

**Group 19**

**Proposal**

**The Breakfast Club of Canada**

**LFS 350**

## **Introduction**

The purpose of this project is to create long lasting relationships between local farmers and B.C. schools that are associated with the Breakfast Club of Canada (BCC). Through this relationship, we aim to supply locally grown, breakfast appropriate food to children of vulnerable schools. Food security issues are highly prevalent across B.C., as one in six children live under a food insecure household, leading to the lack of a nutritious breakfast prior to starting school (The Public Health Associate of BC, 2016). In aiding this issue of hunger, the Breakfast Club of Canada (BCC), a non-profit organization, have supplied schools across B.C. with the equipment, infrastructure, and finances required to implement breakfast club programs. In 2016, the government implemented the B.C. Farmer's Food Donation Tax credit - an incentive for the approximately 19,844 farms within the province to donate their products to food banks or meal programs, such as the BCC (Government of British Columbia, 2016; Statistics Canada, 2006). The aim of our project is to build a resourceful relationship for the Breakfast Club of Canada with B.C. farms, by promoting the B.C. Farmer's food donation tax credit, so to increase access to healthful farm food by children within vulnerable schools.

## **Significance**

Numerous studies have shown the importance of starting each morning by eating a nutritious breakfast (Adolphus, Lawton & Dye, 2013). The Australian Red Cross goes as far as agreeing to the colloquial phrase that "breakfast is the most important meal of the day" and that skipping breakfast results in lethargy and fatigue, leading to many difficulties in scholastics (Australia, n.d.). This project focuses on connecting local farmers with the BCC; in order to serve fresh, wholesome, local food to supplement the BCC school's breakfast programs in B.C..

## **BENEFITS OF EATING LOCAL FOODS**

Locally grown produce tends to be more flavourful because crops are not at risk of being picked prematurely for transport. In addition, the nutrient value of the produce is better preserved due to a shorter time between harvest and consumption (Klavinski, 2013). Many imported foods are held in distribution centres, prior to being sold in grocery stores, which can result in a loss in freshness, appeal, and nutritional contents (Klavinski, 2013). Supporting local farms can promote a safer food supply, by decreasing potential for food safety issues during the harvesting, washing, shipping, and distribution stages (McGill University, n.d.).

By forging partnerships with local farmers in BC, the BC division of the BCC will lower their carbon footprint. "Currently, the average meal travels 1200 km from farm to plate" (Suzuki, n.d.). Having local farmers donate their available food items to breakfast programs will also decrease reliance on products from distant sources, which will lower transportation emissions and reduce energy consumption used for processing and refrigeration (Suzuki, n.d.).

The new partnership between the BCC and local farmers will hopefully inspire BCC supported schools to take interest in sustainable agriculture and drive awareness of what can be grown in their local community.

### **Objective & Inquiry Questions**

The objective is to (1) create a database of farmers across B.C. who are willing to donate to BCC schools and (2) establish a tracking system that could be used to organize and monitor the farmers' donations. However, we need to first make the inquiry of where to find farmers that grow breakfast-appropriate products and how we can encourage participation from these farmers to collaborate with the Breakfast Club of Canada. \_

### **Methods**

To start this project, our community partner, Robin Ryan, has provided a map that shows all the schools across B.C. that are supported by the Breakfast Club of Canada. We will be dividing the map into 10 group locations: Vancouver, Surrey, Coquitlam, Langley, Nanaimo, Kamloops, Penticton, Chilliwack, Quesnel and Prince George, for clarity and organization. Our tasks will include finding farmers' contact and production information on their websites and from farmers' markets. We will then record the information, with notes of any nearby BCC schools onto a spreadsheet. Each group member will contact 50 farmers across B.C. by phone. A phone call training was shown by Robin at our second meeting to ensure that we maintain professionalism while asking the appropriate questions, as we are representing the Breakfast Club of Canada. An incentive of 25% fair market value tax credit for food donated will also be mentioned during the phone calls. In addition, we have all completed TCPS 2 to ensure that we are conducting our research ethically.

Due to the nature of our project landing on a non-harvesting season, we will also include, in our database, a list of farmers who are interested but who are not yet able to commit. This will allow the BCC to follow up later in the year with ease when the farmers' produce is available. For those who are able to donate, a separate column on the datasheet will track the quantity and market value of the product donations so a tax credit receipt can be issued accordingly by the BCC.

Since the tax credit applies to all B.C. farmers, our group members will also be promoting our project with the Breakfast Club of Canada at farmers' markets. Again, due to non-harvesting season, the only farmers' markets that are currently open include the Nat Bailey and Hastings Park locations. The conversation will be similar to the phone call rehearsals and we will be handing out BCC business cards for future references.

All the information collected on our database will be passed onto Robin, who will follow up with necessary steps to maintain the relationship, such as providing farmers with more elaborate goals, values of the BCC, and potential means of transportation of their product to the BCC schools.

## **References**

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