

About the Good Food Club....

An evaluation completed by D'arcy MacDougall (2012/13)

Surveys, interviews, and focus groups, were done with members to answer:

- Does the Good Food Club increase food security?
- Do Good Food Club members increase their skills?
- How could the Good Food Club get more money?

Of the 63 completed surveys, 86% said the Club increases food security, while 91% said the Club has a positive impact on their lives.

Percentage of Good Food Club Members Using Each Program

| | | | |
|-------------------|-----|--------------------|-----|
| All Programs | 21% | Veggie Van Market | 59% |
| Community Dinners | 67% | Community Cafés | 56% |
| Fresh Food Box | 67% | Farm Visits | 48% |
| Workshops | 60% | Community Kitchens | 30% |

"They are able to reinforce and encourage community through food. They have combined the education surrounding food issues and the dissemination of fresh wholesome foods with community and capacity building."

- Coordinator, Winnipeg Food Share Co-op

FUNDING RECOMMENDATIONS

- Increase membership
- All memberships renewed on the same date
- Members buy the proper membership
- Make the sweat point system more sustainable
- Funders and members should create programs together
- Diversify funding
 - Income through social enterprise, sales or fundraisers
 - Solicit donations from local businesses



West
Broadway COMMUNITY
ORGANIZATION

is committed to environmentally sustainable social and economic development in the West Broadway neighbourhood. It coordinates and supports neighbourhood renewal with residents, community-based organizations, businesses, government and other partners.

What does the Good Food Club do?

Good Food Box

A bi-weekly bulk purchasing program. Each box contains fresh fruits and vegetables. The program was started in West Broadway. It now serves other communities and is run by the Winnipeg Food Share Co-op.



Veggie Van

A weekly farmer's market is held in West Broadway where Good Food Club members get discounts and use sweat equity points to purchase produce.

"The veggie van in the summer is a huge bonus, considering most farmers markets can only be reached by car, it's wonderful being able to walk down the street to get fresh veggies."

- Survey Respondent, 2012

Farm Visits

Visits to the Weins Organic Farm and Buys Family Farm allow Good Food Club members to learn how to farm, meet new people, socialize, and experience life outside of the city.

Sweat Equity Points

Good Food Club members earn 10 points for every hour they volunteer at Club events and programs. This is equivalent to \$10 and can be used for up to 80% of admission to community dinners, purchasing produce at the Veggie Van market or the Good Food Box.

Community Kitchens

Good Food Club members connect with one another and learn cooking and food handling skills. Recipes focus on dietary restrictions or foods from diverse cultures. Workshops provide additional skills such as budgeting and preserving. Kids' Cooking Classes are also held.



For a copy of the full report contact West Broadway Community Organization by phone at (204) 774-7201, in person at 608 Broadway, or by email at goodfoodclub@westbroadway.mb.ca

Reporting assistance provided by: