



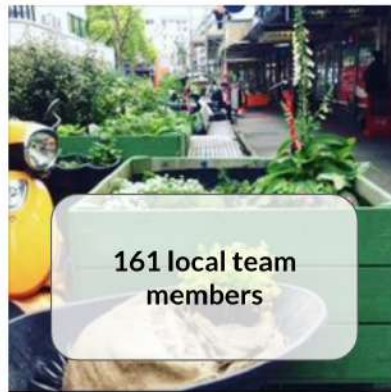
Seeds to Feeds

Charity No. CC57759

2020/21 Festival Report

Monday 13th July, 2021

Prepared by Justin Connor, Elza van Boxel and Ange Holtslag



Executive Summary

Seeds to Feeds is a food festival that connects people around local, sustainably produced food. The festival activates and supports local teams (each consisting of growers, hosts and cooks) to build local food capability in their suburbs. They do this by running workshops, and putting on a feast in their community where locally grown produce is the star of the show. Seeds to Feeds ran for the first time from September 2019 to April 2020 with 6 participating suburb-based teams. This year, despite Covid challenges we ran our second festival from September 2020 to April 2021 with 11 teams.

We see Seeds to Feeds as a Wellington-based part of a global movement dedicated to creating vibrant local food economies through the re-localisation of food systems. Seeds to Feeds is a positive, opportunity-focused holistic community development initiative, in a world where problem-focused, control-based piecemeal approaches to development are common.

Outcomes achieved

The festival aims to further three outcomes, and the following was achieved.

Outcome 1 is **strengthening local communities by connecting people around local food**. To this end, 1004 people were connected to local food by eating a Seeds to Feeds meal (282 of whom were people in need in the 11 communities). Online, 1224 people 'liked' the festival Facebook page and 1406 unique visitors went to the festival's website. From a survey of 24 team members and 54 ticket-holders we estimate 10700 new community connections were formed between people who didn't previously know each other. 81% said that Seeds to Feeds made them feel more deeply connected to their community. Finally, around 161 people were directly involved in teams to make the festival happen.

Outcome 2 is **increasing food production in Wellington**. This year the festival was directly responsible for around 800kg of produce that would otherwise not have been grown or foraged. Projecting forward, Seeds to Feeds has increased both local food demand and supply. 60% of ticket-holders said Seeds to Feeds increased their motivation to support local food by buying or sourcing it. 68% said the festival increased their motivation to be involved in local food production.

Outcome 3 is **strengthening Wellington's local food production system**. During 2021, our eleven local teams will spend all \$13 179 raised from ticket sales to expand local food in their suburbs. Plans for spending the money include hosting a mid-winter dinner, engaging a local artist to create community garden signage, community garden maintenance, seedlings, planter boxes, garden beds, tools, new fences, rodent traps, compost, a water tank, and assisting to buy and erect a glasshouse.

Primary food production capacity was improved in community gardens across Wellington. Over 30 private and community garden spaces were used to grow food for the festival. This included a number of new food growing locations as well as re-invigorating existing 'lapsed' growing spaces. Community skills improved for around 260 people by attending working bees and foraging, fermenting and preserving workshops.

Finally, food system resilience was bolstered through the forging and strengthening of hundreds of relationships and institutional connections.

Thanks

The Seeds to Feeds festival coordination teams wishes to express their gratitude to all financial and in-kind sponsors. Particular thanks go to WCC for their consistent and positive financial, technical and moral support, without which Seeds to Feeds would likely never have happened. The team also wishes to thank all the voluntary local team coordinators and team members, without whom Seeds to Feeds definitely would never have happened!



Financial sponsors 2020/21



Some of our in-kind sponsors 2020/21

Looking ahead to 2021/22

Festival goer's feedback: **"Fun. Good people. Good food. Do it again."**

The festival coordination team propose that Seeds to Feeds be run in 2020/21. Their vision is to:

- Consolidate the festival's sustainability by strengthening and developing the existing 11 local teams (we will accept new teams that demonstrate strong leadership and capability)
- Broaden the scope of the festival from a 'celebratory focus on feed events' to 'developing local food capability and activity in our suburbs'
- Increase the impact of the festival by increasing the number and variety of events throughout the summer season
- Deepen the impact of community teams by placing more emphasis and support on manaakitanga and connecting people at all festival events.
- Continue to document the Seeds to Feeds model for propagating in other regions around New Zealand and safeguard the brand

The 2019/20 festival had a sponsorship budget of \$64 970. The proposed target budget to fundraise for the 2020/21 festival is \$80 000.

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Introduction

The inaugural Seeds to Feeds festival ran from September 2019 to April 2020. Following the success of the first festival, WCC granted 'anchor funding' to run the festival again from September 2020 to April 2021.

Background

The idea for Seeds to Feeds came together in February 2019 in conversations between Ange Holtslag, Elza van Boxel and Justin Connor. This trio identified an opportunity in Wellington for a food festival to celebrate and encourage locally grown, organically grown, community building food.

Following a feasibility study funded by WCC, the group presented the Seeds to Feeds concept to WCC on July 19th, 2019. On 23rd September, 2019 a funding agreement was signed between WCC and the group, who became the festival coordination team.

Following the successful inaugural festival, the coordination team formally established the festival as an organisation. A trust deed was signed by Elza, Ange and Justin on 15th May 2020 and the trust was granted charitable status on 21st May 2020 (charity no. CC57759). The trust was registered with IRD and bank accounts opened. In early 2021, the team was thrilled that Murray Hemi accepted a trusteeship. Murray brings us deep, strategic, and practical wisdom from a life spent dedicated to the flourishing of tikanga, and kiwis' relationship with their people and their place, particularly through food.

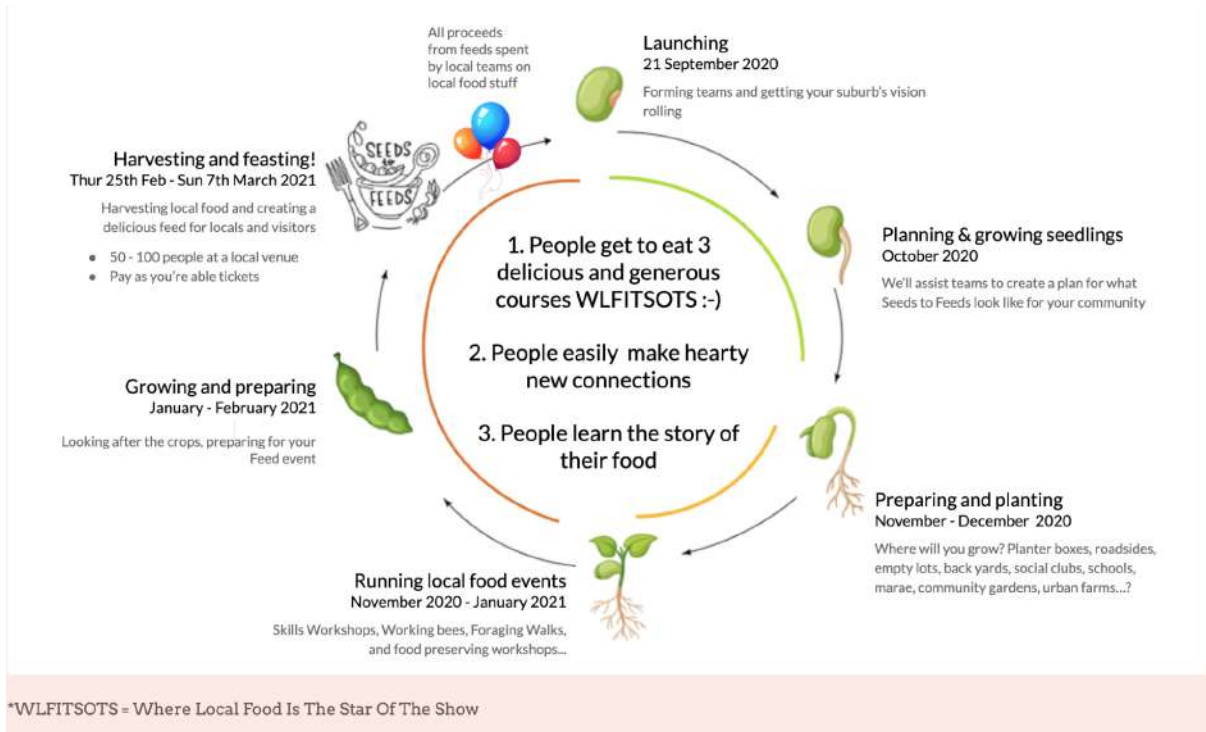
What is Seeds to Feeds?

