

## about ecourbia

**ECOURBIA NETWORK** is a local, not-for-profit organization working to build and operate urban farms, advocate for local food and organics, ethical e-waste recycling, and waste reduction strategies that includes a cradle-to-cradle approach to how we make things in the first place. Last year, we launched the first regional community-based sustainability portal to facilitate engagement in local & regional initiatives and for community champions to emerge in. Telling our stories and sharing our ideas is a powerful way to connect with each other!

EcoUrbia's **rethink food & waste film series** is a public outreach program whose goal is to focus on the importance of our food systems and urban agriculture, what we can do with our waste in support of our ecosystems, the benefits of organics, how food cultivation impacts our health and can act as a catalyst for social change and transformation.

## about the filmmakers

**AUBIN PICTURES** is a not-for-profit documentary media production company focused on social justice issues. [www.aubinpictures.com](http://www.aubinpictures.com)

**BULLFROG FILMS** is the oldest and largest publisher of films about the environment. Their mission is to bring together programs that point the way to a new paradigm for living happily, healthily & sustainably. Their producers include the National Film Board of Canada, CBC, Television Trust for the Environment, BBC-TV, Australian Broadcasting Corporation, and leading independ-

 EcoUrbia Network

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engage, empower, inform

## about the film



*EcoUrbia Network is pleased to present a screening of the film "What's On Your Plate?" a witty and provocative documentary about kids and food politics, produced by Aubin Pictures and Bullfrog Films.*

*Over the course of one year, the film follows two 11 year-old city kids as they explore their place in the food chain. Sadie & Safiyah talk to food activists, farmers and storekeepers, as they address questions regarding the origin of the food they eat, how it's cultivated, and how many miles it travels from farm to fork.*

*They visit supermarkets, fast food chains and school lunchrooms., and learn about innovative sustainable food system practices. They discover that these options have a number of positive effects: they're good for the environment, help struggling farmers survive, and provide affordable, locally grown food to communities.*

*Please join EcoUrbia to watch this award-winning film, and to hear first-hand from some of our local champions about happenings in our local schools, how we're working to support good food programs and build resiliency in our communities!*

## guest speakers

### Gord Trousdell



#### West Vancouver Secondary School

Gord will tell us about the recent launch of the new urban agriculture credit program at WVSS that focuses on applied experimentation in an urban environment through hands-on planning & maintenance, harvesting, beekeeping & scientific observation.

### Emily Jubenville



#### Volunteer Coordinator, Edible Garden Project

Emily and some of the students will tell us about Queen Mary Elementary School's FED UP! Program, what it is, what motivated them to start it, and how its benefitting the students, their families & their local community.

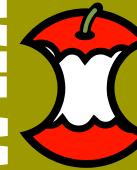
### Margaret Broughton



#### Community Nutritionist, Vancouver Coastal Health

In BC, community nutritionists work to ensure that communities have the knowledge & skills to move food security initiatives forward on their own behalf. Margaret's areas of practice includes early childhood, health promotion, and community development to promote food security. She'll tell us about our local Table Matters Reference Group's network building, advocacy and educational missions on food security & urban agriculture.

WHAT'S ON YOUR PLATE?



rethink food  
& waste  
film night

September 21, 2011

6:30 — 8:30 p.m.

doors open 6 pm









Kay Meek Center, Studio Theatre  
1700 Mathers Avenue  
West Vancouver, BC

FREE ADMISSION

a public outreach program of

 EcoUrbia Network

## nature's best pest managers

Beneficial Insects	Prey On > Pest Insects
	Assassin Bug > aphids, caterpillars, leafhoppers, and other pests
	Big-Eyed Bug > flea beetles, mites, small caterpillars, thrips, worm eggs, and other pests
	Damselfly > flea beetles, leafhoppers, mites, small caterpillars, thrips, worm eggs, and other pests
	Ladybugs > aphids, insect eggs, soft-bodied insects, whiteflies
	Lacewing Larvae > aphids, insect eggs, leafhoppers, mealybugs, mites, psyllids, small caterpillars, thrips, whiteflies
	Minute Pirate Bug > aphids, mites, psyllids, small caterpillars, thrips, whiteflies
	Parasitic Wasps > prey on a variety of pests; larvae feed on or inside the bodies of pest insects, killing them
	Syrphid Fly > aphids and soft-bodied insects

## about bats, bees & worms

🦇 Install a bat house in your tree & they'll soon begin roosting & feasting on mosquitoes & other annoying insects.

