

Slow Food In Canada Conference

Minutes

Northumberland Shore

May 1 – 4, 2014

Welcome Reception

The Welcome Reception for the 2014 Slow Food In Canada (SFC) national meeting was hosted by Jost Winery, Malagash, N.S. from 17:30 to 21:30 p.m. on May 1st, 2014. Following the wine and cheese reception, delegates were welcomed by Voula Halliday and Michael Howell. A delicious three course dinner was enjoyed along with complementary wine. Appreciation was extended to all the local people who helped with the arrangements. The following sponsors were thanked for their support of the events: the Municipality of Colchester, the Municipality of Cumberland, and the Wild Blueberry Association of N.S.

Convivium leaders were asked to be prepared to share their organization's greatest achievement in the past year following dinner.

Convivium Reports

Following are the highlights of the presentations:

Thompson Okanagan Convivium (Ingrid Jarrett)

- They were the hosts for the conference event the previous year.
- The two things they wish to highlight for 2014 include: 1) Identifying the Sockeye Salmon as a centrepiece of ancient and native culture, and 2) Hosting an annual meeting with a dinner celebrating local foods and a wine garden.

Slow Food Wellington, Ontario (Treasurer)

- Two regions in Ontario (Guelph and Elora) have combined to form a new convivium called Slow Food Wellington County. They have two main goals: 1) increase membership, and 2) hold a series of events to promote their group.
- Chris Jess is a key chef who works with them and has established a food school.
- They are working on Slow Fish and GMOs.
- Their greatest achievement has been to re-connect with youth and begin to teach the lost art of preparing and serving locally grown foods. They established an award for a food school student and have recently made their first award to a student, Eric Keesner.

Lethbridge (Jackie Chalmers)

- Their greatest achievement is yet to come. In September in Lethbridge they are hosting a picnic featuring local food and they will feed anyone who will attend. The Mayor and City are helping out. There will be an educational component covering canning and freezing techniques, etc. There will also be a run to highlight the need for fitness. Their goal is to fill all the bellies with good local food.

Nova Scotia – Mainland (Sheila Stevenson)

- Michael Howell is their Leader.
- Since Nova Scotia is a coastal province with many bays it was felt that it is important for them to look at open pen fish farming particularly in the salmon industry. They want to develop a position based on science. Their group worked through this and looked at the current practices of fish farmers. They will submit their position to a panel for Nova Scotia and no doubt it will be a controversial discussion which ensues.

Vancouver (Heather Pritchard)

- Their biggest achievement is that they didn't fold! They lost 5 key members at one time.
- Members were surveyed and the results showed that they want the gatherings to be more convivial.
- They have \$16,000 in a bank account so they hired a person to do communications and prepare a website and had a convivial time. They attracted 4 new members.
- A chef, Robert Clark, is interested in Slow Fish and will work with them.
- In future their focus will be on having a good time and working with fish.

Cocagne-Acadie, N.B.

- They have been active for 1 year and 14 months so they have completed their first full year as a convivium and is their first year at this conference. N.B. did not have a convivium in the past and they are pleased to be the first. They hope to be able to develop slowly into a great organization. They have structured a few committees to get started.

Quebec West

- In the last year they have increased to 74 members, which is amazing. All is going well. Their convivium grew the most in the last year.
- Their most important focus is to convince people to use locally grown food.
- They have 33 chefs involved and plan to release a cook-book for sale.

Vallee de la Batiscan, Quebec

- This is a rural-based convivium.
- Their success story is a family who 10 years ago decided to start making organic cheese and this year received the prize for the best organic cheese in Canada. A sample of this cheese was provided for all to taste. It is their pride and pleasure to share this cheese with other reps from across Canada.

Quebec

- Their action plan is to build on events from year to year. They brought together people who don't normally work together and are trying to get people out of their comfort zones.
- They involve their river and history in their food culture which is specific to their whole area culture.

- They created an organization to work with Slow Food Canada and use it as an economic lever to make the food culture better.

Slow Food Montreal (Bobby Gregoire)

- Slow Food Quebec has existed for 14 years. They have done 1000 things but focus on the Slow Food Network. You can start one locally wherever you are.
- They brought in Michael Howell for an event and did both Slow Wine and Slow Motion.
- Their goal is to work with new convivia to help them get started with their pioneer efforts. They want to help them become as efficient as the established groups.
- They support the goals of Good, Clean, and Fair. They respect the diversity of cultures and want to celebrate the cultural diversity in Canada.
- They would like to see a better network established between convivia in Canada.

Slow Food Northeast Montreal (Michel Jacques)

- They have 23 members.
- They have two things to be proud of:
 - 1) Savignac Tomatoes have been introduced to Taste.
 - 2) They participated in public markets where they did taste demonstrations with a kit supplied by the Slow Food movement.

Slow Food Winnipeg (Cam Tran)

- He was the only member of their convivium last year. Now they have enough to start a convivium with over 30 members. It took a lot of volunteer work to make it successful.
- They want to educate people in Winnipeg about the benefits of eating good local food. They sponsored a “Love Local Manitoba” event.
- They want to organize an annual event in September and promote some good local food products.
- They are working on a position in regard to GM Wild Rice versus native wild rice so that they can educate people about the differences.

Slow Food Vancouver Island

- The representative reporting is a member of the Executive of Slow Fish Canada. Their major concerns are that salmon stocks are being decimated. They have expressed opposition to some methods of fish farming, such as land based salmon fish farms.
- They have commissioned a local artist to do pictures for postcards, bookmarks and other promotional items. They have a large geographical area to cover.
- As a means to bring in funds for their organization they trade ½ of the cost of their membership for a credit at a farm to buy products for events or to use as gift certificates. Both the Canadian and Italian organizations have approved this as it doesn't change the fee structure. We can use trading and barter to our benefit.

Slow Food N.S. – Northumberland Shore (Scott Whitelaw)

- The highlight of their year is hosting this event – Slow Food By The Sea.
- He extended a special thanks to Angus Bonnyman who has worked tirelessly to put this event together.

Slow Food Alberta (Janet Henderson)

- Chris Spencer is their leader.
- Their most significant venture was the printing of a Snail Trail Guide. They received funding from the Culinary Institute to assist. It puts together the criteria for Good, Clean, and Fair. Retailers want to support this. The information is also in great demand with the media.

Slow Food Edmonton (Chad Moss)

- For their AGM they went ice fishing and had a strict “no suck” policy.
- They have been resurrecting cool food events.
- They paid their way to come to this conference because other members here are so cool.

Closing Comments

Michael Howell appreciates that Caroline Clouthier is now working with Slow Food Canada and, because of this, they have been able to do so much more to achieve better communications. He thanked Carl and Donna Sparkes for hosting the group at their winery and offering wine sales to the group at a 25 % discount.

Angus Bonnyman announced that Slow Food will be paying all the people who helped out with the group activities. Each farm visited is paid \$100 for their tour in recognition of time. They were also able to hire a bus to bring people from the airport. The Municipality of Cumberland was thanked for their financial donation and Angus introduced local councillor, Lynn Welton, who was supportive from his first phone call to her.

Lynn Welton addressed the group and welcomed all to the North Shore area. Mrs. Welton indicated that she feels this group is lacking in communications as the phone call from Angus was the first time she had heard of the Slow Food Group. She believes the group should be more active in keeping politicians aware of their programs and policies. They could probably get much more funding support for their excellent objectives.

Recess

The meeting recessed for the evening at 9:30 p.m.

Friday, May 2, 2014

The meeting was called back to order at 8:30 a.m. with Michael Howell as chair.

Discussion Opportunity – “Corporate Sponsors – Opportunity or Disaster!”

