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LOCAL AND REGIONAL FOOD ECONOMIES IN CANADA: STATUS REPORT

Sectoral Policy Directorate (SPD)
Food Quality
Agriculture and Agri-Food Canada (AAFC)

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Canada

Local and Regional Food Economies in Canada: Status Report

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Background

There is growing awareness amongst consumers about the benefits of "buying local" in North America and many parts of Europe. A similar trend is emerging in Canada - particularly in the past six months. An Ipsos Reid survey published in December 2006[1] suggests that Canadians believe food that is locally grown is superior to 'regular' food. Given a list of possible benefits of locally grown fruits and vegetables, Canadians are most likely to say the top benefit is that they help their local economy (27%) and that they support family farmers (22%). Others believe the top benefit of locally grown fruits and vegetables is that they taste better (10%), are healthier (6%), are cheaper (5%), are not genetically modified (5%), or have no chemicals or synthetic pesticides (5%). Only one in ten Canadians (11%) say there are no real benefits of locally grown fruits and vegetables over other fruits and vegetables.

Corporate Research Associates Inc. conducted an *Atlantic Canada Food Consumers Study* for the Council of Atlantic Premiers in March 2005. This study explored the perception of local and local purchasing behaviour. More than 70% of the people surveyed said that they would choose local food over their favourite brand. For about 60% of the consumers, freshness and quality of the product was important in their vegetable buying decision. Only 7% said that they would look for local vegetables. While only a small number of people surveyed made their decision based on the locally produced category in Atlantic Canada, there seems to be a significant number of consumers for whom local is important[2].

Non governmental organizations (NGOs) around the world are beginning to promote local food system initiatives based on perceived benefits to society, including enhanced local food security and environmental benefits. There is also growing Government support for such initiatives, largely based on the perception local communities and farmers will reap economic benefits.

A key problem in attempting to study the benefits of local food systems initiatives relates to the lack of consensus on a definition for the term "local food".

Purpose of Study

The goal of this study is to examine current local and regional food economies in Canada. There are number of emerging local food systems initiatives in Canada, but no systematic study has been undertaken to document them. We will also explore the definitions of "local food" used in various initiatives in North America and Europe.

1.1. Literature Review of Local Food Systems Definitions

We conducted an Internet review of literature available from Europe and the U.S. to explore how the term "local food" is used internationally.

The European Science Foundation conducted an exploratory workshop on *Local Food in Europe* at Bordeaux France in June 2006[3]. Scientists from Norway, Denmark, the U.K., France, Spain, Netherlands, Hungary and Italy participated. Scientists from each of these countries presented the status of local food in their region. There was agreement on the need for a common definition of ‘local food’. They recognised that it was more than just a territorial qualification.

The most widely used definition of local food presented at the workshop was the EU regulation *2081/92* from 1992 concerning *Protected Designations of Origin* for foods. Designation of origin allows regions, special areas or nations to designate products by place of origin and therefore as having a specific quality. The European definition is complex and most participants found it unsatisfactory.

The workshop emphasized an important difference between Northern and Southern Europe. The history and evolution of local products influence their development and the meanings European citizens attribute to them. Producers from Southern Europe (France, Italy and Spain in this workshop) originally created and used the certification system to protect their products. They developed their own concepts as specific “terroir” or know-how which form part of the definition of local food. In Northern Europe, the legislation came before producers asked for it, and the specific concepts noted above do not have any meaning. Here, ‘local’ is really linked to geography and distance more than history and culture.

The workshop summarized the different features, focus and characteristics of ‘local food’ in these regions in the following way:

<u>Northern Europe:</u>

- Sustainability – sustainable production systems and products.
- Traceability – documentation of the movement of products along the value chain, the responsibility of each actor involved in the product (explicit traceability).
- Technical aspects of the product (explicit documentation).
- Health, hygiene aspects of the product.
- Animal welfare.
- Organic products, organic production processes (high status in supermarkets, associated with high product quality, enjoys higher status than “localised” food).

<u>Southern Europe</u>

- Produits de Terroir.
- Closely related to tradition, history and shared know-how.
- High pride and passion related to localised products both by producers and local consumers.
- Protection of localised food.
- Consumers are deeply involved in localised products and their implicit quality.
- Implicit traceability. Producers self-evidently know the value chain of their products so there is no need for documentation
- Implicit animal welfare – producers love their animals so there is no need for documentation
- Bottom-up processes to producing localised food.
- Producers engage in obtaining EU-regulated denominations and labels (Protected Designation of origin –PDO and Protected Geographical Indication - PGI) – but do not always use them in local markets (local consumers trust producers they know).

Food scandals such as the “mad cow” disease, powerful bottom-up lobbies (like that from the Soil Association and the campaign of Prince Charles in the U.K.) have contributed to standards development for organic foods. Localised food initiatives are usually initiated from the bottom-up as part of a market differentiation strategy. The introduction of localised foods in supermarkets may have negative consequences for their image and consumers’ perception of their quality (becoming commodities).

Most of the published literature accessible over the Internet from Europe is from the U.K. This seems to be influenced by a powerful grassroots lobby and media campaigns fronted by prominent personalities.

In 2002, Friends of the Earth, a national environmental NGO based in the U.K., undertook a study to identify the barriers to local food systems development in the U.K.[4]. The study began with an examination of what is meant by “local food”. It concluded that a definition based purely on food sourcing distance was inadequate for encapsulating the fundamental features that must characterise truly local food. The authors felt that the social, economic and environmental attributes of the food were more important than the transportation distance between field and plate. The report concluded that local food should be produced and processed as locally as possible using a diversity of sustainable agricultural practices and marketed through direct or short supply chains to local people, ensuring a fair price for producers at an affordable price. Any food that cannot be produced locally should be ‘imported’ to the region, but care must be taken to ensure that import policies adhere to the principles of fair trade and sustainable agricultural production, and that food is sourced according to the proximity principle, which is imported from as near as possible.

Allen Hedges, in association with Wendy Sykes prepared a Report on Qualitative research on behalf of the Food Standards Agency in the U.K.[5]. The purpose of this research was to explore the public’s perception, understanding, interest and behaviour in relation to the growing local food sector in the U.K. They found that people don’t have any fixed concept of the term ‘local’. The authors concluded that the core meaning of local food seems simple and self-evident – it just means “food from the locality”. People usually associate small scale, freshness, greenness, distinctiveness, craft and skill, avoidance of mass production with the term ‘local’. Thus, there is no fixed definition in the minds of people and exceptions become part of the local food definition. Ingredients which cannot be produced locally are replaced with imported ingredients. For example, since local oranges are not available, marmalade processed locally is sold as local marmalade made with Spanish oranges. Such exceptions become part of the definition of local food. Hedges and Sykes found that some local food initiatives do try to define “local food” in terms of distance and that they usually adopt the definition ‘as food grown within a 30 mile radius’. This is the definition adopted by farmers’ markets in the U.K. The research also found that ‘100 miles’ seems to register better with people rather than ‘30 miles’. The research seems to discard “regional food” as a shallow concept as people felt that a territorial identity in relation to food made no sense.

The U.K. Department of Environment Food and Rural Affairs (DEFRA) commissioned a Working group on Local food to undertake consultation and bring together the work carried out on local food to assist with the development of government policy[6]. The key finding was that there is no single definition of local food. The most widely accepted definition is that used by farmers' markets and which can be summarised as: food produced, processed, traded and sold within a defined geographic radius, often 30 miles. The National Association of Farmers' Markets (NAFM) more specifically defines the term local for their member markets and recommends "a radius within 50 miles of the market (30 miles is recommended) and the county boundary". NAFM approves the definition used by each market to check that "locality" is a key factor in whatever definition is adopted. The majority of the NAFM members use the 30 mile radius as their definition of local. The London Farmers Market (LFM), being in the center of large urban environment has to attract producers from further distances than other NAFM members and hence they call their producers 'regional' rather than local. LFM restricts trading of food not grown, produced, caught or baked within a 100 mile radius. The definition given for local used by sellers was based on distance, locality or region, while the buyers based their definition on traceability, trust, quality, freshness and environmental issues.

Sari Forsman & Jaana Paananen in Finland looked at local food systems as an alternative to conventional food supply chains[7]. They recognized that the concept of 'local food' has been defined in many ways. They adopted the definition of the Finnish Rural Policy Committee which is 'food produced and consumed by exploiting the raw material and production inputs within a region, promoting the economic development and employment of this particular area'. They defined the boundaries of this region as particular area such as a municipality, province, or economic area. They recognized close producer-customer relationships as being more important than strictly limited geographical borders in defining the term "local food".

Christopher Stopes of Eco-Stopes Consultancy and Charles Couzens, Mark Redman and Sarah Watson of F3, The foundation for Local Food Initiatives, surveyed the extent of local food sales in Northern Ireland[8]. They explored the meaning of the term "local food" and concluded that it is a relative term. Although the definition is often disputed, it is commonly defined in one of three ways:
i) Produced and processed within 30 miles - the use of 30 miles is a clear, but slightly arbitrary definition relating to the rules adopted by farmers' markets;
ii) Local sources replacing more distant sources - many purchasers think in terms of "more local" or "less global", substituting distant supplies with those sourced closer to the point of sale. The slogan that some have adopted to describe this move towards local is "local first";
iii) Regions that can supply the food needs of a discrete population – the region would vary based on the population, so a city will have a far larger food producing bio-region than a market town.

The public sector food procurement initiative (PSDPI) of the Government of U.K., DEFRA is designed to encourage food procurement by public sector agencies in a way that promotes sustainable development and encourages more small scale businesses. Food links U.K., funded by DEFRA commissioned a study on best practices in public sector food procurement[9]. They explored the definition of local food and concluded that there was no enforceable definition of local food, as views differ amongst people and the context in which the definition is used. Within Government, where a definition is needed, the most common one in current use is 'food produced, marketed and sold within a 30 mile radius' (based on the National Association of Farmers' Markets definition[10]).

The World Health Organization report on Urban and Peri-urban food and nutrition action plan emphasizes "local producers" and "local produce" and defines local as food produced within municipal boundaries[11].

In the U.S., the Vermont Department of Agriculture defines local food as "*originating within 30 miles of the place where they are sold, measured directly, point to point*" (VAAFM, 2006).[12] However, the VAAFM also allows sellers to use the term local "*in conjunction with a specific geographic location, such as "local to New England," as long as the specific geographic location appears as prominently as the term "local" and the representation of origin is accurate* (VAAFM, 2006)." Given the lack of consensus on the definition of local, this additional rule is important. Labels describing the exact location where the food was produced allow consumers to make informed decisions and identify their food with a specific geographical location, thereby fostering a sense of place. Respondents were asked to choose a definition of local food: 50% defined it as food produced within Vermont, 41% defined it as food produced within 30 miles of their town and 9% defined it as food produced within Vermont and within 30 miles of their town.

We have not explored other definitions relating to Protected Designation of Origin (PDO) and Protected Geographical Indicated (PGI) products in detail. These definitions are mostly used in Southern Europe. They are not as relevant to the Canadian situation with a possible exception of Quebec, where the tradition of terroir is still relevant. A report prepared by Laura Mout, *Geographically indicated products in Netherlands*[13] gives the definition of PDO and PGI.

1.2. Summary of Local Food Systems Definitions from the U.S. and Europe

The Europeans have explored this issue of defining 'local food' in depth. There is widespread agreement throughout Europe on the need for a common definition of 'local food'. There is also agreement that the definition must include more than mere geography. A pan-European panel arrived at two distinct categorization systems drawn up along the cultural lines dividing northern and southern European populations. The people of northern Europe tend to associate 'local food' with concepts such as sustainability of production methods, traceability, animal welfare, and health and safety. While there is some overlap, the people of southern Europe prefer to focus on the regional aspects of the food that are deeply connected to culture, soil, climate and people.

Obviously, this degree of complexity does not prove satisfactory for most end users that need to operationalize the term 'local food' and communicate it to their customers. In practice, the definitional complexity described above is largely ignored, and organizations such as farmers' markets tend to opt for a definition based on distance since this concept is much easier to operationalize. The farmers' markets definition appears to be the one in most common use in the U.K. where the quest for 'local food' has reached frenzied proportions amongst consumers. The U.K. National Association of Farmers' Markets recommends 'a radius within 30-50 miles of the market and the county boundary'.

A third group of definitions from Europe comes from governments, which tend to reference political boundaries between cities, regions and countries.
The Americans have tended to take a pragmatic approach to defining ‘local food’ and their definitions are largely based on distance or travel time. For example, a supermarket in Vermont defines ‘local food’ as food that can be transported within 24 hours driving time. Other U.S. initiatives define ‘local food’ as any food produced within a three hour drive. These time-based definitions appear to be more common in the U.S. than in Europe and may have evolved because of the time required to get to rural agricultural settings from major urban areas and or because of the long haul trucking systems established in the U.S. food distribution system.

Some states such as Vermont have created legal definitions. Here ‘local foods’ are defined as ‘originating within 30 miles of the place where they are sold. The state also allows sellers to use the term in conjunction with a specific geographical location, thereby fostering a sense of place.

What conclusions can we draw from our analysis of the definitions used in Europe and the U.S. and how can these apply to the Canadian context?

Our review suggests that nobody is completely satisfied with a definition of ‘local food’ restricted to geographical considerations. However, there is almost no agreement on how to extend the definition beyond geography, with the possible exception of traceability (discussed below). For the purposes of this report, we will restrict our focus to geography-centric definitions of ‘local food’.

In general, while defining local food based on political boundaries is popular with governments of all levels, this class of definition does not resonate well with consumers. Consumers prefer definitions based on proximity. Being able to trace food to its exact source (traceability), preferably back to the farmer, appears to be a significant consideration for buyers of local food. Proximity-based definitions also resonate well with consumers who are concerned about local as a contrast to the global food economy and who wish to retain more of the food dollar within the locality and promote close producer-consumer linkages.

In addition to consumer preferences, local food initiatives must consider whether the distance chosen is practical to apply. While short distances may resonate best with consumers, in practice they may make it difficult to source adequate quantities of food. Also, while short distances may work for small towns, they prove inadequate for large cities whose boundaries extend beyond 100 km. For these entities, regionally or politically-based definitions may be more suitable.

2. Review of Local Food Systems Initiatives in Canada

We conducted a literature review, polled members of Canadian Organic Growers’ (COG) national food network, and asked key informants to identify local food initiatives in their regions.

2.1.1 Classification of Local Food Systems in Canada

Based on the pragmatic, geographically-based definitions that we found in common use in Europe and in the U.S., we developed the following classes of 'local food' definitions that appear to have the most utility for the Canadian context. These include:

1. Proximity Food sourced less than 100 km away
2. Regional Food sourced greater than 100 km away
3. Travelling Time Time, rather than distance-based definition
4. Political References boundaries such as those between municipalities, regional municipalities, provinces or countries.
5. Bio-Regional Take environmental features such as watersheds and micro-climates into account.

Once we had identified the local food system initiatives (see Table 1), we attempted to categorize them based into one of these five definitions. The information we used to do this was based on interviews with experts from across the country (see Appendix A) who were identified based on their knowledge of local food systems initiatives, and information from organizational websites. In most cases, the websites did not clearly define how the term 'local food' was being used, but there was often useful information available on-line that we could use to make a 'best-guess' about how the term 'local food' was being defined.

Our list of initiatives is by no means comprehensive since certain types of local food initiatives such as community gardens, community kitchens, food security councils and farmers markets are found in almost every urban centre in the country. To reduce the enormity of the challenge, our approach was to identify regional umbrella groups, as well as those groups that have played catalyst roles within each local food initiative category.

Many, if not most of the organizations we identified, are newly formed, or at least have only recently turned their attention to local food systems issues. Based on the work they do, some groups are listed under more than one type of initiative in Table 1.

Table 1

Type of Initiative	Lead Organization	Description/Activities	Location	Type of labelling or marketing used	What is grown or sold/Consumed	Definition	Info. Source
Regional Cuisine/ Culinary Tourism							
	Slow Food There are 18 convivia and 600 members across Canada	Introduce local foods and producers to consumers; school gardens; preserve heritage and rare plants and animals	Convivia across Canada	Variable	All types of foods, but with minimal processing	Regional	www.slowfood.com www.slowfood.ca
	Agrinat	Farmer coop devoted to developing and marketing regional products such as "beefalo", trout, herbs, flowers and fruits. Events such as ‘Agri-tour’ and ‘Délice’	Eastern Ontario	Food and beverages marketed as regional. Some marketed as sustainable agriculture and some is marketed as organic	Wine, venison, fruit, ducks, lamb, vegetables, herbs, cheese, beef, chicken, turkey, goats, pork, eggs, honey	Regional	Harvest Route (local producer map)
	Southern Vancouver Island Direct Farm Marketing Association	On-line listing of agritourism destinations and festivals	Vancouver Island	Local	Vegetables, fruit, eggs, preserves, breads	Political	www.islandfarmfresh.com/agritourism.html
	Niagara Culinary Trail	Focuses on growing, harvesting, preparing, presenting and eating foods from the local soils. Map lists 60 rural destinations where tourists can find “made in Niagara” produce and artisan products. Includes farm gate sales such as fruit stands and farmers’ markets as well as CSA farms and food buying clubs	Niagara Falls	Regional – marketed as ‘made in Niagara’. Some produce is marketed as organic and heirloom	Produce and artisanal goods including cheese curds, wine, fruit, vinefera flour, vegetables	Regional	www.niagaraculinarytrail.com
	BC Agritourism	A program of the BC government	BC	Local	This will depend on	Regional	www.agritourismbc.org

Type of Initiative	Lead Organization	Description/Activities	Location	Type of Labelling or Marketing Used	What is Grown or Sold/Consumed	Definition	Info. Source
		designed to encourage agricultural tourism in the province. It is developing a marketing strategy and directory.			the region of BC, but most of the initiatives will focus on fresh food		
Institutional Procurement	**Local Flavour Plus**	Standards development; local food label; marketing	Toronto	Program has its own label and standards. Approx. half of the producers are also certified organic	Milk, cheese, vegetables, cider, fruit	Political	www.localflavourplus.ca
	Toronto Food Policy Council	Facilitated local food procurement in 8 hospitals in Huron County	Toronto	Hospital program focused on 'buy Ontario'	All foods	Political	www.toronto.ca/health/tfpc_index.htm
	Équiterre	Garderie Bio CSA box program designed for child care centres and schools	Quebec	Certified organic, local (some producers are in transition to organic)	Vegetables, meat, fruit	Proximity	www.equiterre.org/en/agriculture/paniersBios/index.php
	Queen's University	On site Farmers' Market	Kingston	Local. Some of the vendors are certified organic	Honey, baked goods including bread, vegetables and clothing	Regional	www.thefarmersmarketatqueens.com
	Canadian Organic Growers	The Growing Up Organic project involves the development of institutional markets for certified and transitioning farmers. The project is just starting with four pilot projects	Pilot projects across Canada beginning with Winnipeg, Whitehorse, Ottawa and Kitchener	Local and organic (certified and transitioning)	All foods and beverages, fresh and packaged. Some pilot projects are starting only with fresh food	Proximity	www.cog.ca

Type of Initiative	Lead Organization	Description/Activities	Location	Type of labelling or marketing used	What is grown or sold/Consumed	Definition	Info. Source
Restaurants	**MRC des Collines-de-l'Outaouaise**	Local brand development; institutional markets development, local organic school. The project is just in the beginning stage	MRC des Collines	Local- still considering whether to restrict to organic producers	Will include all foods when program running	Political	MRC Bio: Ecological Development for Agricultural and Forest Land
	Regional Municipality of Waterloo	Pilot project for Farmer's Market on hospital grounds. Project in planning phase.	Kitchener	Local	Fresh food	Political	www.noharm.org/details.cfm?type=document&id=1134
	Falls Brook Centre	Food to Schools program. In the planning phase	New Brunswick	Local and organic	All foods. This program will include all foods	Regional	www.fallsbrookcentre.ca/english_home.htm
	There are numerous restaurants across the country that specialize in local products	Variable depending on restaurant	National	Some restaurants are marketing their wares as local and organic	All foods and beverages	Varies with restaurant	
	Islands Chef Collaborative	Encourages the consumption of local, sustainably produced food and promotes new entrants into sustainable farming by facilitating access to land	Vancouver Island	Local and organic	All foods and beverages	Proximity	www.islandchefscollaborative.com
	Ecoperth	A community-based environmental group dedicated to reducing the communities carbon footprint. Food related activities include encouraging direct farm to consumer sales (Local Flavour Campaign); encouraging food retailers and restaurants to feature local foods; recipes to help consumers	Perth	Local	CSA program- mainly fresh food	Proximity	www.ecoperth.on.ca