Seeds to Feeds is a food festival that connects people around local, sustainably produced food.

Running from September to April, the festival's purpose is for everyone involved to make meaningful new connections with people in their community and be inspired to participate more in local food production. The festival peaks at harvest time, when teams host a community-based 'feed event' where their **'local produce is the star of the show'**.

At the heart of the festival are suburb-based teams comprising cooks, hosts and people who produce food through various activities such as growing and foraging. Teams are launched in September when they develop a vision for their suburb's festival activity, and plan what food they will aim to produce. Food is grown over the summer, and teams put on a range of capability-building food-related events such as foraging and preserving workshops. The

harvest 'feed events' happen in March, and the festival concludes with a celebration party for all the local teams in April.



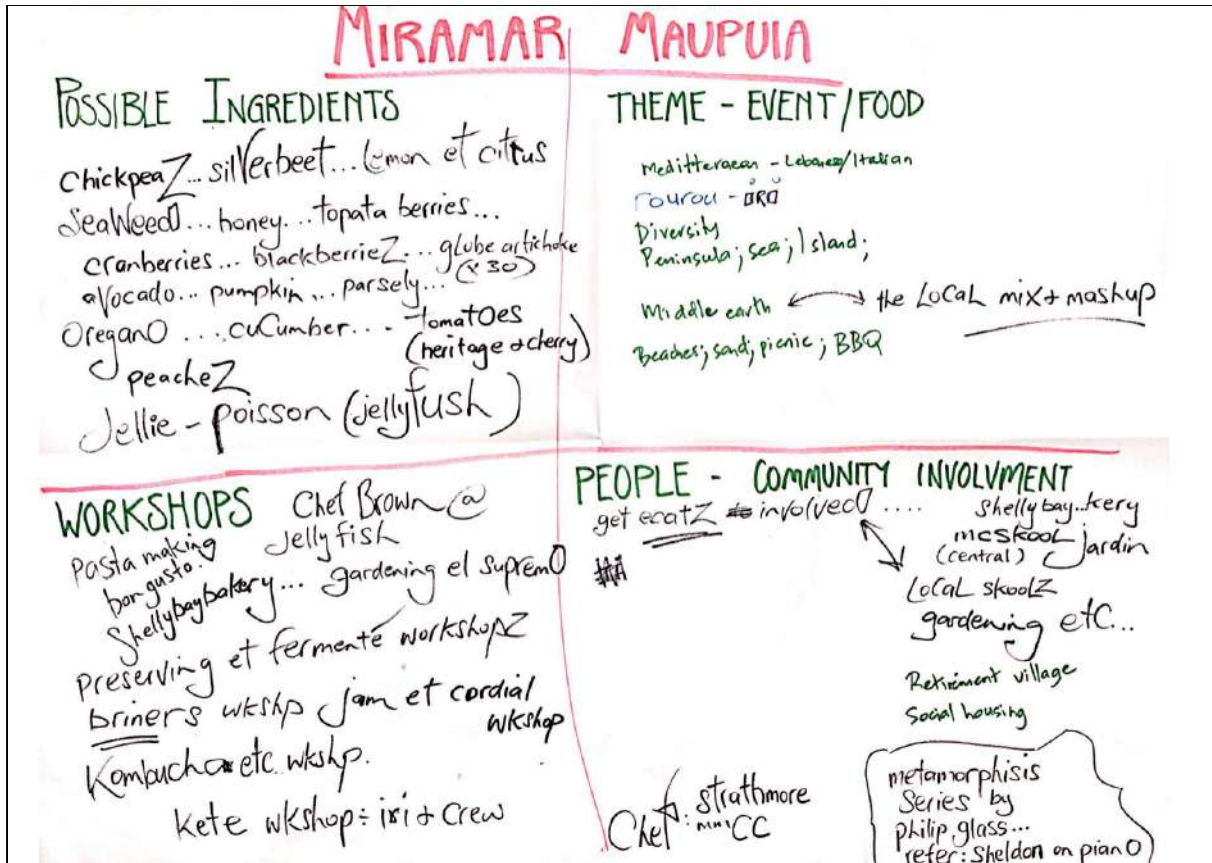
2020/2021 Festival Snapshot

Launch Event: Monday 21st September, 2020

This year's festival launch event saw approximately 90 people gather in 11 teams at the Cable Room venue on the Wellington Waterfront, sponsored by Kapura. Over 2½ hours the teams met, ate, drank, learned about Seeds to Feeds, planned their team's summer-long festival and gathered in skill-groups to brainstorm how they might learn and collaborate together.



The new Hataitai team planning their summer festival at the launch event:



Key outputs included the following workmat for each team:

Eleven Local Teams

This year, Seeds to Feeds engaged eleven suburb-based teams to locally plant and grow food during the summer and then host a locally-themed community ‘feed events’ from 20th February till 6th March, 2021. Each team was led by a local coordinator, comprised local growers, cooks and hosts, and was supported through the process by the festival coordination team. Participating teams were:

Suburb Team	Coordinator	Growing locations	Local Partners
Teams who participated in festival 1			
Newtown	Elizabeth ‘Zibby’ Taylor & Rhona O’Neill	<ul style="list-style-type: none"> • Kaicycle • Menz Shed Garden 	<ul style="list-style-type: none"> • Mediteranean Foods • Kaicycle • Salvation Army
Houghton	Sylvia Lauris	<ul style="list-style-type: none"> • Houghton Valley Community Garden 	<ul style="list-style-type: none"> • HV Residents Association

