardens and these gardens in Africa.
- opening children's minds can be a big added value that goes beyond the rest of the world.
- the 25 countries we selected are selected because those are the countries where we have the members to assist us at the grassroots level to do this work
- the goal is to offer the training and for the operational costs and a small investment on equipment
- our hope is, thanks to local involvement, that they will be able to continue themselves
- the structure is simple and very cheap: the biggest problem is irrigation and water
- we have made a huge investment in the irrigation system, but if one part breaks then the whole system is broken
- we have a simple approach: collecting rain
- we hope that they will be sufficient and sustainable with the training

DISCUSSION

Paolo di Croce:

- we have developed an extensive network in Africa and it is where we have our networks established that we plant the gardens

Voula Halliday:

- we're doing a garden locally and a garden in Africa; me and the world and the world and I are the same person: what is happening on the other side of the world reflects on me too
- we look at our own community and benefit our local planet and then our global planet that same way

- Africa as a mirror on the other side of the planet to what we're doing here.

Jennifer Cockrall-King:

- people with food security needs can have a garden; why not have a conversation with groups like First Nations groups: would you be interested in putting together a garden for Africa?
- It takes 10 years for an immigrant to feel at home in Canada, but in this case, they'd have access to land and be included; why not have them lead the project?

Paolo di Croce:

- I want to clarify two things:
 - the big money is not for this organization because it is not for Slow Food; investing billions in creating the green revolution destroyed India
 - second, lots has changed: the idea of TM was changed
 - this depends on each country: South Korea supported the project, they gave us 50 gardens
 - politically, I don't think that that is an option: we are interested in Good Clean and Fair food, so, financially let's see what we can do; this is a good way to promote the vision and principles of SF and the next time someone says that SF is elitist show them this (Gardens in Africa)

Grace Evans:

- How many gardens has Slow Food Canada funded?

Bobby Grégoire: 2

Membership Automatic Renewal

Bobby Grégoire:

- last year there was a consensus that we wanted to implement for automatic renewal

Victoria Smelkova:

- we discussed it, but to make changes there needs to be a request from SFC to the council, as we did with \$5 membership and SF campus
- It means to move a structure that is organizing 160,000 members in the world; it is a huge job for our service center

Paolo di Croce:

- the first decision is to try to have automatic renewal or not:
 - we are supportive if this is what Canada wants; if so, we need one person who can see the process and how to put it into place and if **Valerie Lugonja** is willing to do this, then it is best to see if it works

MOTION 2

Bobby Grégoire moved that **Valerie Lugonja** do a feasibility study about automatic renewal in Canada and come forward with a proposal in 3 months, or by September 1, 2012

- **Voula Halliday:** Seconded the motion.
- everybody was in favour

Use of Slow Food Logo

Victoria Smelkova:

- Slow Food logo can be used within conviviums only; the snail with the name Slow Food can only be produced by Slow Food Headquarters
- if a SF convivium is working with restaurants or B+B's, etc, and they are recommended or aligned with Good Clean and Fair, the convivium may give the place the right to be named a business and considered Good Clean and Fair with the year and the name of the convivium with the logo as long as there is clear criteria aligned with SFI from the convivium on this
- we also allow event usage of the logo if the year is specified and the event and organizer can be named as associated with that specific Slow Food convivium
- **there are no other legal uses of the SF trademark**

There was a discussion about Logo Usage

Michael Howell:

- Taste of NS has created a quality standards program with a very clearly outlined template; if SFC would like to model off of it, I can send it out **GET THIS DOC if needed**

THE ARK

Mara Jernigan:

- Visit www.slowfoodfondation.org : the application for the Ark is there
- Dr. Nancy Turner (UVic) has messaged me and has helped with us with 6 nominations
- When the Ark was first created, no wild food were allowed because in Italy many wild foods were eaten into extinction; in 2003, there was an Ark meeting in Naples, me and **Sinclair Philip** were there and I asked to have wild things put on the Ark (you're allowed to under special circumstances)
- endangered foods are not appropriate for the Ark

Paolo di Croce:

- this is Carlo Petrini's voice: we have to have 100 Ark products by the end of the year for Canada!
- to be realistic, we have to think about the concept as being at risk of extinction; a map of Good Clean Fair products needs to be put forward; have 11 Ark products in Canada and it is not enough

Mara Jernigan:

- to distinguish between Ark and Presidia:
 - Presidia means to build a garrison around something
 - the ark is a catalogue of Canadian products
 - Presidium requires some kind of active intervention: thorough documentation and case studies around the creation of a presidium, how much money, producers, etc.