The meeting participants worked in groups to try to develop a position in regard to whether corporations such as large grocery stores should be welcomed as sponsors to Slow Food Canada. Following are the reports of the groups:

Group # 1 (Patricia Bishop)

- Corporations work towards improving their markets, creating brand recognition, and making profits. It is a cut-throat world and how do we make sense of this? This group didn't think that corporations should have their names tied to food centres which are in place to provide information to the public. It is unfortunate that our governments (federal, provincial, and municipal) who should recognize the importance of social capital do not appear to recognize the value of food education. Funding should be available through our taxes to pay for projects such as this.

Group # 2 (Voula Halliday)

- This is a real debate, an issue around accessibility and a saturated environment. It is very much about building relationships.
- We have an opportunity to engage in dialogue and should try to determine why one food company has chosen, at their own expense, to fund food education.

Group # 3 (Ingrid Jarrett)

- This group looked at the differences between food banks and food centres. Food banks create dependency while the centres help people to help themselves.
- Most organizations have sponsors, even this one. We just need to learn how to deal with them.
- The ways to operate were discussed. There is a need to mandate a percentage of local products to be used. Rather than food stores operating on the basis of annual contracts the stores need to develop long term relationships with the farmer and other suppliers so that there is greater long term supply stability. The annual contracts put all the responsibility for supply on the producers.

Group # 4

- There are international guidelines in place to direct how we can raise funds. The Canadian group also has an addendum to this which was put in place several years ago.
- Slow Food is really a philosophy – an international group formed to fight greed. We need to defend small communities and help them fight the corporations' way of doing business.
- We also need to develop new food cultures where we put meaning into our food and what it means to ingest it.
- Are corporations seeing this as a fad they can exploit and then move on?
- We are here because we believe in food and people and their diversity. We should never accept money from those who work against us through the corporations.

- We want to change the world and create a new paradigm. We need to start from the beginning and build a system which can survive without the corporate involvement.
- A French terminology for lower quality fast food describes food which is ingested in a fast way without thought. This term is used by all the major French speaking marketing boards. We need to move from consuming to eating.

Group # 5 (Ann Manicom)

- This group looked at this issue from a local perspective. They discussed what the relationship could be between the new Dartmouth food teaching centre and Sobey's overall. We should look into Sobey's policy re food and what it says in regard to supporting local farmers. We shouldn't support them if they don't support local farmers.
- This group plans to meet with the new manager at Foodland (a division of Sobey's) in regard to the new food guide and how he plans to support local farmers.

Group # 6

- This group discussed how difficult it is to define the process and work through the layers of politics and how food is organized.
- It is important to have good relationships and there is a need for capital to ensure no areas are short-changed because they can't afford otherwise.
- This group had no answer as to whether we should accept support from corporations or not. They had very diverse opinions.
- They didn't know a lot about Sobey's so didn't know if we could align with them or not. We need to investigate further.

Group # 7 (Jackie Chalmers)

- The main words their group used were: skepticism, awareness, and relationships.
- They believe this organization needs a venue for awareness. The councillor last evening pointed out that we should be providing more info to politicians.
- We need to stand firm in our beliefs as we work with others – which could include Sobey's.

Group # 8

- Community food centres are happening. The new models from the grass roots are good. The charity based models create dependency so we need to do something different.
- We need to align ourselves with others involved in the food business. Corporations are greener than government so we should try to capitalize on this.

Group # 9

- This group pointed out that the amount of money involved is very small so they are questioning why the corporations want their names on the package.
- If the corporation is giving the money in good will as a donation to a good cause they should not need public recognition. The fact that they want their names on the product indicates they have another motive.

- Corporate sponsorship is a pact with the devil. Beware! Beware! Beware!

Group # 10 (Michele Mesmain)

- One point not discussed in great detail is dependency. **If** we accept the money we must not become dependent on it.
- Many organizations, i.e. American Fishery organizations, want to put in money to Slow Fish but they have their own agendas.

Wrap-Up Comments

Slow Food International has some clear guidelines around financial support so the answers may lie in these already. Later in this meeting it is hoped there will be a decision about the future use of corporate sponsorship. Beware of dependency seems to be the clear message from the discussions this morning.

Business meeting commences

Attendance

Valerie Lugonja took the roll call of members present.

Opening Remarks

Michael Howell, Chair expressed thanks to Scott, Angus, and their crew for the excellent arrangements for this meeting.

He asked all to treat everyone's opinion as valid and worthy of respect. All should have the opportunity to speak and voice their opinion.

Minutes of 2013

A draft of the minutes was presented to the convivium leaders and they have been approved at the Executive level, but now the whole group must voice a decision. **A motion was moved by Ingrid Jarrett and seconded by Voula Halliday to adopt the minutes.**

Bobby Gregoire is no longer on the Executive and is speaking on behalf of his convivium. The Executive decided to send a draft of the minutes out to meeting participants. The Montreal Convivium do not agree with the contents of the Sunday minutes. There was a mis-spelling of Convivium. Different names were associated with different comments. The documents need to be in order. Bobby was not prepared to approve changes on his own but instead would want to take proposed revisions back to the Montreal Convivium.

It was suggested that the group might do a conditional approval of the minutes contingent on a delegation gaining approval for proposed changes. A volunteer was requested to work with the Montreal Convivium and the Executive to gain agreement, but it became evident that the group were not prepared to address the changes during this meeting. Michael Howell asked Ingrid

Jarrett if she would help solve the issue. Ingrid pointed out that in future the minutes should record the spirit of the discussion and not include a verbatim play-back of the discussions with peoples' names attached. Bobby clarified that they are not refusing to accept the minutes; they just want them fine-tuned. It would be easier to do minutes in this way in the future.

An amendment was moved by Ingrid Jarrett and seconded by Ghislain Trudel to make the approval of the minutes a conditional acceptance with the understanding that the minutes will be corrected. Ghislain indicated that there has to be certain compromises as we need solidarity here. Issues will be corrected.

On page 5 the Wellington group wanted a change to the name of the Wellington County Convivium but this change is not reflected in these minutes and the change needs to be made. It was also noted that there was no record of the break-out discussion in the minutes but it was indicated these would be provided in a separate document later in the meeting.

The vote was taken and the amended motion was approved.

Voting Clarification

It was clarified that those people entitled to vote at this meeting include: the Executive, the delegates, and the people carrying proxies.

Executive Report

The contents of this report was highlighted by Voula Halliday. During discussion the following points were addressed:

- The national organizations are on the increase and have gained momentum. There is a need to discuss ways to make greater improvements. All were urged to participate. Slow Food Canada has responsibilities to an international effort and we need to create the links to move ahead.
- Mentorship is to be continued. This is an important aspect to the work of SFC but we also need to improve communications. New people should advise if they are willing to be mentors.
- Responsibility for mentorship was clarified according to regions. It was noted that mentorship responsibility for Acadia SF was under 2 mentors and should be clarified. It was agreed that Michael Howell should be the mentor for Acadia.
- Several delegates indicated they did not receive the financial and other reports prior to the meeting. It was clarified that the documents were sent out with a final notice to register. Some who had already registered didn't open this e-mail therefore didn't realize it contained documents as well. Caroline Cloutier will address e-mail issues in her report. Members were also advised to check their spam filters. Anyone not receiving the information should advise the national office.
- All communications are now mandated to be bilingual and this is covered in the budget.

