



Stepping up to the Plate!

.... towards Food Resilience



Greater Kent Region

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September 2025

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Towards Food Resilience in the Greater Kent Region

We recognize that this Greater Kent Food Resilience Strategy will be implemented on the traditional unceded territory of the Mi'kmaq. In our commitment to reconciliation with Indigenous peoples, we recognize and honour their voices, customs, histories, and works that have shaped the landscape around us.

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In this document, the use of the masculine to designate persons has no other purpose than to lighten the text and has no discriminatory intent.

1.0 Introduction

In 2025, the Kent Regional Service Commission (KRSC) began the development of a food resilience strategy to ensure access to healthy food for all. As part of its mandate to promote social inclusion and community development, this initiative aims to strengthen food security throughout its territory.

This strategy provides a roadmap to strengthen regional capacity for healthy, local, sustainable, and accessible food for all, even amid economic, climate, or social challenges. It guides regional stakeholders—producers, processors, distributors, institutions, and citizens—in building a more autonomous and resilient food system.

This regional strategy outlines a plan to enhance capacity for local, sustainable, and accessible food, regardless of economic, climate, or social changes. It provides guidance for regional stakeholders—including producers, processors, distributors, institutions, and citizens—in developing a more self-sufficient and resilient food system.

The population of the Greater Kent region is concerned about food insecurity, a growing problem in New Brunswick and Canada. The increasing use of food banks reflects this trend. Food insecurity has consequences for the health, productivity and well-being of individuals.

Producers are concerned about the lack of succession and the state of the agricultural industry, including the decline in the number of farms, the low profitability of many commodities and the region's growing dependence on external food supplies. We must act now!

Food insecurity and local agricultural production are often seen as stand-alone issues. On the one hand, food insecurity is mainly due to the lack of financial resources for healthy diets. On the other hand, financial profitability is essential for the sustainability of local agriculture amid competition, risks and investments.

Increasing dependence on food imports and rising costs for essential goods and services such as housing and transportation do not bode well for food security.

“Stepping up to the Plate!” is more than just a title; it is a call to action for individuals, communities, and governments to take decisive steps towards a healthier, more sustainable, and food-secure future. By embracing this comprehensive regional strategy, we can ensure that everyone has the opportunity to thrive and prosper through access to nutritious food, sustainable practices, and improved public health.

2.0 Executive Summary

Food Resilience Strategy – Greater Kent Region

Facing growing challenges related to climate change, dependence on food imports, and the vulnerability of global supply systems, food resilience has become a real priority. This strategy aims to strengthen the capacity of the Greater Kent Region to produce, process, distribute and access healthy, local and sustainable food, at all times, including in times of crisis.

This strategy is based on an in-depth analysis of the strengths, weaknesses, opportunities and threats of the local food system. These characteristics are listed in Section 5-4. The Strategy was developed in consultation with key stakeholders: agricultural producers, processors, distributors, institutions, citizens and local governments.

In order to achieve the proposed vision, strategic objectives have been formulated. These guide the actions to be implemented.

Strategic Objectives:

- **Developing a more resilient food system**
- **Making buying local a habit**
- **Strengthening local production: supporting all agricultural models to make them more resilient**
- **Improving access to healthy diets**
- **Reducing food waste**
- **Building knowledge and skills**
- **Fostering collaboration among stakeholders**

This document is a call for action. To do this, interventions are structured along key strategic axes.

Axis of intervention :

1. **Healthy Eating for All**
2. **Network of Excellence in Small-Scale Agri-Food Production and Processing**
3. **Innovation and resilience right down to the plate**
4. **Growing Forward: Knowledge and Skills**
5. **Participatory governance**

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The implementation of this strategy will allow the Greater Kent Region to have a more **robust, equitable and sustainable** food system that can meet the current and future needs of its population. Food resilience is not just about agriculture: it is a collective project that touches on the economy, health, environment and social justice.

The future is being written now. The Greater Kent Region is ready to build around a food resilience strategy on its territory!

3.0 Regional Situation

3.1 History

The Greater Kent Region in New Brunswick is known for its longstanding agricultural heritage. Recognized for its fertile soils and favorable climate, the area has historically supported the cultivation of cereals, vegetables, and fruits, as well as livestock farming, thereby fulfilling the nutritional requirements of local communities.

Indigenous communities, particularly the Mi'kmaq, have played a fundamental role in the development of regional agriculture. With their extensive knowledge of wildlife, flora and natural cycles, they passed on environmentally friendly hunting, fishing, and farming practices to the settlers, laying the foundation for sustainable agriculture.

During the 20th century, agriculture in Kent County underwent rapid modernization. Traditional methods have gradually given way to more industrial agriculture, marked by the intensive use of pesticides, chemical fertilizers, and heavy machinery. This transformation has led to a significant increase in agricultural production, but it has also contributed to environmental issues. An agroecological approach is gaining momentum in the region as elsewhere. This is especially the case for small-scale producers.

In recent decades, the local agricultural sector has faced several crises. The aging of the farm population, combined with a lack of interest among younger generations, has threatened the succession and viability of family farms. In addition, the effects of climate change, reduced biodiversity and volatile global markets have contributed to significant challenges for our agricultural producers.

3.2 Resources and Production

According to the 2021 Census, Kent County had 118 farms or 6% of New Brunswick farms. About thirty of them were dedicated to horticultural crops. Several others raised animals for slaughter, while a few farms produce milk or poultry, both of which operate under supply management.

The decline in the number of farms in Kent continues. As shown in Table 1, the number of farms decreased in Kent and New Brunswick between 2011 and 2021 by 29.3% and 29.1% respectively. In the same period, the number of farms in Canada decreased by 7.8%, at a rate four times slower.

Table 1			
	Kent	NB	Canada
2011	167	2 611	205 730
2016	152	2 255	193 492
2021	118	1 851	189 574

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In 1971, 34,800 hectares¹ of agricultural land were listed. More than 324,000 hectares were then available if cleared. In 2021, 50 years later, there are 11,400 hectares of land in production, 1/3 of what there was in 1971. This significant decline reflects a decline in active agricultural land use.

The total area of Kent is 1.1 million acres of which 75% belong to Class 3 and 4. These classes are considered suitable for agriculture, albeit limited. No soil in the county falls into first or second class.

New Brunswick is self-sufficient with potatoes, blueberries, cranberries, milk, eggs, and turkey. But in horticultural production, the province produces only 7% of its vegetable consumption and 32% of its fruit consumption. In beef production, NB is self-sufficient in barely 45% and 64% in grains and oilseeds.²

Table 2 shows the state of horticultural production in Kent County as reported by Census Canada. It is worth noting an increase in production with the development of cranberries and blueberries in the Greater Kent region. However, vegetable production has declined significantly over the past four decades.

Table 2 Fruit and vegetable production in Kent (2021)		
	Fruits	Vegetables
Farms	41	25
Area (ha)	1043	95

The production of cauliflower, carrots, Brussels sprouts, and seed potatoes no longer exists on a commercial basis in the Greater Kent area.

In 1976, the Standing Senate Committee on Agriculture released an inquiry report entitled *Save Kent County*, on the future of agriculture in eastern New Brunswick. The report made 45 recommendations aimed at reviving the regional agricultural sector. Although several initiatives have subsequently emerged, overall development has remained limited. The resilience of the agriculture industry in the region has not been sustained in the long term. Today, there are few farms linked to supply-managed sectors in the Greater Kent Region.

¹ Senate Committee on Agriculture (1976)

² Agriculture Statistics (DAAF) in 2023

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3.3 Processing

The processing of agricultural products plays a critical role in building food resilience. In the Greater Kent Region, it is crucial to develop local processing infrastructure to add value to raw products and extend their shelf life.

Historically, food processing has mainly been done in an artisanal way. Even today, a significant portion of processed foods—whether frozen, dried, or canned—are prepared and consumed directly at home. This practice contributes significantly to the food security of many families.

“Food processing helps ensure food security in regions with a relatively short growing season. In addition, processing adds value to agricultural products.”

– Bernadette Goguen, Producer

In addition, value-added products are also available at farm kiosks, some grocery stores, public markets or specialty stores, offering

consumers a direct access to local and processed foods.