Type of Initiative	Lead Organization	Description/Activities	Location	Type of Labelling or Marketing Used	What is Grown or Sold/Consumed	Definition	Info. Source
Food Security		prepare locally grown foods;					
	Durham Farm Fresh	Association of farmers and chefs dedicated to local food procurement. Produce a directory of farm members, farmers' markets and restaurants	Durham County	Local	Cider, fruit, vegetables, flowers, plants, livestock, herbs, honey, maple syrup, baked goods, preserves, trees, cheese	Political	www.durhamfarmfresh.ca
	UNESCO Frontenac Arch Biosphere Reserve	Local Flavours Initiative Activities include local food map; workshops on local food marketing	Leeds-Grenville County	Local	Eggs, fruit, honey, herbs, maple syrup, meat, vegetables	Regional	www.localflavours.org
	Food Secure Canada	National umbrella organization which works on hunger and food assistance; sustainable food systems, safe and health food and food programs and global issues and food security	Ottawa	N/A	N/A	N/A	www.foodsecurecanada.org
	Food Share	Salad bar program for schools; Good Food box for low income people; urban gardening initiatives; public education about food security; nutrition training programs for new mothers	GTA	Local, some organic	Primarily fruit and vegetables	Political	www.foodshare.ca
	Food Policy Councils There are dozens of these councils across the country and many are involved in supporting the development of local food systems. Some of	Food Policy Councils are comprised of individuals from all aspects of the local food system. They are often officially sanctioned through a government action such as a City Council motion or they can be a grassroots effort. The goal is to provide a forum for advocacy and policy development that works					

Type of Initiative	Lead Organization	Description/Activities	Location	Type of labelling or marketing used	What is grown or sold/Consumed	Definition	Info. Source
	the more significant groups are listed below	towards the creation of a food system that is ecologically sustainable, economically viable and socially just.					
	Toronto Food Policy Council	Begun for the city of Toronto to develop a sustainable food system. Activities include sustainable food system policy development; a municipal composting program; research on urban food production; advocacy for rooftop gardening; a community gardening strategy (122 community gardens in 2001); advocacy for school gardens; hospital buying program	GTA	Local	All foods Primarily fresh food in hospital program	Political	www.toronto.ca/health/tfpc_index.htm
	Vancouver Food Policy Council	Located within the municipal government of Vancouver. Activities include sustainable food system policy development; food charter; support for community gardening programs; plant a row, grow a row initiative; urban bee keeping	Vancouver	Local	N/A	Political	www.city.vancouver.bc.ca/commsvcs/socialplanning/initiatives/foodpolicy/policy/council.htm
	Just Food	Buy local guide; gleanings program, connecting farmers and chefs; CSA training; connecting farmers and consumers; nurturing chef-farmer relationships; gleanings programs; local food maps	Ottawa	Local, some organic	Fresh food- fruit, meat and vegetables	Regional	www.spcottawa.on.ca/ofsc/en/profiles.asp
	Food Systems Roundtable	Networking; policy	Kitchener-Waterloo	N/A	N/A	Political	No Website
	BC Food Systems Network		BC	N/A	N/A	N/A	www.fooddemocracy.org

Type of Initiative	Lead Organization	Description/Activities	Location	Type of Labelling or Marketing Used	What is Grown or Sold/Consumed	Definition	Info. Source
	Society	Founded in 1999 to work for community food security in BC. The goal is to establish a self-reliant food system that can provide food for everyone in the community. Links farmers and consumers; emergency food programs; food banks; community kitchens; policy					
	Food Security Network of Newfoundland and Labrador	Goal is to bring people together in communities all around the province to talk about food security; to identify the various barriers to food security in the different areas of the province; and to plan and implement a provincial Food Security Assembly, and an action plan for the future of food security in the province	Newfoundland and Labrador	N/A	N/A	N/A	www.foodsecuritynews.com
	Manitoba Food Security (The Food Project)	Food security network	Winnipeg	N/A	N/A	N/A	http://food.cimnet.ca/cim/43.dhtm
	Ecology Action Centre	The Food Action project is designed to increase access to food and food self-reliance in Nova Scotia. Activities include the promotion of local food production and consumption; research and education into the real and hidden costs in the food production system; celebrating the food production system through festivals and events; urban gardens	Nova Scotia	Local	Primarily fresh food	N/A	www.ecologyaction.ca/food_action/food_projects.shtm

Type of Initiative	Lead Organization	Description/Activities	Location	Type of labelling or marketing used	What is grown or sold/Consumed	Definition	Info. Source
Collective Kitchen Networks	**OPIRG McMaster** *Eat Local Food Issues Working Group*	Goal is to bring people together around food security issues, with an emphasis on the importance of eating locally produced foods. Activities include potlucks, workshops and other gatherings in order to raise awareness, and cultivate the knowledge and skills needed; collective kitchens	Hamilton	Local	Community kitchen project promotes the preparation of preserves	Proximity	www.environmenthamilton.org/eatlocal/workinggroup.htm
	CHEP	CHEP works with communities to achieve solutions to child hunger and improve access to good food for all. Activities include supporting food nutrition program for children; community gardening; runs a good food box and a cooperative grocery store; collective kitchens and farmer direct purchasing	Saskatchewan	Local	Good Food Box primarily fresh foods such as vegetables and fruit	Proximity	www.chep.org
	FoodNet (Ontario Public Health Association)	Advocates for programs that promote access to affordable, nutritious, and sustainable foods for all Ontarians; networking	Ontario	N/A	N/A	Political	www.opha.on.ca/foodnet/index.html
	Collective kitchens operate in hundreds of Canadian communities.	Collective Kitchens could be considered a subset of the food security movement since what of the drivers for their emergence is the right to access affordable and nourishing food.					
	FoodShare	The Community Kitchen program helps community kitchens get started and provides training workshops	Toronto	Local, some organic	All foods	Political	www.foodshare.net

Type of Initiative	Lead Organization	Description/Activities	Location	Type of labelling or marketing used	What is grown or sold/Consumed	Definition	Info. Source
Urban Agriculture							
	FoodShare	Helps community associations start and sustain community gardens; advocates for land for more community gardens and for the resources to create and sustain them; founding member of the Toronto Community Garden Network which advocates on behalf of gardeners throughout Toronto	Toronto	Local, some organic	Fresh food (mostly vegetables, but also fruit) in Good Food box and in Salad Bar program	Political	www.foodshare.net/garden02.htm
	Farm Folk City Folk	Awareness campaigns on eating locally; research on traditional grains grown in BC; food security; monitoring and protecting farmland; farm tours; events; advocacy for GE-free BC	Vancouver	N/A	N/A	Political	www.ffcf.bc.ca
	Community Gardens	These are found in the majority of Canada's urban centres				Political	
	Edible Garden Project	The EGP grows gardens and shares the backyard bounty. The project actively increases land-use for food production in the North Shore by seeking-out unused garden space both on private and public property. It also encourages people who grow gardens to plant an extra row for donation.	Vancouver	Local	Fresh food- primarily fruits and vegetables	Proximity	www.ediblegardenproject.com
	Eco-Initiatives/ action communiterre	A cooperatively run community gardening programs. Activities include a sharing backyard program; CSA project; partners with community	Montreal	Local and organic	Fresh food- primarily fruits and vegetables. Culturally-appropriate vegetables	Proximity	www.actioncommuniterre.qc.ca/english/sitemap.html

Type of Initiative	Lead Organization	Description/Activities	Location	Type of labelling or marketing used	What is grown or sold/Consumed	Definition	Info. Source
		health clinics to focus on pre-natal nutrition and health; run 10 organic gardens, known as the Victory Garden Network; workshops on gardening, composting and recycling; greenhouse development					
	Environmental Youth Alliance	A youth driven non-profit organization dedicated to the health of our urban environment; workshops on food security and urban agriculture; youth managed farm and garden; nurseries, greenhouses, native plant gardens	Vancouver	Local	Fresh food- fruit and vegetables	Proximity	www.eya.ca
	Toronto Food Policy Council	Municipal composting program; research on urban food production; advocate for rooftop gardening; led community gardening strategy (122 community gardens in 2001); advocate for school gardens	Toronto	N/A	N/A	Political	www.toronto.ca/health/tfpc_index.htm
	Eat Local	Goals are to create a more supportive environment for local farmers and urban growers; assist and encourage Hamiltonians to eat more locally produced food; improve food knowledge and skills; empower people to utilize neglected food sources	Hamilton	N/A	N/A	Proximity	http://environmenthamilton.org/eatlocal/
	SFU Local Food Project (Simon Fraser University)	Goals of the project are to reduce food miles on SFU food; identify purchasing habits of SFU students; calculate food	Vancouver	Local, some organic	Fresh food- primarily fruits and vegetables	Proximity	www.sfu.ca/~sustain/pdf/e-Newsletter-Feb%2007%20edition.pdf

Type of Initiative	Lead Organization	Description/Activities	Location	Type of labelling or marketing used	What is grown or sold/Consumed	Definition	Info. Source
		miles for SFU food; directory of local farms; local buying clubs; increase awareness about food and greenhouse gas; educate students about local food; link local farmers to SFU cafeterias and pubs; promote farmers markets and campus gardens					
	City Farmer	Helps people to establish food gardens in urban areas; new farmers to find land; workshops on pesticide reduction and organic gardening; a sharing backyard program	Vancouver	N/A	N/A	N/A	www.cityfarmer.org
	Eco-Initiatives/Action Communiterre	Community gardening programs; sharing backyard program; CSA project; partners with community health clinics to focus on pre-natal nutrition and health; run 10 organic gardens, known as the Victory Garden Network; workshops on gardening, composting and recycling	Montreal	Local, some organic	Fresh food (fruits and vegetables)	Proximity	www.actioncommuniterre.qc.ca/english/victory.html
CSAs	**Equiterre**	Coordination and marketing role for CSA network in Quebec	Montreal	Local and organic	Fruit and vegetables, some meat and cheese, some value-added products	Proximity	www.equiterre.org/en/
	Just Food	Buy local guide; gleanings program, connecting farmers and chefs; CSA training	Ottawa	Local, some organic	Fruit and vegetables, some meat	Proximity	www.spcottawa.on.ca/ofsc/en/profiles.asp
	Ecoperth	Runs a CSA initiative to encourage	Perth	Local, some	Primarily fruits and vegetables in CSA	Proximity	www.ecoperth.on.ca/

Type of Initiative	Lead Organization	Description/Activities	Location	Type of labelling or marketing used	What is grown or sold/consumed	Definition	Info. Source
		consumption of local food		organic			
There are over 200 CSA farms in Canada (see Appendix B).							
Farm Marketing Associations							
	Most provinces have developed these to promote fresh food grown in the province. There are also a numerous regional scale organizations	Markets campaigns; logo development; branding	National	Local		Political	
	Ontario Farm Fresh Marketing Association	Non-profit designed to helps farmers to sell direct, particularly at farmers markets. It also helps consumers to find local farms and u-pick operations	Ontario	Local	Fruits and vegetables	Political	www.ontariofarmfresh.com
	Food Land Ontario	This is an Ontario government run program designed to brand Ontario produce. Vendors can apply to use the logo under contract. The organization has developed a seasonality guide and markets Ontario produce	Ontario	Local	Fruits and vegetables	Political	www.foodland.gov.on.ca
	Alberta Farm Fresh Producers Association	On-line farm directory	Alberta	Local	Fruit, vegetables, livestock, herbs, flowers, bedding plants, honey, trees, shrubs	Political	www.albertafarmfresh.com/members.htm
	Durham Farm Fresh	Association of farmers and chefs who	Durham County	Local	Cider, fruit, flowers,	Political	www.durhamfarmfresh.ca

Type of Initiative	Lead Organization	Description/Activities	Location	Type of labelling or marketing used	What is grown or sold/Consumed	Definition	Info. Source
		care about local food. Includes a directory of members and farmers' markets as well as restaurants			plants, livestock, herbs, preserves, honey, maple syrup, trees, cheese, vegetables, baked goods		
	Southern Vancouver Island Direct Farm Marketing Assoc.	On-line farm directory	Vancouver Island	Local	Fruit, vegetables, livestock, eggs, beverages, bedding plants, Christmas trees, perennials and annuals, baked goods, breads, stock, preserves, vinegar, fruit leather, flour, cheese, herbs, honey	Political	www.islandfarmfresh.com www.tasteofnovascotia.com
	Taste of Nova Scotia	Taste of Nova Scotia is a marketing program, whose members are committed to offering the very best culinary experience Nova Scotia has to offer.	Nova Scotia	Local, some organic	Fresh food	Political	www.islandfarmfresh.com
	UNESCO Frontenac Arch Biosphere Reserve	Local Flavours Initiative Activities include local food map; workshops on local food marketing	Leeds-Grenville County	Local	Eggs, fruit, honey, herbs, maple syrup, meat, vegetables	Regional	www.localflavours.org/index.html
	Niagara Presents	Shared industrial kitchen; chef support for local entrepreneurs; Co-packing; technical assistance	Niagara region	Local	Mostly value-added products from grapes (sweets, savouries, jellies, sauces)	Regional	www.niagarapresents.net

Type of Initiative	Lead Organization	Description/Activities	Location	Type of labelling or marketing used	What is grown or sold/Consumed	Definition	Info. Source
Farmers' Markets							
	Farmers Markets Canada	National umbrella organization		N/A	N/A	Proximity	No website
	Farmers Markets Ontario	As home to some of the oldest markets in the country, this association has taken the lead in Canada to collect data to document the economic benefits to local communities from farmers markets. The organization also plays a key role in helping new markets to form	Ontario	Local, some organic Considering certified local label Local	Fruit, vegetables, bread, honey, maple syrup Fruit, vegetables, bread, honey, maple syrup	Proximity	www.farmersmarketsontario.com
	Farmers' Markets of Nova Scotia Cooperative Ltd.	This cooperative represents ten independent Farmers' Markets that have joined together to support and benefit the more than 400 small to medium size businesses they represent	Nova Scotia	Local, some organic	Fruit, vegetables, bread, honey, maple syrup	Proximity	http://nsfarmersmarkets.ca/index.php?option=com_content&task=view&id=13&Itemid=28
Farmers' Markets	500 across Canada		National	Local, some organic	All have fruit, vegetables, honey. The ability to sell dairy and meat vary by province	Proximity	
Local Produce Auctions							
	Elmira Produce Auction Cooperative		Elmira	Local	Fruits and vegetables	Proximity – 75 km	No website
Box Programs and Buying Clubs							
	Most cities have box programs run by local entrepreneurs. Examples include:	Producer-owned coop for wholesale auction sales. Provides marketing training to producers					
		Many of these focus on attributes such					

Type of Initiative	Lead Organization	Description/Activities	Location	Type of labelling or marketing used	What is grown or sold/Consumed	Definition	Info. Source
		as organic, fair trade, biodegradable, etc. but few source ingredients from local farmers					
	SPUD	Social enterprise offering operating in Vancouver, Calgary, Victoria and Seattle. SPUD is committed to sourcing as much food as possible direct from local farmers and distributors	Vancouver	Local, organic, fair-trade, humane, sustainably harvested	1300 products including vegetables, beverages, fruits, bread, packaged products and household products	Regional	www.spud.ca/index.cfm
	Wanigan Organic Vegetable Box Delivery	Each week Wanigan puts together fresh, sensible assortments of fruits and vegetables into various packages. They specialize in local, organic and seasonal food	Toronto	Local, seasonal, organic	Vegetables and fruit only	Regional	www.wanigan.com/about/index.php?PHPSESSID=svlmiljdhpr39sicctmqb8sds4
	Front Door Organics	Support local farmers for seasonal produce but will procure organic produce from California out of season. Support Ontario farmers' rights to fair wages and working conditions.	Toronto	Local, organic	Vegetables, fruit	Regional when in season	www.frontdoororganics.com
	Ontario Natural Food Coop	Cooperative which delivers food to buying clubs, wholesalers and retailers. Sources organic and natural food from around the globe, but is working to support Ontario processors. Several years ago, they worked with an organic tomato company to produce a new canned 'Ontario' tomato product	Toronto	Organic, natural, local	All packaged food products, plus milk, cheese and eggs and household cleaners	Political	www.onfc.ca
Other	**100 Mile Diet**	This trend was started by two	BC	Local	All foods	Regional	www.100milediet.org

Type of Initiative	Lead Organization	Description/Activities	Location	Type of labelling or marketing used	What is grown or sold/Consumed	Definition	Info. Source
		individuals in BC who wanted to see if they could live on food produced within 100 miles of their home. This spurred a hot trend and there is now a how-to website, journalists in the mainstream media reporting on their own diets and regional copycat organizations throughout North America. In Manitoba, food security groups are planning an event for the fall of 2007 which has 100 people on the diet for 100 days. Twelve restaurants have agreed to provide local food for the 12 weeks of the program (100 days)				(100 miles)	
Research	**Simon Fraser University**			N/A	N/A	N/A	
	Canadian Association for Food Studies						www.foodstudies.ca/programs.html
	Centre for Studies in Food Security, Ryerson University						www.ryerson.ca/foodsecurity
	Region of Waterloo Public Health	Food and economy study Study of redundant trade in K-W region Food flow analysis K-W region Self-reliance study K-W region Food miles and green house gas emissions of imported food K-W region Food Secure City					http://chd.region.waterloo.on.ca/web/health.nsf/4f4813c75e78d71385256e5a0057f5e1/D2A33208D1CE83BB85256EED005C3310?OpenDocument
	The Toronto Food Policy Council	Feeding the City from the Back 40					www.toronto.ca/health/tfpc_feeding.pdf
	The University of Northern BC	Economic impact of farmers' markets in BC					www.unbc.ca/planning/localfood

2.1.2. Summary of Canadian Local Food Definitions

The definitions in use by local food initiatives in Canada tend to be similar within each type of food localism initiative. For instance, culinary tourism initiatives tend to use politically-based definitions based on county, regional municipality or provincial boundaries, the farm-direct initiatives such as CSAs and farmers markets tend to define ‘local food’ the most narrowly (proximity-based definitions) since they can afford to do this. Food security groups often use politically-based definitions at city or provincial scales. Box programs, which tend to run year round and require access to large amounts of food (often organic), so they tend to define local at larger scales, such as regions. Often they indicate that they source food regionally in the summer months and wherever they can during the winter.

2.2 Types of Canadian Local Food Initiatives

After examining the local food initiatives underway in Canada (see Table 1), we were able to classify most into the following types of initiatives:

2.2.1 Farmers Markets

This traditional direct marketing channel is making a comeback in cities and towns across the country. Most provinces have umbrella associations and there is a newly formed national farmers’ market association (Farmers Markets Canada). According to this association, there are currently about 500 farmers markets across the country. Although the general consumer perception is that the food sold in these markets is grown locally, this is not always the case. It is not uncommon for farmers to resell produce from outside the area, particularly when a product is not in season in a particular region. A new market in the development stage to be located in the newly minted Green Belt around Toronto is billing itself as the first ‘certified market’ in the country which conducts third party audits to verify that product sold in this market is indeed locally grown. The University of Guelph, School of Rural planning and development conducted a study on farmers markets in Ontario and their economic impact in 1998[14].

2.2.2. Community Supported Agriculture (CSA).

Based on on-line sources, interviews with key informants and COG’s food network, we identified as many CSAs as we could in Canada. Appendix B lists the roughly 200 CSAs that we found.

CSAs are an alternative local food distribution system that engage eaters as equal partners in the food system. Consumers (eaters) are asked to take on some of the risk of the farm enterprise by pre-purchasing a share of the season’s produce. Most CSAs feed between 35 and 200 members (families) and most are based close to large urban centres. However, there is a large diversity of CSAs. Some are combined with farmers’ markets, some CSA farmers pool produce to provide the diversity desired by consumers and others are part of large networks coordinated by NGOs. Most CSAs only provide seasonally available food for approximately 13 weeks between June and October. However, increasingly, CSA offerings are expanding to include products such as root vegetables outside of the summer season. Some CSAs also include non-produce items such as meats, cheese, and eggs. A recent trend is the addition of locally processed value-added items such as flours and breads, etc in CSA boxes.

Agricultural groups and governments concerned with the economic impact of the farm crisis on farmers are looking closely at the CSA model since it allows farmers to receive a larger share of the food pie (total consumer spending on food) since they deal directly with consumers, not with middle-men. To date, only one economic study has been done on this in Canada[30].

2.2.3 Culinary Tourism and Regional Cuisine Initiatives

The goal of culinary tourism initiatives is to bring much-needed tourist dollars in to rejuvenate rural economies through initiatives such as driving routes and farm stays, etc that are linked to locally-produced food. Some measure of success has been achieved, particularly for commodities such as wine and maple syrup. For instance, the Okanagan and Niagara regions of British Columbia and Ontario have developed wine routes linked to winery tours and tastings. The province of Quebec has been particularly successful in developing agro-tourism initiatives. A number of scenic rural driving tours have been developed that allow city dwellers to experience regional cuisine and rural life on a local farm. A number of communities in Ontario and Quebec promote tourism through maple syrup festivities in the spring.