- Work is being carried out on the Milk and Fish campaigns. Bobby Gregoire was the lead on these but since he is no longer on the Executive they will need to find a new leader.
- Congratulations was extended for 3 new convivium openings this year. It is sad to report that there have been a number of convivium closures as well. Any with less than 5 members should merge with another group. SFC would like to establish an indigenous convivium. It was also clarified that aboriginal people could be integrated into established convivia.
- A new convivium can start with 12 members. There should be 5 people actively working to set one up. They need to strive for 20 members by the end of their first year. It is realized that it may be difficult in the north and in remote areas to meet these criteria so SFC does what it can to help. It was suggested that there should be one convivium for every 60,000 in population.
- It was suggested that Slow Food Canada look into a model to help a convivium with a very large territory to address the needs in their area. A “How To” document should be prepared. It was also suggested that a national program should be initiated which a new convivium could contact for help – guidance and financial help.
- Reference was made to item # 7 on page 5 which is an issue SFC has been grappling with for some time – incorporation of Slow Food Canada as a non-profit organization. This would enable the organization to access more funds. It is hard to obtain government dollars when the organization has no legal definition in our system. To incorporate we must have bylaws and they must meet the international criteria as well. Work has been done and they have obtained legal input. The existing bylaws have provision for approving revisions. The SFC hopes to submit bylaws by no later than October. It was explained that the SFC can approve changes to its bylaws providing the project was announced one month prior to this meeting and a notice was sent out and there is discussion at the meeting this week-end. There is no provision that would stop the SFC organization from doing a vote on the changes by electronic means. The details of how to do this will be discussed and decided later in the meeting.
- The change in bylaws is necessary if SFC is to obtain funding for Terra Madre so it is important to do everything possible to complete this process within three months. **Motion by Voula Halliday and seconded by Ingrid Jarrett that Slow Food Canada entrusts a standing committee to script a revised set of bylaws to be vetted by the convivia leadership and submitted within 3 months in order to become a not-for-profit organization which will meet the statutes and mandate of Slow Food Canada and the International organization’s mandate and further, that the revisions meet the requirements of the Canada Revenue Agency to meet the criteria for a not-for-profit organization.** It had been hoped to present the proposed changes to this meeting but they still need a little more work. Each convivium however will receive copies prior to any vote being taken. It is important to outline a timeline at this meeting for moving ahead on this issue. If there are any outstanding issues they can also be corrected later through the bylaw revision process. **A motion was moved and seconded by Bobby Gregoire to table the decision on the motion until bylaw discussions are continued tomorrow. M/C.**

- The Terra Madre project is moving ahead and they would welcome feedback on the work of the group. Does the current process work or are changes required?
- There was a suggestion that the “Eat to Preserve” mission should be removed from the report as this could create an issue with consuming wild products.

Motion by Benny di Zittie – seconded that the report of the Executive be adopted. M/C.

Financial Report

The financial report was presented by Heather Pritchard and copies provided to all. The fiscal year runs from January to December. During discussion the following points were clarified:

- Michel does not want money for his travel subsidy.
- A report was requested by Sinclair Philip for tomorrow’s meeting.
- They are holding money for Terra Madre.
- The video money is for a video being developed by Kevin Cosner at 5 locations across Canada. It will be used at Terra Madre. A report will be given later in the meeting.
- A question was raised about convivia who do not pay their dues. A report will be given later in the meeting. Also to be addressed will be a report on who receives honorariums.
- Heather was complimented for improving the format of the financial report for the organization.

Motion by Heather Pritchard – Kris Vester that the 2013 financial report be adopted. M/C.

Budget for 2014

Heather Pritchard brought a revised budget to the meeting for the coming year. Last year the membership fees from the convivia were reduced from \$16.50 to \$10.00 per member. During its first year a new convivium is exempted from paying the fees. The convivium sponsoring the annual meeting is also excluded for that year.

It takes a long time for Italy to forward funding to the new groups so it is important to have a way to help them through their set-up time. This needs to be discussed to find an appropriate way to support. One way around this issue is for a new convivium to have their members write cheques to their convivium rather than paying SF International on line. It is recognized that a lot of members sign up on line so communications and funding need to be put in place.

Valerie Lugonja reported on a recipe contest which resulted in SFC receiving prize money.

It was noted that the cost of incorporation into a not-for-profit organization are not included in the budget projection and should be added. There will be costs in each province as well. Any possible additional monies from grants should be included in the budget as well. **It was agreed that Heather make these additions to the budget and bring back to the meeting for review.** Heather suggested that she would also do a projection for 2015 when SFC could entertain \$10 per member from all existing convivia.

Communications Report

Caroline Cloutier reported on her accomplishments in Communications from October 2013 to today. Her report included the following points:

- All communications (internal and external) are now bilingual.
- The website slowfood.ca is entirely translated and has more visuals.
- She is working on sub-sites for Ark of Taste, Raw Milk, Slow Fish, and Convivia.
- The newsletter has been updated – seasonal header, list of news, more pictures.
- Regular communications on critical subjects such as Terra Madre & Salone del Gusto, Executive elections, and Canadian Food Heroes.
- Twitter has grown by 23%. Hashtag is #SFCanada2014.
- Facebook has grown as well.
- There was a slight drop in the number of subscribers to the newsletter so there are plans to promote it more in the coming year.
- The website has about 1300 visitors per month – plan to promote it more in the coming year.
- Content is key. Caroline urged all convivia to send her information. **Member groups asked Caroline to remind them periodically as they are busy and forget.**
- **Members requested that internal communications be sent in a regular e-mail rather than with newsletters, etc. It is better to separate e-mails to address one topic with a subject line included.** Caroline reminded members she does not have the mailing list of individual members so depends on convivium leaders to forward the info. It would be more direct if she could find a way to e-mail direct to all individual convivium members.
- It was clarified that when a member signs up with the International group through their website, Slow Food Canada does not receive the e-mail address for the individuals as the international body does not view SFC as an established national organization. **This could be a topic for future round table discussions.**

Caroline was thanked for doing a great job on improving communications for SFC.

Recess

The meeting recessed at 12:30 p.m.

Saturday, May 3rd, 2014

Call to order

The meeting resumed at 8:40 a.m. with co-chairs, Voula Halliday and Michael Howell. A warm welcome was extended to delegates present from international organizations.

Delegates requested the opportunity to add additional items to the agenda. The co-chairs informed delegates that an opportunity would be given in the afternoon session.

Ark of Taste Report

Laura Buckley reported that she works with advisors across Canada to assess nominations for addition to the Ark of Taste. Their nomination form (available on web-site) was approved through the international body yesterday. New additions to the Ark include: 1) Camas bulbs (B.C.) and 2) Fiddleheads (Ontario). Pending nominations include: 1) Sober Island Oyster (NS), 2) Malagash Oyster (NS), 3) Big Island Oyster, (NS), and 4) Shagbark Hickory (Ontario). Laura advised that there continues to be opportunity to add to the information on an Ark member, even after it is approved. In order to qualify to be added to the Ark the product must have cultural or historical significance and be linked to the region where it is found. It must also be approved by the International Commission. She referred delegates to read the Ark of Taste page on the web-site.

- Nominations may include:
 - 1) Domestic species (plant varieties, ecotypes, indigenous animal breeds and populations)
 - 2) Wild species (only if tied to methods of harvesting, processing and traditional uses)
 - 3) Processed product, i.e. Lunenburg pudding.
- Products must be of distinctive quality in terms of taste, and tied to the culture of the area.
- Products must be linked to a specific area, to the memory and identity of a group and to local traditions.
- Products must be produced in limited quantities.
- They must be in danger of extinction.

An application had been received to add wild blueberries but has not been approved to date because the harvesting has been too successful. Another angle that might be pursued is, although the product itself is not in danger of extinction, a specific harvesting method may be in danger.

Laura reported that she had a summer student to assist last year and this year will have another, who will be able to assist with Terra Madre. There is now a Facebook page and she invited participation. Laura offered to help any group develop a proposal for additions. A good time would be in August – September when she has an intern working with her.

International Report

Sinclair Philip related that Canada has an excellent reputation with the International group as Michelle's work has been greatly appreciated. He welcomed Paolo Di Croce who is with us today from the Slow Foods International (SFI).