Industrial processing also played a significant role, particularly in the dairy sector, which was present in several communities in the county. Today, some local businesses are dedicated to the preparation of ready-made meals, contributing to the diversification of the food offer and the regional economic dynamism.



3.4 Distribution

Food distribution is a complex chain that extends from agricultural production to the consumer. It includes several interrelated stages: cultivation, harvesting, transportation, processing, distribution, and retailing. Although many traceability systems are in place in different companies, food distribution requires strict compliance with quality and safety standards.

In this context, the Greater Kent Region is strategically positioned. In addition to serving its own population, it is located close to major urban centres such as Moncton–Dieppe, Shediac and Miramichi. This makes it an ideal location to host a distribution centre with warehousing and processing infrastructure — commonly known as a *Food Hub*. Such a facility would not only support small-scale producers, but also better promote fresh and processed products from the region.

However, the feasibility of such a project depends on several factors, the main one being the availability of a sufficient volume of fruits and vegetables to ensure profitability. A feasibility study is therefore recommended to guide strategic decisions surrounding the implementation of a *Food Hub* in the Greater Kent Region.

3.5 Access to food

Although the Greater Kent region has many producers and access to a choice of food, it is realized that not all food and meats are produced in sufficient quantities to meet the demand of its population. The same is true at the provincial level.

With more unpredictable disruptions, it is becoming essential to strengthen the region's food resilience.

The ability of a territory to feed its population is a key indicator of its vitality.

Inflation and rising housing, energy and transportation costs are making food unaffordable for some, even if it is available. Food bank use is increasing, although many people in need still do not access them.

"Every child deserves a chance to grow up healthy and reach their potential. As long as there are hungry children, our work will not be over. Let's mobilize for a world without hunger!"

– Lucie Chiasson, Sheep producer,
Dietitian

3.6 Food Waste

Food waste is a problem that affects the Greater Kent Region. As elsewhere, much of the food produced never reaches consumers, getting lost at various stages of the food chain. The causes of this waste are multiple: excess harvests due to bad weather or other factors, losses during processing and distribution, as well as inappropriate consumer behavior.

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Awareness campaigns can help change behavior and encourage responsible consumption practices. Surplus food recovery initiatives through food banks and composting programs can also play a key role in reducing waste.

By strengthening collaboration between the different actors in the food system, the Greater Kent Region can develop innovative and sustainable solutions to minimize food waste and promote more responsible consumption.

Every action, big or small, will go a long way to make a difference to reduce food waste in the Greater Kent Region. Everyone has a role to play!

"Reducing our food waste is an important step in lowering the costs associated with our food. Think of simple habits such as collecting leftovers, they are not leftovers, but the beginning of a new recipe. Meal planning can make an enormous difference in your grocery budget."

Nena Van de Wouwer, Producer

3.7 Key Food System Stakeholders

A regional food system is based on the commitment and interdependence of many stakeholders, from production to consumption. The primary stakeholders are producers, processors, distributors, and consumers. In addition, support stakeholders including government agencies and regional or community organizations are considered secondary stakeholders.

4.0 Methodology

4.1 Participatory approach

The option of such an approach was chosen to actively engage all stakeholders (citizens, employees, partners) from the early stages of this strategy. The aim was to build a project that was more relevant, better accepted and understood by the citizens and thus promote its sustainability. The ad hoc committee played an essential role in guiding and clarifying the approach to be followed as well as validating the areas of intervention and the action plan.

This exercise highlighted two poles of food resilience in the region. On the one hand, food insecurity, which continues to grow here as elsewhere, is a major societal issue. On the other hand, the region demonstrates a real ability to provide healthy food, on a continuous basis for much of the year. Reconciling these two realities is a major challenge. In this context, developing a food resilience strategy requires a structured and participatory approach, based on the principles of sustainability, risk management and adaptation to shocks and disruptions.

4.2 Consultations and Research

Data was initially collected through a survey, one-on-one interviews, focus groups, and community consultations.

The online survey was used to reach a diverse population in an effective and accessible manner. The paper survey was available in public places, including libraries and grocery stores, as well as at a food bank.

Targeted questionnaires were used as the basis for consultations with various stakeholders, including producers, community gardens, farmers' markets, grocery stores, food banks and schools.

Two public sessions and a focus group provided an opportunity to gather a variety of perspectives on the challenges of food resilience.

4.3 Data compilation

The compilation of data as part of the development of the food resilience strategy took place in several stages. Quantitative data from the surveys were compiled and analyzed. At the same time, qualitative data, including testimony and observations gathered during consultations—were the subject of thematic analysis.

Finally, the results were cross-referenced with existing data (agricultural, socio-economic, environmental statistics) in order to enrich the analysis and validate the findings.

5.0 Analysis

5.1 Consultations

The *Feed the Future* event in Grand-Bouctouche on March 22, 2025 was the first opportunity to introduce this strategy to the public. Two public consultations were held in St-Charles (Kent-North) and Cocagne (Kent-South) in April 2025. People from different backgrounds were able to express their views on the importance of strengthening food security at the regional level. In addition, a focus group on small-scale production was held on May 20, 2025, with six producers.

Representatives from farmers' markets, producers, community workers, food banks, agronomists, grocery retailers, community gardens and organizations such as Feed NB shared their views on the challenges and opportunities related to regional food security during individual consultations.

Additionally, 183 responses to the paper or online survey offered information about the food security priorities, concerns, and needs of local communities. These responses were collected from all communities within the Greater Kent Region.

The Ad hoc committee members provided feedback at three meetings and had the opportunity to comment in writing on the various areas of intervention.

5.2 Research

The research focused on studies and analysis by academics and government agencies, organizations and reputable statistical sources such as Statistics Canada and *Overcoming Poverty Together 4*. Research is used to define the state of the regional food system in Section 3.0 of this document. Some elements of the research are listed in section 5.4 Strengths, Weaknesses, Opportunities and Threats and in 5.5 Findings.

5.3 External issues

The factors that influence a region's food security and self-reliance are varied and often interrelated. Any change in trade can directly affect the economies of several countries, especially when they depend on food imports or exports.

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Canada, an importer of several food products, but also a major exporter of cereals, pulses, dairy products and meats, remains exposed to geopolitical, trade and economic hazards. These factors also influence the stability and cost of the food supply in the Greater Kent Region.

5.4 Diagnosis

The following analysis presents a summary of the strengths, weaknesses, opportunities, and threats associated with food security in our region.

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none">• Committed people and collaborative spirit• Nearby urban markets where products can be sold• Land – quality and abundance• Favourable climate• Producer base – knowledge, infrastructure (experienced producers)• Services in municipalities• Resources - technical (NB Department of Agriculture, etc.)• Initiatives – Agriculture in the Classroom, Community Gardens, Direct Consumer Sales - Baskets, Farmers' Markets, and On-Farm Stands	<ul style="list-style-type: none">• Regional market is small• Nearby urban markets• The distribution system of supermarkets does not meet the needs of Kent producers.• Few new entrants• Supply management production in Greater Kent Region is limited• Limited availability of efficient storage facilities• The adoption of new technologies is not universal• The financial profitability of farms is rather low• Agriculture is undervalued• Land condition is not optimal for efficient production• Limited partnerships
OPPORTUNITIES	THREATS
<ul style="list-style-type: none">• Local and regional markets for local products• Small-scale production• Demand for local products• Request for food baskets• For outside investors in certain commodities• Regional capacity to feed ourselves• To produce and export as well• Availability of farm land at lower prices	<ul style="list-style-type: none">• The required investment fails to motivate the next generation• Ability to upgrade• Not giving priority for local• Impact on a high dependence on imports• People accept growing dependency

5.5 Findings

Consultations and research have provided a better understanding of the state of food insecurity, food practices, and the agriculture and agri-food sectors in the Greater Kent Region and New Brunswick. Over 250 individuals participated in the various consultations, including 183 who responded to the survey. The main findings are:

