

Food-Friendly Neighbourhood Plan Don Mills & Sheppard: Phase 2

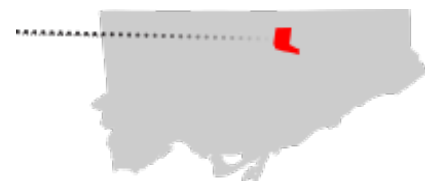
Neighbourhood profile

Population: 37,930

Area: 6.7 sq km

% low-income after tax: 23.9%

% recent immigrants: 28.1%



About this neighbourhood

Don Mills-Sheppard is located in the north-central part of the city and is comprised of The Peanut, Henry Farm, Parkway Forest, and four social housing communities. The mix of low-density suburban housing and high-rise apartment buildings is home to many newcomers to Canada and with its proximity to two major highways as well as local and regional transit connections, condo development along Sheppard Ave is booming. Key landmarks include Fairview Mall and, on its periphery, Seneca College and North York General Hospital. Special thanks to City of Toronto, Toronto Public Health, Toronto Food Strategy, Flemingdon Health Centre - Fairview Community Health, the Fairview Food Security Network and Don Mills and Sheppard residents who participated in neighbourhood consultations.

Opportunity:

Don Mills & Sheppard residents identified more access to fresh produce as their top priority for a more food-friendly neighbourhood. This highlights the opportunity to start an affordable produce market in the neighbourhood to complement the existing produce market at Fairview Mall. Residents also indicated a mobile market would be a welcome addition to the neighbourhood's current food assets. This would improve access to affordable fresh produce for residents as a mobile market could visit multiple locations, reaching more neighbourhoods, reducing the amount of time spent in transit for some residents. Local organizations could support the produce markets in the neighbourhood by directing some of their food budget towards purchases from the market to ensure sustainability.

Who should be involved:

- Ward 33 Councillor Carroll
- Fairview Food Security Network
- Local community organizations

Opportunity:

Similar to the 2013 Food Friendly Plan recommendation, the re-urbanization of Parkway Forest neighbourhood has created opportunities for new commercial spaces, particularly along Sheppard Ave E and Consumers Road. Since 2013, Councillor Carroll's office has been pushing new developers to consider creating space for grocery stores, but there are no provincial guidelines that govern new development that would require such a thing (there are provisions for schools, utility infrastructure, etc). New affordable grocery stores in the neighbourhood would have a significant impact on local food options. As the Toronto Food Policy Council's "What Food Can Do For Toronto" campaign highlighted, local networks of convenience stores could be supported as part of a healthy corner store initiative to improve access to healthy food. Research has shown there is an abundance of convenience stores, whose existing food retail space could be utilized to better serve communities. The Don Mills & Sheppard neighbourhood would be an ideal location to pilot this type of initiative as there are around 75 convenience stores, in and around the neighbourhood.

Who should be involved:

- Ward 33 Councillor Carroll
- Don Valley East MPP Coteau
- Fairview Food Security Network

Retail



Findings

Community members have mixed views about retail options in Don Mills & Sheppard. Whilst some residents thought the 2013, B grade was a fair assessment, many community members surveyed in 2014 thought a lower grade was more appropriate. Community members often have to travel to multiple stores to find affordable prices and quality fresh produce. New data from the City of Toronto also indicates that retail options are especially limited in this neighbourhood when compared to the rest of Toronto. Councillor Carroll's office has been pushing for developers to consider creating space for grocery stores along Sheppard and Consumers Road since 2013 with an announcement of a potential new retail location due shortly.

Grade



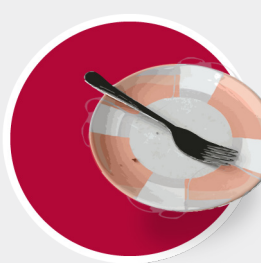
Produce markets



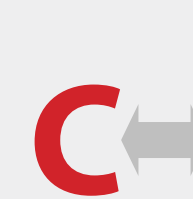
Overall, there has been limited progress in this category. Many community members know about the farmer's market that operates at Fairview Mall. However, prices are still a barrier for many people who would like to access fresh, local and organic produce at the farmer's market. A Good Food Market would be a welcome addition to the neighbourhood as many residents indicated this is a priority. Residents also indicated a mobile market that can reach multiple neighbourhoods, and operate year round, would create more options for people who have mobility issues.



Food assistance



Since the Oriole Community Food Bank opened 18 months ago, it has become the busiest food bank program in northern Toronto, serving over 2,000 food hampers a month to more than 500 families. Community members are satisfied with the service provided and appreciate the links to other programs and service providers but want to see more access to fresh produce made available. The temporary closure of the Oriole Community Centre that houses the food bank and the fact that programs are close to capacity indicates that a larger, more permanent space and additional funding sources should be sought to expand the project as the pilot phase comes to an end in the fall of 2015.