🐝 Bees pollinate 90% of our crops and produce honey & beeswax for our consumption.

🪱 Worms tunnel deeply into the soil bringing subsoil closer to the surface & mixing it with the topsoil. Slime, a secretion of earthworms, contains nitrogen. Nitrogen is a necessary nutrient for plants & occurs naturally.



 **rethink food & waste**

## what is food security?

**food security happens when...**farmers & fishers earn a fair income for their efforts...food is produced in a way that is safe for people & the environment...local, regional & community food production is supported...social justice & inclusion are priorities...all people are empowered to work together to create positive change.

**food insecurity happens when...**there are no farms or grocery stores nearby...our food travels great distances to get to us...there isn't enough money...healthy & safe food is not available...healthy foods cost more than unhealthy foods...our rivers are polluted so fish don't survive...our traditional foods are not available or accessible.

## what is urban agriculture?

Urban agriculture (UA) refers to growing food & related activities within cities. It includes urban farms, community & backyard food gardens, edible landscaping, food producing rooftops & balconies, and the policies that allow these activities in our neighbourhoods. UA can reduce a community's reliance on imports & increase access to a local supply of fresh foods.

## why organic?

Organic farming integrates wild biodiversity, agrobiodiversity & soil conservation, and takes low-intensity farming one step further by eliminating the use of chemical fertilizers, pesticides and genetically modified organisms (GMOs), which is an improvement for human and ecosystem health.

## did you know?


- In BC, we currently produce under half of the food we consume— 45% of vegetables & 25% of the fruit we eat; we also produce 70% of our meat; the remainder is imported.
- About 60% of BC's food imports come from the United States; we are especially dependent on the U.S. for our winter supply of fresh produce, with 70% of our vegetables & 60% of fruit imported from the U.S.
- 20% of our imported vegetables come from Mexico, while China, Mexico & Chile together account for 20% of our imported fruit.
- BC has 442 organic farms, accounting for 2.2% of all BC farms (compared to 4% in Europe & 1% globally).
- We need to increase local food production by 30% by 2025.

Visit [www.ecorbia.org](http://www.ecorbia.org) where you'll find resources & tools related to food & waste, simple ways to live a more sustainable life + links to other local initiatives, our knowledge base, & a calendar of events.

Special Thanks to Our Contributing Sponsors & Private Donor




a public outreach program of  Eco Urbia Network



### EWG'S SHOPPER'S GUIDE TO PESTICIDES™

<b>DIRTY DOZEN™</b> <i>Buy These Organic</i>		<b>CLEAN 15™</b> <i>Lowest in Pesticides</i>	
<b>WORST</b>	1 Celery	<b>BEST</b>	1 Onions
2 Peaches	3 Strawberries	2 Avocado	3 Sweet Corn
4 Apples	5 Blueberries	4 Pineapple	5 Mangos
6 Nectarines	7 Bell Peppers	6 Sweet Peas	7 Asparagus
8 Spinach	9 Cherries	8 Kiwi	9 Cabbage
10 Kale/Collard Greens	11 Potatoes	10 Eggplant	11 Cantaloupe
12 Grapes (Imported)		12 Watermelon	13 Grapefruit
		14 Sweet Potato	15 Honeydew Melon

 ENVIRONMENTAL WORKING GROUP  
[www.foodnews.org](http://www.foodnews.org)

## about pesticides

Small doses of pesticides and other chemicals can cause lasting damage to human health, especially during fetal development and early childhood.

## why it matters

EWG research has found that people who eat 5 fruits & vegetables a day from the Dirty Dozen™ list consume an average of 10 pesticides a day. Those who eat from the 15 least contaminated conventionally-grown fruits & vegetables ingest fewer than 2 pesticides daily. The EWG Guide helps consumers make informed choices to lower dietary pesticide intake.