- Changes are needed to ensure food security and reduce dependence on imports.
- The available land makes it possible to increase horticultural and crop production, as well as forages, cereals and oilseeds. In 1971, Kent County had approximately 35,000 hectares of farmland, of which 13,400 hectares were improved.³
- The main cause of food insecurity is the financial capacity of households to buy food, even if it is available.
- A pilot project in the Greater Kent Region could evaluate the benefits of a guaranteed basic income program, allowing the idea to be tested before a national rollout.
- Half of the survey respondents know people who are food insecure.
- People who are food insecure could benefit from advice on food management on a limited budget and also from gardening classes.
- Seventy-eight percent of survey respondents have a vegetable garden and are interested in gardening classes.
- Eighty-five percent of respondents store food to eat later.
- Few new producers exist, which contributes to the ageing of producers. The average age of producers in the Greater Kent Region is the same as the provincial average, but slightly higher than the national average.
- With few new producers, the average age in the Greater Kent Region matches the province but is slightly above the national average.
- Potential to double the acreage of vegetable production to meet the Greater Kent Region's needs. Cruciferous vegetables (cabbage, rutabagas) and carrots can be stored for up to 6 months and even longer in optimal conditions.
- Building farm resilience requires targeting broader markets since local and regional ones are limited.
- While expansion is possible, there are multiple factors that limit the recultivation of unused land. The availability of this land for sale and its accessibility can differ depending on specific circumstances.
- The passion of the producers is obvious, but the farm business is not always profitable, which creates stress.
- Fourteen per cent of respondents participated in a community garden. While these gardens are important for meeting food needs, their effective management requires paid staff, as volunteering alone is not enough.
- Some food banks do not have the space and equipment to meet client demand. In addition, attendance at food banks is on the rise.

³ Standing Senate Committee on Agriculture

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- Farmers' markets have spaces available to hold training sessions. In addition, the Bouctouche's Farmer Market has a certified kitchen for food preparation as well as new product development.
- To achieve food self-sufficiency in New Brunswick, it is essential to transform reductions in agricultural funding into strategic investments. As a predominantly rural province, New Brunswick should increase its agricultural budget to facilitate sustainable growth in the sector.
- Focusing on the local is the way of the future. As much as we want consumers to buy mainly local products, we must also facilitate this access. We need to remove some of the barriers that might prevent people from buying locally.
 - The scarcity of local food in grocery stores in the Greater Kent Region.
 - It is difficult to identify local products from other products.
 - Scarcity and lack of information on points of sale (markets, kiosks, farms).
- According to the survey, 80% of consumers buy their food primarily from grocery stores in Kent, while 55 per cent source their products from outside the region such as Miramichi, Moncton or Shediac. Respondents were asked to indicate two usual places of purchase.
- Existing shopping habits can hinder buying local.
- Forty-six percent favor the cheapest foods.
- Farming is both physically and mentally demanding, often creating relationship conflicts due to finances, weather, and market issues. Stress awareness sessions like "Talking to get by" could help. Supporting farmers with funding, labour, and mental health services is vital for retention.
- We need infrastructures like storage and greenhouse to lengthen the production season and enable year-round sales.
- A social safety net program similar to that available to fishermen could provide farmers with access to Employment Insurance benefits during periods outside their seasonal employment.
- A few multinational companies dominate agribusiness, which may reduce supply diversity, disadvantage small producers, and threaten fair access to healthy, affordable food.

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6.0 Vision, Mission and Values

A consensus emerged during the consultations regarding the strategic direction for enhancing the resilience of the food system in the Greater Kent Region.

Vision

Equitable access to Healthy Food for All

Mission

Creating and Sustaining a Resilient Food System in the Greater Kent Region

Values

- Healthy Food
- Community Development
- Sustainability
- Mutual aid
- Fair
- Wellness

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7.0 Intervention Areas and Action Plan

To achieve food resilience in the Greater Kent Region, five (5) intervention areas and 66 actions are included in this strategy.

- 1. Healthy Food for All**
- 2. Towards excellence in Small-scale agri-food production and processing**
- 3. Innovation and Resiliency to the Plate**
- 4. Growing Forward: Knowledge and Skills**
- 5. Participatory Governance**

Each action targets a specific intervention area, yet all contribute to building and sustaining a resilient food system in the Greater Kent Region.

The objectives of the strategy are to:

- Develop a more resilient food system
- Make buying local a habit
- Strengthen local production: supporting all agricultural models to make them more resilient
- Improve access to healthy food
- Reduce food waste
- Build knowledge and skills
- Foster collaboration among stakeholders

1

Healthy Food for All



Healthy food plays a role in physical and mental health. It may help reduce the risk of chronic diseases, support mental well-being, maintain energy levels, contribute to children's development, and strengthen the immune system.

Recent studies indicate that food insecurity remains a significant societal issue. In New Brunswick, one-quarter of the population is experiencing food insecurity as of 2024.⁴ The prevalence among youth is particularly notable, with 39% of individuals under the age of 18 living in households facing food insecurity. Available data suggests that the circumstances in the Greater Kent Region are similarly concerning.

The transfer of knowledge of food has not been up to the task for at least half a century. The current trend shows a move away from traditional practices such as growing one's own food and preparing homemade meals. Families are turning more to the purchase of products, often over-processed and ready-to-eat products.

“My goal is to teach our people how to cook and learn ancestral dishes. I’ve encountered young adults who were not interested in learning when they had the chance, but now they seem eager to know more about food and gardening.”

Mary Geldart, Tjipögtötjg

Passionate people like Mary Geldart of Tjipögtötjg want to change that. She is responsible for the community garden which is used to give back to her community. Community food mentors are aligned to bring about meaningful changes and promote new opportunities within communities.

According to Canada's Food Guide, fish serves as an excellent dietary source, providing omega-3

fatty acids along with essential vitamins and minerals.

Anticipated Challenges:

- Relying on mutual aid or funding to obtain access to healthy food for all
- Purchasing power for healthy food
- Change of culture and opt for local first
- Increasing knowledge and skills in production and food

⁴ Government of New Brunswick

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Implementation Plan - Healthy Food for All

Objectives	No	Actions	Outcome indicators	Additional information
Acquiring new knowledge in healthy eating	1-1	Provide theoretical and practical training in food literacy for the general population.	<ul style="list-style-type: none"> • Topics and participation • Methods of delivering training 	- Essential new knowledge in healthy eating related to food groups, nutrition labels, serving sizes and the benefits of healthy eating.
	1-2	Raise awareness of Canada's Food Guide recommendations.	<ul style="list-style-type: none"> • New knowledge • Adopting better habits • Social determinants of health 	
Address food requirements in both the short and medium term	1-3	To allow food banks to have the space and equipment necessary to properly store fruits and vegetables and meats	<ul style="list-style-type: none"> • Development and implementation plans are completed for each food bank 	- Build capacity at food banks to provide healthy food to people who are food insecure.
Enabling you to make good food choices	1-4	To advocate for policies and programs that support sufficient purchasing power for healthy eating.	<ul style="list-style-type: none"> • Ability to afford food 	- The main cause of food insecurity is the lack of money to buy healthy food. To address this situation, policy and program changes are needed.
Access to local products wherever possible.	1-5	Negotiate agreements/contracts for the supply of local products in schools, food banks and public institutions.	<ul style="list-style-type: none"> • Volume of fruits and vegetables sold to suppliers 	- Buying local builds the capacity of agricultural businesses and communities to provide a sustainable food supply.
	1-6	Donate fresh fruits and vegetables, and meat to food banks.	<ul style="list-style-type: none"> • Quantity of fruits, vegetables, and meat received 	
	1-7	Donate money to food banks via a Greater Kent Region charity organization.	<ul style="list-style-type: none"> • Incorporation of a charitable organization • Contributions received 	
	1-8	Partner with community organizations whose mission is to distribute healthy food to homes or elsewhere.	<ul style="list-style-type: none"> • Participation • Entire territory • Food Bank Location • Partnerships 	
Minimizing food waste	1-9	Implement awareness campaigns with the aim of minimizing food waste throughout the food chain	<ul style="list-style-type: none"> • Savings for consumers • Food storage • Best practices 	- Reducing food waste is a key intervention element to food security. Raising awareness of the importance of reducing waste (e.g., recycling leftovers into compost in local schools) and implementing systems for the collection and redistribution of surplus food can contribute to a more efficient use of food resources.
Promoting healthy eating	1-10	Adopt a municipal statement for healthy eating, including awareness of its benefits, by focusing on local agriculture and the promotion of healthy eating.	<ul style="list-style-type: none"> • Municipal commitment to local agriculture • Supporting the well-being of the population 	- Promoting healthy food is essential to improve general health, prevent chronic diseases, and encourage a balanced lifestyle.
	1-11	Promote the Food Mentorship Program in the Greater Kent Region.	<ul style="list-style-type: none"> • Mentors throughout the region 	