Growth potential is considerable for culinary tourism. A 2003 study of the industry in Canada[15] found that 1.8 million Canadian adults (8% of the adult population) are ‘wine and culinary enthusiasts’. However, based on research conducted in Ontario in 2000[16], lack of community-based planning appears to be a barrier to capitalizing on culinary tourism opportunities. A comprehensive 2004 report from the University of Guelph[17] outlines the key considerations for developing a successful culinary tourism initiative.

Although the driver for regional cuisine and culinary tourism initiatives may be the same – to inject money into the local economy, the focus with regional cuisine is more on the celebration of local culture and food. This concept of regionally-based cuisine is much larger part of the European culture, particularly in the south. However, in Canada, Quebec’s concept of ‘terroir’ comes closest to developing a culture of regional food. The Slow Food movement has helped to promote the view that regional cuisine should be nurtured and celebrated.

Although these initiatives can support the development of local food systems, neither is designed with this in mind. Culinary tourism and regional cuisine initiatives are more about economic development than they are about enhancing food security and decreasing transportation distances by growing food for local consumption.

2.2.4. Urban Agriculture and Community Gardens Initiatives

Community gardens represent an attempt to reclaim urban land for food production. These initiatives are driven by a multitude of motivations, but the food security of urban populations is a dominant theme. Many urban gardens are located in multi-ethic parts of cities and new Canadians make up a significant proportion of the gardeners.

The Toronto Food Policy Council has developed a discussion paper[18] that outlines how the city could feed its population by encouraging commercial agricultural production within city limits. Some of this production could come from backyard gardens. A recent phenomenon gaining popularity in the Canadian Prairie is SPIN-farming.[19] SPIN is an acronym for 'Small Plot Intensive'. According to the SPIN website, it is possible to gross more than $50,000 on a half an acre of land.

There are community gardens in almost every large community in Canada and most provinces have community gardening networks. The status of community gardens in Canada is reviewed in a report by LifeCycles[20].

2.2.5 Box Programs (door to door delivery), and Buying Clubs

These initiatives are popping up across the country. Many of these source fresh food directly from local farmers. Much of the food in these boxes is organic and some programs offer predominantly certified organic fare. Box programs tend to be for profit businesses, while many buying clubs are cooperatively owned.

2.2.6. Institutional Procurement

Increasingly, institutions are developing ethical and environmentally friendly procurement policies. Not surprisingly, this movement is being led by Universities and the federal government has now developed extensive guidelines with respect to ethical purchasing. However, institutions have been slow to develop policies on local food procurement, largely because of policies (usually provincial level) designed to ensure that tendering practices are fair and open to all bidders. Restricting bids to local contractors selling locally produced and processed food may breach these policies. Nonetheless, some institutions, most notably the University of Toronto, have introduced new policies that require all food services contractors to source a certain percentage of their food from local suppliers. Other universities and institutions, such as hospitals, are encouraging farmer's markets to operate on their premises in order to encourage greater consumption of local food.

Restaurants and food service providers are also becoming interested in procuring locally-sourced food. A report by the Alberta Government[21] outlined some of the barriers to entry and provided some recommendations to producers to gain entry to these types of markets.

No similar directory exists in Canada, but in the US there is a website that lists restaurants that focus on locally produced food[22]. There is also a US-based Chef's collaborative for chef's interested in local, artisanal and sustainable cuisine[23]. A group of chefs, The

Islands Chef Collaborative, based on Vancouver Island is promoting the development of a sustainable food system in BC.

2.2.7 Local Produce Auctions

The only example we could find of this in Canada is the Elmira Produce Auction Cooperative in Ontario which is run by a group of Mennonite farmers.

2.3 Profiles of the Key Players in Canada's Local Food Initiatives

During our interviews and literature review, the names of some key organizations consistently came up in association with the main categories of food localism initiatives that we had identified. These organizations, reviewed below, appear to be playing a leadership role in the food localism movement.

2.3.1. Culinary Tourism and Regional Cuisine

The **Slow Food** movement stands out as an example of a regional cuisine initiative. Slow Food is an international member-supported organization with 80,000 members and 850 convivia (local chapters). Although the goals are broad, ultimately Slow Food strives to get people buying, eating and cooking locally grown food. The movement's goals are to maintain regional foods of importance to biodiversity and local culture, to help people rediscover the joys of eating and understand the importance of caring where their food comes from, who makes it and how it is made, and to link agricultural producers with co-producers (eaters). In Canada, there are 18 convivia and 600 members. Slow Food's 'Arc of Taste' has catalogued hundreds of traditional foods around the world. Ten Canadian species, such as Red Fife Wheat and the Great Plains Bison are listed.

Provincial and regional municipal governments appear to be taking the lead in developing culinary tourism initiatives. The **Province of Quebec** is a strong player in this movement and other governments such as BC, Ontario and Alberta are beginning to take notice. The Quebec government tourism website, www.bonjourquebec.com, profiles a number of culinary routes across the province including: the Flavour Trail in Charlevoix, The Cheese and Country Flavour Route in Centre-du-Québec, the Great Tastes from our Fields in the Eastern Townships, the Cider Route in Montérégie, the Gourmet Route in Québec City and Charlevoix, and the Country Roads in Lanaudière.

The **Ontario Ministry of Tourism** has begun its own culinary tourism initiative. This started with a strategy and action plan[24] and a symposium held in Toronto in March 2005. The focus of the initiative is to encourage the development of new culinary tourism initiatives in Ontario while being supportive of existing regional and local culinary tourism strategies and activities. The strategy involves the designation of five culinary destinations, including Toronto, Niagara, Muskoka, Prince Edward County and Ottawa.

See Appendix A for an in-depth interview with Susan Benson from Ontario's Ministry of Tourism.

2.3.2 Community Gardens and Urban Agriculture

City Farmer is Canada's office for urban agriculture. The organization began as a way to help city dwellers grow food in the city. It has become the largest information and education centre for urban agriculture in the world. Projects include a garden demonstrating how to grow vegetables and fruit organically on a small city lot and an extensive web site with links to urban gardening initiatives around the globe.

2.3.3. Community Supported Agriculture *(CSA)*

The best example of a CSA network in Canada is that developed by **Équiterre**, an NGO based in Montreal. As a result of Équiterre's marketing efforts, a network of over 99 CSAs across Quebec exists to provide fresh food to some 8700 families. Recent statistics collected by the organization suggest that this type of agriculture is bucking the general trends in agriculture. The CSA part of an integrated farm operation tends to be more profitable than the non-CSA part.[30] Farmers in Équiterre's CSA network also tend to be younger than average farmers. For instance, only 20% of Quebec's farmers are 34 years or younger, but 50% of the farmers of the CSA network are under 40 years old. They also tend to be organic. All of the farmers in the Équiterre network are either certified organic or in transition to organic. Of the 508 certified organic enterprises in Quebec, 20% are part of the CSA network. Close to half of the certified organic vegetable farms market their products through CSAs.

See Appendix A for an interview with Isabelle Joncas who runs Équiterre's CSA network.

A list of Canadian CSAs is available in Appendix B.

2.3.4. Institutional Procurement

Local Flavours Plus (LFP) is an NGO that has created its own certification system which favours producers practicing certain environmentally and socially beneficial practices such as integrated pest management and fair trade. The system trains independent third-party inspectors to oversee production methods, labour standards, habitat preservation, and energy use. Producers and processors are assigned points based on these categories. Although the program uses provincial boundaries (political) to define local, producers can receive bonus points if they are located within 200 km of the end user.

In 2006, LFP announced that the University of Toronto was adopting the program. Recently it received one million dollars in funding from the Friends of the Greenbelt Foundation to encourage adoption of the program in institutions within the Greenbelt around the GTA region of Ontario.

See Appendix A for an interview with Lori Stahlbrand, President of LFP.

Many restaurants are now seeing the opportunities in local food, but the Island Chef's Collaborative (ICC), launched in 1999 is ahead of the curve. The group, which includes mostly thirty-something chefs committed to working closely with and supporting their food purveyors - local farmers, fishers, and foragers. In return they enjoy a wealth of unique ingredients for their bold seasonal menus.

The chefs compete with one enough to outdo one another in their fund-raising efforts to support local producers. Most fundraisers include food. The collaborative is behind a new farmers market in central Victoria and they have offered to stand in for the farmers at the booths and buy any leftover produce. The collaborative has helped to raise the funds for a 65 acre farm which can be parsed into 65 one-acre lots to support small scale market gardens to provide food for the restaurants in the collaborative. Other funds have supported greenhouses and fencing upgrades, and acquisition of lands for conservation.

2.3.5. Produce Auctions

The Elmira Produce Auction Cooperative was launched in 2004 as the first Canadian farmer-owned wholesale market for locally-grown fruit and vegetables. The auction is becoming a local food terminal supplying food distributors, restaurants and retailers in the region.

The auction is restricted to fresh produce (no meat or dairy) grown by farmers within 75 km of Elmira. Buyers must obtain an auction number and they generally come from the Kitchener-Waterloo area (20 minutes away) although a few buyers travel as much as 150 km to get to the market. Most buyers represent small retail stores.

Buyers appear to be willing to put up with some inconvenience to obtain locally-grown produce and regular producers who have established relationships with buyers are able to command a price premium for their product. However, price is quite variable, depending on the daily supply of a given commodity.

An in-depth interview with auction manager, Nelson Wideman, is available in Appendix A.

2.3.6. Box Programs and Buying Clubs

Appendix A provides in-depth interviews with Darren Spott from SPUD and Randy Whitteker from the Ontario Natural Food Coop.

3. Types of Labeling and Marketing in Local Food Systems Initiatives in Canada

Local Flavour Plus (LFP) is the only initiative in Canada that has a certification process in place to identify the food grown and sold within the province (Ontario to start with) with a label. LFP will also develop a “Greenbelt Grown’ label to specifically identify food produced and processed in this region. A new farmers market being developed in the

Greenbelt around the greater Toronto area is also developing a third party audit system to ensure that products sold at the market are locally grown. Other farmers markets will likely follow suit once this system is adopted and shown to be workable.

Other initiatives promote attributes like organic, animal welfare and fair trade along with the local brand. Organic products are certified by a third party audit system that is now backed by federal regulation (and provincial laws in BC and QC) and they are generally labeled as such. Fair trade also has an audited and accredited system as well as a label. Most humane livestock programs like that of the BC SPCA do not have labels. The Winnipeg Humane Society did have a humane label, but this is now rarely used.

Local food initiatives tend to be small and have limited marketing budgets. Even the larger companies such as SPUD avoid conventional marketing streams and rely on word of mouth for much of their marketing. Therefore, few of these initiatives market any of the attributes described above, including 'local'. People generally know that the provenance of the product, and in some cases, they are purchasing it direct from the farmer so there is no need to market the products as local.

There are some surveys which have examined why shoppers frequent farmers' markets. The majority of Ontario's farmers' markets customers reside within 10 minutes of the market[14]. They drive their cars, but they do this as a way to get their purchases home. Ontario customers value the access to locally grown food and the ability to converse with the community of local producers. These shoppers are loyal with about 64% reporting that they have patronized their local market for more than five years[14]. 95% of shoppers state that "buying products produced in your community" is either very important (77%) or moderately important (18%)[14].

Another key motivation to visit farmers' markets is to find organic produce. An Alberta survey of farmers' market consumers found that high income and well-educated shoppers showed an interest in purchasing organic and specialty "ethnic" products[25]. Data from the U.K. suggests that even people not specifically looking for organic produce may have environmental or ethical concerns. For example, they may have a preference for animal welfare-friendly or free-range conditions for animals, or concerns about the pesticides to which they and their food are exposed[26]. There is a general desire to know and understand the food production process and to have some assurance of the quality, freshness, and safety of the food consumed[27]. There is also a tendency for consumers to view locally produced foods as being safer.

4. Economic Analysis of Local Food Systems in Canada

There is limited information about the economic benefits of local food systems in Canada. This is a new and growing sector, and much of the initial effort seems to have been invested in getting the initiatives off the ground. No systematic economic studies have yet been done, except in the case of farmers' markets at the provincial level. We found one study of Canadian CSAs, but this was based on a very small sample size.

Some important highlights from the available reports provides an indication of the economic impact of farmers' markets:

- In Ontario in 2006, 130 farmers' markets generated an estimated $645 million in total farmers' market sales across Ontario[14].
- The total economic impact for the province was approximately $1.9 billion[14].
- One million people in Ontario regularly shop at Farmers' Markets[14].
- Ontario Farmers Markets are experiencing 5% annual sales growth[14].
- Farmers markets in Ontario have increased from 60 in 1991 to 132 in 2007[14]
- A 2006 study done by the University of Northern British Columbia showed that British Columbians spend $65.3 million directly at farmers' markets and an additional $53.2 million at neighbouring businesses on market days. The results are based on surveys of 7100 market customers[28].
- Ten farmers markets in Nova Scotia contribute $62 million dollars a year to the provincial economy[29].
- The Community-University Institute for Social Research, Saskatoon conducted a literature review on farmers' markets in North America[30].
    - Producers realize a 40-80% increase in return on their product by marketing through farmers' markets, rather than traditional brokers[25].
    - Over 80% of surveyed customers purchase vegetables, making them the most commonly purchased market product. This was followed by fruit (55%) and baked goods (40%). Fish, bedding plants, flowers, and eggs were also popular items (when available). The acceptance of dairy products varied greatly between markets, and jams and preserves sold better at seasonal markets than year round markets. Spending varied between markets, but the Ontario study found that, on an average, shoppers spent $30 per visit[14]. The average visitor to an Alberta market spent $20.64 per day at farmers' markets[25].
    - Farms in the Waterloo Region are deriving over 50% of their total farm receipts from direct sales. Opportunities for improving direct linkages between farmers and consumers in the Waterloo Region have increased in recent years through the efforts of the Buy Local Working Group [see our interview with Peter Katona of Foodlink in Appendix A] and the introduction of the "Buy Local! Buy Fresh!" map[31].
- Alternative Agricultural Markets in Alberta: An Overview (December 2004) reports potential for alternative markets in Alberta, including regional cuisine, farmers' markets, farm direct, on-farm and off-farm activities[32].
    - Estimated expenditures in alternative markets for the period May 2003 to April 2004 based on survey of purchasers and the number of times consumers purchased at each of these different types of initiatives was:

Alternative Market Type	**Consumer spending in million dollars**
Regional Cuisine	214.0
Farmers' Markets	232.9
Farm Direct	191.1
On-farm activities	51.6

Off-farm activities	274.0
Total estimated domestic expenditures	**963.6**

- Of the total on and off-farm activities, agricultural tourism accounted for 60% of spending.
- The two products that usually require a visit to a farm, farm direct and on-farm activities, seem poised to grow most substantially in value – by 40 to 50%. Farmers' markets are projected to grow at a rate of 24%, off-farm activities by 16% and regional cuisine at 8%. The total domestic expenditure is estimated at $1.2 billion in 2004-2005 – an increase of over $200 million in one year.

- Local Flavour Plus is creating a sustainable food economy for Greenbelt farmers and their produce in Ontario[33]. In the United States a similar organization is currently moving approximately $50 million dollars of food per year in the region around Portland, Oregon, an area with less than 10% of the Greenbelt's population. Mirroring this success, Local Flavour Plus projects the annual gross revenues for certified Greenbelt farmers will exceed $50 million within five years, improving the health of Ontario's agricultural economy.
- Équiterre, a Quebec-based NGO promoting organic CSAs analyzed ten CSA farms in 2005[34]. The main highlights of the report are:
  - The number of CSAs increased from 1 in 1995 to 102 in 2006 with 25,000 subscribers.
  - Average turnover per farmer is $ 130,149 and 73% of this turnover is due to the CSA operation.
  - On average, 3.0 ha land is used for a CSA operation.
  - The average net income per CSA operation was $3,528. Income from the part of the operation not run as a CSA showed a net loss of $ 6,255.

- While there are no data quantifying local food purchase by schools in Canada, a study done in Vermont USA could serve as an indicator of the potential for farm to school local food programs. The Vermont farm to school study quantified the current and potential local food purchasing by schools in Vermont[35]. Ten schools from the state and one district with nine schools were surveyed in 2003-2004. The number of students ranged from 125 to 3,600 per school and a total of 8,355 students attended these schools. 58% of them were served school lunches. Some of the highlights from this report are:
  - The total food school program cost in Vermont was US $ 13.3 million.
  - In the schools studied, US $ 12,688, which is 9.75% of the total amount spent on fresh produce, was calculated to be locally grown. Of this, 18% was purchased directly from farms and farmers, while 82% was sold to schools through distributors.
  - An important finding was that local purchasing varied by crop. Crop prices varied widely, especially due to seasonality of crops, but the study did not find any evidence of local produce costing more than non-local, in most cases.

- The study concluded that there was economic potential for Vermont farmers to sell produce to Vermont schools and recommended developing a purchasing mechanism to overcome some of the barriers to the farm-to-school purchasing connections.

SPUD provides door to door delivery of some 1300 products. SPUD sources 50% of its organic products locally. Some of the economic highlights[36]:

- SPUD delivers to about 6,000 clients in Vancouver, Greater Victoria, Calgary in Canada and Seattle in USA in 2006.
- SPUD has grown from sourcing organic produce from 5 growers in 1998 to 80 growers as of 2005.
- SPUD offers about 1300 products.
- SPUD employs 75 staff and is the largest organic grocery and standalone delivery firm in Canada. SPUD has been profitable since 2002.
- SPUD is now able to reserve part of its profits to invest in philanthropic activities. Recently, the organization has begun to help farmers on Vancouver Island transition to organic agriculture by paying some of the costs associated with transition.
- For more detail, see our detailed interview with SPUD in Appendix A.

5. Detailed Analysis of Selected Local Food Systems initiatives in Canada

In this section, we explore in more detail some of the key characteristics of the key local food systems initiatives in Canada.

5.1 Geographical Distribution of Local Food Systems Initiatives

The preponderance of the local food systems initiatives that we identified were concentrated in certain regions of the country. We identified a large number of CSAs (see Appendix B) in Ontario, British Columbia and Quebec and very few elsewhere. CSAs are only successful when they are located near large urban centres[37]. Farmers markets, on the other hand, were found in all regions of the country. Although they are more common in large urban centres, they are also reasonably common in smaller towns across the country.

Most of the other initiatives we've described such as urban gardening, community kitchens and food security initiatives, are more prevalent in large urban centres as are the non-governmental organizations that often take the lead on local food initiatives.

The key initiative that we found that appears to be more common to rural Canada is agritourism (culinary tourism). These initiatives are designed to draw people away from cities and spend their food dollars in these regional economies. While they may support local food economies, they do little to reduce transportation or 'food miles'.

Overall, we conclude that local food initiatives are largely an urban phenomenon.

5.2. Extent and Nature of Regional/Local Value Chains

Most of the initiatives reviewed are new and have not grown large or mature enough to integrate local or regional value chains. Most of the local food initiatives we've encountered in our study focus mainly on the delivery of fresh fruits and vegetables. These tend to be sold directly at the farm gate, farmers' markets or distributed through initiatives like food box programs or buying clubs.

The primary missing link appears to be processing. Very few local food initiatives include processed food. Over time as these initiatives evolve, we will likely see an impetus for the development of more local processing infrastructure. Many of our informants pointed out that there is currently insufficient processing infrastructure in place to support small scale value-added production. Furthermore, many producers lack the capital to invest in on-farm processing infrastructure.

5.3. Local Sourcing in Restaurants, Food Service Companies and Institutions

There are numerous restaurants in Canada that specialize in serving locally-grown food. However, Canada is behind the U.S. in terms of the development of this part of the sector. There are a number of national and regional chef organizations in the U.S. that are taking the lead in getting local food into restaurants. There are also local food restaurant directories available on-line.

Despite the fact that Canadian local food restaurants are less cohesive, there are some interesting regional food initiatives that are being driven by chefs. For instance, the Islands Chef Collaborative[23] on Vancouver Island works with agricultural organizations to increase the amount of locally grown organic food available for restaurants. The collaborative has started a farmers market, helped new farmers to access land and raised money to support farmers.

Across the country, more and more high-end chefs are serving local food.

> *I see that going for organic has been the number one consumer choice, and that going for local food is almost becoming the number one decision-making criteria. It is understood that buying locally helps with purchasing sustainable food.* Chef Bruce Wood, the Urban Element, Ottawa (see Appendix A for the complete interview)

Restaurants are a particularly good market for farmers because chefs are amongst the few buyers who appear willing to pay premium prices for locally grown food. According to Wood, chefs know that they will be able to pass the added costs onto their customers.

This is not necessarily the case for institutional purchasers. Most of the food served in institutions is provided by food service providers. This sector of the food industry runs on extremely tight margins and there is no room for premiums. Despite this, more and more Canadian institutions are considering locally grown food.

