

## Community Grown Flemingdon Park *Project Summary*

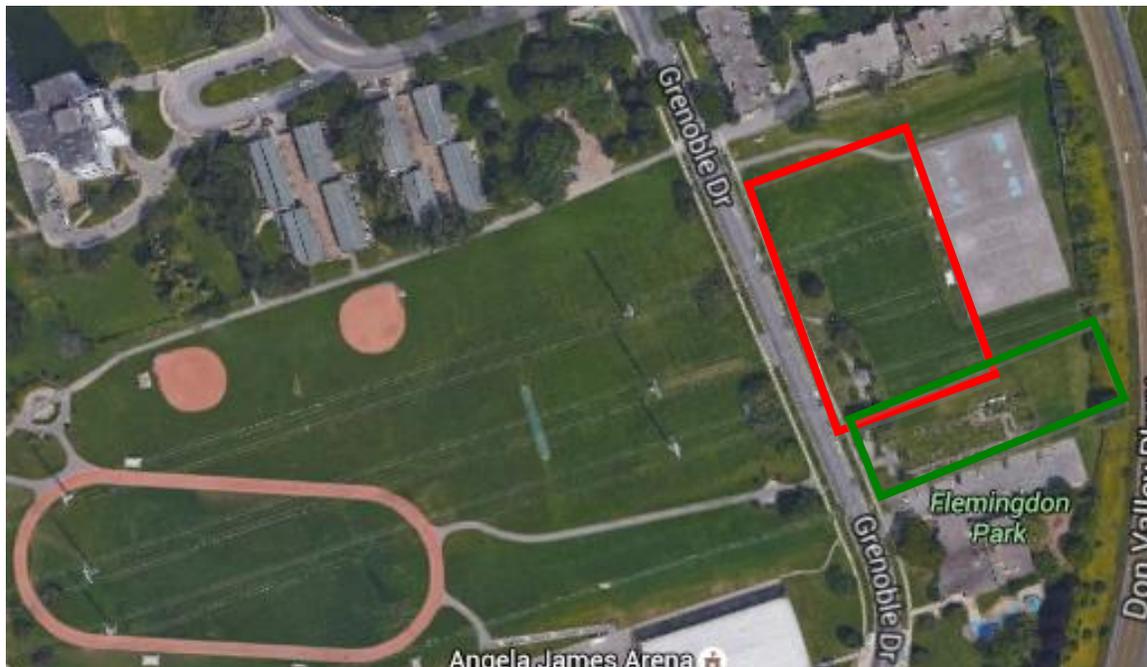
*Last Updated: March 18, 2016*

### Background:

The City of Toronto and Toronto Urban Growers are collaborating on the Community Eco Economic Development (CEED) project to coordinate a pilot for the use of Hydro Corridors in multiple urban areas in Toronto that could yield fruits and vegetable crops. Five sites have been selected for this pilot initiative and Flemingdon Park is one of these sites.

The Community Grown Project is building on top of this initiative and is a joint venture between FoodShare, Flemingdon Health Centre and Toronto Community Housing. With funding from the Ontario Trillium Foundation, a planning phase went underway in Flemingdon Park to make this initiative a reality. The goal of the Community Grown Project is to develop a vibrant and sustainable market garden and community owned space. The success of this project is dependent on the development of community leadership teams to spearhead this project.

A market garden is like a community garden in that farmers are able to grow their own produce and work with other farmers to do so. However, it's different from a community garden because farmers are allowed to sell produce in a marketplace and is intended to supplement household income from sales of the produce. The following site has been selected for a Market Garden and Community owned space in Flemingdon Park:



**Red Box = Site of Market Garden and surrounding Community space**  
Green Box = Site of Current Community Garden

### **Expected Impact:**

The short-term goals of this project include the development of architectural plans, the development of a workplan for the site and the identification of funding opportunities to implement the project.

The long-term goals and impacts of this project are the development of a market garden in Flemingdon Park that will support supplemental incomes for its members and the development of a community space with a community gathering space for events. Furthermore, another goal of this project is to increase community capacity with employment opportunities, training, workshops and educational components as well as foster a sense of community ownership where residents of each community see themselves as agents of positive change in their neighbourhood.

### **Timeline:**

The following table represents the consultations that took place and the timeline for the project:

<b>Purpose of Meeting</b>	<b>Date</b>	<b>Location/ Other Details</b>
Project Launch/ Consultation 1	Wednesday, October 14 <sup>th</sup> , 2015 6 – 8 pm	Flemingdon Health Centre (Large Meeting Room) 10 Gateway Blvd, North York, ON M3C 3A1
Design Consultation/ Consultation 2	Saturday, October 31 <sup>st</sup> , 2015 11 am – 2 pm	Flemingdon Health Centre (Large Meeting Room) 10 Gateway Blvd, North York, ON M3C 3A1
Consultation 3	Wednesday, November 18 <sup>th</sup> , 2015 6 – 8 pm	Flemingdon Health Centre (Large Meeting Room) 10 Gateway Blvd, North York, ON M3C 3A1
Consultation 4	Monday, December 14 <sup>th</sup> , 2015 6 – 8 pm	Flemingdon Health Centre (Large Meeting Room) 10 Gateway Blvd, North York, ON M3C 3A1
Final Event and Reveal of Project Plan	Monday, March 21, 2016 6 – 8 pm	Dennis Timbrell Resource Centre 29 St Dennis Drive Toronto ON M3C 3J3