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Timelines and Resources

	#	2025	2026	2027	2028	2029	2030	Resources
Theoretical and practical training in food literacy	1-1							\$\$
Raising awareness Canada's Food Guide	1-2							\$
Food banks - having spaces and equipment	1-3							\$\$\$
Additional Funds for Individuals	1-4							\$\$\$
Supply agreements/contracts	1-5							\$
Local products - schools, food banks and public institutions	1-6							\$
Donations of fresh fruits and vegetables and meats	1-7							\$
Community organizations	1-8							\$
Awareness campaigns - minimizing food waste	1-9							\$\$
Food Statement by Municipalities	1-10							\$
Community Food Mentorship	1-11							\$\$
Legend : \$ ≤ \$5,000 \$\$ = \$6,000 to \$49,000 \$\$\$ ≥ \$50,000								

Main collaborators⁵ (See Appendix 11.1)

Community Gardens
Community Organizations
Farmers' Markets
Feed NB
Food Banks
Food for All NB
Kent Regional Service Commission
(KRSC) – *Transport Kent*

Libraries
Gardeners
Government of Canada
Government of New Brunswick
Producers
Retailers – *grocery stores*
Schools and School Districts



⁵ Considering the diversity of collaborators' mandates and priorities – whether local, regional or provincial – structured collaboration is essential to achieve common objectives for the benefit of the Greater Kent Region.

2

Excellence Network on small-scale production and processing



Small-scale agri-food production is an important source of food supply and offers significant potential, mainly in fruits and vegetables, beekeeping and meat in the Greater Kent Region. New knowledge will lead to optimal and sustainable production and an openness to processing and self-sufficiency.

The Agri-Food Production and Processing Network of Excellence (Small-Scale) is intended to support the development and optimization of sustainable small-scale farming and gardening practices in the Greater Kent Region.

The Network also aims to transform smallholder agriculture and processing into models of sustainability, profitability, and resilience, leveraging local resources and shared knowledge to improve the living conditions of agri-food producers and processors.

The link between producers and consumers is crucial for the sustainable development of regional agriculture. Short circuits are favored in order to meet this objective.

Findings

- The purpose of community gardens varies from one community to another. In some cases, they are intended to supply food banks and schools. Others serve as places where people can grow their own vegetables.
- Gardeners are particularly interested in perfecting their gardening knowledge.
- The availability and cost of labour, orderly marketing and financial profitability are constraints to the development of small-scale farms.
- The commitment to networking related to production and marketing is evident.

"The Bouctouche Farmers' Market continues its commitment to promoting local food, supporting local producers, and encouraging healthy and sustainable eating."

—Rachelle Richard-Collette, Executive Director

Anticipated Challenges:

- Community Garden Volunteers
- Increasing the financial profitability of farms
- Cooperation among producers in product marketing

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Implementation Plan – Towards Excellence in Small-Scale Agri-Food Production and Processing

Objectives	No	Actions	Outcome indicators	Additional information
Skills development in food production and processing	2-1	Establish a network of excellence in small-scale agri-food production and processing.	<ul style="list-style-type: none"> Network in place 	<p>- With the help of various partners, to develop a Network of Excellence for small-scale producers while supporting community gardens and garden owners – this initiative aims to increase production to move closer to food self-sufficiency.</p>
	2-2	Establish a program for the demonstration and analysis of production techniques with a communication plan through the Network of Excellence.	<ul style="list-style-type: none"> Sharing technical data and production results 	
	2-3	Provide training for gardeners, community garden leaders, and small-scale producers.	<ul style="list-style-type: none"> Training offered 	
	2-4	Support for individual gardeners and community gardens by providing training and tours.	<ul style="list-style-type: none"> Organized tours of some vegetable gardens Exchange of good practices - community gardens 	
Development of new farms or community gardens or food spaces	2-5	Make compost available through compost produced in groups, or the purchase of compost.	<ul style="list-style-type: none"> Compost produced 	<p>Guide new producers to find land that best suits the commodities they are interested in (type of soil required, etc.).</p> <p>Encourage matching between farmland owners and aspiring producers.</p> <p>Expand community gardens throughout the Greater Kent Region (near schools, nursing homes, and more)</p>
	2-6	Technical support to producers and aspiring producers in the search for land for agricultural production and the preparation of a farm development plan.	<ul style="list-style-type: none"> Number of participants. Inventory of Farms 	
	2-7	Long-term leasing of municipal land to create new community gardens, with maintenance support as available.	<ul style="list-style-type: none"> Number and area of new community gardens 	
	2-8	Development of policies to include a food forest (mainly fruit) in new subdivision plans.	<ul style="list-style-type: none"> Food space in subdivision plans 	
Development of new production-relevant information	2-9	Promote research on production methods adapted to the realities of smallholder farms.	<ul style="list-style-type: none"> Research and demonstration sites 	<p>Promote research and seek out the technical support that producers need.</p>
	2-10	Support producers in the analysis of production costs.	<ul style="list-style-type: none"> Analysis of the main commodities 	
Know the availability of local products	2-11	Prepare producer profiles and promote local products.	<ul style="list-style-type: none"> Booth at Expo Kent and other events Posts on Social media 	<p>Encourage local consumption and promote producers in the Greater Kent Region.</p> <p>Inclusion in agri-tourism initiatives.</p>

STEPPING UP TO THE PLATE!

Towards Food Resilience in the Greater Kent Region

Objectives	No	Actions	Outcome indicators	Additional information
Increased efficiency and profitability on the farm	2-12	Encourage producer groups to collaborate on purchasing and product marketing.	<ul style="list-style-type: none"> Number of groupings Savings 	Better use of resources and improved profit margin.
	2-13	Adoption of new technologies to make production more efficient and extend the production period.	<ul style="list-style-type: none"> # of projects implemented 	
	2-14	Provide technical support to producers.	<ul style="list-style-type: none"> Participants 	
Market Access	2-15	Farmers' markets – individual or group booth	<ul style="list-style-type: none"> # de participants 	Explore the markets at the region's retailers as well as fruit and vegetable kiosks (such as Food Truck or others) at various locations throughout the territory.
	2-16	Retailers – local produce section through partnerships	<ul style="list-style-type: none"> # of Pilot projects 	



Walipini: a partially underground greenhouse in Cocagne to extend the production season (Photo: GDDPC website)

STEPPING UP TO THE PLATE!

Towards Food Resilience in the Greater Kent Region

Timelines and Resources

		2025	2026	2027	2028	2029	2023	Resources
Network of Excellence in Agri-Food Production and Processing	2-1							\$\$\$
Demonstration Program and Analysis	2-2							\$\$
Training - gardeners and small-scale producers.	2-3							\$
Garden Clubs	2-4							\$
Making compost available	2-5							\$
Support - land search and development plan	2-6							\$\$
Long-term leasing of land	2-7							\$
Requires a food space	2-8							\$
Research on adapted production methods	2-9							\$
Supporting producers in the analysis of production costs	2-10							\$\$
Prepare producer profiles and promote local products	2-11							\$\$
Development of producer groups	2-12							\$
New technologies - more efficient production	2-13							\$
Providing technical support to producers	2-14							\$\$
Farmers' markets – individual or group booth	2-15							\$
Retailers – Local Section	2-16							\$
Legend : \$ ≤ \$5,000 \$\$ = \$6,000 to \$49,000 \$\$\$ ≥ \$50,000								

Main collaborators⁶ (See Appendix 11.1)

Aspiring producers	Kent Regional Service Commission (KRSC)
Community Gardens	Local Harvest
Consultants	Municipalities
Government of Canada	Network of Excellence
Government of NB	Producers
Farmers' Markets	Retailers - grocery stores
Feed NB	Savour NB
Food for All NB	Schools/Daycares
Gardeners	Universities and colleges
Industry Organizations – Agricultural Alliance of NB (AANB), National Farmers Union (NFU)	

⁶ Considering the diversity of collaborators' mandates and priorities – whether local, regional or provincial – structured collaboration is essential to achieve common objectives for the benefit of the Greater Kent Region.