The food to schools program in the U.S. is a significant consumer of local foods in that country. Canada has no similar programs because we lack the school lunch infrastructure (facilities for hot lunches) and the enabling legislation provided by the U.S. Farm Bill. However, initiatives such as ACT NOW BC and a new program in Ontario aimed at increasing fruit and vegetable consumption in schools could be the first steps towards widespread farm to school programs in Canada.

We counted nine different initiatives currently underway in Canada aimed at getting local food into institutions. Most are focused on Universities because there is pressure from students to create more sustainable programs on campus and there are fewer barriers to overcome as compared to the public school system. Some institutions are taking the least interventionist and easiest approach to local food and have started to set up farmers' markets on University and Hospital grounds.

5.4 Cooperation amongst Local Food System Initiatives

Analysis of the existing food initiatives suggests regional 'food networks' are emerging across the country. In some cases we are seeing evidence of convergence between organizations working on different aspects of the food system, such as food security groups, sustainable and organic farming associations, institutional procurement initiatives and culinary tourism initiatives. These organizations may differ in their approach, but share the same big picture goals. We have identified some of these 'networks' in Table 1.

This cooperation is not restricted to the NGO sector. Several of the more successful companies that we interviewed (see Appendix A for interviews with SPUD and ONFC) suggested that they were already partnering with others to achieve their objectives of a healthier local food system. We are also starting to see more public-private partnerships. ACT NOW BC is one such example.

5.5 Leadership for Local Food Systems Initiatives

We can say that the majority of the local food initiatives in Canada are driven by NGOs. There are several initiatives which are Industry-driven such as food box programs and restaurants. Some food security organizations have evolved out of municipal planning initiatives and are actually part of municipal government (examples include the Food Policy Councils of Vancouver and Toronto). Culinary tourism initiatives also seem to be led by governments, or at the very least, funded by governments. We have also identified one promising regional-scale local food initiative in Quebec. Mayors of the MRC des Collines in West Quebec are working together to establish a sustainable agriculture and forestry zone in the MRC. The project is considering developing a local label, encouraging local institutions to buy locally grown food, encouraging more farmers to locate to the MRC and has plans to establish a seed bank.

Overall though, our review showed that, in most cases and in most parts of the country, there is little government support for local food systems development. We believe this is largely because Canada's agricultural policy is focused on export and our health policy emphasizes treatment of disease, rather than prevention. However, some regional health authorities such as those in the Waterloo and Vancouver health districts are trying to reverse this approach by looking at wellness approaches which include healthy nutrition and food security.

5.6 Barriers to Establishing Local Food Initiatives

Some of our informants, particularly those who work with producers, are worried that the increasing consumer interest in local food around the globe could shut Canadian producers out of the export markets we have come to rely upon. One example was that a group of apple growers in Ontario was being squeezed out of the U.K. apple market because of a very strong swing towards food localism in that country. Since Canada has not created its own markets for locally-grown food, Canadian farmers may find themselves without a market. Several respondents suggested that other governments, most notably the U.S., are supporting the development of local food systems with government money. The U.S. Farm Bill for example, ensures that there are markets for local food in American schools. The USDA provides direct financial support to community groups across the country working to develop community food systems.

Some of the informants that we interviewed said that Canada's historical focus on an export food system has impeded efforts to build a healthy domestic food system. Concern was also expressed that Canada's policy framework is a significant barrier to local food systems. There are a number of agricultural and health and safety policies in place that make small scale agricultural production, as well as farm-direct sales difficult, if not impossible. For instance, most provinces prohibit sales of livestock slaughtered on farm. New federal regulations on the horizon will also make it more difficult for small operators to dispose of livestock waste.

Informants consistently pointed out the quota systems of some of the marketing boards for products such as eggs, milk and chicken make it difficult for small scale producers who just want to sell to the local market, to operate. Quota is particularly troublesome for small scale organic operators.

Lack of appropriately-scaled processing facilities is also a problem for developing regional food systems, and this may be one of the major reasons why Canada has not developed regional value chains. For many commodities, there is little local processing infrastructure such as abattoirs. Producers often have to travel large distances to access this infrastructure. For organic producers, processing is doubly challenging since there are even fewer processors set up to meet the requirements for organic segregation. The development of efficient food distribution systems that operate at the local level are also hampering the development of local food systems in Canada.

Perhaps, the greatest challenge for local food systems is lack of primary production for the local market. Canada ranks amongst the best in the world in terms of overall production capacity, but much of this is highly specialized and targeted for the export market. The scale of production and types of crops grown would make it difficult to retarget production for local markets. The Canadian Prairie offers a particularly stark example of this. Although the Prairie is Canada’s bread basket, there is little food available for local consumption. For instance there is very little fruit, vegetable and dairy production relative to that for grains.

There is a new generation of farmers willing to supply the local market, but they lack skills (farming, business planning and marketing) and access to land. Much of the land around urban centres is not set aside for agricultural purposes and few new farmers could afford it if it were.

Canadian farmers could potentially shift from an export market to supply the domestic market, but this shift would require a much more aware Canadian public committed to paying more for locally-produced food. Although, there is increasing media coverage of local food systems in this country, and more consumers asking for local food, there is little evidence beyond polling data that suggests that consumers are willing to put their money down to support the development of sustainable local food systems.

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Appendix A Key Informant Interviews

For the following interviews, we chose informants from the major categories of local food system initiatives that we identified in Canada (see Table 1). Since many of these initiatives were clustered in QC and ON, we filled in the geographical gaps by interviewing informants in British Columbia, Atlantic Canada and the Prairie region with general knowledge of local food systems projects in their regions.

INSTITUTIONAL PURCHASING

Urban Element [Restaurant]
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Bruce Wood is a chef committed to purchasing locally-produced and processed food in his cooking. He is also a public educator on local foods, a local media celebrity and a teacher at Algonquin College

What percentage of the food you use is organic? Certified organic? Local-organic? Do your customers ask you specifically for organic? For local? Are these trends increasing?

I see that going for organic has been the number one consumer choice, and that going for local food is almost becoming the number one decision-making criteria. It is understood that buying locally helps with purchasing sustainable food.

Earthbound Farm is an example of big-business organic. The kilometers food travels from California is significant. The farming practices are not great. They produce $350 million dollars of food, mostly in monoculture production methods. How is that much food is irrigated sustainably?

The bottom line is that consumers need to be convinced that the price of food is not the only factor that we need to think about anymore as the planet is suffering environmental degradation.

Are you aware of any cases where consumers have paid a price premium for local?

We are moving more towards a consistent premium. Quality is becoming the deciding factor. High-end chefs are willing to pay a premium for local foods because we know that we can pass on the cost to the demographic we serve, who want local foods. It is a definite trend among those who frequent restaurants. It is a status thing among restaurants to have local foods. But what this allows is industry development so that local foods will eventually become more accessible outside of high-end restaurants. We already see this at places like the Ottawa Farmers' Market, and festivals like COG's Feast of Fields, which is largely attended by middle-class families.

It takes effort to access local foods in this way, and more and more people are choosing to put in the effort, both at the family level, and at the industry level. We are slowly returning to a way of eating that has been more maintained in Europe, where there are small fridges, and fresh food is purchased daily.

There is definitely an increased demand, and supply will meet it.

This is rising with an increased knowledge about the benefits of food. For example, I tell all my clients that have allergies that they need to buy honey produced within 100 km of where they live, and take 1 tablespoon a day for a couple of months heading into hay season. The local honey has what is needed to build immunity against local allergies.

What types of food attributes does your restaurant use in marketing efforts?

Chefs promote local on their menus and use it as a marketing tool. The fact that I know the actual people who bring me 80% of the product I use is a significant factor in my business and marketing to clients. Chefs are helping to develop the market towards one that will become more accessible to customers on masse.'

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In 2006, the University of Toronto signed a large long term contract with a food services company- Aramark to procure a significant proportion of the food used by the St. George campus from Ontario producers who are part of the newly formed Local Flavours Plus (LFP).

Why did the University undertake this initiative?

The issue of sustainability in food never crossed my mind until the Director of Local Flavour Plus, Lori Stahlbrand walked into my office. Our students, staff and faculty were very much interested in energy use and there was certainly demand for better quality food and a greater emphasis on nutrition.

Does the University have ethical or green purchasing policies?

We don't really have any policies with respect to food purchasing.

Are there any University purchasing policies that made it difficult to preferentially purchase from suppliers who offer local food?

Price is certainly an issue and the University does have a competitive bid process. However, the bid process does take into account factors other than price, such as quality. We found that the higher costs we have to pay for food from LPF could be traded off by seeking other economies in the food distribution system. Discriminating against non-local suppliers was not a problem because the amount of money we spend on food from any single supplier is relatively small [note Ontario government rules regarding open bidding apply to contracts over $100,000]. The food procurement system at the University is relatively decentralized with some residences and food services acting as independent entities that develop their own food contracts.

Given that the University's largest local food contract was awarded to a mainstream food service provider (Aramark), has the supplier experienced any difficulties adapting to new smaller scale suppliers?

Yes, there have been problems in the transition period. There is not yet enough quantity and diversity of supply and the new suppliers. In particular, ensuring stability of supply and delivery has been a problem. Despite these hiccups, we felt that it was important to start down this path with the view that we would work the bugs out of the system.

Have you encountered any other difficulties with the new program?

As our program was starting, we were working with a new group- Local Flavours Plus that was also just starting. They were in the process of becoming a legal entity and obtaining funding for their operations. This posed some additional difficulties.

Do you have a legal agreement with LFP to source the food for you?

No we don't. Our agreement is with the food service provider. However, we could not have changed our procurement practices without the help of LFP because the University does not have the wherewithal to do its own food sourcing.

How was the contract with Aramark structured?

We made the contract flexible enough to deal with uneven supply from local producers. The contract contains targets for LFP food which can increase over time. The contract works toward achieving increasing proportions of total food allocation from LFP sources, but is flexible enough to accommodate supply challenges. The contract does include some hard spending targets and number of products from the LFP program.

Does the University have plans to take on the food procurement side of the business?

Probably not. We don't have the resources to do it ourselves.

Given that price is a major consideration for food services companies, would you ever consider another type of food system outside of the big food service providers?

Although it is a challenge to get the large food systems which have such small margins that money has to be a key driver, I think we can work with the food service industry to change. We've seen this happen in the US. Many of the big companies which are the same ones we have in Canada have adapted. They are now offering a range of locally sourced and or organic products. The Canadian food service provider that figures out how to do this and survive financially will be well positioned to take on a lot of new business as all Canadian Universities are headed in the same direction. This could be a huge opportunity for these food service companies to differentiate themselves. We're getting calls from university students, researchers and others from institutions across the country to find out how our program is working.

Do college and university food procurement services share information in a formal way?

Yes, there are several large meetings a year put on by associations in Canada. There is also a North American association of College and Ancillary Services that has an annual conference.

Has the issue of sustainable food systems made it onto their radar screens?

Yes it has.

Were there any models available to help you when you were designing your program with LFP?

Yes, the US is further ahead on the issue of local food procurement than Canada is. There are a number of Universities in the US that were already doing similar things. LFP based their model on a similar group in the US called *The Food Alliance*. This group was working with the University of Portland to get local food into that institution. They helped us enormously and we were even able to borrow language from their food purchasing contracts.

How were decisions made about the scale of the project, how much and what types of local foods to purchase?

We looked at what the US Universities were doing. Some, like Yale University, started out extremely small, just with local apples. Others like Portland started by offering a variety of products and grew from there. We decided to take a similar approach.

How are you going to measure the success of the University of Toronto-LFP partnership and its impact on local food procurement?

We have plans to measure success on a couple of levels. At the end of the first year, we will examine how much has been spent on the program and conduct some surveys with our user groups to look at the awareness of the program within the University community. Eventually, we would like to measure the impact of the program on the local agricultural economy.

Is the program meeting its goals so far?

I'm not sure what proportion of the total food is from the LFP program, but after five months we were at about 5%. This is about half of where I would like to be now.

How would people in a University of Toronto cafeteria know about the program?

There are some point-of-sale materials. There was a big program launch in the fall with a fair amount of media coverage. There is some labeling in the cafeterias. For instance, one salad bar uses only LFP ingredients and this is marked on the salad bar. The LFP dairy supplier is also indicated on the milk dispenser.

Does the program brand or market other attributes other than LFP?

Not really, although the LFP brand itself includes a number of its own attributes such as fair trade, sustainably grown, local, etc. Outside of this particular program, the University does purchase other types of foods which market different attributes such as organic and fair trade.

Does the LFP program provide data about the amount of transportation (food miles) that is required to get food from the producer or processor to the University?

Not that I am aware of, though to be a producer or processor in LFP, you have to be reasonably local. I do know that our largest supplier, the dairy is located quite close to Toronto.

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Local Flavour Plus (LFP) is a non-profit organization that brings farmers and consumers to the table to share in the benefits of environmentally and socially responsible food production. It is committed to building and fostering local sustainable food systems by certifying farmers and processors and linking them with local purchasers. Although it is a national organization, the current is Ontario, and in particular the Greenbelt around the Greater Toronto area.

The definition of institution for LFP is loosely defined as restaurants, cafeterias, colleges and universities – any place that purchases a significant amount of food to serve the public.

Why did you undertake this initiative?

The motivation for initiating Local Flavour Plus came from:
- the lack of availability of sustainably-produced local food
- increasing influence of large-scale organic in the marketplace, while the market-share for Ontario farms was not increasing, meaning most organic food was still coming from out of country, requiring long distances for food to travel
- distancing of organic foods still creating non-sustainable practices

Organic certification is about a production method –concerned with the inputs, water, soil, etc. But sustainability is a larger concept. The overall concept of sustainability looks at economic, environmental and social sustainability. LFP includes the broad sustainability issues, including looking at animal welfare, labour standards, energy use, biodiversity. We see local as being a primary way to reduce fossil fuel reliance and build local economies.

The motivation includes developing urban-rural links, preserving land from urban sprawl, creating rural economic development leading to the development of broader rural infrastructure, which has been decreasing.
Was this project motivated by any purchasing directives from the institution?

LFP wasn't initially motivated by purchasing directives from institutions, however, it is allowing institutions to meet the rising demands of their own consumers for more sustainably-produced foods.

What other factors influenced the decision to go local?

A prime example is given by Norfolk Fruit Growers' Association who have been a major supplier of apples in the UK. As the UK consumer demands more local product, based on their own food localism movements, Norfolk's apples are being pushed out of their existing markets as the more "distanced" apples. Therefore they seek to increase their local markets for apples in Canada but are squeezed out domestically because of competition from apples from USA and China. Norfolk is an example of the critical need to develop a local market before Canadian growers are squeezed out of all markets.

What barriers did you encounter?

Supply chain issues are a major barrier. This part of the food system is hidden and complex. We didn't expect the level that personalities and familiarity played. Certain supply chains only want to work with certain farmers and vice versa. Food service providers work with certain distributors and don't want to work with others because of the trust built and the familiarity with the service. If a farmer is only working through a particular distributor and a food service is working through another, it becomes complicated. We are still figuring out how to work in a streamlined way.

We have helped people form new distribution channels – we help with connections if needed. Many businesses work out their own distribution, for example Harmony milk worked out a deal with ProOrganics to act as distributor because their existing channel couldn't deal with the increased volume due to institutional purchasing contracts. The supply chain work is important. It all depends on what is required of us by the producer.

Another key barrier is funding. We have recently received $1 million for focused work in the GTA greenbelt area, however this is over a three year period for a very sophisticated program. Already BC, Saskatchewan and other provinces have asked us to work with them, however we are currently too small an organization to raise money to hire people to roll this out across the country, even though the interest is there.
The key issue is who pays for the benefits of this work, which is building a food system, when many of the benefits, including social, broad economic development, particularly in rural areas, and environmental benefits are accrued to the entire public. This type of work cannot be funded by the institutions and farmers alone, since it requires an investment beyond private profit, with clear benefits accruing to the public.
Who pays for this?
What happens if we don't invest in this?

Are you aware of any studies which have been done in Canada which show an economic benefit of local food systems?

These local food systems are too new to have produced data. We have not been able to evaluate the impact yet in a formal way, although we have a lot of anecdotal evidence of impact, for example the Norfolk's example. There is also a mixed greenhouse operation that traditionally sold to the eastern seaboard that is shifting to local sales. We have been told that producers are interested in this as it is easier and cheaper to work with local distributors.

Rod MacRae is our Director of Standards, and has conducted research in this broad area. There was research done on the multiplier effect of rural development that was gathered for the LFP Greenbelt proposal.

Rich Pierogg and the Leopold Institute have research. (Leopold Centre for Sustainable Agriculture http://www.leopold.iastate.edu/)

Evaluation and research needs to happen, however we chose to start to make things happen so that there would be something to evaluate in the first place.

Are you aware of any initiatives anywhere where local food commands a price premium relative to non- local food?

Yes, we have seen evidence of premiums. At the Norfolk Growers meetings yesterday, all growers have now agreed to become LFP certified, because it has been demonstrated by those who were certified within the association that new markets have opened up, with producers receiving $3 more per box of apples than before within the same distribution channels. Harmony Milk is another example of a producer getting a good price. Kerr Farms gets more for their LFP tomatoes within the same distribution channels, as well as five cents per pound more for LFP beef. Chefs have indicated that they are ready to pay more. We gather evidence of premiums, but we don’t negotiate prices. Prices are negotiated between individual food service providers, distributors, and producers.

It is impossible to compare the institutional buying in terms of organic and LFP as there was very little institutional buying of organic product in the distribution channels we are opening. Organic product has mostly been within retail distribution channels, so it cannot be compared to wholesale institutional buying. Even though there is not as much of a premium per item as retail, farmers want to work with institutions because of the volumes. There is a significant premium to be made.

It is not clear if there is a LFP premium over organic in retail distribution. Although producers are permitted to use the LFP label on farm-gate sales, and in retail outlets, no data has been gathered to determine the premiums.

To what extent are local, provincial and federal governments supporting or hindering local food initiatives such as yours? What supports could be given?

LFP is committed to keeping costs for certification low ($100 per farm, $250 for microprocessors, even though the actual cost is $1500 per accreditation). Organic farmers are attempting to recoup the higher cost of certification through retail sales, however at this point, LFP is committed to keeping the price low for farmers as institutional purchasers will not be able to pay the same premium as retail. LFP does not want the cost of such a system to be on the backs of farmers. As benefits accrue to the broader public, this is a place where government support is needed.

LFP is a comprehensive model that is replicable. There is support across the country, and we would like to see it rolled out in each region. LFP is a tool to be used to build local economies. We want to support local groups. Our monitoring is sound – on-farm inspection once every three years, every other year a paper audit. We have neutral third-party inspectors who are trained to be rigorous in their inspections. There is a clear firewall between the certifying and marketing sides of the LFP organization, with four current inspectors in different parts of Ontario, who are IOIA-trained (International Organic Inspectors Association) organic certifiers, with additional training in LFP. We have one specialist in processing.

What we need is support by government in the following areas:
- funding support to roll out this process across Canada to ensure viable local and rural economies
- support to build mid-scale and small-scale processing infrastructure to meet the demand for value-added product
- support to transition farms to organic or advanced IPM systems.
- tax breaks for farmers who undertake LFP certification, in recognition of the environmental and social benefits accruing to the public
- a shift away from favouring mechanization and pesticide use towards agriculture that is more labour-intensive, thereby creating more meaningful jobs.
- local food procurement contracts from municipal, provincial and federal governments for their own food purchasing

What are the most common types of food labeling for food used in your initiative?

The only labelling used in this initiative is the LFP label. This label indicates that the product is fair trade, natural, fresh, local, sustainably produced, etc, and it is meant to simplify things for the consumer.

Are some of the foods marketed with more than a single attribute [ex. Local-organic]?

LFP is open to working with regional and local food initiatives to form an amalgam of local brands with LFP branding to allow for more streamlined marketing within a particular local initiative. Thus food can meet the local definition of the region for direct sales, with surplus already being accredited for sale within the broader provincial local definition.

What percentage of your food is organic? Certified organic? Local-organic? Do your customers ask you specifically for organic? For local? Are these trends increasing?

Presently, half of our producers are certified organic. The other half are advanced IPM certification. There are 1200 points in total for our certification process – 600 for production and 600 points for all the other attibutes. Of the 600 points for production, producers get 600 if they are organically certified, and between 450-550 for advanced IPM systems. A farm or a product will not be certified if production methods to not garnish at least 450 points.

Presently, there is a high percentage of LFP producers who are organic, however this will shift towards fewer that are organically certified, mainly because organic farms were among the first to decide to become involved. Now we are seeing more farms who are not organically certified, but who still meet the criteria for sustainably-produced products.

I don't see LFP undermining the new Canadian organic regulations as the new regulations are largely geared towards export product and are about production methods. LFP is beyond organic, and at the same time very supportive of organic, recognizing the organic certification within our accreditation process and not requiring producers to duplicate paper trails.