Valley		<ul style="list-style-type: none"> ● Houghton Valley Farm ● 2 x Back Yards (Jenny and Anne) 	<ul style="list-style-type: none"> ● Crave
Mt Victoria	Trish Given	<ul style="list-style-type: none"> ● Innermost Gardens 	<ul style="list-style-type: none"> ● Mt Vic Hub ● Mt Vic Residents Association ● Innermost Gardens
Berhampore	Lise van Laere	<ul style="list-style-type: none"> ● Berhampore Bowling Club ● Berhampore Orchard ● Stan's edible garden 	<ul style="list-style-type: none"> ● Berhampore Community Orchard ● Stanley St Community Garden Group ● Bowling Club ● Scouts ● Gramercy ● Baron von Hasselhof
Vogelmorn	Jess Skinner and Pete Jacobsen	<ul style="list-style-type: none"> ● Vogelmorn Bowling club Community Garden ● 3 backyards. 	<ul style="list-style-type: none"> ● Ridgeway School ● Damascus
Miramar	Saskia Wanklyn	<ul style="list-style-type: none"> ● MMCC ● Miramar Prison Community Garden 	<ul style="list-style-type: none"> ● Bongusto ● Shelly Bay Baker ● Little spoon ● Esther's ● The holy cross school ● Garden to Table ● Elysian foods
New teams for festival 2			
Hataitai	Cassie Sutherland and Lauren Parsons	<ul style="list-style-type: none"> ● Growing location 1 ● Growing location 2 ● Growing location 3 ● Lauren - how many locations? 	<ul style="list-style-type: none"> ● Kilbirnie School ● Hatatai partners?
Te Aro	Rebeka Whale	<ul style="list-style-type: none"> ● Bond St Gardens ● Leeds St Creche ● 1 x Back yard 	<ul style="list-style-type: none"> ● TwoFiftySeven ● Best Start Leeds St ● Shepherd ● Cardrona Distillery ● Sustainability Trust ● Inner City Wellington ● Mt Vic Hub ● St Peters Willis St
Aro Valley	Barbara Wheeler	<ul style="list-style-type: none"> ● Secret Garden ● Guerilla gardening locations ● Community garden 	<ul style="list-style-type: none"> ● Rita restaurant ● Aro Valley Community Centre ● Aro Kindergarten

		around hall	<ul style="list-style-type: none"> • Arobake
Karori	Lisa Maule	<ul style="list-style-type: none"> • Karori Community Garden, Terry's back yard • James' community orchard • Kate's Back yard • Fleur's back yard 	<ul style="list-style-type: none"> • Karori Bowling Club • Karori Community Garden
Raukawa	Nerissa	<ul style="list-style-type: none"> • Raukawa Community Centre garden, • Strathmore Community Centre 	<ul style="list-style-type: none"> • Strathmore bakery • RCC • SCC

Summer food workshops and events

The following 17 workshops and events were run across Wellington by Seeds to Feeds teams. With an average attendance of 15 people, these workshops saw approximately 260 Wellingtonians learn new local-food skills and make new local connections.

Name	Key Aim	Attendees	Suburb Team
Garden to Pantry 1 – Pickles and Chutneys	Preservation skills	6	Aro Valley
Garden to Pantry 2 – Berry Jams	Preservation skills	6	Aro Valley
Garden sign-painting workshop	Community Engagement, infrastructure development	8	Aro Valley
Harakeke weaving	Weaving skills	25	Berhampore / IB
Community orchard prepping workshop	Garden readiness, gardening skills	10	Berhampore / IB
Mindful eating	Local food awareness, mindfulness skills	8	Vogelmorn

Regular garden working bees	Gardening skills, community connection	5	Vogelmorn
Healthy Living – how to eat well	Health and wellbeing skills	15	Newtown
Seaweed Foraging with Rebecca Goldhurst	Foraging skills	25	Newtown
How to grow microgreens	Gardening skills and community connection	25	Newtown
Table decorations workshop	Hosting skills	15	Newtown
Seed sowing with Kaicycle	Gardening skills and community connection	20	Newtown
4 Gardening Bees	Gardening skills and community connection	20	Miramar
Community Fermenting with Esther Lewis	Fermenting skills	30	Miramar
6 Gardening Bees	Gardening skills and community connection	15	Karori
Growing food in small spaces (Sustainability Trust)	Gardening skills and community connection	15	Te Aro
Indian pickle workshop	Preservation skills	10	Hataitai



Some of the 25 people who gathered on the south coast to learn skills and knowledge in seaweed foraging

Increasing Local food production

Local food produced specifically for this year's festival:

Primary food production

This refers to raw products that are obtained locally by activities such as growing, hunting, fishing, animal farming and foraging. Primary production for Seeds to Feeds this year included:

- **Fresh produce for feeds** - Across the six teams, a total of approximately 700kg of fruits, vegetables, herbs and edible flowers was grown and harvested specifically for the festival feeds.
- **Gathered food for feeds** - Many teams utilised foraging as an input into their feeds.
- **Additional fresh produce** - many teams had a 'local produce stall' at their feed location that was heaped with additional produce that was not used in cooking. This was gifted to local people who came to the various events



Children at Best Start in Leeds St learning to grow potatoes:



Some of the harvest from Kaicycle used in the Newtown feed:

Secondary food production

This refers to ingredients that have been created locally by the processing of raw products, such as milling wheat into flour. A host of events and workshops were held in multiple suburbs to produce ingredients for upcoming feeds, including preserved lemons and indian pickle.



Miramar - Locally infused oils prepared for their feed event

Tertiary food production

This refers to 'ready-to-consume' foods made locally (ideally from local ingredients and raw materials) by processes such as cooking, preserving, brewing, fermenting, and baking. Tertiary production for Seeds to Feeds this year included the wide array of dips, soups, sauces, baked goods, drinks, cakes, desserts, salads, snacks and main courses for the 11 feed events.



Vogelmorn - Chef Hasan cooking locally caught snapper 'Syrian Style' for the feed event



Mt Victoria - cooking up a storm in preparation for their feed event:

Harvest 'feed' events

Thankfully, this year's harvest festival 'feed events' were only partially disrupted by Covid-19. All 11 local teams went ahead, rising to the challenge of accommodating people within 'level 2

restrictions'. A total of 12 feed events were run - with Hataitai's second event involved feeding a locally grown lunch to over 180 children at Kilbirnie School! These events fed over 1000 people and raised a total of \$10538 from ticket sales for local teams to invest in local food over the coming year.