Sinclair reported on the International Councillors Meetings – a 1 ½ day opportunity to discuss the issues with food in the world. The average age of delegates is getting younger with graduates of the Slow Food University adding to the depths of the debate. The main goals of the meeting include setting up more gardens in Africa and protecting more products to retain cultural diversity. They now function more like an NGO.

There are some depressing statistics. The extinction of species has increased 1000 times over the last 100 years. There is a good film on this topic which could be shown at a meeting. Three foodstuffs now provide the majority of our calories – wheat, rice and corn.

Other points covered in Sinclair's report included:

- There is a need to support more Terra Madre communities.
- We are in an economic crisis in North America and are trying to do more fund-raising. The International level has funding guidelines which we must adhere to. Our group has avoided this but the International body wants us to do a census as to how to fund raise and increase organization sensibility.
- The budget for the International organization is about \$4 million.
- A chef's alliance may be tried. There is a trial run in B.C. now. It gives chefs credibility and attention.
- There is an active youth group in Europe where people get together and have fun with food. This is strong in the Netherlands. They have disco dinners (Disco Soup). Info is available on the Internet and Facebook and Twitter.
- The Slow Food University is a beautiful site with over 1000 graduates from many different countries.
- Korea had 500,000 attend a Salone del Gusto last fall. Germany is continuing to grow and has a stable membership. The reason for their success is automatic renewal. You have to sign out to get out. 95 % of their funding comes from membership fees and 5 % from other sources.
- Canada is bilingual and needs to do more multi-cultural events. The US has a Hispanic movement. There is a new openness with the US and we should work more together. Richard McCarthy is their new Executive Director. Such a movement could also include Mexico.
- The US developed debts as they tried a "pay what you can" program to encourage membership. They lost most of the funds they had in reserve. The rates quoted were: Single - \$60; Couple - \$100; Farm - \$30; Senior - \$45; and \$5 if you couldn't afford the fees. There was also the ability for donors to put in any amount they wished.
- The Slow Meat campaign is open to bringing Canadians in. US consumes ½ of the world's meat. They hope to decrease the volume of meat consumed but increase the quality. Alberta has the plains bison which are raised on native fescue. This could be a good product to add to Slow Meat.
- Slow Fish are starting to organize around fish and are gathering memberships now. They hope to work closely with Canada.
- Snail Approval is also a topic for discussion in regard to the differences between the California and New York models.
- School gardens are gaining in popularity. They try to make a profit to put back into the garden and the school. They have a good supply system from farm to school.

- There is also a good relationship with Mexico which has new young leaders. They have established projects which draw in Slow Food people from the US and Canada. Mexico has 900 members which makes it equivalent to Canada. There are ways we could cooperate with them. Sinclair suggested that in future we should invite reps from both the US and Mexico to our annual meeting.
- Things for Slow Food Canada to discuss further include: 1) Terra Madre, 2) Census, 3) Chef's Alliance; 4) Slow Meat, and 5) School Gardens.

In discussion arising following this report the following information was provided:

- Ghislain reported that, in his area convivium, several producers have started a heritage raising system for beef and he was advised that this might qualify for addition to Slow Food.
- Ghislain noted that they also have a network of 33 chefs as an alliance. Sinclair noted that it is important to develop criteria for joining so that all work is credible and similar.
- Brooke reported that grass fed beef are contributors to Denver's Slow Food and this is a good idea to pursue. She also supports the school garden concept. In regard to the chef's alliance Brooke and Bobby have been working on raising Canada's identity in the food world. Bobby has an incredible set of guidelines to follow to guide this work.
- Bobby reported that the guidelines are modelled on Spain and others. They support chefs who utilize the philosophy of the Ark of Taste. They want to be safe in their network. There are dates we have to be aware of in regard to credence of committee work.
- Ingrid reported that information on the garden program in Denver is downloadable but we need to figure out how to better share info such as this. Kate will also report later in the meeting. A Slow Money conference is being held in Vancouver next month. There are ethical restrictions as to where our funding comes from. **Slow Wine and Slow Meat are encouraging membership and we need to get this info out to all who might participate.**
- There are no specific Canadian projects yet; the ones we are involved in are all guided by the International organization. We will be sending delegates to Terra Madre but need other venues. Perhaps a person is needed to guide this cooperative effort. Another comment was that our volunteers are at their bursting point so we need to be careful and prioritize what we do.

Slow Fish International Report

Michele Mesmain reported on the Slow Fish movement which began about 4 years ago. They have built a web-site to define what good, clean, and fair fish are. Then their movement was "kidnapped" by fishers who wanted them to get the fishers' message out. They have created a wonderfully diverse group and in 2012 created a space at Terra Madre.

They are trying to highlight commonality and are working to develop value chains and promote under-valued species. They are also working on advocacy and awareness, privatization, aquaculture, and co-management. 40 % of the fish being farmed are used for animal feed, which is not sustainable in the long run. Plankton produces 2/3 of the oxygen we breathe. 70 % of our planet is ocean.

They are progressively bringing Slow Fish into the Slow Food world and are setting up regional branches which they hope will nourish the rural and local communities. A Canadian delegation decided to proceed to obtain support from Slow Food Canada.

They also hope to establish an international group to address sustainability. The group is working with the FAO to draft International Guidelines.

Slow Fish Canada Report

David Adler reported and provided a copy of the Slow Fish Canada 2013-2014 Annual Report. He noted they need a French speaking member for this committee who can assist with their communications efforts as Flora Le has left Canada. They plan to ask Bobby Gregoire if he would be willing to help with this.

Other points covered in his report included:

- They have hired two interns who are helping with research and writing. A logo was developed (thumb print with fish embedded and a maple leaf tattoo). All is available in the drop box.
- Media sites were provided and the criteria for good, clean, and fair have been developed.
- Each province was asked to host their own Slow Fish events and they ended up with `16 – 17 events across Canada.
- The work of the Slow Fish Quick Response Team was related. He explained why filet of fish is not slow fish and tweeted than right off the page. Social media can be very effective.
- It was noted that there should be a separate Ark of Taste for fish as the existing criteria do not work for fish. Michele reported that she is working on developing these criteria at present.

During discussion the following points were brought to the meeting's attention:

- Two people at the meeting felt they are being kept in the dark by Slow Fish Canada and want a full discussion of this point at this meeting. "It is like pulling teeth to get information from these people." A lot of questions had been asked about the Ossoway salmon but no response was received.
- Others agreed that communications needs to be worked on (Flora Le was tasked with communications but then moved to another country) but applauded the Slow Fish group for their accomplishments during the past year. Last year it was identified that work on Slow Fish was needed. Now we have a sockeye salmon on the Ark of Taste. The Prince Rupert Society was able to work with the Suzuki Foundation and other non-profits on the salmon project. People up north are terrified about their future because of the loss of salmon.
- The campaign on Facebook is going well. We should comment and try to help other people.
- It was questioned whether there is a place for fresh water fish to be included, i.e. white fish? The prairies need work on fresh water species. It was indicated that these could be added.

Black Garlic

Samples of black garlic were provided to meeting participants. It is a chef's dream. Cost is \$30 per pound and is available from Al Picketts, RR6, Kensington, P.E.I. C0B 1M0 Telephone (902) 836-5180.

BC Indigenous Fishery

Richard Bussanich circulated information packages on their convivium which is 2 years old. The local work to improve the fisheries has been successful with ½ million fish now returning to the Okanagan. Kitchen parties are held. Leadership and chefs agree with the path being taken. This is a real artisanal fishery which is community supported and is a wealth distributor. Their goal is to get 30 vessels participating. They hope to have a kitchen to serve the region and eventually engage 500,000 tourists. A new project is a seasons lexicon chart with chefs.

Yesterday he spoke to Atlantic folks about maple syrup in an effort to create this linkage.