What food products are involved in your system? What isn't sold?

We are completing our first certification for eggs. There is definite demand for cage-free eggs, and because we are dealing with institutions, we also need more local processors to provide liquid eggs. There is a lack of processing infrastructure, even though there are significant markets that could be served.

There is big demand for chicken on campuses. We need more poultry producers. There is also significant demand for Halal and kosher product, in particular, for meat. One goal of LFP is to source Halal and kosher meat at a reasonable price for the institution and the farmer. Presently, there are not enough producers who meet the LFP standards. Artisanal production is also desired, including artisanal cheese.

What percentage of products that you use are value-added? Is this value added locally?

The value-added products we have include milk and dairy product, canned tomatoes, and sheep's cheese. We have 40 farms and 6 processors. The percentage of our total sales that processed foods make up is not available. LFP is capturing dollar amounts being sold to each of the venues at this point. A more comprehensive evaluation will need to wait for additional resources.

Do you have any data looking at the amount of transportation (food miles) in your system? Average distance traveled to consumer.

Not at this point. Our definition of local is based on provincial boundaries, with a 200 km inter-provincial allowance. We will also work with more regional and local initiatives within their specific definitions of local. Further, there may develop product-specific local definitions: ie. if wheat is only grown in the prairies, perhaps it can have a LFP designation if sold in Canada. This is still being worked out as the program grows in interest across Canada.

What happens if production can't meet contractual agreements?

The contracts stipulate a local percentage commitment, but they don't indicate percentages for each product. Therefore, it hasn't been a problem to meet contractual commitments despite the production limitations for certified dairy, apples and beef. We also started with a small commitment and built up. For example, 89 Chestnut Street (a University residence) had a 10% local commitment which was easy to meet. These agreements also encourage seasonality in the food service. We are just now exploring working with an executive chef to offer this as a consulting service to other food services to develop seasonal menus.

Final thoughts:
LFP wants to create a very big tent and work with many partners. We will evaluate any standards that anyone brings to us, and if they meet our standards, we will incorporate them into our accreditation process and simply check-off farms that already have that certification.
For example, Canadian Horticulture integrated production is an IPM program that meets LFP process and therefore we recognize it and don't require a duplicate audit trail and paperwork.

We need to have a long term vision for this work and a commitment to invest, knowing the social benefits will accrue for the entire public.

CULINARY TOURISM

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Website: www.tourism.gov.on.ca/english/ido/Culinary_web.pdf [Culinary Tourism in Ontario: Strategy and Action Plan, 2005-2015]

In 2005, the Ontario Ministry of Tourism developed an action plan to develop culinary tourism in the province.

Why did Ontario undertake this culinary tourism initiative?

Industry had been expressing quite strongly the desire to have some formal recognition of the role that the culinary sector could play as an economic development driver, particularly in tourism. Leaders from the hospitality industry recognized anecdotally that there was market for this. Industry couldn't put the resources behind the research. Therefore the Ministry of Tourism undertook 2 years of research and writing for the Strategy and Action Plan 2005-2015.
It is not clear if this research is available. It is challenging to access because of the proprietary nature of the information.

What barriers did you encounter?

Many smaller farmers are simply not market-ready. Culinary tourism is more than just the quantity and quality of food. It involves clean washrooms, parking, aesthetic presentation, information, merchandising, front-line staff, and a clear understanding as to the level of expectations of the consumer. This market readiness has been a barrier for working with many small farmers who believe their product is market ready. For example, a farmer had made a new contract supplying a large-scale business, and wanted to use his own homemade labels. Because the quality was not to the level that was required for the client, the business chose to package the product themselves. Thus the farmer lost the opportunity for value-added profit because of a lack of marketing skills. These types of examples are common.

There needs to understand the current demographic accessing local foods, and cater to this demographic, while maintaining the homegrown style.

Our steering committee made a conscious decision to work with regions to ensure that there was buy-in and that there was no overlap or duplication of efforts. By not offering resources at the outset, there was a strong motivation for regions to look for resources and work together to pull together resources through partnership. This has worked well in places like Ottawa where broad partnership were developed for initial implementation. Now there is a clear need for coordination dollars. The success of the strategy is necessitating an increased investment to build infrastructure for developing each of the five designated culinary tourism areas.

Other barriers:

- There is not enough food production to meet demand.
- Access to abattoirs and access to micro-processing plants.
- Health and safety regulations: Everyone understands the reasons, but the impression is that it impedes the small producer. This is a major challenge when one hand of the government is seen as impeding small producers, and another hand within the same government is seen as promoting local small farms. How do we work within existing regulations to make the small farm work. For example, how can we work to establish access to commercial kitchens if standards limit processing on farms without commercial standards? What supports can be given to farms to meet regulations?

Are you aware of any studies which have been done in Canada which show an economic benefit of local food systems?

Yes, several references are made in the 2005 Report, including studies done by Richard Wade. The strategy is based on two years of research. The Ontario Wine and Culinary Tourism Strategy (2001), which was very Niagara-based, was based on research on economic development opportunities.

Are you aware of any initiatives anywhere where local food commands a price premium relative to non local food?

Research conducted this past summer by OMAFRA (Ontario Ministry of Agriculture, Food and Rural Affairs) suggests that in vacation dining settings where the point of origin is labeled there can be a premium for local. However, more research is needed to verify this. Anecdotally, there are many specific examples: Micheal Blackie, the chef at Brooks Street, Ottawa indicates that he successfully charges a significant premium for Ontario lamb over New Zealand lamb. Many establishments that are part of the Culinary Tourism Strategy, including: Deerhurst Resort in Muskoka, Delta Sherwood Inn in Muskoka, Vintage in Niagara, Clarimont Inn in Prince Edward County, JKK Kitchens with Jamie Kennedy in Toronto, have all indicated that incorporating local foods to their menus has added to their bottom line.

The media has provided a great boom to local food awareness and in the short term, this is contributing as an economic driver for price premiums.

Local is seen by the consumer as a premium offering at this stage. An example is the Buddha Dog (hotdog) developed in Prince Edward County, which uses local ingredients to produce an economical offering that has gone from a whimsical idea to a significant business, capitalizing on local content.

To what extent are local, provincial and federal governments supporting or hindering local food initiatives such as yours? How can governments be supportive?

The loss of extension services to smaller farmers through OMAFRA (Ontario Ministry of Agriculture, Food and Rural Affairs), including technical services - particularly for marketing skills for smaller farmers, is a problem, particularly because small farmers are well placed to quickly adapt to new market places, especially when that market is "local". This includes the ability to do commercial-standard labeling.

Resources should be provided to encourage collaboration on culinary tourism initiatives. This rewards communities that have matched the strategy with their own resources, including in-kind staff dollars, and demonstrates the interest of all stakeholders in a collaborative fashion. We have encouraged this by charging $1500 per group to enable access to the business-to-business database that is being created provincially. The more partners, including buyers and producers, in the group, the cheaper membership is. Support needs to be given in a way that doesn't create heaps of bureaucracy, but balances the real need in some regions for coordination dollars. Government can act as an initiator, and encourage collaboration by designing clear criteria for needed funds in collaborative groups for those groups to develop sustainable infrastructures in such large-scale initiatives. The success of the Culinary Tourism initiative is that resources were not given at the start of the project, which necessitated building relationships across broad sectors that perhaps had not worked together before, which ensures that the initiative doesn't simply rest on the government funds, but matches them in interest, work and resources demonstrated in the regions. At the same time, not having matching funds to add into a successfully developing initiative could render a lot of work at the regional level ineffective, and it would be a shame to lose the momentum of these economic development projects.

There are real issues with respect to the sharing of information and research. On the one hand, there are economic motivators to share information and research across sectors to help build knowledge and move initiatives forward. On the other hand, there is the reality that research is resource-intensive, often proprietary, because it provides a competitive edge such as providing information that regions can use to differentiate themselves from competitors. Government could play a role in sharing information and research that could help all regions in their economic development. For example, the research undertaken in Ontario showed the elements required for successful culinary destination development. We need to find ways to balance the need for proprietary information with the need to get the information out in a way that is meaningful to both consumers and to different regions that is cross-jurisdictional. Perhaps a synopsis could be developed federally of research done by different government departments that is relevant to culinary tourism? The barrier is access to primary data in order to do analyses of the research. There is no funding for each region to do primary research, and there is little if any access to primary research or even to the analyses conducted through government funding. This is a real challenge.

The potential of culinary tourism as a economic driver is untapped. Tourism is predominately domestically-based: 74% of visitors to Ontario are from our own province. These visitors care more about local product than Canadian product. It is the international market, which makes up a much smaller percentage, who is interested in pan-Canadian product. Tourism is the 7th largest foreign exchange earner in Ontario. This is larger than agriculture, forestry, commercial fishing/hunting and mining combined. (see page 25 of the Strategy Report).

The Canadian grading system indicates "Canada" on the label, and consumers believe that the eggs are Canadian, not simply the grading system. It is difficult to determine what is locally produced from what is locally graded, what is locally packaged, what is locally distributed, etc.

There are many small farmers that want to produce eggs and chicken, and the local markets are looking for more local product. Is there a way to increase access to local production of eggs and chickens for small farmers?

What are the most common types of food labeling for food used in your initiative?

The focus of this initiative is local labelling, with some emphasis on regional. Including organic, natural, etc. is another question. What we're seeing in this initiative is a collaborative approach of bringing together all the niches under one umbrella. It is not overshadowing the niches, but creating a new market for all those interested in this particular market and within that, ultimately the marketplace with determine the success of each label or niche.

What percentage of your food is organic? Certified organic? Local-organic? Do your customers ask you specifically for organic? For local? Are these trends increasing?

The percentage of the culinary tourism market that is organic is not available. Anecdotally, it seems to be a very small portion of the market, including both certified farms and those practicing organic, but not certified, as many feel in dealing directly with buyers they don't need to pay to be certified.

There isn't a trend related to rising demand for organic food. There is a clear rising trend towards local that is observable. Wal-Mart did local a favour in a sense by importing organic food from thousands of miles away, which created a growing awareness in the marketplace about food distancing. Culinary Tourism is about giving someone an experience that they couldn't have anywhere else in the world, which brings in the local in a tangible way.

Culinary tourism has been shown to NOT be the primary reason why people travel to Prince Edward County, Ontario, but it is the number one reason they come back. Researchers at Ryerson conducting studies on Culinary Tourism include: Richard Wade, Hersh Jacobs and David Martin. In addition there is Steven Smith at the University of Waterloo and Marion Joffe at Guelph.

What food products are involved in your system? What isn't sold?

One area currently being explored within the culinary tourism sector is how to tap into the ethnic food market, most particularly in larger centres like Toronto. Toronto is set apart internationally as a travel destination known by travellers as offering diverse ethnic cuisine. There is a missing link in encouraging local ingredients. Are there ingredients that could be grown here in Ontario that are not presently being grown, or not being grown in enough volume to service this market?

Do you have any data looking at the amount of transportation (food miles) in your system?

Food distancing and transportation is covered in the research that was conducted for the culinary strategy.

It is important to work with the definitions of local used within each region. When the initiative started in Muskoka, there were big questions about year-round availability, which were resolved by an understanding of using local product first, when in season. Now it has moved towards a concept of local that expands according to seasonality and growing zones. There is a movement to take into account the reality of year-round demand, yet linking this to seasonality to form an authentic local experience.

FOOD COOPERATIVES

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The Ontario Natural Food Co-Op's (ONFC) mission is to support a sustainable food system by providing, with integrity, quality service in the distribution of organic and natural foods and products within a socially responsible, co-operative network. It is a co-operative federation of retail food co-operatives, food buying clubs, and non-collectively structured retailers. The ONFC serves as a member-owned and directed wholesaler for its members. It also sells to non-member natural food stores, daycares, and non-profit organizations. The ONFC was organized in 1976 by 11 Toronto area food co-ops and clubs. Since then we have grown to service many communities throughout Eastern Canada.

How did ONFC get started?

Our mission statement (above) indicates the main motivations for providing this service. It is based on the desire to support and foster a sustainable food system. Our mission and values are set out by the Board of Directors, which governs our not-for-profit coop.

We are a distribution network of cooperatives and non-members, and include natural food stores.

Local food is always a focus. We seek to buy products that people want to purchase from local sources that meet our basic values and business criteria.

Are you aware of any studies which have been done in Canada which show an economic benefit of box programs?

We have no catalogue of success rating of our various brands. However, it is becoming more and more apparent to us as we look closer at successful brand launches, what it takes for a local product to make it. It can't just be the case that it is a local product. Other criteria need to be met, including sound financing, a marketing plan (that does not strictly rely on ONFC as the distributor to do the sales and includes marketing sales/product demonstrations), and in-field supports (meaning the capacity to hire a broker or agent to support the distributor in selling the product).

ONFC does not operate on a model of mass market. Our four or five account managers can only be in so many places. So when we take on a smaller brand, there needs to be the capacity to build consumer demand by the producer. They cannot expect the distributor to do it all. There is a certain degree of sophistication of look and packaging required, including UPC code basics that fit with electronic systems that retailers are getting into. Small and local producers at times cannot meet these criteria.

ONFC wants to support local producers, but we recognize that we can't take on a brand that won't work if it doesn't meet the basic criteria. We try to be honest about this, and at the same time also try to be informative, providing education to producers around marketing. We have acted as an enabler for many small farmers, which is also in our best interests because we are branding a reputation for quality.

ONFC will favour local product, especially in the last two to three years. This is linked to both societal trends, and key criteria that ONFC has had all along for food system sustainability.

Are you aware of any initiatives anywhere where local food commands a price premium?

The core food citizen is ready to pay a premium based on their level of education about food system issues. The average consumer is not prepared to pay a premium, because the education is not there yet. There is still confusion as to why local food that is not coming from as far is not cheaper. There is a lot of work to do to get over the cheap food reality.

We are seeing that there are an increasing number of people who equate fresh and better tasting with local, and this is having an impact on their willingness to spend more money.

There is a premium commanded for local if it is organic.

A challenge is that price is dependant on economies of scale, and something produced from California has global markets, therefore proportional scales are an issue to compete against. It is challenging to position local food as not the cheapest, but not the most expensive.

ONFC is open to taking on brands that are local, and not necessarily organic, but that can be shown to be sustainable (similar to Local Flavour Plus criteria).

Local food availability is increasing.

To what extent are local, provincial and federal governments supporting/hindering the development of box programs? What ways could governments be more supportive?

The province is showing real signs of coming around on supporting local foods. I attended the Premier's Agri-Food Summit and he is clearly making a commitment with money indicated in the Ontario budget to both organic and local foods.

The federal government is making significant strides through the organic certification process. One of the challenges is that they are only looking to industry for feedback. A problem with the organic sector giving feedback is that it is a fragmented sector and not able to provide a unified voice. Mobilizing unified provincial voices is the route for a clear Canadian voice.

ONFC's first allegiance is to building the organic food sector in Ontario, then taking that voice to the national level. We want to support more sustainable organic systems, which requires that we focus on strengthening local food systems first, and if economies of scale warrant, THEN can look at export-based markets. It is hoped that provincial and federal governments will work in partnership with this shared focus.

We need a better sense of which particular food areas/ categories have strong potential. There is demand for natural meats. Therefore, we need to develop the ability to process it.

In order to create a “small is beautiful” food system, we need to connect the money to research of the feasibility of the supply chain and have the supply chain talking to itself! Data collection and agricultural research is needed.

What are the most common types of food labeling used to market the food in your box program? Are there cases where the food is marketed with more than one attribute such as humanely raised, free range, natural, local, or organic? What percentage of the products are labeled (humane, organic, fair trade). What types of products do these tend to be?

ONFC has basic purchasing criteria that specify no GMOs, organic and sustainable production methods, locally-produced, etc. We also avoid objectionable ingredients, including certain chemicals, and increasingly, this even includes refined sugar.

As such, our product is approximately: 50% certified organic, 55% Canadian–owned companies. We also designate fair trade, kosher, vegetarian and include allergy-related labeling (particularly wheat, dairy). We indicate local, yet recognize there are some issues regarding definitions. For example, our definition of local for our tomatoes is ‘grown and distributed in Ontario’.

What percentage of your product is organic? Certified organic? Local-organic? Do consumers ask you specifically for organic? Is this trend increasing? Are they looking for certified organic? Do you think that local farmers will make use of the new Canada Organic logo?

Certified organic is 50%, local-organic is less than 10%. This includes mostly tomatoes and dipping oils. There is a challenge because we have a lot of product from local companies, but we’re not sure where all the ingredients are sourced. For example, BlackRiver is an organic local juice company, with clearly some ingredients sourced outside of local boundaries, and potentially some sourced within – with potential for more sourcing.

We define local as food grown, produced and distributed in Ontario.

We are definitely seeing trends for both local and organic. In looking at the top line of overall sales, we see significantly surging sales in the following categories:
- organic dairy
- gluten free
- organic meat – (there is a low supply)
- sustainable non-food product sales are through the roof – including three separate biodegradable cleaner brands. Demand for environmental products strong
- Harmony Organic milk glass bottles are the fastest growing piece of that product, manifested through retail buying

Seeing the rise in demand for local is a self-fulfilling prophecy for ONFC. An example is our tomatoes. We set a modest position, and have been outselling expectations. When ONFC put out the local organic tomatoes, within three months we were already exceeding the leading brand, which was Muir Glen, from California. Muir Glen pulled out of Canada within eight months of us starting (not because of ONFC, but because of being purchased from General Mills and a decision at their head office with respect to volume). Since the first years, the sales have flattened out a little, but we are still experiencing strong growth.

We see more emphasis on local. More stores are buying their own product from local farmers. We see increased shelf signage in retail stores indicating locally-grown product. A handful of stores are stocking from their own backyard. The industry is being developed through retail connections with small local farmers, who hook them up with larger distributors like ourselves who are also selling to the retail outlet.

What does ONFC sell? What isn't sold?

We sell all of the above-mentioned products.

What percentage of the food in your boxes is processed?

One hundred percent. We don't sell fresh foods that are unprocessed.

Do you have any data looking at the amount of transportation (food miles) in your system?

We only have data on the amount of food miles in our delivery system, not in the production of those foods.
93% of our sales are distributed in the Province of Ontario; 4% is shipped to Quebec and 3% is shipped to Maritimes

Final thoughts:

We are undergoing strategic planning for where we want to be in 10 years, and are positioning to build like-minded supply chains that look at win-win partnerships. We also look to government to help support the establishment of these supply chains.

We are on the cusp of something very exciting. ONFC has been somewhat insular in its approach to the market, building our own distribution channels. We are starting to reach out to help build with others. We realize the momentum for what we stand for and believe in is high in the market right now, and we have a real role to play to move this along.

We believe in the importance of collaboration – the sum is greater than the parts. Need to have a non-competitive view in working together to bring about the changes needed for a more sustainable food system. At the same time as it is exciting, we are being focused on what we are taking on, and not representing more than we can confidently do.

FARMERS' MARKETS

Farmers' Markets Ontario

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Are you aware of any studies that have been done in Canada that show what the economic benefit is for farmers markets?

Market Research:
Taking the Pulse of Ontario's Farmers' Markets
Market Shopper Profile Study 2006
Contact:
Robert Chorney, Executive Director, FMO

Economic Impact:
- 130 farmers' markets across Ontario
- $645 million in total farmers' market sales across Ontario
- $1.9 billion of combined economic impact
- 1 million regular shoppers
- $30.00- the average spending by shopper per visit
- 5% growth in farmers' market sales per year

What percentage of the products sold at farmers market are labeled (humane, organic, fair trade). What types of products do these tend to be?

Usually organic and usually on fruits, vegetables and value added ingredients

Are there particular types of products that tend to be marketed as local, organic, humane etc?

By virtue of being at a farmers' market there is an assumption that the fruits and vegetables are local. Those products are usually promoted as local.

What percentage of the food would you say is locally grown? What types of food are more likely to be locally grown vs. imported?

It varies from market to market and by season. Some markets permit only vendors selling their own produce. The vast majority sell only Ontario product without any out of province product.

What percentage of farmers markets have by-laws that prohibit reselling?

Approximately 10% or 13 markets.

What percentage of people visits farmers markets because of local food?

95% of shoppers state that "buying products produced in your community" is either very important (77%) or moderately important (18%)

How far do most of the buyers travel to a market?

This varies by Market. There are no province-wide statistics. More than 60% of shoppers come to markets by car, but that is because they need it to carry the products. Less than 20% walk.

Have you got a way to estimate the percentage of people that shop at farmers markets?

There are one million regular shoppers at Ontario's farmers' markets.

Has the number of consumers coming to farmers markets increased over the years?

Yes. However there are no accurate numbers. The number of markets went from 60 in 1991 to 132 in 2007. Market research has only been collected provincially since 1998.