Team	Event Title	Date	Location	Kitchen	Meals eaten	Funds raised from tickets
Aro Valley	Picnic Plates	Sat 20th February	Aro Valley Community Centre	TBC	50	\$1116
Mt Victoria	Innermost Goodness	Fri 26th February	Innermost Gardens Hall	The Brothers	83	\$1308
Berhampore	The Big Orchard Picnic	Sat 27th February	Island Bay Orchard	Berhampore Bowling Club	65	\$815
Vogelmorn	The Long Lunch	Sat 27th February	Vogelmorn Bowling Club Community Centre Lawn	Damascus Cafe at the Vogelmorn Community Centre	112	\$1448
Newtown	Rhythm and Roots	Sat 27th February	Salvation Army HQ Building	Salvation Army HQ Building	84	\$1106
Houghton Valley	Ko Wai Koe?	Sun 28th February	Houghton Valley Hall	Crave Kitchen	65	\$932
Miramar	Kaiwhenua Kairangi	Sun 28th February	Miramar & Maupuia Community Centre	Miramar & Maupuia Community Centre	80	\$827
Karori	Dinner in Bird Valley	Mon 1st March	Karori Bowling Club	KBC	61	\$1312

Te Aro	Whānaungatanga, from the heart of the city	Tue 2nd March	257	Shepherd Restaurant	106	\$1109
Raukawa	Raukawa Community Lunch	Wed 3rd March	Raukawa Community Centre	Raukawa Community Centre	55	n/a
Hataitai	Te Moana ki Matairangi	Sat 6th March	All Saints Church Hall	All Saints Church Hall	63	\$905
Hataitai	Kilbirnie School Lunch	Fri 12th March	Local homes	Kilbirnie School	180	n/a
TOTALS					1004	\$10538

All 11 teams rose to the following three feed event challenges:

1. Create a delicious 3-course feast
2. Share and celebrate the story of the food
3. Facilitate people to make meaningful new connections

CHALLENGE 1: Create a delicious 3-course feast

The idea here was not just to feed people, but demonstrate how exciting local food could be. All eleven menus were strikingly different and gastronomically impressive in their own right.



Miramar - local ingredients transformed into dips and pickles



Hataitai - Rocky's gnocchi will never be forgotten



Raukawa - Local edible flowers decorate dessert

CHALLENGE 2: Share and celebrate the story of the food

The idea here was to make sure that everyone who came to a 'feed' left with an understanding of the story of the food that they had eaten i.e. where it came from, who grew it and how it came to be on their plates. Each feed event hosted short speeches where gardeners and cooks explained the story of the food.



Aro Valley - learning stories of place before the feed event



Te Aro - Shepherd explaining the menu and it's story to the feed event attendees

CHALLENGE 3: Facilitate people to make meaningful new connections

We recognised that people at community events have a tendency to stay close to people they already know. To help people make new connections we developed a set of 'Conversation

Starter Cards' and a facilitated way of using them at each Feed event to give everyone the chance of making meaningful new connections.



Mt Victoria - conversation cards on tables were used by everyone to break the ice



Houghton Valley - Making new connections



Berhampore - people of all ages meeting and picnicking



Karori - the team feasts, celebrates and connects after cooking and serving their feed event

Proceeds from ticket sales invested into local food

A key part of the Seeds to Feeds model is that all money raised through ticket sales is returned to the team to spend on activities, resources of infrastructure to develop their local food economy. This year, a total of \$10538 profit was made from ticket sales to harvest feast 'feed

events'. The following list demonstrates the diversity of thinking that teams put into their plans for spending this money:

Supporting the sustainability of local food makers and community builders

- \$700 to pay their chef (Vogelmorn)
- \$80 to local restaurant Rita for dessert design (Aro Valley)
- \$700 to pay their cook and coordinator to make their efforts sustainable (Houghton Valley)

Paying artists and musicians associated with local food and events

- \$100 for each of the three bands that played at the picnic (Berhampore)
- \$1308 for better signage in the garden and engaging a local artist to do this. It will also go towards continued maintenance and buying some seedlings/seeds as needed (Mt Vic)

Putting on additional community-building food events

- \$411 for a midwinter dinner (Aro Valley)
- \$150 for a Community Soup event (Te Aro)

Having an event to celebrate the team's hard work

- \$315 for dinner and debrief with the team at Everybody Eats (Berhampore)
- \$300 on celebration and thanks for volunteers involved (Vogelmorn)

Developing community garden capacity

- \$827 for infrastructure at the Miramar Prison Garden - Redwood lumber for garden beds + screws and a new fence for the south perimeter of the garden (Miramar)
- \$400 on gardening supplies (planter boxes, tools etc) for the community (school, local growers, VBC gardens) (Vogelmorn)
- \$200 for the Island Bay Community Garden and Stanley Street Gardens seeds and tools (Berhampore)
- \$500 to Kaicycle Garden to support their cause (Newtown)
- \$972 for infrastructure and tools at the Karori Community Garden - including glass house expenses, a proper pitch fork to turn the compost, rodent traps, posts for additional signage, compost to plant a rosemary hedge and a top up to a WCC grant for a water tank (Karori)
- \$758 to support 'Growers of Wellington' to boost food production in the central city (Te Aro)

Putting money in the kitty for next year's festival

- \$231.69 for next year's Seeds to Feeds event (Houghton Valley)

Summary Feedback from Festival Participants

Surveys were sent out to everyone who paid for tickets to Seeds to Feeds events as well as local team members. We had a total of 78 respondents (54 eaters and 24 local team members), representing a spread across all 11 Feed events. A summary of their responses to key questions is as follows.

Feed Event ticket buyers: What was your favorite thing about the Seeds to Feeds Festival?

18 people praised the **delicious and expectedly interesting and diversity of food served at feed events**

- *"The fact that it wasn't just pulses - the food was diverse and delicious"*
- *"I thoroughly enjoyed the most generous and interesting food"*
- *"The variety of food was so good"*
- *"Having a three course meal - delicious and beautiful!"*

14 people liked how the festival **enabled communities to feel together, connect and have fun**

- *"Community feels"*
- *"The inclusive sense of community at the event"*
- *"Community fun and conversation"*

9 people talked about how the festival enabled them to **meet a diversity of new people – especially those in my community**

- *"Meeting awesome people over great food in our local community"*
- *"The diversity of people that participated, and the relaxed and engaged conversation"*
- *"Getting to know new people in the community"*

7 people praised **the uniqueness and diversity of the various events**

- *"It was all a bit random and each event was unexpected and charming."*
- *"The surprise! How different each event was."*
- *"The picnic vibe and live music was a great touch!"*

6 people liked **the friendly, welcoming and hospitable hosting**

- *"The friendly vibes. Everyone involved was super lovely!"*
- *"I thought the organisers were friendly but not "in your face" - just thoroughly friendly and hospitable."*
- *"The atmosphere in the room was awesome"*

5 people valued how the festival **celebrated local growers and food**

- *"Seeing local produce made into local food for a local celebration"*
- *"Proud growers!"*
- *"Hearing about Grant's story of getting a foraging job to cater a fijian wedding from a conversation at their feed event."*

3 people talked about liking **the overall concept of bringing communities together around food**

- *The idea of it all!*
- *Community coming together around food*
- *People getting together from the community to enjoy good food*

3 people liked **eating together with friends**

- *Having Kai with beautiful friends picnic style*
- *Having lunch with friends*
- *Chance to eat outside in the community and see people i know*

Some other highlights included:

- *"Probably the highlight was "The Long Lunch", because it was such a lovely day! i enjoyed the games and activities on the lawn before the meal"*
- *"The products made by the kids"*

Local Team Members - What were your FAVORITE things about being part of a Seeds to Feeds local team?