BC Raw Milk Group

Ingrid Jerrett reported on behalf of a group who had worked hard and developed a raw milk manifesto. Copies of this had been provided to meeting participants. They are calling for an end to legislating against producers who wish to sell raw milk to people who knowingly would buy it. They want access to unpasteurized milk.

One farmer has spent a considerable amount of time in jail for maintaining the raw milk sales. There is a need to support efforts being made to gain more information on this topic.

A plea was made for delegates to recognize how important the sacred head waters are in B.C. to the indigenous people. This is Nature's kitchen and we need to honour and support those who depend on these for sustenance.

It was suggested that Slow Food Canada needs a better structure to deal with sub-committees and a clear procedure as to how these projects move ahead. **This topic will be dealt with later in the meeting.**

Presentation by Paolo Di Croce, Slow Food International

Paolo Di Croce covered the following points in his presentation:

- He is appreciative of the relationship building between US and Canada and is happy that Kate Krauss, US Slow Food is attending this meeting. The new President of Slow Food is a young man from Uganda and they are hopeful that he will lead them into a system with better communications.
- He attended a meeting of 1000 Gardens in Africa. He visited a community market in Uganda where potatoes were being sold at \$0.40 per lb. He next visited a large supermarket which advertised the lowest prices in the world where French fries were selling for \$2.00 per lb. He next looked at potato chips and they were selling for \$20.00 per kg. (50 times more expensive than fresh local potatoes). In Uganda there are still many people starving. The food system is broken.

- There are 840 million people starving today in the world and 1.6 million suffering from disease due to bad food. The realization is growing that we need to change things. Slow Food can be in the lead in this work – every member has to be proud that they can influence the food system.
- Why does Slow Food exist?
 - 1) Good, clean, and fair is unique and is a strong message to deliver. This needs to be available to all.
 - 2) Network is important. Thousands of people can make a difference. Be proud of this work. We can have an impact.
 - 3) We have goals which are broad based. We are part of a growing organization around the world. 150 countries are involved.
- There are communications issues but we need to address these and move on. We want to share information but it takes time.
- SF International has to prepare documents in 8 languages as we need to be inclusive; in this way we are helping to change the world.
- There are 3 important 10,000 numbers:
 - a) 10,000 local slow food groups are spread all over the world. We need to convince people to be activists as this is how we change the world. Be open to new members and network.
 - b) 10,000 active Taste products help to restore passion to food. To defend food biodiversity is our reason to exist. The United Kingdom is organizing a big event in Bristol and the BBC will be there to report on it. Many large companies are concerned about the future supply of food. Mexico imports 40 % of the corn it eats. This is the reason why we need to preserve local varieties of corn. We can't depend on GMO corn.
 - c) 10,000 Gardens has raised a lot of funds. A big network has developed with many young leaders and women. They hope to scale this program up in other countries. There is a need to give food sovereignty back to the people. We need to give dignity and value to local farmers to keep them in the rural countryside. We can only enjoy our food if we know those in other countries aren't starving.
- Eating less meat supports sustainability. 36 of 40 poorest countries export food to feed animals in other countries, while their people starve.
- Next week he will attend the Terra Madre in Korea where 500,000 people are expected. They hope to build up Slow Food in Korea.
- The problem of membership cards not arriving promptly was discussed. The cards are sent out electronically and sometimes this doesn't work. We must work together to solve such issues.
- Paolo shared 5 points which impact on local members:
 - a) Care about the future. We are creating problems for the next generation. Work hard on a Slow Food network.
 - b) Care about the planet. We are destroying it. We need to think about the real meaning of sustainability; this word is over used but has a great meaning.
 - c) Care about diversity. Be against monoculture and GMOs. We need biodiversity.

- d) Care about knowledge. We are against losing traditional knowledge. GMOs are used for corporate gain.
- e) Care about common sense. Food is for the future. We have to change.
- Defend the right to pleasure and good, clean, and fair food for all.

Presentation by Kate Krauss, USA

Kate Krauss began by thanking Slow Food Canada for the invitation to attend this meeting; this should be the start of a great collaboration. She brought membership brochures and Ark of Taste brochures for distribution. Copies of the School Garden Guides were shown. Slow Food Denver led this program in the beginning but now it is USA-wide. They also have a new edition of the Slow Food USA magazine, which they plan to use to help increase membership. Their membership numbers are going down and they hope this changes things.

This year they are working on:

- 1) Individual Behaviour Change – Not easy to implement so how do we create a market where food is pure and affordable. How can we change the Ark of Taste?
- 2) Markets – We have 1 percidium here and that is Red Fife Wheat. USA has 4 but this is not enough. We need to work on improving this. It was suggested that this would be a good joint project for USA and Canada. Laura and Megan could collaborate and come up with some sharing ventures. They are pleased that 40 – 50 new products have been added to their Ark of Taste.

They just received a sizeable grant for a significant increase in their school garden program. They are very pleased as they do not want the guides to sit on shelves. The USA is just starting to work on its Snail approval. They also have a youth program which is up and down.

Many collaborative venture ideas came forward during discussion:

- 1) The USA and Canada could collaborate more in regard to conferences and meetings. There is a Slow Food conference in New Orleans in a couple of weeks. Spencer is working on Slow Fish and we could collaborate on this with USA.
- 2) Fundraising could be tried as a mutual effort.
- 3) Currently membership cards for Canadians come from Italy and this can take a while. If we were to collaborate more with USA they could print our cards.
- 4) The USA would like to work on both Slow Meat and Slow Fish but they don't have the expertise and staff to follow up. They hoped that Canada would take a lead role on the fishing industry.
- 5) The USA could be the lead on the Slow Meat campaign in the year ahead.
- 6) A symposium for 100 people will take place this year. They hope there will be 10 new ideas to forward to the chapters.

Following the report the points below were covered during discussion:

- The Okanagan region convivium works well with the USA now.

- Some farmers are hugely moved by the words of Paolo. She is very inspired and interested in Slow Meat. She questioned what we are doing now on this campaign. Some members are trying to better identify their products as Slow Meat.
- There was a lengthy discussion on the Slow Food membership and why we need to send out membership cards. The National Rifle Association are amazing at gaining members. People join because of identity – I am a Slow Foodie or I am a gun enthusiast. The cards are important to the farmer to obtain benefits to be paid by their local group. One benefit is a percentage off services at Terra Madre.
- They tried an electronic magazine for a while but it didn't work in the long term. They also lament the loss of the Almanac.
- A new idea is to place "A Letter From Canada" as a feature in their future editions and vice versa. **Caroline will work with Kate to accomplish this in the USA's next edition in October.**
- It is important to make promotions personal. Many would wear a T-Shirt with the slogan "I am a prisoner of taste." Another good point in the Slow Fish info is the wording such as "Swordfish is the most bad ass way to go fishing."
- Next year the Canada and USA Slow Food annual meetings should be held on separate week-ends.
- It would be magic for both countries to try to create a Terra Madre America. Paolo commented that the issue will be capacity and time frame. We have to be realistic about the path to get there. It is crucial to start a relationship, need to dream, and be realistic. **Start working on smaller projects such as a magazine and develop into a Terra Madre.**
- It was questioned if there is a future for Slow Food Nation? Kate responded that they do not have the funding or capacity to do this now. They raised funds in California. They plan to do more events to lead up to this and will start with Slow Meat. It could develop into a Slow Food Nation but will change the name. Paolo advised both countries to continue working to find a formula for the future. The next step would be Terra Madre North America and growing.
- How can we get the media more involved? How were the BBC engaged in Britain? Paolo advised that he scheduled an interview with them and they had a wine tasting for the media. You need to build a relationship. The Ark of Taste provides some interesting stories. One comment was that local convivium can have good coverage with media but the issue is extending this to the national level. It was suggested that local convivium send their information to Caroline and she will share them on Facebook. **Caroline offered to assist any groups who need advice in how to approach the media. Others advised sending media the news releases on a regular basis and advise them of events ahead of time and invite them to attend.** We should have a campaign aimed at establishing local contacts and then putting these together in a network to develop a list of contacts for the national level.
- It was suggested that a representative from Mexico be invited to attend the AGM in future years.