3

Innovation and Resiliency up to the Plate



In the Greater Kent Region, as elsewhere, technological innovation is building resilience from farm to fork. The adoption of advanced agricultural technologies, such as high-performance production systems, tunnels to extend the growing season, Walipini greenhouses for annual production, and optimal conditions for storing and marketing fruits and vegetables, can increase the efficiency and sustainability of food production.

The preservation of natural resources is a crucial area of intervention to ensure long-term sustainability and resilience of the food system. Several farm properties in the Greater Kent Region are no longer in production and the current storage capacities are not sufficient to support expansion, requiring significant investments.

Findings

Many agree that regional collaboration along the food chain (producers to consumers) is essential for food resilience.

The sector must be innovative to meet the needs of consumers and be competitive in the markets.

Innovation

Farm-to-fork innovation helps build a more resilient, equitable, and sustainable food system.

Resilience

Food chain resilience is vital for maintaining access to safe, sufficient food, even during crisis or instability.

To ensure equitable access to food, it is essential to develop efficient distribution infrastructure.

Promoting local agriculture is important for food resilience.

Adopting sustainable practices and diversifying crops can reduce dependence on imports and improve food security.

Anticipated Challenges:

- Major investment in new technologies, land improvement and infrastructure development required.
- Financing feasibility studies for certain projects.

STEPPING UP TO THE PLATE!

Towards Food Resilience in the Greater Kent Region

Implementation Plan - Innovation and resiliency up to the plate

Objectives	No	Actions	Outcome indicators	Additional information
Innovation	3-1	Implementation of techniques to extend berry and vegetable production seasons	<ul style="list-style-type: none"> • Increase profitability • Staggering the harvests • Meet market demand over a longer period 	Farm-to-fork innovation refers to all new practices, technologies, and approaches implemented in the food sector to improve productivity, sustainability, and profitability of stakeholders along the food chain.
	3-2	Technical support to producers in the search for land and the preparation of development plans.	<ul style="list-style-type: none"> • Number of participants. • Inventory of farms. 	
	3-3	Adoption of new technologies to optimize the preservation of fruits and vegetables.	<ul style="list-style-type: none"> • Reduce post-harvest losses • Maintain product quality • Extend their lifespan • Improving farm profitability 	
	3-4	Integration of a digital inventory of available products.	<ul style="list-style-type: none"> • Improve inventory management, traceability, sales and production planning 	
	3-5	Set up a mobile market for producers, pending feasibility results.	<ul style="list-style-type: none"> • Strengthening the direct relationship with consumers • Reduce intermediary costs • Creating new revenue opportunities 	
	3-6	Conducting pilot marketing projects in grocery stores across the Greater Kent Region.	<ul style="list-style-type: none"> • Local produce sections in grocery stores • Markets (kiosks) on the farm supported by an agro-tourism circuit 	
	3-7	Development of new agri-food products processed from local products.	<ul style="list-style-type: none"> • Valorize local products • Creating added value • Meeting consumer expectations 	
	3-8	Establishment of a Working table on the future of the cattle and sheep sectors.	<ul style="list-style-type: none"> • Meeting local demand • Consensus on an action plan for cattle and sheep sectors 	
	3-9	Improvements to slaughterhouses to better meet customer needs.	<ul style="list-style-type: none"> • Guaranteeing product quality • Compliance with health standards • Customer satisfaction 	
	3-10	Organize a Working table on the future of the grain and oilseed sectors.	<ul style="list-style-type: none"> • Consensus on an action plan to develop the grain and oilseed sectors 	
	3-11	Develop the storage of grains and oilseeds as needed.	<ul style="list-style-type: none"> • Additional capacity 	
	3-12	Adopt high-performance technologies for the processing of local products.	<ul style="list-style-type: none"> • Processing efficiency 	
	3-13	Conduct a feasibility study for regional fruit and vegetable storage, processing and distribution capacity (Food Hub).	<ul style="list-style-type: none"> • Feasibility of regional capacity 	

STEPPING UP TO THE PLATE!

Towards Food Resilience in the Greater Kent Region

Objectives	No	Actions	Outcome indicators	Additional information
Resilience	3-14	Ensure the availability and protection of agricultural land for years to come.	<ul style="list-style-type: none"> Comprehensive agricultural land use planning (Rural Plan) for the entire Greater Kent Region. Protection of agricultural land as directed by the Government of New Brunswick 	Food system resilience is defined as the capacity of participants throughout the food chain to manage disruptions and changes—such as those related to climate, economic conditions, health, or society—while maintaining long-term viability.
	3-15	Develop the land.	<ul style="list-style-type: none"> Clearing Fertilisation/amendment Drainage Consolidation 	
	3-16	Explore opportunities to share equipment or purchase equipment as a group.	<ul style="list-style-type: none"> Equipment sharing or group purchasing carried out Savings 	
	3-17	Developing agro-tourism projects	<ul style="list-style-type: none"> Development of new markets for agri-food products 	
Promotion	3-18	Develop producer profiles	<ul style="list-style-type: none"> Get to know the producers better 	The promotion of agricultural products is essential to enhance the value of farmers' work, increase the profitability of farms and strengthen the link between producers and consumers.
	3-19	Promoting local products	<ul style="list-style-type: none"> Promoting regional production Strengthening the local economy Encouraging more responsible and sustainable consumption 	
	3-20	Regularly participate in agricultural exhibitions and major events.	<ul style="list-style-type: none"> Promote local or processed products Sharing know-how and discovering innovations Create or strengthen business partnerships 	
	3-21	Adopt the Savour NB trademark for agri-food products in the Greater Kent Region.	<ul style="list-style-type: none"> Enhancing territorial identity Strengthening the visibility of local products Create lasting recognition with consumers 	

STEPPING UP TO THE PLATE!

Towards Food Resilience in the Greater Kent Region

Timelines and Resources

		2025	2026	2027	2028	2029	2030	Resources
Techniques to extend berry and vegetable production seasons	3-1							\$\$\$
Support - land search and development plan	3-2							\$\$
New technologies to optimize the preservation of fruits and vegetables	3-3							\$\$\$
Digital inventory of available products	3-4							\$\$\$
Setting up a mobile market of available products	3-5							\$\$\$
Implement pilot projects at retailers	3-6							\$\$
Process new agri-food local products	3-7							\$\$
Establish a Working Table on the future of the cattle and sheep sector	3-8							\$\$
Improvements to slaughterhouses to better meet customer needs	3-9							\$\$\$
Establish a Working Table on the future of the Grain and Oilseed Sectors	3-10							\$
Develop storage of grains and oilseeds as needed	3-11							\$\$\$
High-performance technology in processing (community kitchens and incubators)	3-12							\$\$\$
Feasibility Study – Regional Storage, Processing and Distribution Capacity - Food Hub	3-13							\$\$
Efficient system for land availability for years to come	3-14							\$
Land Development	3-15							\$\$\$
Explore opportunities for sharing equipment or group purchases	3-16							\$
Development of agri-tourism projects in the Greater Kent Region	3-17							\$\$
Producer Profile	3-18							\$\$
Implementation of the promotion of local products	3-19							\$\$
Participation in agricultural exhibitions and major events in the region.	3-20							\$\$
Savour NB brand adoption for Kent agri-food products	3-21							\$
Legend : \$ ≤ \$5,000 \$\$ = \$6,000 to \$49,000 \$\$\$ ≥ \$50,000								

Main collaborators⁷

Aspiring producers
Community organizations
Farmers' Markets
Feed NB
Food Banks
Food for All NB
Government of Canada

Government of NB
Kent Regional Service Commission
Industry Organizations – AANB, NFU
Municipalities
Producers
Retailers - grocery stores
Savour NB

⁷ Considering the diversity of collaborators' mandates and priorities – whether local, regional or provincial – structured collaboration is essential to achieve common objectives for the benefit of the Greater Kent Region.

4

Growing Forward: Knowledge and Skills



Education and awareness play a fundamental role in promoting food resilience. We need to do better with awareness campaigns and educational programs to inform people about the benefits of sustainable food and encourage them to adopt responsible food practices.