10 people talked about **meeting and getting to know people in my area**

- *"Meeting amazing people in my community"*
- *"Getting to know our neighbours - more than meeting them, we got to know and create with them! And with neighbours who are quiet gardening sorts too, whom it might have been hard to meet otherwise. We really got to know our neighbour Kay from two doors down - she's really wonderful, and a bit older and into different stuff to us, so we might not have met her otherwise"*
- *"Making new connections in my community with really good people"*

8 people talked about **attending a really good local community event**

- *"The event on the day was a whole lot of fun and was an awesome community event"*
- *"Our community hall being activated by the happy sounds of locals eating and talking together"*
- *"The event itself was amazing and went without a hitch"*

6 people talked about **making and celebrating community members' contributions**

- *"Celebrating locals"*
- *"Witnessing the generosity and amazing organisational skills of the coordinator in my area. They took a lot of weight off our shoulders"*

- *“Doing something for the community WITH the community. You could contribute where and when possible. Everyone’s contribution was appreciated”*

5 people talked about **feeling pride and purpose through local food**

- *“Being at the orchard event and knowing I helped make it happen”*
- *“The idea of being with other humans eating stuff our place had made”*
- *“Cooking desserts at my home”*
- *“The children planting and harvesting the vegetables”*

5 people talked about **experiencing connection with people**

- *“Deepening connections with my community”*
- *“Feeling connected by having lunch with my friends, new and old”*
- *“Hanging out with kids from the local school doing some planting”*

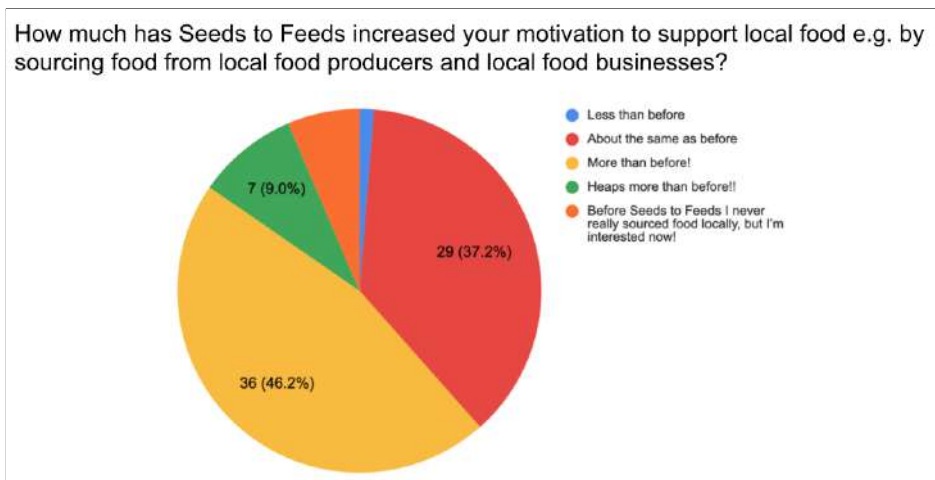
5 people talked about **trying new things and growing my skills**

- *“Learning how to grow vegetables”*
- *“Getting into to food gardening”*
- *“Learning some new skills”*
- *“The chance to try something totally different”*

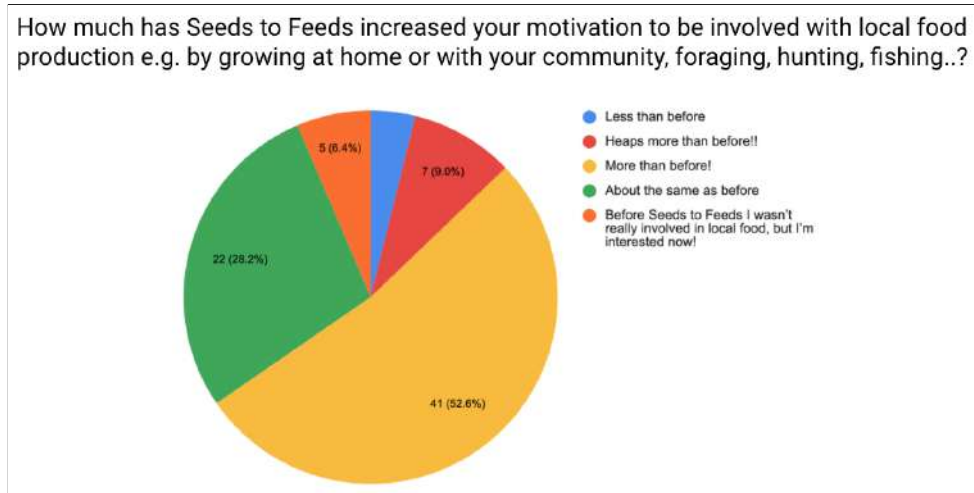
4 people talked about **working together with a great bunch of people**

- *“Meeting together and sharing ideas and passions and then getting on with the doing. Instant Rapport with everyone”*
- *“Awesome team of folk to work with”*

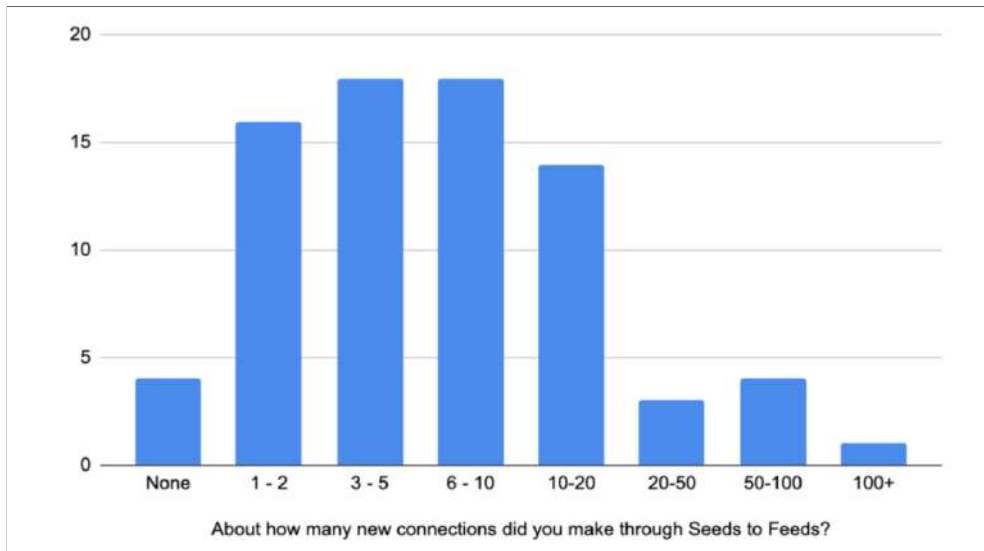
60% said Seeds to Feeds increased their motivation to support local food (down from 66% last year)