## Consultations and Results

The first consultation was focused on understanding the community's needs around the development of a Market Garden. Most community members were on board for the project and many had questions about the logistics of the project itself. Feedback from this consultation indicated that residents were interested in the Market Garden for the following reasons:

- Beauty
- Love for nature and love for growing
- Education for adults, children and youth
- Environmental Focus
- Healthy food
- Physical Activity
- Give back to the Community
- Self Interest

The community also indicated that they would like Market Garden broken down into multiple sites including a children's space, a perennial garden, an event space, a market garden bed space, allotment gardens as well as an orchard. Some other features that they wanted included in the space were fences, storage spaces, a pavilion with shades and benches, washrooms with water fountains, an area for small businesses and vendors as well as an ice rink for the winter and a playground for the summer.

The second consultation revolved around taking these pieces and developing a community owned design for the space. Architects were asked to come in and facilitate a design process with community members where they were given an opportunity to imagine and draw a space of what they thought the Community Grown space should look like. The results of this consultation were combined to develop the following design options:



The focus for the third consultation was to look at existing models for Market Gardens and Urban Farms in the GTA and present them to attendees. Attendees had a chance to understand each model, focus on the pros and cons for each and then come up with their own design for the model that they would like in Flemingdon Park.

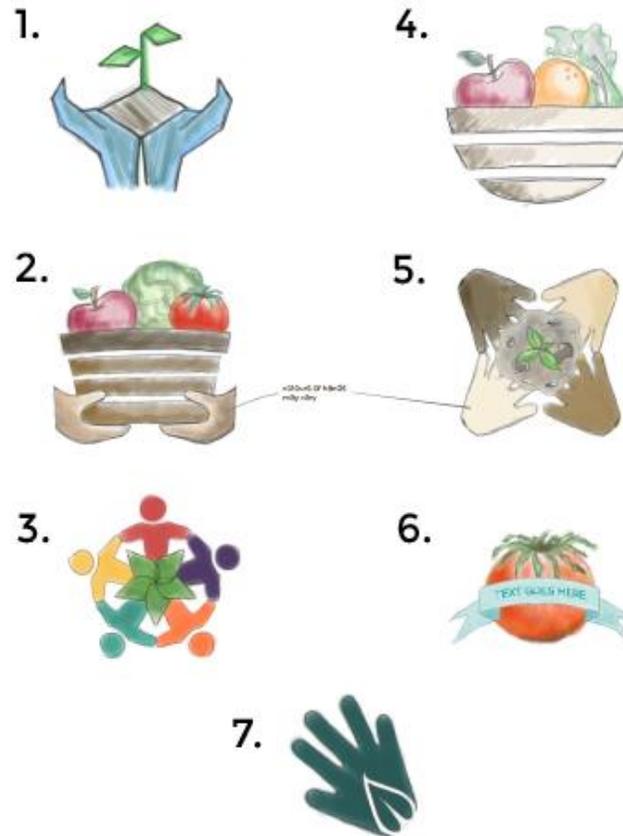
The following four models were shared with community members:



The preferred model was based on the Fresh City Farms model with larger farm led by paid farmer and smaller incubator plots. Community members also liked elements of the School Grown model, especially the employment opportunities piece that was incorporated into the final model design.

Consultation 4 revolved around presenting the different models as well as logos to gather feedback from the community on what aspects were liked and what could be further developed. Some members said that they liked the basket design with fruits on it and others said that they liked the design with hands on it. The designs were put to a vote and designs 1 and 2 were most liked. Some community members were concerned that design 1 wouldn't be fully representative of the impact of the garden and were hoping that aspects of both logo 1 and 2 should be incorporated into the final one. Gloria Zhou, the graphic designer project took this information down and will be creating a logo that amalgamates the two top choices and put a leaf on the basket itself.

Some of the logo designs presented were:



The next part of the consultation involved dividing community members into two groups. One group was presented with the Operational Model and Business of the Garden while the other was presented with the Architectural Design and concept for the space.

Feedback on the Operational and Business Model was positive with most community members liking the fact that there would be a learning garden component to the Market Garden and that a community member would be the lead farmer on the project. Their main questions and concerns were around the timeline of the project and where the money would come from to make this project a reality. They also had questions about who would be leading this project. These concerns were addressed and are reflected in the presentation developed for this consultation.

Feedback on the architectural model was done via paper surveys, which are currently being translated and will be sent to the architects shortly so that the responses can be incorporated into modifying the current design.