Raising awareness of agriculture among young people allows them to discover the realities of the agricultural world, to acquire skills and also to develop scientific and ecological awakening ranging from the plant and animal cycle to pollination and the impact of climate change.

Agriculture offers a concrete ground for teaching science, biology and ecology.

Young people are introduced to careers in agriculture and agri-food, as well as entrepreneurship, through classroom activities, visits, or workshops.

Mini greenhouses can provide opportunities for young people to conduct harvest experiments over a longer period.

Findings

- Many agricultural initiatives in schools.
- Interest of young people in these projects.

Educating young people about healthy eating and agriculture helps to:

- Foster healthy habits early
- Connect youth to food origins
- Build critical thinking and food literacy
- Spark interest in agricultural careers
- Promote sustainable practices



Anticipated Challenges:

- Have infrastructure such as greenhouses at school
- Have access to diverse local farms for tours
- Incorporate agriculture and fisheries content in the school curriculum.

STEPPING UP TO THE PLATE!

Towards Food Resilience in the Greater Kent Region

Implementation Plan – Growing Forward : Knowledge and skills

Objectives	No	Actions	Outcome Indicators	Additional Information
Raising awareness about sustainable food from an early age	4-1	Request the integration of agriculture and fisheries into the school curriculum	<ul style="list-style-type: none"> • Presentations and workshops • Farm visits • Fishing Excursions • Addition/modification to the school curriculum 	
	4-2	Grow different seedlings inside and outside the school to learn the basics of agriculture and agricultural entrepreneurship	<ul style="list-style-type: none"> • Knowledge of mini-companies • Number of gardens and agricultural projects 	
	4-3	Educate students at school about healthy food.	<ul style="list-style-type: none"> • Read the labels • Importance of fruit and vegetable consumption • Addition/modification to the school curriculum 	
	4-4	To offer summer camps focused on agriculture, food and fishing.	<ul style="list-style-type: none"> • Participation • Number of camps • Promotional project • Assessment 	
Providing opportunities to get involved in the food sector	4-5	Raise awareness of sustainable agriculture and fisheries.	<ul style="list-style-type: none"> • Workshops and presentations • Visits 	
	4-6	Provision of entrepreneurship support for young adults via incubators, which includes training.	<ul style="list-style-type: none"> • Access to land for agricultural production. 	
	4-7	Offer a college or university training option in production, processing, or agri-food and fisheries management.	<ul style="list-style-type: none"> • Courses offered in NB, preferably 	
	4-8	Promoting agricultural and fisheries professions.	<ul style="list-style-type: none"> • Knowledge of the trades 	
Training a new generation of farmers and fishermen aware of climate, economic and social issues	4-9	Creation and implementation of an intergenerational mentorship program focused on agriculture and fisheries.	<ul style="list-style-type: none"> • Knowledge transfer 	
	4-10	Implementation of research or analysis projects with the support of post-secondary students.	<ul style="list-style-type: none"> • Market research • Environmental impact 	
	4-11	Virtual interpretation center in agriculture, food and fisheries.	<ul style="list-style-type: none"> • Fact sheet, photos, videos • Examples: menus, recipes with local flavour • Agricultural Practices 	

STEPPING UP TO THE PLATE!

Towards Food Resilience in the Greater Kent Region

Timelines and Resources

		2025	2026	2027	2028	2029	2030	Resources
Agriculture and fisheries in school curricula	4-1							\$\$
Growing plants inside and outside the school	4-2							\$\$
Educating students in schools about healthy nutrition	4-3							\$\$
Summer camps focused on agriculture, food and fishing	4-4							\$\$
Sustainable agriculture and fisheries	4-5							\$
Entrepreneurship support	4-6							\$\$
Training - in production and processing and management	4-7							\$\$\$
Promoting jobs in agriculture and fisheries	4-8							\$\$
Support from experienced farmers or fishermen	4-9							\$\$
Research or analysis	4-10							\$\$
Agriculture, Food and Fisheries Interpretation Centre	4-11							\$
Legend : \$ ≤ \$5,000 \$\$ = \$6,000 to \$49,000 \$\$\$ ≥ \$50,000								

Main collaborators⁸

- Agriculture in the Classroom NB
- Aspiring producers
- Community Gardens
- Community Organizations
- Daycares
- Farmers' Markets
- Feed NB
- Food banks
- Food for All NB
- Gardeners
- Government of Canada
- Government of NB
- Industry Organizations – AANB, NFU
- Kent Regional Service Commission (KRSC)
- Libraries
- Municipalities
- Parent Groups
- Producers
- Retailers - Groceries
- Savour NB
- Schools – Community Agents
- Watershed groups



⁸ Considering the diversity of collaborators' mandates and priorities – whether local, regional or provincial – structured collaboration is essential to achieve common objectives for the benefit of the Greater Kent Region.

5

Participatory Governance



Collaboration between the different actors in the food system, including farmers, distributors, consumers and public institutions, is key to building food resilience in the Greater Kent Region. The creation of partnerships and collaborative networks aims to facilitate the implementation of initiatives and maximize their impact.

Findings

- Interest on the part of collaborators to participate in the planning and implementation of actions.
- Eager with others to achieve established objectives.

Participatory governance

- Management approach based on the commitment of different stakeholders.
- Requires transparency and consensus driven.

Despite its many strengths, the region is experiencing various socio-economic issues. Essential service costs are increasing, while disposable income growth remains limited. Demand for food banks is rising, reflecting the complexity of these circumstances. Multiple agencies and stakeholders are involved in efforts to address these challenges.

Each collaborator brings their own perspective and experience to the table. The intention is to collectively achieve the implementation goals. Whenever possible, each intervention area is handled by a separate group, enabling simultaneous progress across multiple areas.

Anticipated Challenges:

- Resources (staff) to coordinate the implementation of the food resilience strategy.
- Resources (staff) to deliver the services prescribed in the implementation of the food resilience strategy.
- Medium and long-term employee assignment.

STEPPING UP TO THE PLATE!

Towards Food Resilience in the Greater Kent Region

Implementation Plan - *Participatory governance*

Objectives	No	Actions	Outcome indicators	Additional information
Ensuring effective coordination of the implementation of the Strategy	5-1	Establish a Coordination Group responsible for the Implementation Plan of Axis 5 – Participatory Governance	<ul style="list-style-type: none"> Coordination group established Coordination in the planning and evaluation of the implementation of the strategy 	- The complementarity of the collaborators' mandates highlights the need for an integrated approach to building a resilient food system at the provincial and local levels.
	5-2	Establish 4 sub-working groups specific to the implementation of each area of intervention in order to ensure collaboration and coordination of actions specific to each partner	<ul style="list-style-type: none"> Establish sub-working groups for each area Planning and implementation 	
	5-3	Development and implementation of an annual Implementation Plan for each focus area	<ul style="list-style-type: none"> Consensus on the work plan Implementation of the annual action plan specific to each axis 	
	5-4	Develop and maintain a profile of agriculture and food assets in the Greater Kent region	<ul style="list-style-type: none"> Inventory of assets and their evolution during the implementation of the strategy. 	- An annual or biannual task. To be included in the profile: <ul style="list-style-type: none"> Land suitable for agriculture Agricultural buildings Food Banks Community Gardens Current Farms Schools Producers Markets
	5-5	Development, updating and implementation of a communication plan	<ul style="list-style-type: none"> Display of initiatives on Facebook, websites, Instagram, etc. 	
	5-6	Implementation of the annual assessment and the planning and implementation of major events such as a biannual agricultural summit.	<ul style="list-style-type: none"> Distribution of the work to be carried out by the partners according to the areas of intervention 	
	5-7	Have the necessary resources to coordinate the implementation of the strategy and offer services as needed.	<ul style="list-style-type: none"> Coordination of work Technical staff 	

STEPPING UP TO THE PLATE!