Break Out Groups

Groups were formed to discuss the following issues over lunch and report back:

- 1) Governance with Ingrid Jarrett
- 2) Ark of Taste with Laura Buckley
- 3) Fund Raising with Cam Tran, and
- 4) Communications with Caroline Cloutier.

At this point the meeting recessed for lunch.

Break Out Group Reports

- 1) Governance – Ingrid Jarrett reported that there is a working group on Governance including:
1) Johane Germain, 2) Benny di Zitti, 3) Ingrid Jarrett, 4) Michel Jacques, 5) Bobby Gregoire, 6) Heather Pritchard, and 7)Maxime Gauvin. Their job is to review existing bylaws, relate what changes might be made, and move forward within the 3 month period. They will prioritize the issues to be worked on.
They discussed in detail how we vote at national meetings. An electronic voting system would enable members not able to attend the opportunity to have input.
They also plan to try bilingual conference calls, if possible.
Their objective is to become inclusive and democratic and allow the membership to have more say in the decision making process.
We must ensure that each convivium can contribute to the decision making process and as much as possible keep the membership money for local purposes.
- 2) Ark of Taste – Laura Buckley reported that Michele Mesmain was a part of this group and suggested that Italy could help with communications. They have 3 documents: 1) Precidia, 2) Biodiversity, and 3) Ark of Taste. **She suggested that we form a group to review these and see how they might pertain to Canada. We could work together on a North American perspective for the Ark.**
They discussed fish and ideas for our products. It was suggested that a scientific advisor on fresh water fish be contacted to see if he might be interested in Slow Fish. Extinction and factors of risk is a big topic which should be addressed. Bobby reported that he has already contacted one expert three times but he doesn't have enough free time to take this on, however, he will respond to questions for the group.
This group felt that every convivium in Canada should have a dedicated Ark person who can participate. We need to support people actually working with the product.
- 3) Fund Raising – Cam Tran reported that his group could not reach a conclusion regarding fund raising. They discussed how to raise funds for their local convivium and suggested to try selling a local product at a profit, with the profit going to the convivium. Another idea is to sell tickets on a basket of locally produced products. Selling perishable products on the Internet is often not allowed so this is one hurdle to overcome.
Another idea for a national fundraiser was for each convivium across Canada to find a product to put in a suitcase and then they would not have to send \$10 to the national body. This could be put together in September for sales of tickets up to Christmas. Others felt that this would work well for a local fundraiser but at the national level it might be a difficult task to manage and we don't have the resources for packaging and distribution.

SFC does have the ability to do e-commerce on their new web-site. Eventually they could have a store selling merchandise through the web-site.

One group raised money through dish cloth sales and they offered to share their dish cloth pattern with others.

It was agreed that there is need for a national group on fund raising. It was agreed to make this a motion for the meeting to deal with on the following day.

Kate Krauss reminded the group to focus on their membership as a way to gain revenue. She encouraged a brief sale on membership fees but do not continue this for a long period of time, just long enough to gain some new members.

Once SFC is registered as a non-profit organization this should help attain more funding.

One member stated his local convivium are not happy with sending the \$10 into the national group. There needs to be a long term plan as to how funds can be raised ongoing for the national purposes. Another idea was to hold a gala meal and sell tickets.

Alberta has some unique projects for fund raising. They published a Snail Trail guide promoting producers. They plan to do a new edition with 150 producers. They are certifying all on the list. Point of sale information is provided. They have compiled a data base of sustainable producers in Alberta and are selling the book for \$5.00. It has been a useful book and has been sent to small organic retailers. The first print run was given away free, the 2nd print run sold for \$2 per copy and the 3rd print run will sell at \$5 per copy. Retailers and restauranteurs are willing to pay for this info. The booklet cost about \$7000 to prepare – the Tourism Alliance assisted with funding.

Discussion was wrapped up with the following summation: Main goal is to increase membership. Fund raising is the # 2 objective. Convivium are all about farmers – we need to seek new ideas and educate each other.

They have fund raised about \$600 in the last 6 months.

Another good idea was to prepare a portfolio of projects which groups could use. Paolo reported on projects in other countries. Focus and think about different levels you need to raise money for. It is easier to raise money for a local convivium than for the national.

Others have been successful in raising money from business and local governments. It was suggested that the increase in membership following the “Pay What You Can” campaign was due to the theme behind the campaign rather than the campaign itself. It showed that what is important is the members and not the money.

The point of a not for profit status is that we can get funding from Foundations. Strategically we need to find the right funding partners. We need dollars to move ahead, pay for member expertise, etc. It is all about moving forward.

It was agreed to establish a fund raising committee tomorrow.

- 4) Communications – Caroline Cloutier reported that we went in many different directions this morning. We need a national image while doing local promotions. We also need a network of local organizations. We need to be simple and basic with our message as many people don't know what Slow Food stands for. We need a catchy common sense campaign. We could take a product that everyone recognizes as Canadian, put a logo on it, and start to

promote. It makes sense to eat local apples when they are available. We would also encourage social media to follow us.

External communications needs improving. Members of local convivia have been doing it all in the past. We need a toolkit to help people prepare letters and press releases, etc. Help them do a better job.

In regard to internal communications: 1) we had an amazing speech this morning that should have been taped; passion encourages members. 2) we need to find a place to share and store our info – dropbox, google or facebook. A form could be added to gather info and there could be open discussions through the Internet.

Patricia Bishop reported that she had taped a portion of the speech and asked for permission to distribute. The response was that convivia reps. should send material to the Communications Coordinator for distribution.

It is good to have discussion papers prepared on specific topics. Convivium leaders are often challenged on what they say. Do we have a policy on imported cheeses?

Kate from the USA suggested that communications efforts should be directed towards fund raising and collect all the e-mail addresses you can.

Caroline was thanked for her work in communications. Voula Halliday volunteered to take the lead on this group.

Appointment of Delegates to Terra Madre

Valerie Lugonja reviewed the process for appointing delegates to attend Terra Madre. Forms have been provided to each convivium leader. The community descriptions are often an issue so they have provided specific requirements to include in the description. Once the forms are completed the convivium leader reviews the forms and approves the process. The forms are next forwarded to the mentor, and then back to Valerie Lugonja.

It is the Year of the Ark and the International Year of the Family Farm through the United Nations. They want the delegates to be vastly different – young, old, farmers, fishers, and people who live the slow food life but are not members. They are asking that repeat delegates do not attend this year as they would like to focus on the experiences of new people. They want to support Ark foods and family farms.

Paolo commented that the event will be similar to 2 years ago which was a success. They made some good contacts, both through politicians and in the media. They are adding more space and rooms for seminars and conferences. There is still a market orientation. They have less funding each year but have been able to compensate in other ways.

Maxime Gauvin related that he has been missed from the convivium leaders list for some time so has not been receiving information. Clarification was provided that each convivium is eligible to send 1 person for every 15 – 20 members. There were 933 members in Canada at February so we will be allowed 62 delegates in total. Even though we are down in members this year SF

International have allowed us the same number of delegates. These will be divided up by geographical region. Canada has decided to offer the paid delegate packages to delegates, farmers, and possibly spouses of delegates. It was explained that 50 % of Canada's membership fees go to support SF International and this is what we receive in return.

Non-farm members have to pay their own way to Terra Madre. SFI will provide free entry to Terra Madre and Salone del Gusto. If a convivium cannot fill their delegate numbers with people who have never been before, then they will be permitted to send repeat attendees.