What percentage of products do you estimate are value-added?

This varies by market. I estimate 10-25% depending on Market and time of year.

Do you have any data on how far away markets tend to be from urban centres?

They are in both rural and urban areas but the majority are located in the center of urban areas

What percentage are year round markets?

Approximately 10% or 13 markets.

COMMUNITY SUPPORTED AGRICULTURE

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Why did you start your CSA project?

To help farmers sell their products and to help consumers get access to fresh, grown-in-Quebec products.

Are you aware of any studies which have been done in Canada that show an economic benefit of CSAs?

No. The CSA model gives farmers more business (market) autonomy, but it does not necessarily increase their incomes as this is dependent on many other factors.

Are you aware of any initiatives anywhere where CSA food commands a price premium relative to retail?

No. CSA food may or may not be more expensive than retail food. Many factors influence how farmers decide what price to charge for their products.

To what extent are local, provincial and federal governments supporting the development of CSA systems?

Governments do not support the development of CSA networks.

What are the most common types of food labeling in CSAs?

Certified organic, direct from the farmer, from your family farmer, grown-in-Quebec.

What percentage of food sold in CSAs is organic? Certified organic? Do consumers ask for organic? Is this trend increasing? Are they looking for certified organic? Do you think that CSA farmers will make use of the new Canada Organic logo?

All food in the CSA boxes is certified organic. However, farmers can decide to sell extra products to their CSA members which may or may not be certified organic, for example honey. More and more people are asking for organic food. Supply is the limiting factor right now. Many farms have waiting lists. Farmers will probably not use the Canada Organic logo because they are only selling locally and Quebec already has organic labels that consumers recognize.

Are there cases where CSA food is marketed as having more than one attribute- i.e. such as local and organic?

Yes, see above.

What types of products do these tend to be?

Fruits and vegetables mostly, meat as well.

What products are sold in CSAs? What isn't sold? [we're looking for general categories of food such as meat, fresh produce, dairy, non-food items, beverages, value-added etc.]

Fruits and vegetables mostly, meat as well. Farmers can decide to sell extra products to their CSA members, for example honey, eggs, cheese, home-made tomato sauce, dried herbs, pestos, candles, crafts, clothes, etc.

Length of season. What percentage goes year round?

12-48 weeks. Only 1 farm does year round boxes. About 20% of farms offer winter boxes where many will put in value-added items, for example homemade tomato sauce, pesto. The products are generally made on the farm, but can also be from a neighbour.

What percentage of the food in a box is value-added? 10% winter boxes, 5% summer boxes.

Is the processing for these value-added products done locally?
Yes, usually on the farm.

What types of local processing infrastructure exists to support CSAs?

None. The farms must do this themselves.

What percentage of the total population has subscribed to a CSA?

We don't know what percentage this is of the total population. So far we deliver about 8600 boxes, to about 27000 people.

Has the number of consumers interested in subscribing to a CSA increased in recent years?

Yes, see above re: farm waiting lists.

What is the primary motivator to subscribe to a CSA? Is getting local food an important factor?

Health is the primary reason. People believe organic is better for them. Other reasons include access to fresh products, to help the environment, and to support Quebec farmers.

Do you have any data looking at the amount of transportation (food miles) associated with a CSA system (miles to drop off, for consumer pick-up)?

No, but I would guess it is about 50 to 100 km. There are about 350 drop off points in the province of Quebec.

Are there some general trends with respect to where CSAs are located in Canada? Do they tend to be close to urban centres? Are there any in small communities? Are there more in some provinces than in others? Do you have any data on how far CSAs are on average from urban centres?

We (Équiterre) have the only CSA network in Canada. Other places have CSA initiatives, but no one has made a listing of these initiatives to do this kind of analysis. Just Food in Ottawa is about to develop a CSA network. There are drop off points in many areas of the province, but most are around Montreal at the moment.

BOX PROGRAMS

SPUD (Small Potatoes Urban Delivery)
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SPUD is a home delivery food service that began delivery mostly local organic food to the nine families in Vancouver in 1997. For environmental reasons, SPUD wanted to make it possible for customers to avoid shopping trips. It offers a full range of basic grocery items including organic produce, fresh breads, dairy products, bulk staples, and even household cleaning products. To *reduce paper consumption, SPUD launched the first on-line grocery shopping site in British Columbia in 1998. Recently, SPUD expanded its service to include Vancouver Island, Seattle and Calgary and now has about 5000 customers. SPUD offers about 1300 products, many of which are organic and locally-sourced.*

Why did you start your initiative?

The founder and President David Van Seters, was a sustainability consultant. He became a bit frustrated that the companies he worked for did not always take his advice. He also got the opportunity to work on a project with a local BC organization which looked at how to make local food more available. Together, Van Seter's frustration with working for others and his knowledge of sustainability and local food systems were the key motivators for starting his own business.

Are you aware of any studies which have been done in Canada which show an economic benefit to the regional economy of box programs such as SPUD?

No, there may be some in the U.K. or the U.S.

Are you aware of any initiatives anywhere where local food commands a price premium?

Yes, we have surveyed our members (over 5000) and access to local food comes out on top. Our results show that people are paying more for local product. For example, they will pay a higher price for local organic- peppers than they do for organic peppers from Mexico.

To what extent are local, provincial and federal governments supporting the development of box programs?

They are not particularly supportive. There have been some pilot programs, but these are token gestures. The government tends to give with one hand and take with the other. Some government money has been provided for the Good Food Box program, but it has never really taken off. At same time make it harder for farmers to exist. For example, new regulations are coming in with regards to slaughtering livestock which will make it even more difficult for small scale producers to market livestock locally. In BC, we have an Agriculture Common Land Reserve to protect farm land but land gets sold for corporate development every year anyway. Powerful marketing boards are very unhelpful for organic farmers. They don't allow for the segregation of organic product. The best thing the government could do to spur the development of local food initiatives like SPUD would be tax incentives, but it is dragging its heels on that.

What are the most common types of food labeling used to market the food in your box program? Are there cases where the food is marketed with more than one attribute such as humanely raised, free range, natural, local, or organic? What percentage of products is labeled (humane, organic, fair trade). What types of products do these tend to be?

We were the first retailer to have and market fair trade bananas. We also have market fair trade coffee and chocolate. We also market our food as organic and transitional (in transition to organic certification) on Vancouver Island. We market 'sustainably harvested' with respect to seafood like salmon only. We won't sell farmed salmon. For meat, we look for farmers who rear animals according to the BCSPCA standard for humanely reared meats. There is no logo for this. We also market ‘free-range’ and ‘biodegradable’ for household cleaning products. Occasionally, we use the terms ‘natural’ and ‘wholesome’, but not a lot.

What percentage of your productst are organic? Certified organic? Local-organic? Do consumers ask you specifically for organic? Is this trend increasing? Are they looking for certified organic? Do you think that local farmers will make use of the new Canada Organic logo?

All of SPUD’s produce is organic. This represents half of our total sales volumn. Sixty percent of our groceries are organic. Eighty percent of all of our food is organic. Fifty to sixty percent of our produce is local organic, fifty percent of our processed foods are local organic. All milk and bread is local and organic.

Consumers are asking most for local. This is because our food (especially the produce) was already almost all organic. This trend for local is very recent. We’re finding that local is now more popular than organic

What is sold in boxes? What isn’t sold? Why?

We have 1300 products. Nothing is missing. The chicken and egg boards make these commodities harder to source and more expensive. There is also the threat each week that our egg supply will be shut down.

What percentage of the food in your boxes is processed?

Fifty percent is processed

What percentage of this processing would you say happens locally.

Seventy-five percent. Dairy and bread make up much of our processed food sales and these are both sourced locally.

What percentage of total population uses a home delivery service?

0.1 of the Vancouver population uses SPUD.

Has the number of consumers interested in subscribing to a home delivery service increased in recent years?

Our market has plateaued in Vancouver and Victoria where we have been operating for awhile, but those consumers are buying more from us so our revenue is still increasing. Calgary, which is a new city for us, is increasing rapidly in terms of customer base.

What is the primary motivator to subscribe to a home delivery service? Is getting local food an important factor?

Access to local and organic food. Time is also a factor and having children is a big motivator

Do you have any data looking at the amount of transportation (food miles) in your system? Average distance traveled to consumer.

The average distance traveled by our food is 1500 km, but this distance is much shorter for our produce.

What are the barriers to expanding your business?

Consumer awareness is a factor. Consumers in the U.K. are much more aware of the need to eat sustainably grown locally-sourced food.

Supply is a big problem as well. SPUD is increasing supply on Vancouver Island by helping farmers to offset costs to transition to organic production methods.

Recommendations to facilitate the development of local food systems.

Tax incentives to help set up local food programs and for farmers to pay fair wages for farm labour. It is also very difficult for new farmers to obtain land. The government could provide loans for to allow farmers to get access to land.

LOCAL PRODUCE AUCTIONS

Elmira Produce Auction Cooperative Inc.
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Email:
Website: no website, but see www.foodlink-waterlooregion.ca

Elmira Produce Auction Cooperative Inc. (EPAC) is a locally owned corporation established in 2004. Owned and operated by members of the farming community, EPAC supports over 300 local growers by creating a new market for regional produce. Preference is given to food grown within 75 km from Elmira. Growers outside this area require prior approval of EPAC. Buying and selling numbers are required at the auction. At the Auction, buyers can find wholesale lots of locally raised fruit and vegetables, along with cut flowers, bedding plants and other local farm products. Lots can vary in size from 1/2 bushel and full bushels to full field bins and pallets. EPAC is committed to selling top quality, fresh produce. Customer response to the product has been exceptional. There is an auctioneer and produce is sold to the highest bidder.

> *"The Mennonite community is very involved in reestablishing local links, because their survival as a community is very tied to food localism. They are the most entrepreneurial farmers out there, and they realize they can't make it on supply-managed product. There is a higher return per acre on intensive product for local consumption, as high as 10 times the value per acre."* Peter Katona, Executive Director, Foodlink.

Why did you undertake this initiative?

More community members had been growing produce and selling at their farm gate. It is difficult to get consistent volumes though for wholesale. Different farms were buying produce from other farms back and forth to maintain consistency for their customers. Farmers wanted to sell their produce, but their farms were on back roads so farm-gate sale would be not feasible.

Similar types of auctions have been going on in the USA for 20 years and are very successful. The first auction was in Lancaster, Pennsylvania.

Are you aware of any cases where consumers have paid a price premium for local food in comparison to non-local?

It is a relatively new project, and premature to really say that we see a big difference. Buyers that come to the auction would be buying from wholesale distributors and the food terminal if they didn't come to the auction. Their perception of price is based on what they would have to pay at the other markets.

We do see that growers that bring product consistently – almost every day, or at least every week, tend to get a premium above those that come more inconsistently. Regular producers develop a reputation with the buyers – the buyers know what to expect. If farmers only come in occasionally, the buyers forget the quality of their product.

The prices are not as consistent as we would like them to be. Prices fluctuate more than what we would like. At times, when there is too much volume for the number of buyers that we have, producers are getting less than Toronto terminal prices. At other times it is higher.

Farmers are committed to making that sacrifice. We are looking at the venture over the long term. We have seen changes over the three years that we started, and we are confident that prices will become more consistently favourable to the producer.

What barriers have you encountered?

In the beginning, it was a total new venture. We needed time for buyers to get confidence that the product will be there when they get there. It was so new in the area that nobody knew what to expect.

Now the number one barrier is the time commitment that is needed from the buyers. If they go to the Toronto terminal, they can load up in one hour. At the auction, it takes three hours. We are always working on speeding it up. It is all local food; therefore the buyer is willing to put in the time because it's local. Smaller market vendors find it more convenient than going the distance to Toronto.

For the producers, not everyone is cut out to sell directly to the public. Many producers wouldn't know where to put their market. In this initiative, even with wholesale, we hope to get to the stage of consistent premiums.

There are several negative things that work against us. The community is largely a Mennonite community, and we tend to be very thrifty and use everything. That doesn't work when selling produce and some of our producers have to struggle with the concept of waste – realizing that slightly blemished food doesn't suit the buyers' fancy. We are undoing what we were taught from our mothers. Most growers are new in the business and are not really aware of what is acceptable and what isn't. We have set up a committee with the goal of finding out what wholesalers want re. packaging and quality, and then teaching the growers how to grow and package that way. We are trying to meet the wholesale demand. At this point we don't have many restaurants coming out to buy, and we have felt that this would be a sector that we could tap into.

What are the most common types of food labeling and marketing for food used in your initiative?

We are labelling the food as a local product. We have our own brand of boxes and have developed a logo that somewhat meshes with the 'Buy Local, Buy Fresh' logo of FoodLink. Our logo emphasizes 'Family Farm Fresh Produce'. We do not do much advertising because want to sell to the wholesale market. If we increase direct contact with customers, wholesalers will be competing for purchases with their own buyers. We concentrate on word of mouth as we are looking for a specific buyer. We do not want a lot of web traffic. Foodlink has hosted information about us on their site.

What percentage of your food is organic? Certified organic? Local-organic? Do your customers ask you specifically for organic? For local? Are these trends increasing?

The percentage of organic food is very low. Some producers list their product as organic, with only a few producers bringing some in sometimes – not on a regular basis. We don't seem to have buyers that pay a premium for that kind of product. At the auction, there is no real demand for organic. Organic is more of a specific product. Someone who demands organic doesn't trust the auction because there is so much conventional product.

Most certainly there is a trend from buyers who want local food. This has been helped by the promotion of local product by FoodLink and the Waterloo Public Health Unit.

Are you aware of any studies which have been done in Canada which show an economic benefit of local food systems?

We do not have any economic impact assessments on vendors to date. We have had very positive feedback anecdotally and speaking with producers, but nothing formal.

To what extent are local, provincial and federal governments supporting or hindering local food initiatives such as yours?

As Mennonite people, we don't pursue government supports. We feel the support from OMAFRA (Ontario Ministry of Agriculture, Food and Rural Affairs). We have had some hurdles to cross with municipal zoning. They felt we needed commercial zoning at first, because the concept was new, but now that we have operating for a few years, things are fine.

One concern was meeting the Canadian food inspection regulations. We can't complain about it though, these are simply requirements that have to met.

What food products are involved in your system? What isn't sold?

We sell strictly fresh produce from the fields. We will not sell meat and dairy because of difficult regulations. We have been thinking about selling preserves and other micro-processed product, but ultimately are not sure if the produce auction is the place to sell these products. The reason why the auction works with fresh produce is that fresh product has to be moved today. Preserves can keep, and can probably get a higher price from the market than the auction can.

We model our system from on initiatives in United States and do not coordinate the harvest. It just doesn't work to try to coordinate it.

Do you have any data looking at the amount of transportation (food miles) in your system?

All food is produced within a 75 km of Elmira, Ontario. Most buyers come from within a 50 km radius – some come from over 150 km away. Our buyers include small vendors and market vendors. Small stores are the largest portion. There are a few micro-processors, family-owned. Starting in the fall of 2007, the University of Waterloo will be purchasing food from us. They won't use it in the cafeterias, but are operating a small market once a week for faculty and students.

What is your season?

From April 18th with the first sale of bedding plants, mostly, and greenhouse product to the end of November (mostly farmers' storage). All producers are pushing for a full auction season, but we are not yet aiming for the full year.

What are the keys to success for a local food auction?

A successful auction location needs to be:
- along a highway
- somewhere in the middle of a community that's growing the produce
- close to an urban centre. Our auction is 20 minutes from Kitchener-Waterloo

FARM MARETING ORGANIZATIONS

FoodLink
Peter Katona, Executive Director

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Foodlink is a non-profit organization (incorporated 2002) that creates partnerships with food producers, processors, retailers and consumers to promote the sale and consumption of locally grown and produced food. In building a "food localism" movement, Foodlink is expanding and creating new markets for local farms and farm-based businesses while also building a demand for local food products. Foodlink has emerged as both a marketing tool for regional farmers and an information source for regional consumers. It is helping producers increase and diversify farm-gate sales - especially those directly to the consumer. It also helps consumers identify with their food - what is available, how it's produced and how buying locally benefits our local economy, *environment and community.*

Why did you undertake this initiative?

Foodlink advocates for local farm products and act as a collective marketing arm because local farms require assistance in moving towards value-added and direct-marketing systems. There was a void left by OMAFRA extension services, through the gutting of that system in the 90s, and we are helping to fill that gap. The opportunities are there to link local production with consumer demand.

What barriers are you currently encountering? Is food production a problem?

The fragmentation of the movement is a major barrier. There are far too many competing voices for attention – some of the messaging is helpful, some beg more questions. There are tensions between organic and LFP – both contending that they represent a pure form of food. What is this all this about? As more money creeps into food localism campaigns – there will be an increasing fight for attention. There needs to be collaboration to ensure that the movement complements the work of each organization in building stronger local food systems.

When you ask a farmer or food producer, they will say that production is not the issue. It is the support from the market for their production that is the problem. Local farmers can't compete on pricing with California prices. Therefore it's not availability of supply that is the issues. Supply will come if the price margins are right – supply meets demand.

Another barrier has been municipal bylaws. Foodlink has not become involved in lobbying on bylaws at municipal levels and is a member of the newly formed rural advisory committee. At one point municipal government wanted to curtail or limit the sales of farm products off-farm to only those products that are grown on that particular farm. This would limit some of the solid local distribution channels that are forming. There are also new rules on micro-processing on the farm and Foodlink wanted to ensure that the rules were not disadvantaging smaller farms – that rules needed to be relative to the size of farm and deemed separate than commercial. It has demonstrated the power of collaboration across community and government to influence policies, which might otherwise have negatively affected the small farmer.

The ultimate barrier to this work is the public's addiction to cheap food – consumers' refusal to pay the true cost of production.

Are you aware of any studies which have been done in Canada which show an economic benefit of local food systems?

Yes – our evaluation in 2004 demonstrated economic benefit of the buy local map- although in only the first years of production. Farmers were satisfied with the increase/success attributed to the map and attendant marketing provided by Foodlink. (Foodlink only works with the farms who are listed as paid members on their map. They have had 125 farms use the map through the years of this initiative – representing 9% of all regional farms).

An Ipsos Reid consumer poll[1] on food choices and preferences indicated a preference for local.

The Waterloo region conducted a similar study in 2004. People in the Kitchener-Waterloo metropolitan area demonstrated a clear preference for local food[31].

There is a need to recognize that there is a gap between what people say and do. Even though there are clear trends in consumer interest, there continues to be challenges in accessing local foods at farmers' markets. Public markets try to pander to local interests, but still are largely mixed with wholesalers. Very few farmers' markets are producer-only. Foodlink works with wholesalers to brand food for wholesale. There is a role for wholesalers. We need to concentrate on branding the food/farm.

Are you aware of any initiatives anywhere where local food commands a price premium relative to non local food?

Yes, Foodlink does price-comparisons so we keep an eye on this. One of largest most established farm is Hurley's, which runs a country market at their farm and brings in over $2 million in sales each year. Prices are always higher than supermarket prices. This is clear for those items that supermarkets use as a "lost leader" , however it is also true for none lost-leader product - still more expensive at Hurley's. This premium is found anecdotally everywhere in our local food system.

To what extent are local, provincial and federal governments supporting local food initiatives such as yours? What ways could you be supported more?

Federal supports to organizations from the AAFC are important. It is important to increase funding to food localism programming, address differences in agricultural subsidies, and crack down on standards so that imported product has to meet standards in our own system for fair competition.

The provincial re-launch of Foodland Ontario is needed to reenergize the local food sector. There should be a process for launching a strategy and food label. We need this to compete with growing local food movements in the US and other countries where Canadian product is getting squeezed out. As an example, the US Department of Agriculture is massively funding buy local campaigns.

We definitely need a provincial network with room at the steering committee level for OMAFRA (Ontario Ministry of Agriculture, Food and Rural Affairs) and local food initiatives to develop regionally-inspired domestic marketing initiatives to continue to revitalize extension, value-added processing and farm-direct marketing.

Ontario Farm Fresh has a lot of information in Ontario about farmer training - videos etc. We need to share information and provide extension services across the province.

What are the most common types of food labeling for food used in your initiative?

We don't use any other types of labelling outside of the Buy Local! Buy Fresh! label. We work with both organic and conventional farms and have people from both types of farms on our Board. We don't focus on the environment aspects, as we think that this brings divisiveness. We focus on our shared interest of building a local food system. Food localism takes on the flavour of the individual area. Our area is a more conservative area.

Are some of the foods marketed with more than a single attribute?

We offer local-organic signage that indicates certified organic. Farms can use both brands. I feel strongly about needing to keep those certification processes separated - organic and local labeling. I understand that additional sales features reinforce a premium. Foodlink monitors its brand – asking each farm to identify what they grow, and what they sell. I visit all the farms. The Board of Foodlink is well linked to the producer community. People know what each other are growing.