## **The Chosen Model**

The following model was presented at the last consultation is the chosen one for the Community Grown Project in Flemingdon Park. It includes three components: A Lead Farmer, Incubator Farmers, Community engagement. The lead farmer will be getting half an acre of land, and will be paid a salary to support incubator farmers, ensure the farm is taken care of and will be supported by youth employed from the money raised by the produce sold in the farm and community volunteers.

Incubator farmers will each get a smaller portion of the land (half-an acre divided up equally amongst the number of farmers) and will be asked to volunteer a number of hours to support the work of the lead farmer. The Incubator farmers will get access to training, water, tools and other farming infrastructure. They will also be able to keep any money they make from the produce they sell that's grown in their own garden.

Community engagement will take place through two means: the development of a teaching garden that will be lead by the lead farmer to engage community members who want to learn how to farm, and through the facilitation of programming, events and workshops that will take place in the Market Garden space.

## **Timeline:**

Goals for the year 2016 include focusing on developing the actual market garden space and creating volunteer opportunities for community members. It will also be a time to hire a lead farmer, gather incubator farmers and train them on developing a business plan.

Goals for 2017 include:

- January – February: Develop application process for incubator farmers, to be decided by steering committee
- March – August: Application for space, member farmers chosen
- August – October: Prepping space, member farmers volunteer, learn about techniques, get ready to plant
- Spring 2017: Market garden

The produce selling plan will be developed as part of the business plan for the main market garden. Produce will be sold in the following locations: on a stand in the community grown garden space, to North York Harvest Food Bank, at Farmers' markets and to restaurants and a percentage will be donated to the community through Food Banks.

## **Community Engagement and Numbers:**

Community members have been engaged in this process through consultations, outreach and surveys. An interactive wider community-wide survey was held last February-March 2016. Surveys been made through the use of the website and social media sites such as Facebook and Twitter and also through feedback opportunities at Flemingdon Health Centre. Member farmer applications will be developed and the model and designs was revealed at the final Project

Reveal that took place on March 21, 2016 at Dennis Timbrell Resource Centre at 29 St. Dennis Drive. The table below reflects the numbers of residents that have been reached throughout this process.

Date and Time	Purpose of Meeting	Location/Other detail	Number of Attendees
Wednesday October 14 <sup>th</sup> , 2015 6-8pm	Community Consultation: Project Launch	Flemingdon Health Centre (Large Room) 10 Gateway Blvd, North York, ON M3C 3A1	40
Sunday, October 31 <sup>st</sup> , 2015 11am-1pm	Community Consultation: Design	Flemingdon Health Centre (Large Room) 10 Gateway Blvd, North York, ON M3C 3A1	65
Wednesday November 18 <sup>th</sup> , 2015 6-8pm	Community Consultation: Model	Flemingdon Health Centre (Large Room) 10 Gateway Blvd, North York, ON M3C 3A1	45
Monday, December 14 <sup>th</sup> , 2015 6-8pm	Community Consultation: Model and Design	Flemingdon Health Centre (Large Room) 10 Gateway Blvd, North York, ON M3C 3A1	50
Community Grown Market Garden Community Survey	To include and capture the thoughts and voice of residents who were not able to come or actively participated in the consultation process	TCHC buildings Sunny Food Mart Dennis Timbrell Resource Centre Playground Paradise Community Centre Flemingdon Food Bank ESL classes Parents from day care centers Apartment buildings Community Kitchen programs	305
Monday, March 21 <sup>st</sup> , 2016 6-8pm	Final Event and Reveal of Project Plan	Dennis Timbrell Resource Centre 29 St Dennis Drive Toronto ON M3C 3J3	123

### **Community Grown Flemingdon; Project Reveal**

On March 21, 2016, more than one hundred community residents gathered at the gym of St. Dennis Timbrell Resource Centre to celebrate the culmination of the final first phase of the Community Grown Market Garden Flemingdon Project. The first phase of the project comprised four community consultations for the past five months starting on October 2015 until March 2016. The consultations covered the following:

1. Launching of the Community Grown Market Garden Flemingdon, October 2015
2. Project design community consultation, November 18<sup>th</sup> 2015
3. Project model community consultation, December 14<sup>th</sup> 2015

#### 4. Project model, design and logo, February 2016

A wider- community survey about the project was held to the public during the month of February-March of 2016. The purpose of the surveys was to capture the thoughts and voice of residents who were not able to participate or not actively participating in the consultation process that held at Flemingdon Health Centre. Resident animators and volunteers collected more than 300 surveys with great response that reflect the need of the market garden in the community.

During the project reveal event, more than one hundred people came. Organizations/partners who supported the project came and displayed their resource materials for the people as a means of outreach for their services. People enjoyed the night by having good food and were entertained with music and cultural dances. During the final project presentation, the architect presented the final project design.

The final project model, logo and the result of the community-wide survey was also presented and further discussed the next steps of the project particularly the farmer's application process. Interpreter for Mandarin speakers was also there to help the Chinese Mandarin speakers residents understand the final project design, model, logo and survey results.

The immense number of residents attended the culmination of the first phase, reflects the energy and excitement of the people for this initiative.