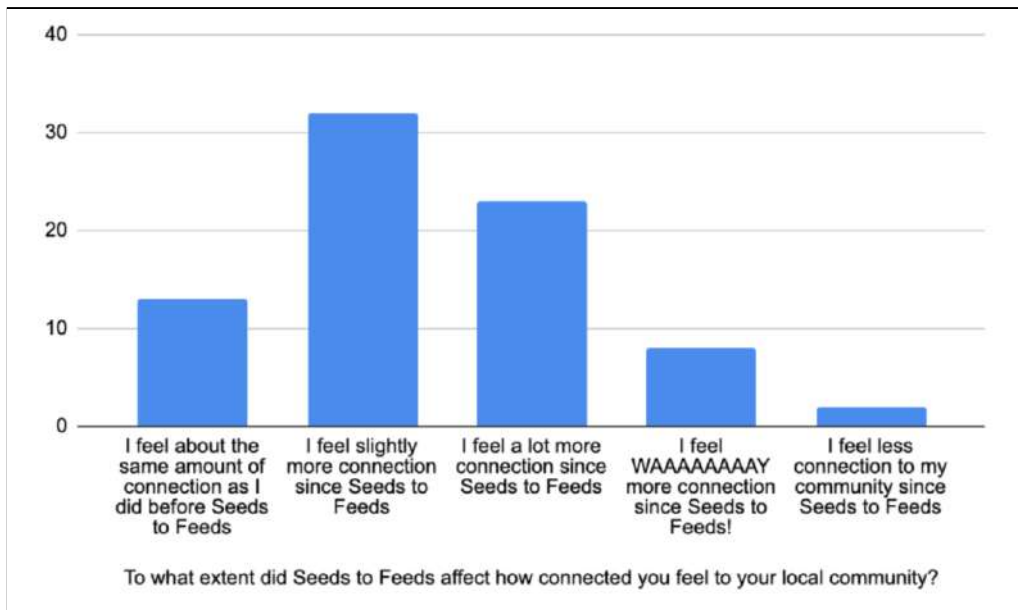
68% said Seeds to Feeds increased their motivation to be involved in local food production (up from 55% last year)



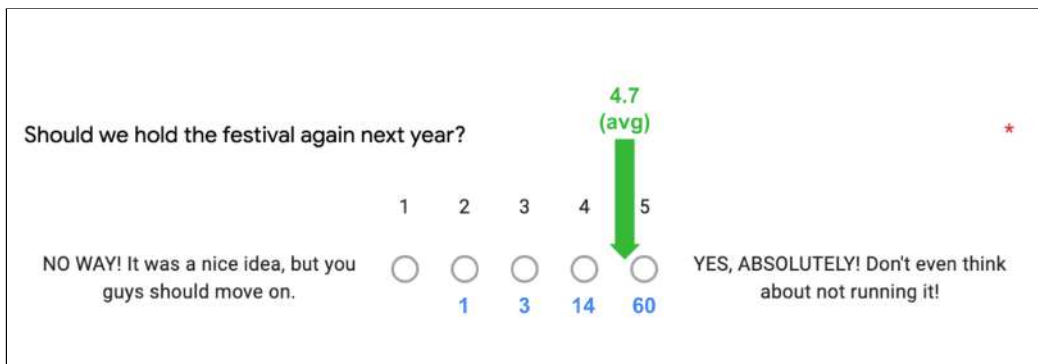
Around 10700 new connections were made by 824 people (average of 12 connections per person)



81% said that Seeds to Feeds made them feel more deeply connected to their community (up from 73% last year)



Everyone said we should run Seeds to Feeds again



Improvements for next year

Learnings from team and eater feedback

Whole of Festival	
Longer harvest festival period	People want us to spread the 'harvest festival' over a longer time period to enable them to go to more events AND accommodate more produce availability
More evident waste minimisation	People want to see the festival making a real effort to minimise waste
A greater focus on education	Balance the 'celebration focus' with an 'educational focus' on growing and making. People want the festival to provide more opportunities for them to learn about and become more skilled in growing and making local food
All Festival Events	
Ensure that the diversity shows up	Let's not have an echo-chamber – let's experience the diverse reality of our place. People want to mix with a diversity of people at festival events – including age, ethnicity and financial capacity
Ensure that people connect to the diversity in the room	People want events to make it effortless for them to mix and make authentic connections with new people (especially people they think are not like them)
Ensure people experience unity	People want events to have moments when everyone feels a togetherness
Festival-goer experience	
Better promotion	People want to see the festival promoted better so they can see everything it has to offer and have plenty of time to choose which events to go to
Easier ticketing	People want event tickets to be easier to buy and to have a suggestion for how much they should pay
More able to	People want events to allow them to learn about where the food has

connect with local sources	come from, meet the people who made it, and get opportunities to contribute e.g. by buying produce or doing some gardening
An even greater diversity of events	People want a greater variety of feed events during the harvest festival part of the festival
Stronger attention to safety re. allergies	Whilst on the whole our local teams did a good job at ensuring food was well labelled and ingredients were recorded and communicated, we had several examples of allergic reactions happening.
Local team member experience	
Start stronger by recruiting teams earlier and invite them to the launch earlier	Quite a few volunteers wished they'd known about the festival before they did. Whilst you can't catch everyone, we can make more of an effort in future to identify team members and send out Launch event invitations earlier. <i>"Perhaps more coaching around getting a solid core team started, and setting expectations and agreements with the chef"</i>
Strong process for ensuring team members feel welcomed and valued	Some volunteers in some teams had a difficult time in terms of feeling welcome, included and valued. One volunteer mentioned feeling bullied. This needs to be an important part of the local team coordinator role i.e. making sure people feel included.
Be clearer about the focus at each stage of the summer-long festival	The Launch needs to focus mainly on 'getting growing' and planning workshops for the summer ahead. Planning the Feed Event menu at the Launch in September created unnecessary stress and expectations in the teams.
More freedom for local teams to customise their festival	People want local teams to have more autonomy to create and run events that they are into and that fit into what their communities are into and are already doing. They still need structure, but a bit less prescriptive e.g. "you must have a Feed Event and it must involve a 3 course meal". It was felt that a lot of effort went into one event - that could have been more beneficially spread across more events.
More structured management of volunteer time (particularly those who need it more)	In many instances, volunteering is easiest for people when there are clearly defined tasks with little uncertainty. Conversely, some volunteers (such as local coordinators and cooks) enjoy tasks where there is uncertainty and complexity involved. It's key for us to quickly understand what kind of volunteering people want to do, and give them tasks appropriate to their capacity, interests and skills. It's also key for us to ensure local teams experience a much more structured festival process e.g. with a how-to guide for running a team that includes meeting agendas, meeting minutes templates, clear team roles, clear work packages, clear goals etc. This will also allow for a greater number of local team members (as some teams felt that there

	<p>was a few people doing a lot of work).</p> <p><i>"In my experience people are much more likely to be involved and offer their volunteer time if the expectations are clear from the start, they know what it is they are coming to do and they feel they can choose how much time they put into it. This involves having events that are organised in advance, are time bounded, has someone dedicated to running them and volunteers can turn up and be told what to do if they want to. It should not be expected that the volunteers do the organising of these."</i></p> <p><i>"For someone like me, it really helps to have more direction, more lists and timelines on paper; some kind of documentation that says "You should be doing XYZ about now" A guidebook! Happy to vomit my brain thoughts out to help with this." Rhona</i></p>
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What makes a strong Seeds to Feeds team

On Monday 14th June 2021, Elza, Justin and Ange reviewed our experience of the 11 teams from the 2020/21 festival and identified a set of key factors that make up a strong Seeds to Feeds team, as well as some important frameworks for us moving forward.

Ingredient 1: Local Team Coordinator(s) - more than enthusiasm!