Food skills and growing



The Oriole Food Space is providing many options for residents to access a variety of programs that meet the needs of the community. The community gardens in the neighbourhood receive very positive feedback but many people would like to see more space made available for gardens. Many residents, especially seniors, felt that even though there are some excellent community gardens in the neighbourhood, there are not enough, waitlists are too long and distances too far to travel. The Fairview Food Security network is piloting a number of initiatives, including a partnership with Not Far From The Tree, to provide more engagement opportunities for residents by mapping fruit trees and linking residents to more events that celebrate the existing resources.



Recommendation:

The temporary closure of the Oriole Community Centre, scheduled for September 2015 will create a challenge to ensure service levels are continued for the many families accessing the programs. The Parkway Forest Community Centre opening will provide new spaces for community kitchen programs and gardens and could be an excellent location for the Oriole Food Space to ensure continued connection and community engagement opportunities

Who needs to hear it:

- Ward 33 Councillor Carroll
- Oriole Food Space partners
- Fairview Food Security Network

Don Mills & Sheppard Food-Friendly Highlights



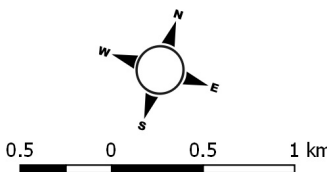
Fairview Fruit Tree Mapping Walk

Organized by the Fairview Food Security Network and Not Far From The Tree, the group organized a walk in May 2014, through local parks and ravines in search of fruit trees in the Fairview neighbourhood. Throughout the search for edible trees, Not Far From The Tree shared stories and learnings about urban fruit picking adventures and members of the Fairview Food Security Network highlighted local community food initiatives in the area. This event was an excellent initiative for community members to learn and share about the opportunities in the community to celebrate the bounty of fresh fruit that is all around us.



Legend

- Retail
- Produce Market
- Food Assistance
- Food Skills and Growing
- Major Arterial Street
- Priority Area
- 1 km Buffer (15 minute walk)
- Park or Greenspace



Toronto
Source: City of Toronto, Open Data;
Toronto Food Strategy, Toronto Public Health



Dallington Pollinators

The Dallington Pollinators Community Garden, situated on Dallington Park, adjacent to the Dallington Public School, broke ground in August, 2013 and has become the first community garden in a public park in Ward 33. The garden is designed with three major components, a communal garden, children's garden and a Pollinator's garden. The aim of the garden is not only to animate the public park and engage residents, through events such as TIFF Movie in the Park, but also help address an important issue, that of food security. It will help children and adults alike to understand food systems, planting cycles and sustainable gardening techniques. The harvest from the garden will introduce garden members to healthy eating and to a healthy and active lifestyle. The garden is an ideal model to explore replicating and the group hopes to see the 'seed' garden pollinate other "grassed over" parks in the neighbourhood.

About this document

This Food Friendly Neighbourhood Food Plan is the product of a year-long consultation process with North York Harvest member agencies, community organizations and local residents. The yellow priority area highlighted in this map is the following City of Toronto, Social Planning Neighbourhoods: Henry Farm and Don Valley Village

Catalogue of primary food assets

For information about food assistance programs please call 211 or visit <http://www.211toronto.ca/>

Retail

ABC Euro Delicatessen	3115 Sheppard Ave E
Christina's Fruit Market	2792 Victoria Park Ave
Fine India Grocers	3040 Don Mills Rd E
Food Basics	1277 York Mills Rd
Food Basics	2452 Sheppard Ave E
Foodland	107 Parkway Forest Dr
Galati Market Fresh	5845 Leslie St

Galleria Supermarket	865 York Mills Rd
Hong Tai Supermarket	2555 Victoria Park Ave
Longos	808 York Mills Rd
M&M Meat Shops	734 Sheppard Ave E
Marcy Fine Foods	2064 Sheppard Ave E
Mercator Euro Mini Mart	2046 Sheppard Ave E
No Frills	3555 Don Mills Rd
Sunny Supermarket	115 Ravel Road
Tone Tai Supermarket	3030 Don Mills Rd E

Produce Markets

Fairview Mall Farmer's Market	1800 Sheppard Ave E
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Food Assistance	
Oriole Community Food Bank	2975 Don Mills Rd W
North York Harvest Oriole Community Food Bank	
Seneca Students Federation	1750 Finch Ave E

Food Skills and Growing

Adventure Place BB Now Parenting Program	2 Brahms Ave
Adventure Place BB Now Prenatal Program	2975 Don Mills Rd W
Dallington Pollinators Garden	39 Glentworth Rd
Duncan Mills Housing Co-operative Garden	2040 Don Mills Rd
Flemingdon HC Youth Garden	2800 Don Mills Rd
Immanuel Baptist Community Garden	1100 Finch Avenue East

Published by



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Oriole Food Space:
The Peanut Multicultural Garden
Pleasantview Community Centre
Seneca Village Community Centre

2975 Don Mills Rd
2800 Don Mills Rd
545 Van Horne Ave
1700 Finch Ave E