Valerie reminded everyone that the Terra Madre delegate lists must be to the mentor by May 15th. If this is a problem for any, they should let their mentor know. After this date delegate spots will be given to others.

Booth for Terra Madre

Janet Henderson provided an update in regard to the preparations for the booth. Before Bobby Gregoire resigned, there was a group from across Canada doing some planning including David Adler, Laura Buckley, Johane Germaine, and Cynthia Strawson. This group believes that the organization needs "not for profit" status so that funds can be raised to meet some of the needs for the booth. Michael Howell will now replace Bobby and Janet has asked Laura Buckley to lead the group. Brenda MacIntyre has also agreed to join this committee. Maxime Gauvin volunteered to help as well.

The application process for funding for the booth has been started. They want to showcase farm and fish products from sea to sea. NS is interested in Agri-tourism; Alberta is not so much. **Patricia Bishop requested that information be sent to all convivia as plans develop so that all can provide input and assistance.** It was clarified that northern region producers and members are also invited and encouraged to participate.

SNAIL of Approval

Michael Howell noted that this program is attractive to both producers and chefs and some convivia are pursuing it. There is no French equivalent in the name. Nova Scotia is pursuing this through a chef's group and are working with people in New York as to how to use their template here. The program is enacted by local convivia with a process which evaluates good, clean, and fair; and audits that they meet the minimum requirements. Nova Scotia is beginning with producers, then including restaurants.

Bobby Gregoire reported on the program which is working through restaurants. There is a Spanish program which recommends restaurants use locally produced products. In Montreal they are looking at a recommendation system and educational programs. In connection with the Vancouver and Gulf Islands convivium they are trying a pilot project to determine what is possible while still adhering to international guidelines. The credibility of criteria to be put in place will be outlined.

Kris Vester noted that the document for vetting is already in the drop box for members to access. Some farmers have been certified for 15 years now.

Sinclair Philip noted that the California process has also been added to the drop box. Projects are reviewed every 2 years. There are strict requirements in regard to use of the SNAIL. There is concern that our groups might go off in different directions so there should be an overseeing committee.

A group in Edmonton were stopped by the International body from doing this as an ongoing process and it was questioned who does the audits. Kate Krauss responded that the audit is a problem they struggle with. It is hard for volunteers to oversee all of this. As long as there are guidelines and these are met there shouldn't be any issues. The requirements are different from community to community – this issue needs to be addressed this year – we need to take the time to better define the process. Canada and the USA could work together on this. Bobby Gregoire noted that it took them more than 2 years to develop a set of criteria to be submitted to the national and international bodies as they tried to cover all bases.

Paolo spoke against rules and in favour of freedom. Convivia must be free to do what they want. Many do not do work on merchandising as they always lose money. Be careful - do not use food products as a revenue stream. Do not put the logo on food as this is not a retail business program. Canada can try what they want as long as they meet the criteria. Be extremely careful how you use the logo as we don't want it to lose credibility. He thinks we may not yet be ready to implement and organize this yet – not really ready in Italy yet. It is a difficult process. A chef's alliance would be stronger than SNAIL Trail where the theme is different in local food in different cities.

Slow Wine

Bobby Gregoire reported that Montreal has a big export market for Italian wines. A guide about these wines has been published. About 4 years ago they started a Slow Food take-off on the wine industry. They became inspired by Earth Market guidelines and adapted these to wines and called it Slow Wine Montreal. They organized a wine show with imported wines sold through Earth Markets and had wine agents and wine producers present. They had Michael Howell attend and prepare some wonderful food. They invited editors to attend.

The North American tour of Slow Wine may pass near Montreal next year, which would provide an opportunity to network. It could be a fund-raising opportunity as well.

Recess

The meeting recessed at 4:25 p.m.

Sunday, May 4, 2014

Roll Call & Call To Order & Thanks to Supporters

Valerie Lugonja conducted the roll call. The meeting was called to order by Voula Halliday who explained the agenda for the morning session.

Angus Bonnyman thanked the bus drivers who have provided an excellent service to the group. Angus also thanked the municipalities who have provided financial support for the events. Members were asked to complete a survey which would help validate the economic benefit of this group. Sara Bonnyman provided a pottery mug for each participant who completed the survey.

Procedural Issues

Several procedural issues were identified and discussion followed on how these could best be addressed now:

- 1) The agenda had not been approved by the meeting.
- 2) There is not enough time allowed for discussion of the proposed motions. One idea was to reduce the 20 motions into fewer that would direct a new approach. Can we prioritize the issues to be dealt with?
- 3) The group should have an operational manual to follow.
- 4) In a broader aspect there is a lack of uniform procedures throughout the whole union.

Motions for Discussion and follow-up Action

- 1) **That we invite representatives from USA and Mexico to our annual meetings.** Motion by Bobby Gregoire – Brooke Fader to adopt this directive to invite these representatives to the Canadian annual meeting. M/C. It was questioned who pays their way? In Montreal they will offer lodging and food to these reps as part of the invitation.
- 2) **We should have representation from all 3 seas and inland fisheries on the Slow Fish campaign.** Motion by Valerie Lugonja – Cam Tran to adopt the addition of the above representatives on the Slow Fish Campaign. M/C.
- 3) **Raw milk manifesto – to support Michael Schmitdt.** Motion by Valerie Lugonja – Ingrid Jarrett that we accept the raw milk manifesto presented by the Raw Milk Committee. This led to a debate based on the fact that pasteurization of milk is for security reasons and is carried out across Canada. We need to continue to work with farmers in regard to this policy and develop a position that farmers can support. Others argued for the right to choose whether to consume raw milk or not, without having to worry about going to jail. The campaign is based on changing the attitude. Many want to be able to consume raw milk and cheeses made from it. Canada SF is an extension of the International body and we must be congruent with them. The vote on the motion was called for. **M/C with 9 in favour; 0 against; and 1 abstention recorded upon request.**

4) Establish a clear position on farmed fish. Motion by Sinclair Philip – Ingrid Jarrett that this organization establish a clear policy on farmed fish. A lengthy discussion followed with the following comments and positions:

- Last night we had farmed fish on the menu at our dinner. What is our position?
- A position was established at a Calgary meeting 6 years ago so we have an answer now. Others pointed out that technology continues to adapt and change and we need to consider this in establishing a position today.
- There should be consultation with convivia across Canada and any position developed should reflect their positions.
- A video “Salmon Confidential” was recommended for viewing.
- Shell fish farming should be added to this process as many feel it is very sustainable.
- The science of aquaculture is continuing to grow and we need to keep step. Others provided their opinion that the fishery is not just about technology but needs to consider the people and the culture as well. It is a human and emotional issue.
- Paolo felt that there is confusion around Slow Fish that needs clarification. Slow Fish is a campaign. We need a committee of experts from the fishery and Slow Food to reach a position in line with the international perspective. We need to be in favour of raw milk cheese – not negotiable. Share the position with members. If any are against it is important for them to say why. He suggests we move on.
- How to be sustainable needs to be better defined. We need to look at the advantages and disadvantages of the impacts on the environment.
- We now have a policy on carnivorous farmed fish; do we have one on non-carniverous farmed fish? What we are missing is a sub-committee which was to report to the national Board and this process is not working.
- Some of the issues are caused because we have a partially dysfunctional organization.
- The N.S. Convivia has been working on a position re farmed salmon as we are very different from the west coast. They felt they had to address this from an eastern perspective. The wild salmon manifesto does not apply to N.S.
- The International body has a position on open pen farming. Adding shellfish would be good. John Volpe has been asked to guide them on developing a position. We need to have the right arguments to back our position.
- We have a Canadian mandate and agreement. There are many types of fish. We need to have the right arguments to support our position. We need to consider new technology development in fish farming. We are in a very fluid situation and methods are changing.