- **Their passion for local food strongly outweighs their interest in being paid** - We initially thought it would be good to have coordinators who were in paid positions (such as Trish, Nerissa and Saskia) or that we should pay coordinators for their work due to some of it being organisational and administrative in nature. What we discovered was that the coordinators that appeared to thrive in the festival were those who were both passionate about the festival, enjoyed the organisational type of work, and who had sufficient time to do the work. For Council-paid coordinators, we noted that Seeds to Feeds can be 'just another thing on their already very full plates'. An example here was Saskia who pushed through because of her extreme level of passion for local food. Sylvia in Houghton Valley showed that the model of retrospectively paying coordinators from ticket proceeds was a model that could work also, where a coordinator did appreciate being paid.
- **They feel excited by (and responsible for) creating a team** - Great examples of this were Rhona and Zibby and Cassie and Lauren. Coordination works best when the coordinator(s) feel a strong sense of ownership of Seeds to Feeds in their suburb and reach out to their networks to draw on friends and colleagues to join the team. Conversely, coordinators that had a harder time tended to look to the central coordination team to find volunteers.
- **They are skilled at delegating and managing volunteers** - Great examples of this were Rhona and Zibby. This is all about having proven experience and skills in delegating,

facilitating and managing volunteers. Coordinators had a tough time when they took on a lot of 'doing' work themselves.

- **They are excited by Seeds to Feeds as a new concept to take on** - great examples of this were Pete and Jess in Vogelmorn and Lisa Maule in Karori. These people all seemed to understand the concept and principles of Seeds and then adapted and innovated these principles in their own context e.g. Pete and Jess doing the garden blitz idea, and Lise organising pot-lucks for her team before and after the event. The key here for the central coordination team is clear and early communication of what differentiates Seeds to Feeds from existing community activities e.g. community gardening or community dinners.
- **They are determined and resilient** - Coordination appeared easier for people who tended to have very positive, unphaseable, optimistic demeanours - likely a result of experience with leading this kind of activity, and good mentoring. Standout examples of this were Rhona and Zibby, Cassie and Lauren, Pete and Jess, Lisa, Saskia, and Trish.
- **They're already connected to their community** - Some great examples of this were Rhona and Zibby, Cassie and Lauren, Trish, and Saskia. This is not essential, but makes it easier. Newtown and Hataitai teams were already very connected with their communities and could draw on a lot of people. Pete and Jess were new to Vogelmorn and found that more difficult. Sometimes this can come in the form of a strong connection with someone who is both very supportive and very connected with the community e.g. Trish in Hataitai.
- **Pair of buddies** - think Cassie and Lauren in Hataitai, Zibby and Rhona in Newtown, and Pete and Jess in Vogelmorn. One person can be great too e.g. Saskia in Miramar and Barbara in Aro Valley, however it seems like the very best experiences are when there's a pair of coordinators who already know and like each other. They share the workload, support each other and bring complementary skills. Saskia was on her own in Miramar, but pushed through because of her terrific drive and interest in local food.
- **NOT a Seeds to Feeds Coordination Team Member** - Lise jumped into coordinating the Berhampore team, but at a subtle level, this took away from it being 'local', and resulted in her being overloaded with the additional work. The coordinators must be local people and not on the central coordination team.

Notes for recruiting coordinators:

- Tell stories of good and bad coordination experiences from last year and ask them to self-assess where they'd be
- Question: what are you drawn to / love about the idea of Seeds to Feeds and being a coordinator for a team?
- Question: Do you have the space to do this?

Ingredient 2: Strong coordination processes

- **Regular meetings organised in advance** - Zibby and Rhona just went 'boom'... and organised fortnightly meetings right up front, all the way to Christmas. Clear meeting

times and locations. No expectation to come, but regularity made it easily accessible to come.

- **Well documented meeting notes** - with clear actions and decisions noted, and where these got referred to after the meeting
- **Decisions made by those present** - and accepted by those who are not present. This requires some expectation setting at the start.

Ingredient 3: Strong 'interest area leads'

Teams worked well when they had at least one person in each team that was a really strong leader for each of the following:

- **Providores** - Sheldon is a good example of this in Newtown, Milan in Miramar, Lisa in Karori
- **Cooks / makers** - Don is a good example in Newtown, Rocky in Hataitai
- **Hosts** - in a few cases this was the coordinators - but we need to strengthen this area.

Ingredient 4: Clear about what we mean by 'Local Food'

We see 'local food' as being about local people doing three key activities near the place where they live:

1. **Provision** - could be growing, foraging, hunting, fishing etc. Otherwise known as 'primary food production', this is about 'harvesting' food locally.
2. **Making** - could be preserving, brewing, bottling etc. Otherwise known as 'secondary food production', this is all about turning harvested raw food into ingredients, products or prolonging it's life in any way.
3. **Feeding** - could be via community dinners, pot-lucks, picnics, takeaway meals etc. Otherwise known as 'tertiary food production', this is all about making 'ready to eat' food (ideally using locally provided and made food) and either running events (like feed events) or setting up other mechanisms that enable people to eat the food e.g. pick-up and delivery models.

Ingredient 5: Clear that Seeds to Feeds is an umbrella for rallying 'local food doing'

Simple idea this. We are shifting the emphasis of Seeds to Feeds from being very focused on 'our own teams doing our own activities', to 'local people doing more local food'. As such, the gifts of the festival are:

1. To make it easy for people who are interested in local food to connect with similarly inspired folks around them by creating mechanisms that strongly network people who are passionate about local food

2. To make it easy for local people to learn and practice local food skills, by creating resources and offering coaching that helps people run great local food events.
3. To make it easy for local people to do more local food, by connecting them to resources and each other.

Ingredient 6: Clear about what kind of activities their team can do as part of the festival

Instead of seeing Seeds to Feeds as being focused on big feed event dinners, we are now seeing Seeds to Feeds as ‘all about more local food happening in our communities’ - which includes all 3 dimensions of local food (see above). This is really just a broadening of our emphasis from being heavily focused on harvest-time feed events to placing more emphasis on building the skills and capacity within our communities to do more local food. We also believe this is the right direction because it came through strongly in feedback from teams and eaters, and feels more on-kaupapa. This also will take the pressure off teams, and also make it perfectly ok for local teams to NOT do a ‘feed event’ dinner (if they are doing other activities).