The People's Food Policy

Kathleen Charpentier:

- *Resetting the Table: The People's Food Policy* was put together by 3000 Canadians, based on the pillars of Food sovereignty and 10 discussion points
- it was put together by:
 - The National Farmers Union
 - The Northern Food Council
 - CBAN
 - TFPC and
 - a network of groups
- the document is here <http://peoplesfoodpolicy.ca/> : hosted by <http://yukonfood.com/external.htm>

FOOD DAY CANADA discussion was brief

Bobby Grégoire:

- There is no problem with it happening, but I don't think it should be a Slow Food day.

BREAK

COMMUNICATIONS REPORT AND DISCUSSION about SFC Communication

Grace Evans:

- presented her communications report

Bobby Grégoire:

- we need to find a sustainable way to continue this position, in the future: looking at about \$18,000 for the position.

Paolo di Croce;

- internal communication is very important between all of you and you must not to be too ambitious; don't say something that won't happen: undertake simple things
- for your external newsletter: it is important to understand 2-3 priorities and decide what you want to focus on

Funding for Slow Food Canada Communications Person Discussion was lengthy

Michael Howell:

- Meeting with **Bobby Grégoire** and **Voula Halliday** a few months ago had the discussion as to how to fund **Grace Evans**/Communications officer in the future:
 - there are 25 convivia in Canada and that \$250 be a starting point per convivia to begin funding that position for a total of 6 250
 - a fundraising event per year can put this money into the budget per year: for a \$250 commitment.

Sinclair Philip:

- We get \$5 per member for SFC for the substantial membership whom only speak French and this needs to be a part of communications budget
- Where does \$18,000 come from?

Bobby Grégoire:

- The \$5 donation from SFC is devoted only to Communication and Translation and comes to \$5000 per year which will cover expenses for translation but not for the communications person
- we also must cover Mail Chimp, inflation, etc. in a 3-5 year period of time
- we want to have a sustainable translation and communication which we think will cost \$18,000 per year

Michael Howell:

- I proposed \$250 because it makes sense from what Grace billed us for this year
- that is where that figure came from and Tom's convivium would be a bit different as others might be due to their smaller size

Valerie Lugonja:

- SFC cannot possibly be expecting one convivium's fundraising via the national conference to support it for the entire following year; it is too much responsibility and pressure
- one event per year for each convivium is a good plan, but also would develop partnerships and sponsorships in preparation for hosting a National Conference

Paolo di Croce:

- why is having a national group and helping to raising money for that National group one of the most difficult tasks we have?
 - convivia are doing good things and they are financially sustainable, yet there are problems everywhere with national associations: Why?
 - to provide communication to support convivia and unify the national focus through one national activity seems critical for success

Paolo di Croce:

- this doesn't exist in other countries, but this could work well
- if we move forward, we need to fix a minimum amount of money; if it is not compulsory, it is better not to do it
- I think the idea as using TM Day as a fundraiser is a powerful idea, communicating this and not being shy
- what do we want to do with SFC?
 - we want to do something, then raise funds to do something
 - we must involve the convivia to do something
 - identify one thing to do in Canada tomorrow, one project, and then we raise the money for that project
 - for a good cause we will raise money

Janet Henderson:

- as we grow the convivium in Canada I think it is important to have process, rigor and structure as we grow
- what are the tenants for new convivia to feed up to the higher level?
- I think we need a hybrid solution: a sliding scale per convivia to raise funds back to the mothership
- we have the same map and the same structure and rigor etc.