What percentage of your food is organic? Certified organic? Local-organic? Do your customers ask you specifically for organic? For local? Are these trends increasing?

This is the first year with the new Canadian Organic regulations, so our listings will look different than they have in the past under the old rules. For example, this year we will be indicating what transitional year farms are in, and we will need to see certification before listing as organic. For example, even the COG demonstration garden is in a transitioning stage. There are a lot of people who are growing organically, but feel the costs prohibitive to certify. One collaborative seeks to help with this reality. A partnership between the Canadian Organic Growers chapter, FoodLink and Waterloo Regional Public Health Authority to build a local healthy food system has Public Health and COG working with farms to transition them with Foodlink working on the branding component.

Local is more important than organic in the Waterloo region. People are more connected to food than in other parts of the province. Urbanites are fewer generations off the farm here and local farms are still seen as an cultural institution. The farmers' markets never died here. The Mennonite community plays a big role in maintaining a strong rural-urban link.

What food products are involved in your system? What isn't sold?

All local food products are sold within the Foodlink system.

What percentage of products that you use is value-added? Is this value added locally?

In our Buy Local Guide we have local butcher shops, Ontario's first organic miller, licensed preserves, on-farm bakeries, inspected and regulated. Public health has been increasingly present in enforcing regulations, particularly for new businesses. Value-added processes have enabled some small farms to thrive and survive. The percentage of operations that have infrastructure developed for value-added processing is not growing, but hasn't declined as much as in other areas of Ontario and Canada. There is lots of room to grow.

Do you have any data looking at the amount of transportation (food miles) in your system?

Yes and no. We have some formal research on redundant trade which involved examining product and pricing in supermarkets and calculating the amount of imported product that had equivalent domestic product grown here. We use food mileage when we need to. For example, at the University of Waterloo's farmers' Marché (fresh food bought at the Elmira Auction and other places and resold on campus to students and faculty), they wanted to have food miles indicated on their products. This is simple to do because we are dealing directly with local farmers.

How do you define local?

The definition of local is a perception and not a place – there is no common understanding. Foodlink defines local as the Waterloo and four other counties and regions. As we look at more provincial work, Ontario is our local, and we simply want to connect consumers with farms in their surrounding area.

There is a very clear local trend. Through anecdotal volumes and price reports, growth is phenomenal. There is a greenhouse explosion – simply looking at how many square feet of greenhouses are being developed would be very indicative of the local trend.

REGIONAL PERSPECTIVE

Nova Scotia

Charles Levkoe, Steering Committee member, Food Security Network of Nova Scotia [FSNSN] and partner in SunRoot Farm (one of two Community Shared Agriculture projects in Nova Scotia)
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The Food Security Network of Nova Scotia is a new initiative which was formed to bring groups working on issues related to food security together under one umbrella. The group is focusing on four key areas: food costing, policy, capacity, and the development of food hubs. "Food hubs" are an initiative of the provincial Department of Agriculture, are designed to increase access to fresh local foods in Nova Scotia.

Charles Levkoe runs one of the two CSAs operating in Nova Scotia.

What are the main initiatives in Nova Scotia and with the Nova Scotia Food Security Network?

Rita McNally of Public Health and Patty Williams of Mount St. Vincent took the lead years ago in establishing the network. Presently, there is a steering committee that acts as an umbrella group working on four project areas: food costing, policy, capacity within the network and the development of food hubs. "Food hubs" is an initiative of the provincial Department of Agriculture, through Jamie Couglin, which is attempting to tweak the CSA model and expand it into micro-enterprises developed as cooperatives at the community level to increase access to fresh local foods for customers who can't afford to pay up front for the season's food. The project is examining distribution through non-profit organizations with the possibility of subsidizing the costs, over and above the efficiencies garnered through reduced packaging and transportation. There is recognition that in time the program can be extended across the Maritimes. However the focus is Nova Scotia.

There is currently no CSA network in the province. There are only two CSA running. Our farm, Sunroot, is a model in Atlantic Canada and is the second longest running CSA in the Maritimes. There have been a number of CSAs that have come and gone. Our farm is also taking a lead in building awareness in our region by developing a 'Buy Local' map that incorporates farm-gate sales with retail and wholesale sections with a culinary tourism aspect to it.

There are few 'Buy Local' Guides in the province, with a few regions having them. ACORN (Atlantic Canadian Organic Regional Network) has a guide to local organic products.

There is no real connection between all of the initiatives underway in the different sectors. The hope is that the FSNSN can help to address this by linking initiatives.

What are some of the barriers encountered?

One of the barriers to food localism in Nova Scotia is that a huge economic driver is tourism, which means that much of the infrastructure is geared to tourists. Although this means that food systems are more active during the tourist season, this hinders the development of year-round access to locally produced foods.

Production is an issue in Nova Scotia. It is particularly challenging to look at regional localism as the product just isn't there. At this point to have any kind of comprehensive movement, it would have to be province-wide.

Another major barrier is that people can't pay the true cost of production. Our farm has a production side that runs the CSA, and then a non-profit side that runs the non-for-profit community voice project where we get more money working with low-income families on our farm than we do actually farming for our CSA. At least with the non-profit we pay ourselves a salary, whereas as farmers, we can't make a living. We all work on off-farm jobs. At the same time, families around here are struggling, and can't really afford to pay more for their food.

Another barrier to this work in general is bridging the different sectors within food security movements. What it means to identify food security is clear, but how to reach it is complicated, and involves agriculture, distribution channels, community economic development, health, government, consumer participation, etc.

Supports or hindrances from governments?

Buy Local maps have been supported by our governments. The food hub idea is also being funded provincially. There are some key government workers who understand the importance of investing in this kind of work, however, it is not understood broadly across government.

Statistics from the National Farmers' Union show that family farms are making historic lows in income – the average 2004 income was less than it was in real dollars 30 years ago. Governments must become more involved in protecting our food from a global and corporate system that makes it cheaper to import food than to buy locally.

Is there increasing demand for locally-grown food? Are people willing to pay a premium?

They are not willing to pay a premium for local. The general trend is that people want cheap food.

There is trend towards more interest in local foods though, especially since last years e-coli in California spinach. Everyday people are saying that local food is the way to solve the world's problems. However, I don't think people are willing to pay extra for local. Average citizens come from low-income communities.

There is potential for local food in Nova Scotia though because of its size, people know their neighbours and relate to their communities.

There is a farmers' markets cooperative in the province.

Is there processing infrastructure in place in Nova Scotia to support local food systems?

Several dairy farms are transitioning to organic dairy in the hope that we will have the processing infrastructure in place to process the organic milk.

Nova Scotia

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Marla was one of the organizers for the March 2007 Nova Scotia Food Security Network Meeting, which marked a new level of collaboration in the province of issues related to local food systems. The Ecology Action Centre supports efforts to be more self-reliant in food within Nova Scotia. They also support ecological methods of food production.

Are there farmer direct marketing initiatives common in Nova Scotia?

Farmers' markets are common. There is a Nova Scotia Farmers' Markets Association. There is one home delivery program in Halifax and only two CSAs.

Why did you start the Nova Scotia Food Security Network?

The network is a broad-based group coming together to focus on local food issues, collaborate on projects and avoid duplication. There is an increased interest in local since the closure of two major meat processing plants in Nova Scotia. Just a month ago a plant responsible for half of chicken processing in the province pulled out. Our pork producers are in crisis. Farmers are in debt and can't afford to feed their animals.

There is a lot of media right now around local food issues. Distribution and supply are key topics. A recent Food Action event called "Loaves and Fish" was organized for farmers, fishers, restaurants, distributors and processors. It covered consumer awareness and sustainable seafood, supply and distribution. There are a lot of interested producers and a growing number of restaurants that want ecologically-produced local food in their restaurants. Connecting the two is challenging. We are trying to develop a distribution network. Customers want the food. No one is complaining about price. It is only about efficient distribution.

What other factors influenced the decision to go local?

The Food Action Committee is the newest at the Ecology Action Centre which has been running for four years now. We received funding from Helio trust, initially to work on conservation easements and to preserve heritage Red Fife wheat grown in Nova Scotia and across Canada.

The Food Action Committee is a Nova Scotia initiative that promotes locally and ecologically-produced food. Projects include harvest festivals, urban gardening, listings local food guides

There is no one comprehensive Buy Local Guide for Nova Scotia. There are a few regional guides, and the Department of Agriculture has some guides on their website. ACORN (Atlantic Canadian Organic Regional Network) has developed a local organic guide.

Are you aware of any initiatives anywhere where local food commands a price premium relative to non local food?

Fishers and restaurateurs have said they do not have issues from customers on the price of local food being higher. There is more concern about availability.

To what extent are local, provincial and federal governments supporting local food initiatives such as yours? What supports would be helpful?

The provincial Ministry of Environment just completed first reading of a Sustainability Act this week with the objective of having a sustainable procurement policy developed and adopted by 2009 [www.gov.ns.ca/legislature/legc/bills/60th_1st/1st_read/b146.htm]

A major hindrance is the fact that there are not enough local abattoirs to process meat.

What are the most common types of food labeling for food used in your initiative?

There is a taste of Nova Scotia label that is more tourism-based and is found on products such as maple syrup, blueberries, and seafood – the high-end specialty products. There are some local labels developed in restaurants. There is new movement to push local foods through the NDP in this province. All of these initiatives are in development.

Do you have any data looking at the amount of transportation (food miles) in your system?

There has been a food mile study done in Nova Scotia which looked at how much food is imported, where it is coming from, and the associated social, economic, environmental issues. Funding is currently being sought to work on a food miles project.

Manitoba
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Email: kreesta@mbfoodcharter.ca
Website: http://food.cimnet.ca/cim/43C1_3T7T4T97.dhtm

Can you list the local food systems initiatives under way in Manitoba?
Right now there is a cool wave happening in Manitoba.

There is a cool wave happening right now. For instance in September a new group called 100 mile Manitoba will encourage 100 people from the province to eat food grown within a hundred miles for 100 days (Sept 1 to Dec 9, 2007). A website will be set up to help people source locally grown food. This could eventually turn into a buying club. It is also hoped that twelve restaurants can be encouraged to offer local fare to the public during this period.

The Manitoba Food Charter is a food security group that worked with organizations throughout the province to develop a Manitoba-wide food charter. The group is developing a buy local campaign which will work with grocery stores to identify food from local producers and processors. Sobey's western is considering participating.

The MB Food Processors Association has a label and marketing strategy for products processed in Manitoba. They provide training and support for new processors.

The provincial government offers a directory of locally-produced products.

There are a fair number of farmers' markets in the province, but the Farmer's Markets Association has folded. The provincial government is exploring ways to rejuvenate the association.

Spin Farming. This is an urban food production movement which started in Saskatchewan (growing food in your backyard for profit). A recent conference in Winnipeg generated a lot of interest in the concept in this province.

Community Gardening Association. There aren't that many community gardens in the province. Most are in Winnipeg where there is increasingly more space as urban homes are condemned and torn down.

There are some Community Kitchens

Fresh Option Organic Delivery is an organic box program that sources the majority of its food locally. Eat It is another box program which also has a wholesale store. It has a made in Manitoba program.

The Small Farms Challenge organized by the Turtle Mountain Develoment Corporation makes small grants available to small scale alternative agriculture ventures.

The Organic Food Council of Manitoba runs a number of events designed to educate people about local food systems and train local producers. Recently, they have begin to implement a *Growing Up Organic* project which aims to get locally produced organic food into childcare centres in the province.

The Harvest Moon Festival in southern Manitoba celebrates local sustainable food production.

Can you describe the situation in the province with respect to farmer direct marketing?
As noted above, there are lots of farmers markets, but very few CSAs. There are a number of u-pick operations, particularly for berries and these seem to be doing quite well. These operations are listed on a government run website.

Why are there so few CSAs?
My Masters thesis explored this issue. Awhile ago, there were 12 CSAs in the province. Now we may be down to 1 although there are signs that a couple of new ones may start up. The population in Manitoba is low and it is hard to get enough consumer involvement. Having work shares, where consumers come out to the farm to work will help. The CSA formed by new immigrants to Canada has been put on hold for a year as the group is having difficulties accessing enough land close to Winnipeg.

Do most farmers' markets have by-laws that limit sales to local producers?
No, and this is one problem associated with having no association for farmers' markets. However, it seems that the majority of the food sold is local farmer produced.

Are there products that can't be sold at Manitoba farmers' markets?
Markets can sell frozen meat (with freezers) and vegetables and fruit but they cannot sell eggs or fish, cheese or milk or anything containing these products.

What are some of the barriers to the development of local food systems in the province?
There is a lack of abattoirs and processing facilities. Because there is no farmers' market association, there is no one to lobby the provincial government for new products. Geography is also a big problem. The climate can only support local production for a small part of the year. There has also been little government support for local food initiatives in the province. The provincial government focuses primarily on export markets.

Can you describe the state of local processing in the province?
The Manitoba Food Processors Association has helped to develop a local industry. They have developed a Guide to local processors. Manitoba has local cheese, it will have an organic dairy in the fall of 2007, it also has flour and bread. The Association has helped by providing markets research, training, and a labeling program 'MB Made'. It is also fairly inexpensive for small operators to join. However, to make a go of processing in Manitoba, you also have to export.

Are you aware of any initiatives where there is a true price premium for local?
I'm not aware of any.

You mentioned that local is a hot topic in Manitoba these days. If you had to point to a key driver for this movement, what would it be?
I asked this question in my thesis. People said that they want to support local farmers. A related factor is the fact that if you buy food from someone you know, the food will be safer.

Saskatchewan
Cathy Holtslander, Coordinator of the Beyond Factory Farming Coalition (Cathy is also sits of the Board of the Saskatchewan Organic Directorate)

#501 - 230 22nd Street East
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Can you list the local food systems initiatives under way in Saskatchewan?
LoFo, Food for All, CHEP, Reach, Ecoliving, Food Secure Saskatchewan, Saskatoon Famers Market Association, Saskatchewan Farmers Market Association, Saskatoon Food Coalition, 1 or 2 CSAs, most communities, even rural communities have farmers' markets

Is there government support and leadership on regional food systems initiatives in Saskatchewan?
There are no government led initiatives in the province but some organizations like CHEP receive financial support from the provincial government.

Can you describe the most common types of direct marketing taking place in Saskatchewan?
There are some farm gate sales. One organic producer is distributing freezer packages of organic beef to homes in Saskatoon. There are only one or two CSA farms in the entire province. Farmers' Markets are common, even in rural areas. Most towns have one and they are extremely popular. In Saskatoon, the Farmer's Market, which is located centrally has an annual celebration of local food. As many as 10,000 people attend.

Why do people in Saskatchewan like shopping at farmers' markets?
These markets are very social. They are a place for people to catch up with friends and neighbours. There is also often entertainment and things to do and ready to eat food available at farmers markets.

What types of food products are sold at farmers' markets in Saskatchewan?

Vegetables, eggs, meat and fruit.

What products cannot be sold at farmers' markets in Saskatchewan?

Liquid milk.

Are there any barriers to direct farm sales?
Not really. Saskatchewan tends to be more farmer-friendly than other provinces. The rules with respect to quota on livestock like chickens are reasonable. Small scale farmers can grow up to 999 animals without quota. This means that we see farmers market and sell their meat or eggs at market.

British Columbia
Abbra Bryne, President Kootenay Coop
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V0G 1Z0
Phone: 250 357-0026
Email: abra@peelingtheonion.ca
Website: www.peelingtheonion.ca

The Kootenay Co-Operative is based in Nelson, BC. It works to provide the highest quality affordable natural foods and products, and wherever possible, organic. It gives preference to local farms and food producers.

Can you list the local food systems initiatives underway in your part of British Columbia and elsewhere in the province?

The Kootenay Organic Growers are expanding their mandate to include conventional growers. It's important to include all growers in food systems development. Recently, they have held field days etc. at conventional farms. The organization is developing a regional farm product guide which lists all farms in the region.

The Kootenay Coop in Nelson supports local producers. There are plans to create a local food section within the store to differentiate local from non local product. The Coop supports local producers by holding producer meetings in February where growers collectively decide what and how much of each crop to grow. By working together and examining the past purchasing of the coop and other local purchasers, they can identify gaps in production and avoid direct competition with one another. The Coop enters into grower agreements with individual producers each year. At least one other small locally-owned grocery store is also doing this.

Nelson Food Cupboard Has a policy on local food procurement and a local gleanings project.

Good Food Box: These programs have not been as successful in BC as they are in Toronto, but there is a study underway to develop a business model that could help make this model work in smaller communities.

Food Policy Working Group (Nelson). Supports initiatives urban agriculture initiatives such as community gardens and access to land for new farmers.

Kootenay Food Strategy Society Umbrella group for local food initiatives across the region.

Act Now BC BC is a partnership of public and private sector organizations. One of the project goals is to improve student health by increasing the consumption of BC grown fruits and vegetables in schools.

There is an Islands Chef Collaborative on Vancouver Island which has been around for ten years. The collaborative supports young farmers by giving them what they need- access to land and money for on-farm projects such as fencing and greenhouses. The collaborative found some farm land in the Cowichan valley and approached the land owner to see if they could get the land into production. Sixty-five acres were divided in 65 one- acre plots which were rented out to young farmers for $500 a year. The chefs have committed to buying all the food grown on the land. They host a number of fundraising events for the farmers and compete with each other to raise the most cash. For instance, some restaurants have a 'farmer-friendly' item on their menu where an extra dollar is added to the cost to support farmers. The collaborative has also started a farmers market which they run so that the farmers can stay in their fields. The chefs commit to buying any food left over at the end of the day. The new farmers are encouraged using organic production methods.

Is there government support or leadership for local food initiatives in BC?

Most of the leadership comes from the grassroots, although some of these grassroots organizations do receive government funding. There are also several recent government initiatives designed to increase consumption of BC-grown food. One of the goals of BC's *Act Now BC* is to get BC fruits and vegetables into schools. Unfortunately, BC's laws relating to food safety make it difficult to buy the food direct from the farm. Thus most of the food is purchased at grocery stores where there can be no guarantee that the food is grown in BC. Even if the program did purchase BC grown fruit and vegetables, some are concerned that the province does not have the production capacity to supply the program. BC's Ministry of Health Services published a proposal for The Community Food Action Initiative in 2005- Community Health funding.
Provincial health officer key doc Food Health and Well Being in BC annual report for 2005. This document is quite forward thinking in that it makes the connection between food and health. contains a number of progressive recommendations such as labeling of GMO ingredients on packaging.

What are the barriers to establishing local food systems in BC?

Quota on eggs is a big issue, although the province does have a new option that allows niche market farmers to raise up to several thousand chickens without purchasing quota.

BC's Right to Farm Act gave farmers the ability to sell direct to consumer. Now, new legislation threatens to strip farmers of these rights.

Do you know of any examples where local foods can command a price premium?

There are cases in BC where individual farmers have set their prices higher than an imported equivalent in the grocery store.

Can you describe the most common types of direct marketing taking place in BC?

Farmers markets are not a big deal where there are no large urban centres. It is harder to run a viable market in smaller communities. There are only a few CSAs in southern BC. One has been going for a long time even though it's not close to a big centre. That's probably why it hasn't grown. A few others are starting up.

Is local becoming a hot issue?

Yes, it's getting there. The 100 mile diet is the big deal in BC right now.

Can you describe the BC scene in terms of local processing?

The seasonal economics are just not there yet. There are organic dairies and cheese producers as well as frozen berries. There are a number of small-scale millers processing locally produced grains such as spelt. There is a fair amount of greenhouse vegetable production in BC and some of this food is destine for local market.

