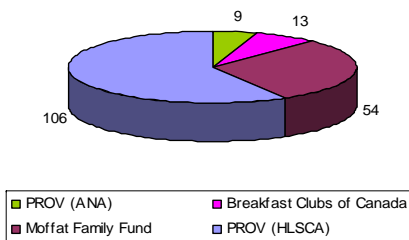


OUR FUNDERS AND NETWORKS

We are grateful that the Province of Manitoba, the Winnipeg Foundation through the Moffat Family Fund, and Breakfast Clubs of Canada recognize the Child Nutrition Council, as a valuable partner in meeting the nutrition needs of students throughout their day.

**CRAM Program Funders
with # of program sites**



Our partnership with the Dietitians of Canada, the Dairy Farmers of Manitoba, and Healthy Living, Seniors, and Consumer Affairs as part of the School Nutrition Support Team is also valued. Together, members of the Support Team assist schools in developing optimal healthy nutrition environments for students and staff.

Finally, we would like to thank the Manitoba School Boards Association for their ongoing assistance.

THE CHILD NUTRITION COUNCIL OF MANITOBA

2012-2013 Annual Report



Every child...every day...well-nourished



THE CHILD NUTRITION
COUNCIL OF MANITOBA
2012-2013 Annual Report

WHO WE ARE

Council Members and Friends

Norma Alberg – Knowledge Management Consultant
Pat BugeraKrawchuk – Dairy Farmers of Manitoba
Corrine Eisenbraun – Dietitians of Canada
Paul Fieldhouse – Manitoba Healthy Living, Youth and Seniors
Tammy Ives – Dietitians of Canada
Cory Juan – Manitoba School Boards Association
Brigitte Lamoureux – FNIH Aboriginal Diabetes Initiative
Maxine Meadows – Healthy Schools Manitoba
Martin Simmons – Manitoba Parent Council Association
Marty Snelling – Brandon Neighbourhood Renewal Corp
Kevan Sumner – Brandon School Division Trustee
Erin Terhoch Harris – River East Transcona S.D. Teacher
Lorne Warren – Financial Services Industry
Pauline Wood Steiman – Aboriginal Elder/Consultant

Staff

Viola Prowse – Executive Director

Contract Positions

Maxine Meadows – Veg. and Fruit Program Coordinator
Forrest McGregor – Project and Communication Assistant
Clara Lysecki – Social Media; Kerry Casper – Nutrition
Evaluation; Joan Rew – Handbook Development

VISIT WWW.CHILDNUTRITIONCOUNCIL.COM TO LEARN MORE
ABOUT CHILD NUTRITION PROGRAMS IN MANITOBA



Stone Soup Fundraiser

On March 13, 2013 we held our First Annual Stone Soup fundraiser in downtown Winnipeg. We could not have asked for a more successful first run or more cooperative partners. Together we raised over \$14,000 and generated a high degree of awareness and interest in child nutrition. We also had the pleasure of hosting grade 2 students from Sister MacNamara school who got to try the soups, wear real chef's hats, and create some interesting art projects.

We plan to continue hosting the Stone Soup fundraiser annually, and look forward to building on the partnerships formed this year. Stone Soup is a great addition to our roster of awareness activities which currently also includes Stuff the School Bus each August.

Site Visits

Over 90 programs, including both cram and vegetable and fruit programs, were visited to connect with coordinators and administrators. These visits are valuable for seeing the programs in action, gaining better understanding of unique circumstances in each location, fielding questions, and exchanging ideas.

Other Projects

- Funding and assistance was provided for Gillis School to start a very successful field to table Salad Bar.
- A new Child Nutrition Council [website](#) is live online. Our network of nutrition program services has also been rebranded as our “cram” network.
- A new [video](#) promoting the Child Nutrition Council and nutrition programs in their communities was premiered during Stone Soup, and is now available on our website. Additional videos focused on helping programs increase their use of fruits and vegetables will be available online soon.
- CNCM has obtained an ELF research grant from the Winnipeg Foundation to increase community partnerships for nutrition programs. Emma Fieldhouse will be working with us on this project into 2014.



INTRODUCTION

When we support child nutrition in Manitoba schools and community organizations, we are creating space for smiling faces, simple and healthy foods, and positive social interactions. In 2012/2013 the Child Nutrition Council helped to support 174 child nutrition programs around Manitoba with funding, training, and information resources. That's 16,985 kids receiving consistent, healthy meals in their communities.

FUNDED NUTRITION PROGRAMS

CRAM PROGRAMS

A total of just under \$455,000 was distributed across Manitoba to support various cram nutrition programs:

- 76 Rural
- 57 Winnipeg
- 21 First Nation & Frontier
- 8 Alternative
- 8 Summer & After-school
- 4 Childcare Centres



Over the past year, these programs have accomplished a lot for kids and for their communities. 50% report that they are involving students in meaningful ways. This results in

students who are active volunteers, able learners, and willing community leaders.



Program coordinators are also creating independent solutions to problems, showing commitment to

community partnerships, financial stability, and environmental sustainability.

VEGETABLE AND FRUIT PROGRAMS

The vegetable and fruit program is a unique opportunity that provides schools and community organizations with financial support and guidance, specifically for purchasing fruits and vegetables. 6 Northern & First Nations, 5 Rural and 27 Winnipeg sites participated in 2012-2013 and \$135,000 in funds was

"We are giving these kids life skills. Most of them are leaving us at age 12 – look at what we are giving them."



We have been told that these grants not only provide the funding needed to buy fruits and vegetables - other funds are often freed to

purchase additional foods like milk, or equipment to support play and physical activity.

The program also builds community capacity for independent, successful planning and evaluation, while making space for community and family

partnerships to grow. Workshops that assist program coordinators with planning and

"Parents are amazed – they are happy about the program and say, "really, my child tried it?" Some parents are asking "where do you buy this?" and "how do you make this?""

Children are showing us that they are open to eating vegetables and fruit, and they are eating substantially more of them as a result of being offered them at least 3 times per week through vegetable and fruit programs. Communities and schools have also become committed to these programs, as they have seen that it is possible to prepare, serve, and make produce fun.



SPECIAL PROJECTS, WORKSHOPS, AND SITE VISITS

U of Manitoba Student Partnership

The first year of this partnership has been very successful. X amazing students from the U of M volunteered with school and community nutrition programs in Winnipeg between September and June. Student-led meetings were also held to discuss and evaluate experiences and work on creating new resources for programs.

One nutrition student, Becky Shorrock, was able to complete her nutrition option practicum credit through this partnership by taking on additional leadership and organizational responsibilities. She is now looking forward to completing her Dietetics internship over the next year in Halifax.

Alternative Food Systems for Child Nutrition

The work that we have done with our community during this project has been shared at Food Matters Manitoba's Growing Local Conference in Winnipeg (March 2013), the Canadian Association for Food Studies' Annual Conference in Victoria (June 2013), the Dietitians of Canada Conference in Victoria (June 2013), and at CNCM's regional and veg/fruit workshops in Manitoba. A pilot website has also been created – "[altfoodlinks](#)" is a one stop shop for alternative food procurement information meant to make research and finding food suppliers simpler.

Workshops

Regional workshops for school and community nutrition program coordinators as well as other people involved in public nutrition programming were offered in Brandon, Thompson, and Winnipeg between November and March. These sessions were an opportunity to examine resources, explore guidelines, discuss questions, look at alternative food procurement, and network. Over eighty participants enrolled in these workshops.