Angus Bonnyman:

- we need \$18,000 and the cost per person is then \$16.25 per member; are there opportunities to go to the federal government: we know we have \$5000 from \$5 per person, etc
- how are we going to get through these numbers?

Ingrid Jarret:

- the most powerful thing I just heard: you get a purpose, you sell the purpose and raise the funds
- people give money for causes

Laurie Knechtel:

- based on the calculations of \$16.25 per member (**Angus Bonnyman's** calculation), who cares how we do it?

Angus Bonnyman:

- it's 16.25 and that is excluding \$5000 from \$5 per member; this number is from figuring out \$18,000 divided by membership (1100)

Paolo di Croce:

- I don't want more members because it means more fund raising; this is something I've heard
- there is nothing worse than making this decision when I hear this: I say change this

Michael Howell:

- It is a calculable fee that makes us accountable; if I have 100 members at 16.50, my convivia has to have \$1650.

Victoria Smelkova:

- 13 convivia here represented

Sinclair Philip:

- as a member of a national team, I agree 100% with what **Bobby Grégoire** said
- there are other things that we are supposed to pay:
 - national executive members are supposed to have their way paid to the national meeting
- I need to speak on behalf of my convivium leader because she is not here
 - we can get 50-100 people to non-paid events; it's getting quite hard to get people to paid events
 - the one thing they wanted me to communicate to you is that the memberships are far too high for younger people

Kris Vester:

- if the goal is for all of us being involved in SFC is to improve the food system to have G C and F food for everybody everywhere, we are Canadians first, not Albertans, etc
- the most important thing we can do to change that food system everywhere, is to have a voice
- it's not by having an event, it's by having a voice
- if we can't find this voice, working in little pockets, what are we doing?
- this is the mission and what is missing in Canada; for the big convivial, we feel comfortable doing that, but we need to approach it equally
- SF began with Carlo's voice, but we need to continue by speaking, by writing, etc.
- I think everyone here would love the membership to grow, we want to be 10000 excited people and 1000 radical people because we want to change things. If we have 20,000 members, that's only \$1 a piece; as we increase our membership throughout the country, this amount should go down
- this amount today is the worse case scenario.

Angus Bonnyman:

- question for the motion

MOTION 4

Michael Howell: I move that SFC convivia work to raise the equivalent of \$16.50 per member per year to support communication for 2012

- seconded by **Angus Bonnyman**

- 11 people, 1 against, 1 abstained.

Membership

Paolo di Croce:

- membership is done differently from country to country; the most powerful membership drive was the 2009 US membership drive: Time For lunch
 - there were 350 events in the same day with conviviums and other organizations campaigning for school lunches:
 - potlucks, picnics, etc.
- what **Kris Vester** said about the vision for the future in Canada is the biggest reason to join is once people understand what we're doing
 - the challenge for the future is to do something with people who want to change the food system
 - we are investing in communication and it is like money: we get members where members ask people locally to become members

Bobby Grégoire:

- Montreal has begun to have more members; we were at 160 and dropped to 40 and the day we stopped worrying about members is the day we got them back
- how we got new members was not by discounted admission for events
- we asked: do you want to become a member to ensure that we can continue to do this work; this got more members
- the reason that we are stuck around 75 members is because we don't communicate enough
- the members don't want to have exactly the same information that supporters have
 - we need two separate newsletters
 - a member one with what projects are happening, opportunities to get involved, next events, board activities
 - non-members one with press releases, campaigns, etc.; they don't receive the rest of the information unless it is very important
- This is the model we are working with, and also someone to be attached to member services; we tell new members that the majority of their donation are going to Italy for large projects and contributing to good work you are there to give services to the network

Michael Howell:

- I hate reinventing the wheel, at the top of SF NS site, or at the SFI site, it says Join us. We need this at the top of the national site. **ACTION**

Ingrid Jarret:

- People should be sent a direct information piece to know how to ask people to be a member
- I think the message needs to be tailored to youth, universities, colleges, high schools, etc

Paolo di Croce:

- the only reason that youth will be inspired is if they want to change the world, and through food they can see this is possible
- we need passion, emotion, goals and dreams, not services and benefits, etc.

Meeting ended at 5:10pm