Towards Food Resilience in the Greater Kent Region

Timelines and Resources

Actions	#	2025	2026	2027	2028	2029	2030	Resources
Coordination Group	5-1							\$
Sub-working groups (Axis 1 to 4)	5-2							\$
Implementation of an annual work plan	5-3							\$
Profile of agriculture and food assets	5-4							\$
Communication Plan	5-5							\$
Annual evaluation & planning of major events	5-6							\$
Resources needed	5-7							\$\$\$
Legend : \$ ≤ \$5,000 \$\$ = \$6,000 to \$49,000 \$\$\$ ≥ \$50,000								

Main Collaborators ⁹ (See Annex 11.1)

- Agriculture in the Classroom NB
- Aspiring producers
- Community Gardens
- Community organizations
- Farmers' Markets
- Feed NB
- First Nations
- Food for All NB
- Food Banks
- Gardeners
- Government of Canada
- Government of NB
- Industry Organizations – AANB, NFU
- Kent Regional Service Commission (KRSC)
- Libraries
- Municipalities
- Producers
- Regional Stakeholders – *Social and Economic*
- Savour NB
- Schools and Daycares
- Watershed groups

⁹ Considering the diversity of collaborators' mandates and priorities – whether local, regional or provincial – structured collaboration is essential to achieve common objectives for the benefit of the Greater Kent Region.

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Towards Food Resilience in the Greater Kent Region

8.0 Monitoring, evaluation and continuous improvement

The annual assessment of the food resilience strategy evaluates the efficacy of initiatives undertaken to enhance regional food security in response to potential disruptions.

More specifically, the objectives of the evaluation are to:

- Check the progress of the objectives set in the strategy.
- Identify the strengths and weaknesses of the implementation.
- Propose adjustments to enhance effectiveness and impact.
- Analysis - Strengths, Weaknesses, Opportunities, Threats (SWOT)
- Reporting to stakeholders (elected officials, citizens, producers, partners)
- Recommend changes as required.

It is essential to establish monitoring indicators for evaluation purposes. It facilitates the collection of relevant data. The following indicators are suggested:

Categories	Indicators
Local production	<ul style="list-style-type: none">• % of locally produced food consumed in the region• Number of active or established agricultural holdings• Number of farms engaged in agroecology• Ratio importation/production• Diversification
Food accessibility	<ul style="list-style-type: none">• % of population food insecure• Frequencies at Food Banks• Setting up or strengthening short circuits and solidarity grocery stores
Education & Awareness	<ul style="list-style-type: none">• Number of workshops, training or awareness events

It is also suggested that data collection be done through questionnaires, semi-structured interviews, document analysis and field observations.

STEPPING UP TO THE PLATE!

Towards Food Resilience in the Greater Kent Region

9.0 Conclusion

Food resilience represents a fundamental strategy for ensuring the long-term sustainability of food systems amid diverse disruptions.

The title of this strategy, ***Stepping up to the Plate***, reflects an active approach to participatory governance in the greater Kent Region. This strategy identifies all stakeholders and outlines the various partners involved in its implementation. The regional strategy is designed to address food security, encourage sustainable practices, and improve health and wellness. It also recognizes the importance of educating and preparing young people for the future.

Stepping up the Plate! – **Mitji** – **Let's Eat!** are three similar statements that refer to going to eat for the three peoples of the Greater Kent Region. In addition, newcomers are increasingly shaping the landscape of the region. ***Stepping up to the Plate!*** calls on people to eat but it is also a call to be aware of the consumption of healthy and culturally adapted foods according to our customs, local foods in order to support the industry and make way for food resilience in the Greater Kent Region.

By relying on local resources, strengthening production, processing and distribution capacities, and promoting short circuits, this strategy aims not only to guarantee regular access to healthy, sufficient and culturally acceptable food, but also to enhance local know-how and create new economic opportunities.

"It's one minute to midnight and we need to act as quickly as possible to implement a food resilience strategy in the Greater Kent Region," said long-time producer Roger Richard. We need to pay close attention to agriculture in the county if we want to retain our producers and face true food resilience.

Food resilience goes beyond self-sufficiency: it involves **a structural transformation of the agri-food system**, based on diversity, regional solidarity, innovation, and participatory governance. It calls for the joint involvement of producers, processors, communities, citizens, external resources and institutions. Hence the importance of ***Stepping up to the Plate!*** with the intention of achieving regional food resilience to feed the future.

STEPPING UP TO THE PLATE!

Towards Food Resilience in the Greater Kent Region

To make the agri-food sector in the Greater Kent Region more resilient, it is essential to be ambitious while considering the resources available.

Specific targets to be achieved (2030)

1. The poverty line in the Greater Kent Region is decreasing at the same rate as in New Brunswick
2. Increase cropland in Kent by 20 per cent according to Statistics Canada census data, available every five years.
3. The quantities of fruits and vegetables distributed by community gardens, directly to people in need or through food banks, have increased by 30%.
4. 80% of public schools in the Greater Kent area have agricultural projects or activities on a regular and consistent basis.

To conclude, investing in food resilience today means **preparing for a safer, more equitable and sustainable future**, by putting food at the heart of policies.

STEPPING UP TO THE PLATE!

Towards Food Resilience in the Greater Kent Region

10.0 Acknowledgements

We would like to express our sincere gratitude to everyone who generously took the time to participate in the consultations and survey as part of the development of this Greater Kent Food Resilience Strategy. Those who have given their comments through questionnaires, focus groups, telephone or in-person interviews, have greatly enriched the possible solutions or the actions to be taken.

Members of the Ad Hoc Committee and the Kent Resilience Committee participated in several meetings and carefully reviewed the areas of intervention with their ideas and feedback. Thank you very much for your thoughts and advice.

Your commitment, your ideas and your testimonies have greatly enriched our approach. Thanks to your contributions, we have been able to better understand local realities, identify collective priorities and build a fairer, more inclusive strategy rooted in the needs of the territory.

Thank you for your active participation and for your valuable collaboration in this project, which is essential for the future of our food security.

11.0 Appendices

11.1 Potential Key Collaborators

In addition to the addition of various organizations in the region, here is a directory of potential collaborators for this strategy. As implementation begins, the following list may be updated.

- **Agricultural Alliance of New Brunswick (AANB)**

The AANB is a group of people working in agriculture in New Brunswick with a vision of a future where the agriculture industry is sustainable and prosperous.

- **Agriculture in the Classroom NB**

Agriculture in the Classroom NB (ACNB), a component of the national organization Agriculture in the Classroom Canada, aims to improve agricultural literacy by raising students' awareness of agriculture and an appreciation of our food system, economic benefits, and career opportunities in this field.

- **Aging Well at Home**

Aging Well at Home in Cocagne is a non-profit organization that helps seniors stay in their homes as long as possible, improve their quality of life and stay active in their community.

- **Community Gardens**

Ten communities in the Kent region have vegetable gardens or collective gardens. Gardeners can rent space to grow their own gardens, while community garden volunteers produce and harvest fruits and vegetables for food banks.

- **Farmers' Markets**

*The Bouctouche Farmers' Market has a **clear and bold vision**: We strive to be Atlantic Canada's model rural market!*

Upriver Country Market, located in Bass River, is open on Saturday mornings during the summer. In addition to its producers, pastries and crafts merchants, you can discover the beginnings of a food forest as well as a greenhouse.

- **Feed NB**

Feed NB is a registered and non-profit charity whose mission is to serve food banks, community kitchens, school programs and other support agencies in New Brunswick. Feed NB's core programs are Food Recovery and Distribution, Student Nutrition, and Advocacy to address the root causes of hunger and poverty in communities.

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- **Food Banks**
In Kent, food banks are located in Bouctouche, Richibouto and Rogersville. With the Shediac Food Bank, which serves part of the rural community of Beausoleil and also Saint-Antoine. The four food banks cover the entire territory of the greater Kent region.
- **Food for All NB**
A group of organizations that aims to make New Brunswick interconnected, informed and committed to food security. Our mission: to be a leader in advancing food safety through networking, knowledge sharing, public relations and partnerships. Priorities: School feeding, gardening for food, community food mentoring.
- **Government of Canada**
Several departments and agencies have responsibilities that have a direct or indirect impact on food and agricultural development. Departments and agencies include Health Canada, Agriculture and Agri-Food Canada, the Canadian Food Inspection Agency, the Atlantic Canada Opportunities Agency, Canadian Heritage and Farm Credit Canada.
- **Government of NB**
Several departments and agencies of the Government of New Brunswick have responsibilities that directly or indirectly affect food, food security and agricultural development. These provincial government entities are NB Health, NB Public Safety, NB Agriculture, Aquaculture and Fisheries, NB Power, Education and Early Childhood Development NB, and the Regional Development Corporation.
- **Kent Regional Service Commission (KRSC)**
The mandate of the KRSC is to ensure or facilitate the provision of mandatory services to communities; to facilitate voluntary service agreements between interested communities; and to serve as a regional forum for collaboration among communities on regional issues.
- **Libraries**
Public libraries are an asset to the Greater Kent Region. With their free programming, in addition to books, you can find activities such as story time, craft sessions, seed seeds, public interest meetings for adults, access to computers, movie viewing and others. Under the Featured section, you will find themes such as Pollinator Week, etc.
- **Municipalities**
Diverse farms can be found in every municipality and in the Rural Districts of the Greater Kent Region. Local governments can promote community-based agriculture, encourage local purchasing of food and other products and services, and support land use planning that takes into account the needs of the agricultural sector.