Whilst we can perhaps develop an image or metaphor to hold all the following kinds of events together, the guts of this idea is that Seeds to Feeds teams can choose activities from the following list (that can grow over time):

Activity Category	Focus	Example activities	What the team does to make this happen	What participants DO	How participants BENEFIT
Feeds	Eating and celebrating	Harvest Feed event dinner, picnic, potluck, school lunch etc.	Organise, cook for and host a feed event somewhere local.	Eat, meet new people and celebrate local food	Nutrition, new connections, local food inspiration
Provision Working Bees	Working together	Helping out at a community garden, guerilla gardening session, private garden blitz session, foraging for a feed event etc	Organise and host an event where local volunteers can easily join and do a couple of hours of mahi	Work, meet new people and	Making a contribution, camaraderie, new connections, improve provision-based local food skills
Cooking Working Bees	Working together	Preserving, jam making, cooking for a feed event etc	Organise and host an event where local volunteers can easily join and do a couple of hours of mahi	Work, meet new people and	Making a contribution, camaraderie, new connections, improve cooking-based local food skills
Hosting Working Bees	Working together	Preserving, cooking for a feed event, preparing a venue for a feed event, helping out at a community garden etc	Organise and host an event where local volunteers can easily join and do a couple of hours of mahi	Work, meet new people and	Making a contribution, camaraderie, new connections, improve hosting-based local food skills
Workshops	Learning skills	Growing microgreens, making composting, seaweed foraging, preserving, making	Organise and host an event where local people can learn local	Learn local food skills by doing, meet new people	New local food skills, new connections

		jam etc	food skills		
Talks / Discussions / presentations	Sharing and learning ideas, entertainment	Local food movie night, permaculture talk etc.	Organise and host an event where local people can learn about a local food topic	Learn about ideas, concepts, frameworks and be entertained	Curiosity satisfied, new understanding, new knowledge, new perspectives, inspiration

Ingredient 7: Clear about how to deliver these activities (How-to guides)

We will create an expanding library of how-to guides for the various activities in the table above. The key ones to get started will be Feed Event Dinners and Workshops.

Importantly, this library will include how-to guides that make it easy for organisers to ensure that ALL Seeds to Feeds activities / events so that every event:

- Makes it easy for people to make new, hearty connections
- Has at least one moment where everyone comes together as a whole group
- Enables everyone to hear the story of [the local food topic] and identify the key people who have been a part of the creation of [the local food topic]

Finance and Budgeting

New Accounting Processes

Given the success of the inaugural festival, on deciding to run the festival again the team agreed to formalise Seeds to Feeds in several key ways that have an impact on the way we run our accounts and budgeting:

- Bank Account - we signed up with Kiwibank
- Accountant - we contracted Fairground to give us financial advice and complete our end of year accounting as per the requirements of IRD and the Charities Services
- Accounting software - we had Xero installed and used it for the 2020/21 festival

Financial Sponsorship

Nine sponsor organisations and one individual invested \$64 970 to enable this year's festival to run. This made it possible for each suburb team to receive all the proceeds from ticket sales in order to further develop their local food economy.

Financial Sponsors	Sector	Festival 1 (2019/20)	Festival 2 (2020/21)
Wellington City Council	Local Government	\$24,790	\$30,000
WCC - Garden Payment	Local Government		\$2,000
MSD Community Capability and Resilience Fund	Central Government		\$4,450
Regional Public Health	Central Government	\$7,000	\$3,000
DIA Lotteries: community wellbeing fund	Trust Funding		\$15,500
Wellington Community Trust	Trust Funding	\$3000	
Mitre 10 Crofton Downs	Private Sector	\$1500	
New World Island Bay	Private Sector		\$1,500
New World Newtown	Private Sector		\$1,500
Spacelamp	Private Sector		\$5,000
Bunnings - Wellington Central	Private Sector		\$1,000

NZ Wireless	Private Sector		\$870
Chris Aspros	Philanthropy		\$150
Total		\$36,290	\$64,970

In-kind Sponsorship

A host of local organisations donated food and employee time to help this year's festival happen. Key in-kind sponsors included Commonsense Organics (\$250 voucher each for all 11 teams), Kapura and TwoFiftySeven for venue hire, Woodhaven for additional vegetables for all 11 teams.

Plans for Next Year

Overwhelmingly positive feedback from ticket buyers, sponsors and local teams compelled the coordination team to run the festival for a third time.

Vision for Seeds to Feeds 2020/21

We propose expanding the experience of the festival in the following ways:

- **More embedded in communities** - Consolidating the festival's sustainability by strengthening and developing the existing 11 local teams (we will accept new teams that demonstrate strong leadership and capability). This will include continuing to grow the festival's collaboration with Wellington's network of community gardens.
- **More skills learned** - Broaden the scope of the festival from a 'celebratory focus on feed events' to 'developing local food capability and activity in our suburbs'
- **More local team events** - Increase the impact of the festival by increasing the number and variety of events throughout the summer season
- **Deeper impact** - Deepen the impact of community teams by placing more emphasis on developing manaakitanga, connecting people at all festival events and exploring the integration of tikanga.
- **More scaleable** - Continue to document the Seeds to Feeds model for propagating in other regions around New Zealand and safeguard the brand

Vision for Seeds to Feeds 2020/21 in numbers:

	2019/20	2020/21	Vision for 2021/22	Comments
Number of Local Teams	6 teams	11 teams	12 teams	Keep - Strengthen and develop existing teams (and strong new ones)
Duration of Community Engagement	6 months	6 months	12 months	Grow - Build in ways of supporting teams to keep their connection alive over the autumn and winter
Festival Launch	October	September	September	Keep - Earlier September timing worked well.
Feed Event Period	1 Week	2 Weeks	3-4 Weeks	Grow - Expanding to prevent overlap of events
Average number of people eating at each Feed event (including	44 eaters	65 eaters	65 eaters	Keep - The scale of feed events worked well this year.

local team members)				
Average number of donation meals for people in need, per team	20 meals	26 meals	26 meals	Keep - The scale of food distribution worked well
Educational Workshops / Events / talks	4 workshops	17 workshops	30 workshops	Grow - increase the educational focus of the festival
Working Bees - gardening, cooking, hosting	15 working bees	Approx 25	36 working bees	Grow - increase the connection focus of the festival
Average donation ticket price	\$20.60	\$21.39	\$21.39	Keep - 2 years' experience suggests the teams are not strongly motivated by ticket sales
Kids Portion tickets	No	Some feeds	All feeds	Grow - Same food, smaller portions
Each local team has 3 voluntary roles (Providore, Cook and Host)	No	Some teams	All teams	Grow - Recruitment process with clearly defined roles and expectations - starting August
Local teams engaged with local schools	2 of 6	4 of 11	75% of teams	Grow - Engaging more, and earlier with local schools

Broadening the festival beyond Wellington

Despite considerable interest from further afield (Wairarapa, Porirua, Christchurch, Hutt Valley and Auckland), we propose keeping the 2021/22 festival within the Wellington city limits. We believe the festival needs a third run (hopefully without Covid!) before attempting to share the concept more broadly.

In this regard, 2021/22 will be about running a stellar Wellington festival, and using this experience to develop a robust way of enabling the Seeds to Feeds model to propagate in other regions. We propose inviting interested leaders from other regions to participate in the festival in order that they can make an informed decision about starting Seeds to Feeds in their region in 2021/22.

Proposed Budget for Seeds to Feeds 2020/21

In order to make the festival sustainable, we have recognised the need to:

- Employ a Festival Coordinator resource across the whole year (1 FTE) recognising that some periods will involve more than 40 hours per week, and others will be less.
- Increase the hourly pay rate of our coordination resource (to \$25 per hour) in recognition of the very wide range of skills they need, demands they experience, and hours worked (often weekends and evenings).

Budget for next year:

Item	Budget
Central Team Coordinator (1 FTE @ \$25/hr)	\$52 000
Festival Coordination Team Effort (½ FTE @25/hr)	\$26 000
Festival Expenses (similar to 2020/21 festival)	\$12 000
TOTAL BUDGET FOR SEEDS TO FEEDS 2021/22	\$90 000