There was general agreement that we do not have enough information to carry this through at present. It was agreed that the motion be withdrawn.

Voula Halliday stated that she recognizes that the process to date has not worked well and therefore asked Ingrid Jarrett to facilitate the remainder of the discussions. A process is needed for establishing policy whereby we deal with the major ones first.

- 5) **We support Slow Meat.**
- 6) **Collaborate with SFUSA, sharing best practices – Snail of Approval, Membership, Fund-raising, Slow Fish, etc.** This does not require a motion as the work is already being done.
- 7) **Continue with Slow Food Is/ I Am Slow Food. Voula would like to lead this initiative.** This does not require a motion as the work is already being done.
- 8) **Build a national media list and send out press releases regularly.** This does not require a motion as the work is already being done.
- 9) **Each convivium should select an Ark representative.** Motion by Scott Whitelaw – Cam Tran that each convivium select an Ark representative, if possible. M/C. A Terms of Reference should be established for this committee.
- 10) **To support the national executive in the submission of the letters of incorporation to formalize not-for-profit status.** This work was agreed to earlier in the meeting so no motion is necessary at this time.
- 11) **To approve the governance working committee to analyze and make recommendations for Slow Food in Canada governance and bylaws.** Motion by Michel Jacques – Sinclair Philip that a system be established for management of meetings in future. M/C. It was suggested that this work include training sessions on meeting procedures so all are aware. It was reported that a Governance Committee had been named yesterday and the committee includes the following: 1) Michel Jacques, 2) Benny di Zitti, 3) Heather Pritchard, 4) Johane Germaine, 5) Ingrid Jarrett, 6) Bobby Gregoire and 7) Maxime Gauvin. **Motion by Sinclair Philip – Bobby Gregoire to accept these people to form the Governance Committee. M/C. Motion by Kris Vester – Bobby Gregoire that the Governance Committee continue to communicate with all committees and convivia of Slow Food Canada. M/C.**
- 12) **Executive to work with Ghislain and investigate e-commerce opportunities.** This is a suggestion for the Executive to consider.
- 13) **Move that National Executive determine a list of strategic partners we can work with.** Motion by Bobby Gregoire – Maxime Gauvin that the National Executive develop and adopt a strategic plan for the growth of Slow Food Canada with the help and guidance of the convivia across Canada. M/C.
- 14) **Create a foundation database.** This does not require a motion because the Fund-Raising Committee is already doing this.
- 15) **Give approval to Caroline to research and recommend a “cloud” sharing tool that will give access to all, and also provide privacy options for sensitive governance and national membership information.** The SFC drop box is over loaded now so we need to find a bigger spot. Caroline was asked to research and come forward with a proposal that will become a budget item for the future.

Budget

Bobby Gregoire pointed out that the proposed budget was presented yesterday but it was not formally adopted. Heather Pritchard responded that she has a revised budget to present today. Heather suggested that the 2014 budget be approved today and that work continues on the 2015 budget with approval at a later date.

Fund-raising was again discussed. **Motion by Chad Moss – Brooke Fader that this meeting form a fund raising committee to raise dollars for Slow Food Canada. M/C.** The following people were named to the fund raising committee: 1) Ghislain Trudel, 2) Brooke Fader (proxy, 3) Chad Moss, 4) Cam Tran, and 5) Janet Henderson.

Motion by Bobby Gregoire – Cam Tran that Slow Food Canada respect bilingualism and assess delivery costs for a completely bilingual system and that the costs would be investigated for inclusion later in a budget. M/C.

Motion by Valerie Lugonja – Ghislain Trudel that Slow Food Canada foster, promote, and seek out indigenous Canadian communities that should be represented at the 2015 Terra Madre. An amendment was moved by Ingrid Jarrett – Benny di Zitti that each region work at and provide funding for an indigenous representation to attend Terra Madre 2015 at an amount up to \$2,000 per person. In discussion it was noted that some of the indigenous groups have their own funding so this could be tapped into to send their reps. **The above motion was withdrawn as this work is now part of the ongoing work of the convivia.**

Motion by Bobby Gregoire – seconded that Slow Food host the next annual meeting in Montreal in 2015 and that we invite representatives from the USA and Mexico to attend. M/C. The dates for the meeting is May 6th to 10th, 2015.

Heather Pritchard showed revised budget figures for the 2014 budget. **Motion by Heather Pritchard – Kris Vester that the revised 2014 budget be adopted.** This information should be sent to convivium leaders so that all are aware. If any of the convivia have issues with the figures they should contact the national office. In the past some convivia were unable to pay the total for their dues and they were allowed to provide services in lieu of payment. There are no repercussions for those who are unable to pay the \$10. **The Governance Committee will outline the need to involve members in the decision making process and what our vision is.** The vote on the motion was called for. **M/C unanimously with no abstentions.**

Motion by Heather Pritchard – Brooke Fader that Slow Food Canada continue to work on the 2015 budget with input from the Governance Committee. M/C unanimously with no abstentions. The Governance Committee will decide how best to communicate with the convivia.

Location for 2016 Annual Meeting

Motion by Cam Tran – Voula Halliday that the 2016 annual meeting of Slow Food Canada be held in Winnipeg. M/C.

Nominations for Board of SFC

Angus Bonnyman read the names on the 5 nomination forms submitted at this meeting. The appointment of Laura Buckley as Ark Convenor is a 4 year term so it is not necessary to handle reappointment annually. **In future the Ark Chair should be part of the Executive – this is a separate item that will be dealt with later.**

Valerie noted that there were some additional names nominated previously. A complete list of names for nominations were found and provided to the meeting: 1) Christina Allain, 2) Benny di Zitti, 3) Ingrid Jarrett, 4) Cam Tran, 5) Voula Halliday, 6) Michael Halliday, 7) Valerie Lugonja, 8) Janet Henderson, and 9) Heather Pritchard. The Board will be established at the meeting today and the Board will then determine the Executive members.

Questions were next raised about the number of directors allowed by the bylaws for SFC and their terms of office. It was noted that the bylaws state that the Board must include at least 3 members and the rep to SF International with the remaining number of directors not specified. There was no maximum number of directors. It was confirmed that these appointments are for 2 year terms.

Angus Bonnyman called three times for further nominations but none were forthcoming. It was agreed that the nominations process be closed. The nine people listed above were declared appointed as directors of Slow Food Canada.

Discussion took place on the following points:

- SFC should determine a maximum number of directors in their bylaws.
- Quebec should have representation on the Board of Directors. This point should have been addressed before the nominations closed.
- Some feel the committees are not working well. Better communications with all convivia would help solve this issue. The work required can be overwhelming. The mentor system is working well in some areas. Each person should have specific positions or responsibilities.

The above points are referred to the Governance Committee, which should bring a proposal back to the next annual meeting.

Closing Remarks by Paolo Di Croce

The following points were covered during Paolo's closing remarks:

- There is a need identified to work towards being more organized and structured.
- It is normal that our meetings are not perfect. We are a large diversified group.
- Our passion and interest in food is our reason for being. Our message is important; be positive and proud. To achieve these goals we need to work through bylaws and other paperwork but our end mission is most important.

- Paolo invited us to trust people. Trust your committees. If they can't do everything bring more people in. Get to know each other and become inspired. Do not complain endlessly without offering to help the other person solve the problem. Help each other.
- Always remember to get plausible information on issues such as GMO seed, etc.
- It is important to connect with indigenous people.
- We need to unite in our society to ensure we have access to resources without destroying our environment.

Appreciation

Appreciation was extended to Donna Langille who served as Secretary, Ron MacNutt who was the IT expert, and Jocelyn Marchand, who did a tremendous job on interpretation.

Adjourn

The meeting was adjourned at 12:30 p.m.