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- **Meals on Wheels**
Home delivery of meals. The places served: Bouctouche, Cocagne, Rexton-Richibucto, Saint-Antoine, Saint-Louis-de-Kent
- **National Farmers Union (NFU)**
The NFU is an organization of farmers and agricultural workers in Canada that works to implement agricultural policies that ensure the dignity and income security of farmers and agricultural workers, while protecting and enhancing rural environments for future generations. The NFU advocates the interests of people against corporate control of the food system and has the role of promoting agroecology and food sovereignty.
- **Nursing Homes Without Walls (NHWW)**
Provides home and community services to help seniors and their caregivers remain in their own homes. Services such as helping navigate government and other services, friendly follow-up calls and home visits, social programming, assisted bathing service, foot care, etc.
- **Savour NB**
Savour NB is a government-funded, industry-led, not-for-profit organization. The organization's goal is to introduce New Brunswickers to our wide range of local culinary treasures. Savour NB currently has its label to indicate that the product comes from New Brunswick.
- **Schools and School Districts**
The greater Kent area has 17 schools in two school districts: the Francophone Sud School District and the Anglophone North School District. Staff and community officers play an active role in introducing youth to agriculture.

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11.2 Kent Agricultural Profile

Diverse farms are located in every municipality and in the Rural Districts of Kent County. The agricultural portrait is characterized by a great diversity of production and even its intensity.

The region is characterized by its rurality, low population density and available land for agriculture. The price of land in Kent is competitive to the great satisfaction of buyers, compared to the asking price in Ontario for example.

The 2021 Census reported a total of 118 farms in the region, representing a 29% decrease from 2011. The average age of producers in Kent was 57 years, similar to NB but slightly higher than the national average.

Despite many fields being fallow, farmers still have a variety of crop options to cultivate.

The population is aging. We will have to continue to attract people from outside the riding, the province or elsewhere in order to fill the shortage of workers.

The Greater Kent Region offers significant development opportunities. In the horticultural sector, the cranberry sector continues to grow.

Many farms are engaged in diversified production. To meet the demand for local food, supporting the creation of new farms becomes important. A perfect example is the expected arrival of Mennonites and Amish in the northern region of Acadieville in the coming years. We can count on these families; This will certainly give a good boost to the agri-food sector.

Local governments in the Greater Kent Region have the capacity to promote local agriculture, encourage local purchasing of food and other products and services, and plan for the entire territory with the needs of the agricultural sector in mind.

Also, the development of local processing infrastructure (e.g. canning, freezing, collective cooking), the promotion of local purchases by public institutions, and agroecological initiatives (sustainable practices, permaculture) represent opportunities for real development.

OVERVIEW

- **118 farms in Kent (2021)**
- **Average age of producers: 57 years, Few producers are under 35 years of age.**
- **Diversified production**
- **Intensive production: milk, chicken, apples and other fruits, cranberries, beef cattle and field vegetables**
- **Small-scale production: community gardens and vegetable gardens**
- **Small-scale farms: vegetables and herbs**
- **Land availability**
- **Processed products: artisanal or semi-industrial**
- **Lack of succession**
- **New producers who have immigrated or come from other provinces in the past continue to integrate into the sector**
- **Access to land and financing for new producers is a concern.**

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11.3 Glossary

Agricultural biodiversity

Diversity of crop species, varieties, animal breeds and agricultural practices contributing to the resilience of food systems.

Agroecology

An integrated approach that applies the principles of ecology to agricultural production, valuing biodiversity, local knowledge and community participation.

Agroforestry

An agricultural practice that combines crops or livestock with trees on the same plot of land, in order to promote biodiversity, improve soil fertility and store carbon.

Community Development

A process by which members of a community come together to identify and solve common problems, improve their quality of life, and strengthen their collective autonomy. It is based on **active participation, solidarity, and local capacity building**.

Circular economy

Business model that aims to limit the waste of resources, promoting the reuse, recovery and reduction of waste.

Food autonomy

The ability of a territory or community to produce a significant part of its food, reducing its dependence on imports.

Food Chain / Food System

All the steps related to the production, processing, distribution, consumption and management of food waste.

Direct marketing

A method of marketing agricultural products that limits the number of intermediaries between the producer and the consumer (e.g., farm sales, farmers' markets).

Food desert

A geographic area where residents have limited access to healthy, affordable, and nutritious food — such as fresh fruits and vegetables. This is especially true in poor urban areas and some remote rural areas.

Food injustice

Inequalities in access to healthy and sufficient food, often linked to social, economic, geographical or cultural factors.

Food insecurity

Food insecurity is a situation or fear of lack of access to healthy or other food. It is often linked to economic, social, environmental and political factors.

Food Justice

The principle that everyone should have equitable access to healthy, affordable and culturally appropriate food, while participating in decisions that affect their diet.

Food Literacy

Food literacy refers to the set of knowledge, skills and behaviours that enable a person to choose, prepare and consume food in a healthy, sustainable and responsible way.

11.3 Glossary (continued)

Food resilience

Ability of a food system to absorb shocks (climate, economic, health, etc.) and adapt to ensure sustainable access to sufficient, healthy and culturally appropriate food.

Food sobriety

Consumption choices aimed at reducing the environmental impact of food, in particular by reducing the consumption of ultra-processed products, meat, or imported products.

Food solidarity

All actions aimed at ensuring access to food for all, often through community initiatives, food banks or sharing systems.

Food security

Food security is about having physical and economic access to safe, nutritious and culturally acceptable food in sufficient quantities to meet food needs.

Food sovereignty

The right of peoples to define their own food and agricultural policies, to produce their food locally, and to protect their natural resources.

Food transition

Gradual shift towards more sustainable, equitable and resilient food systems, incorporating practices that respect the environment and human health.

Food waste

Loss of food fit for human consumption, throughout the food chain, including during distribution, sale or consumption.

Government of Canada

Includes departments and agencies of the Government of Canada.

Government of NB

Includes government departments and agencies and boards under the Government of New Brunswick.

Healthy Food

A lifestyle model that aims to provide the body with the nutrients it needs to function, grow, protect itself, and live a healthy life, while minimizing the risk of chronic disease.

Independence and food autonomy

The ability of a country, community, or even individual to produce or provide a sufficient amount of food to meet their food needs without relying on imports or outside aid.

Local food

A food system based on the consumption of locally produced food, often through short circuits, promoting a direct link between producers and consumers.

Local production

Production of food within a geographical radius close to the place of consumption, promoting local economies and reducing the carbon footprint.

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11.3 Glossary (continued)

Permaculture

Agricultural and social design system based on the principles of sustainability, interdependence and respect for natural ecosystems.

Social determinants of Health

The social determinants of health in New Brunswick as defined by the NB Health Council are: income and social status, health education and literacy, employment and working conditions, social environment and community support, and access to health services.

Social inclusion

All efforts and policies to ensure that **all people** can participate fully in the economic, social, political and cultural life of their society.

Sustainable agriculture

Agricultural production method that respects long-term ecological, social and economic balances, while ensuring the production of healthy and accessible food

Sustainable food

Consumption patterns that respect human health, the environment, social justice and the local economy. It favours seasonal, local, organic or sustainable products.

Urban Farm

Farms located in urban or peri-urban areas, which may produce fruits, vegetables, eggs, honey or medicinal plants, often on a small scale.

Zero food waste

The objective is to avoid any waste throughout the food chain, including through the recovery of surplus, unsold and bio-waste.

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