Appendix B

Directory of CSAs in Canada

Legend:

BC - British Columbia	MB - Manitoba	NB - New Brunswick
AB - Alberta	ON - Ontario	NS - Novia Scotia
SK - Saskatchewan	PQ - Quebec	YK - Yukon

Province	Name	Contact	Address	City	Postal Code	Phone/Fax	Email	Web Address	Organic Certification	Farm Size	Number of Share-Holders
BC	ALM Organic Farm and Full Circle Seeds	Mary Alice Johnson	Box 807	Sooke	V0S 1N0	(250) 642-367	alm@islandnet.com		IOPA	10 acres	
BC	Altemueller's Biodynamic Farm	Christoph Altemueller	4895 Marshall Rd.	Duncan	V9L 2X1	604-746-4117				3 acres	70 sharers
BC	Dragon Mountain Farm	Paddy Doherty	4451 Garvin Rd.	Quesnel	V2J 6R1	250-747-3491	J0B 1W0				
BC	Glorious Garnish and Seasonal Salad Co.	Susan	1374 256th St.	Aldergrove	V4W 2J4	604-857-1400 or 604-857-1820					
BC	Lofstedt Farm	Bridget & George Baumann	P.O. Box 1270	Kaslo	V0G 1M0	250-353-7448 Fax:	lofstedtfarm@look.ca	http://mypage.direct.ca/l/lofstedtfarm/		60 acres	
BC	On Line Farms	Lang Price	R.R.#2	Courtenay	V9N 5M9	604-338-8342 Fax: 604-334-	olf@mars.ark.com				
BC	Sudoa Farm	Anne Warren		Shuswap Region		250-835-8332	awarren@jetstream.net				
BC	The Gathering Place Organic Farm	Lovena & Ryan Harvey		Whister, Pemberton, D'arcy		604-452-3313 Fax: 604-452-	lavenaryan@hotmail.com				
BC	Yarrow Ecovillage Farm		42312 Yarrow Central Rd.	Chilliwack	V2R 5E2	604-823-0800	farm@yarrowecovillage.ca	http://www.yarrowecovillage.ca/farm/csa.html	Organic		
AB	Blue Sky Gardens	Larry Zaleschuck	Box 147	Carseland		403-934-2230				2 acres	
AB	Fitzgerald's Market Garden	Ralph Fitzgerald	R.R.#7	Calgary	T2P 2G7	403-280-8674				1 acre	26 sharers
AB	Geneva Gardens Inc.	David Duplain	R.R.#4	Red Deer	T4N 5E4	403-342-1413 403-341-				40 acres	75 sharers
AB	Highwood Springs Farm	Will Bilozir	Box 22, Site 11, R.R.#1	Dewinton	T0L 0X0	403-983-6066				5 acres	50 sharers
AB	Orange Valley Garden	Clara and Jens Lehman	R.R.#1	Strathmore	T0J 3H0	430-934-4044				5 acres	
AB	Poplar Bluff Farm	Rosemary Giberson	1044, 39th Ave	Calgary	T2K 0E1	403-934-5400					
SK	Hoh Shared Family Farm	1) Clarence & Korine Hilliar	Box 325	Lipton	S0G 3B0	306-336-2611				15 acres	72 sharers
		2) Gordon and Jan Huber	Box 153	Lipton	S0G 3B0	306-336-2259					
SK		3) Greg & Karol Okolita	Box 1088	Fort Qu'appele	S0G 1S0	306-332-5594					
SK	Peasant's Pick	Eric and Joan Yoder	Box 929	Rosthern	S0K 3R0	306-232-5056				5 acres	92 sharers

SK		Garry Gadd	Box 1537	Moose Jaw	S6H 7A4	306-693-5079					
MB	Country Gate Gardens	Menno	Box 2 Site 30 R.R.#3	Brandon	R7A5Y3	204-728-2909				2 acres	14 sharers
MB	Earthshare Ag. COOP of Central Americans Lts.	Jim Beckta	4104 Roblin Blvd.	Winnipeg	R3R 0E5					12 acres	
MB	Garway Organic Farms	Dawne and marc Summersfiel	P.O. Box 114	Stuartburn	R0A 2B0	204-425-7713 Fax:				4 acres	
MB	Grange sur Seine - La Broquerie	Gerry and Kelly Dube	Box 225	La Broquerie	R0A 0W0	204-424-5566				2.5 acres	27 sharers
MB	Our Farm	Les and Diane Doherty	Box 1616	Oakville	R1N 3P1	204-428-5507				67 acres	50 sharers
MB	Page Family Farm CSA	Bill Page	Box 784	Portage La Prairie	R1N 3C3	204-428-3400				5 acres	8 sharers
MB	R.A.E. Gardens	Robert Fryatt	Box 21 Grp. 26 R.R.#1	Lockport	R0C 1W0	204-757-4513				4 acres	17 sharers
MB	Shared Farming At Twin Creeks	Wilma & Dan Wiens	Box 363	St. Germain S	R5A 1H3	204-255-7027	wilmadanwiens@mb.sympatico.ca / d_wiens@foodgrainsbank.ca				
MB	Twin Creeks Shared Farm	Dan Wiens	Box 353	St. Adolphe	R5A 1A2	204-255-7027					160 sharers
MB	Wolseley Community Garden	Sandra Conway	Box 45	Gardenton	R0A 2B0	204-425-3627				1.5 acres	26 sharers
ON	Anderson Organic Farm	Walter Garrison	2499 York 30	Stouffville	L4A 7X4	905-642-0943				5 acres	50 sharers
ON	Ann Slater	Ann Slater	157030 15th Line, Zorra Twp. /	Lakeside	N0M 2G0	519-349-2448	aslater@quadro.net		OCPP		
ON	Annandale Community-Shared	Chris Beeman	79 Gore St.	Kingston	K7L 2L4	613-549-4800					
ON		Karen Copeland	R.R.#1	South Gillies	P0T 2V0		karenjcopeland@hotmail.com				
ON	Armtree CSA	Susanna Reid and David Nixon	R.R.#2	Mitchell	N0K 1N0	519-393-6360					
ON	Bunching Onions CSA	Isobel McGre	1731 Tucker Road	Rockland	K4K 1K7	613-830-0598	isobelmcgregor@yahoo.com	www.tuckerhouse.ca			
ON	Chestnut Hill Farm CSA	Kenneth Solway & Susan	R.R.#1	Baltimore	K0K 1C0	905-342-3618					
ON	Chick-a-Biddy Acres CSA	Sherry Patterson	5009 County Rd 2. / R.R.#3	Hastings	N0H 1Z0	705-696=3506	sherry@chickabiddyacres.com	http://www.chickabiddyacres.com/index.html		70 acre farm	80 Member CSA
ON	Connaught Acres	Debbie DeCooman	13621 Connaught Rd. / R.R.#3	Chesterville	K0C 1H0	613-448-3540	debbie@connaughtacres.ca	www.connaughtacres.ca	certified organic		
ON	Cooperative Agricola Latina	Mary Lou Morgan	238 Queen St. West	Toronto	M5V 1Z7	416-392-1658				5 acres	75 sharers
ON	Cox Creek Farm				Elora	(519) 846-2199					
ON	CSA	David Wilson	R.R.#1	St. Isdore	K0C 2B0	613-524-3425					
ON	Deva Gardens Family Farm	Krow Fischer	R.R.#1	Norwood	K0L 2V0	705-639-1604					

ON	Devon Acres Farm	Robin & Marie Kirby			Brantford area	519-752-3980				5 acres	
ON	Elm Tree Farm	Tom Waller & Allaine Nordin	1090 Hayes Rd. / R.R.#4	Arden	K0H 1B0	613-335-3361	elmtree@kos.net		Organic		
ON	Everdale Farm	Gavin Dandy & Karen Campbell	P.O. Box 29	Hillsburgh	N0B 1Z0	519-855-6533 or 519-855-	gavin@everdale.org info@everdale.org	www.everdale.org	Organic	50 acres of farm	
ON	Fair Share Harvest	Dianne Heise-Bennett	R.R.#1	Newton	N0K 1R0	519-595-4841 Fax:					
ON	Fair Wind Organic Market Garden and CSA	Leslie Thomas	5346 Hwy #3	Sherkston	L0S 1R0	(905)894-6178					
ON	Fletcher's Creek Community Garden	Grant Brooks	1286 Gatehouse Dr.	Mississauga	L5H 1A5	905-822-7560				5 acres	
ON	Fourfold Farm	Mark & Sandra	#7682 / R.R.#2	Elora	N0B 1S0	519-843-6822	fourfold@golden.net		Demeter certified, biodynamic	37 acres of farm	
ON	Foxcroft Organic Growers	Bernie & Karen Fox	R.R.#1	Scotland	N0E 1R0	519-443-5009	foxcroft@sympatico.ca				
ON	Gaia Farms	Doug Ford	R.R.#2	Lunenberg	K0C 1R0	613-346-5975					18 sharers
ON	Garden Cycles		99 Haddon Ave. N	Hamilton	L8S 4A4	905-529-1495	ryan.h.o.m.e@sympatico.ca				
ON	Greenfields Farm	Lorenz Eppinger	10715 Guelph Line	Campbellville	L0P 1B0	Tel: 905-854-3291, Fax: 905-854-	greenfields@interhop.net	www.greenfields.ca	Organic	15 acres of farm	
L2A 5M4	Highland Harvest	Godfrey Yler and Jean Schlicklin	R.R.#2	haliburton	K0N 1F0	705-457-2214					
ON	Hilltop Pastures	Willie & Didi Curry	1341 Sills Rd. / R.R.#2	Stirling	K0K 3E0	613-478-6078	hilltop@reach.net	www.hilltoppastures.com	OCPP	1 acre vegetable garden	
ON	Hillview Farm CSA	John and Joan Smith	R.R.#2	Warsaw	K0L 3A0	705-652-8382				1.5 acres	
ON	Homefield Organic Food Co.	Wayne Bourdeau		Guelph		519-827-0686 or 1-800-571-	info@HomefieldOrganics.com	www.homefieldorganics.com	Organic		
ON	Huron Community Garden	Beverly & Robert Budd	R.R.#2	Goderich	N7A 3X8	519-524-8097				4 acres	
ON	Ignatius Farm CSA	Heather Lekx, Lorne Jamieson, &	P.O. Box 1238	Guelph	N1H 6N6	Heather: 519-824-1250 ext.	csafarmer@ignatiusguelph.ca		Organic	115 acres of farm	
ON	LoonSong Garden CSA	Paul Salanki & Heather Thoma	601 Lakeshore Rd.	Kagawong / Manitoulin Island	P0P 1J0	705-282-0358	paul.salanki@utoronto.ca		follow "Farmer's Pledge" standards		
ON	ManoRun Farm	Chris Krucker & Denise	782 Hwy.#52 / R.R.#2	Lynden	L0R 1T0	905-304-8048	manorun@hwcn.org	http://hamilton.701.com/sites/701/HTML/hamilton/338066.html	Organic		
ON	Maple Hill Farm				Balderson	613-264-8642					
ON	McSmith's Farm Produce	Cathy McGregor-Smith and	R.R.#6	St. Thomas	N5P 3T1					30 acres	
ON	Meeting Place Organic Farm	Tony & Fran McQuail	R.R.#1	Lucknow	N0G 2H0	519-528-2493	mcqufarm@hurontel.on.ca	http://collections.ic.gc.ca/permaculture/success/success_mcquail.htm	OCPP	100 acres of organic farm / 3 acre for	
ON	Michael Schmidt	Cory Eichmann & Holly McKay	R.R.#1	Durham	N0G 1R0	519-369-3578			certified		
ON	Moondance Organic Gardens	Kim & Tom Keckes	8285 5th Line	Angus		705-424-2606	ktkeckes@sympatico.ca		working towards OCPP		

ON	NaturesWay Organics	Edward & Simona Dirse	R.R.#1	Washingham	N0E 1X0	519-586-3343 Fax:	naturesway@sprint.ca	www.naturesswayorganics.ca	certified		
ON	Orchard Hill Farm	Ken, Martha, Ellen & Grayden	45415 Fruit Ridge Line / R.R.#5	St. Thomas	N5P3S9	519-775-2670	kmlaing@execulink.com glnlaing@snoopy.ccia.st-thomas.on.ca		certified organic, OCIA		
ON	Organagrown	Manfred Palmer	15 Browning Court	Aurora	L4G 2J5	905-727-7902					
ON	Plan B Organic Farm	Rodrigo & Elvaro Venturelli, &	53 Marion St.	Hamilton	L8S 4G3	905-659-2572	planborganics@hotmail.com planbof@execulink.com	http://www.angelfire.com/ca/planBcsa/	Organic	50 acres of farm	
ON	Riverside Organic Garden	David McCreery	4884 Hwy.#29 / R.R.#3	Almonte	K0A 1A0	613-256-9699	mccreery@magma.ca				
ON	Saugeen River CSA	Holly MacKay & Cory	314399 Hwy.#6 / R.R.#1	Durham	N0G 1R0	519-369-3567	saugeencsa@hotmail.com		Demeter certified, biodynamic		
ON	Shalom Springs Farm	Larry and Pam Stroud	R.R.#3 #57	Thunder Bay	P7C 4V2	807-475-8143				65 acres	70 sharers
ON	Simpler Thyme Organic Farm	Ann Lanigan	1749 Hwy.#6 / R.R.#2	Hamilton	L8N 2Z7	905-659-1576	simpler_thyme@hotmail.com		Organic		
ON	Spring Arbour Farm	Ken McMullen & Joan Shirlow	R.R.#1	Walsingham	N0E 1X0	phone & fax: 519-875-4883	springarbour@kwic.com	www.springarbourfarm.com		50 acre farm	
ON	Sunnivue Farm	Alex & Ellinor Nurnberg	R.R.#1	Nairn	N0M 1A0	Tel: 519-232-9096 Fax: 519-232-	sunnivue-farm@gmx.net	www.sunnivue-farm.on.ca	organic certification		
ON	Teamwork CSA	Hilary Chop		Almonte		613-296-0599	teamworkcsa@hotmail.com				
ON	The Farm House Garden	Mike Lanigan and Silvia Dunn	R.R.#3	Uxbridge	L9P 1R3	905-852-4080			OCIA certification	100 acres beef farm, and 3 acres	
ON	The Georgian Triangle CSA	Gary Machan	450 Hume St.	Collingwood	L9Y 1W6	705-428-4354					
ON	Thurston Organic Farm	Mike	1993 Sturgeon Rd.	Dunsford	K0M 1L0	705-793-2327		http://thurstonorganicfarm.com/	OCPP		
ON	Tree and Twig	Linda Crago	84039 Regional Rd. 45	Wellandport		905-386-7388	treeandtwig@sympatico.ca	www.treeandtwig.ca			
ON	Under the Sun Comminuty Garden	Deb and Richard Duimering	R.R.#2	Gorrie	N0G 1X0	519-335-3335					
ON	Waverly Brook Farm	Jean & Godfrey Schlicklin-	Old Donald Rd. / R.R.#1	Haliburton	K0M 1S0	705-457-2214					
ON		Cristina Weaver	R.R.#1, Brinkman's Rd	Miller Lake	N0H 1Z0	(519) 795-7017			not certified		
ON	Wellington West Food Guild Ottawa	Morgan Van Wyck	67 Ross Ave.	Ottawa	K1Y 0N6	613-729-5718				1.3 acres	30 sharers
ON	Winfield Farm	Sandra Winfield	2357 Sunset	Fort Erie	L2A 5M4	(905) 871-5078					
Province	**Nom De La Ferme**	**Nom De La Personne**	**Adresse**	**Ville**	**Code Postale**	**Téléphone**	**Courriel**				
PQ	Ateliers de La Terre - Centre comm. Jacques-Cartier	Monsieur Carle Beaulieu	20, boul. Charest ESt	Québec	G1K 3G2	418-663-3028	ateliers_terre@globetrotter.net				
PQ	Au gré des Saisons ligoriennes	Chantal Poudrette	500, de L'église	St-Liguori	J0R 2X0	450-754-3135	bio_agsl@hotmail.com				
PQ	Audrey Guillemette	Madame Audrey Guillemette	490 chemin Béthanie	Béthanie	J0E 2L0	450-548-5948	audreyguy@cooptel.qc.ca				

PQ	Bio-Ferme Laval inc., Les Entreprises Qualité de vie.	Les Entreprises Qualité de	573, rang Saint-Antoine	Laval	H7R 6E8	450- 962-5532	autismeted@videotron.ca				
PQ	Caroline Fecteau	Caroline Fecteau	203, 6ième rang Ouest	St-Jacques-de-Leeds	G0N 1J0	418-424-0703					
PQ	Coopérative de Solidarité Rocher Percé	Madame Mireille Crépeau	397, Route des Pères, CP 37	Val d'Espoir	G0k 3G0	418-782-2777					
PQ	Domaine de Vieille Ferme	M. Serge Dutil	417, rang 2 Ouest	St-Jean-Port-Joli	G0R 3G0	418-598-1242	sdutil@globetrotter.net				
PQ	Domaine Hudon	M. Jean-Paul Rochon, Mme	1, chemin du Lac Hudon	Lac-des-Plages	J0T 1K0	819-426-3690	domaine.hudon@tlb.sympatico.ca				
PQ	Domaine Valton-Osiris	M. Jean Valton Mme	559, Chemin des Trente	Saint-Mathias-sur-Richelieu	J3L 6A2	450-658-7131	fvalton@globetrotter.net				
PQ	D-Trois-Pierres Ferme d'Animation éducative	Mme Judith Colombo , M. André	290, boulevard Brassard	Saint-Paul-de-Joliette	J0K 3E0	450-754-3223	saint.paul@d3pierres.com				
PQ	D-Trois-Pierres ÒEntreprise d'insertion en	M. Daniel Kruijen, M. André	183, Chemin du Cap-St-Jacques	Montréal	H9K 1C6	514-648-8805 Poste 3105	paniersbio@d3pierres.com				
PQ	éco-Copiea, terre écologique et coopérative	M. Yvan Tattoli Mme Brigitte	6465, Frontenac	St-Hyacinthe	J2S 7A9	450-501-2422	bpinard@communityearth.org				
PQ	Ferme aux pleines Saveurs	M. Martin Turcot Mme	1038, rang Ste-Madeleine	Saint-André-Avellin	J0V 1W0	819-983-4858	pleinessaveurs@globetrotter.net				
PQ	Ferme biologique J. Viens et fils	M. Patrice Viens Mme	244, rang Fort Georges	Ste-Angèle-de-Monnoir	J0L 1P0	450-460-3529	pviens@sympatico.ca				
PQ	Ferme Cadet-Roussel	M. Jean Roussel	730, rang Chartier, rte 104	Mont-Saint-Grégoire	J0J 1K0	450-346-7274 (Ferme)	fermecadetroussel@hotmail.com				
PQ	Ferme Campanipol	M. Robert St-Arnaud	310, Rang Sud	Sainte-Geneviève-de-Batiscan	G0X 2R0	418-362-2468	campanipol@globetrotter.net				
PQ	Ferme Claunik inc.	M. Claude Pelletier Mme	30, rue St-Joseph Sud	Rivière-Bleue	G0L 2B0	418-893-2716	fermeclaunik@sympatico.ca				
PQ	Ferme coopérative Tourne-Sol	Mme Becky Lipton	1025, chemin Saint-Dominique	Les Cèdres	J7T 1P5	450-452-4271	daniel.brisebois@gmail.com				
PQ	Ferme de Bullion	M. Frédéric Sauriol Mme	1555, rue Côteau-des-H tres	Saint-André-d'Argenteuil	J0V 1X0	450-562-0104	debullion@sympatico.ca				
PQ	Ferme de la Berceuse, inc	M. Robin Fortin	534, Rang 10	Wickham	J0C 1S0	819-398-6229	robin.fortin@bellnet.ca				
PQ	Ferme de la Colline	M. François Labelle Mme Hélène	4824, chemin du Moulin	Labelle	J0T 1H0	819-686-2089	fermedelacolline@bellnet.ca				
PQ	Ferme des Prés	M. Marc Pinsonneault	840, chemin des Prés	Sainte-Marie-Salomé	J0K 2Z0	450-754-3307	info@fermedespres.com				
PQ	Ferme Des Ruisseaux	M. Jean Gosselin Mme	636, chemin Des Ruisseaux	Pintendre	G6C 1N1	418-835-1134	fermedesruisseaux@sympatico.ca				
PQ	Ferme du bon temps	Madame Isabelle Martineau	884, Route 138 Côte de la Miche	Saint-Joachim	G0A 3X0	418-827-3672	Fermedubontemps@hotmail.com				
PQ	Ferme du Fort Senneville	Mme Alison Hackney	118, Senneville Road	Senneville	H9X 1B9	514-457-3606	tom@lafermedufortsenneville.com				
PQ	Ferme du Zéphyr inc.	M. Stephen Homer	4566, avenue Wilson	Montréal	H4A 2V4	514-488-2985	fermeduzephyr@ca.inter.net				
PQ	Ferme éboulmontaise	Monsieur Vital Gagnon	350, St-Godefroy	Les éboulements	G0A 2M0	418-635-2682	fermebou@charlevoix.net				

PQ	Ferme éco-Vertige	Madame Sophie Savard	290, route 269	Saint-Gilles-de-Lotbinière	G0S 2P0	418-888-4892	sophie_savard@yahoo.ca				
PQ	Ferme Forest-Laplante	M. Benoît Laplante Mme	425, rang 4	St-Romain	G0Y 1L0	418-486-2870	f.forest@globetrotter.net				
PQ	Ferme Formido	Mme Isabelle Forgues	876, 5e Rang Nord	Saint-Ignace-de-Standrige	J0J 1Y0	450-296-4974					
PQ	Ferme Jacques et Lucille Machabée	M. Jacques Machabée Mme Lucille	7, Rang Ducan	Saint-Chrysostôme	J0S 1R0	450-826-3342					
PQ	Ferme Jeunes au travail	Mme Chantale Maurice	2595, rang du Haut-St-François	Duvernay	H7E 4P2	450-661-1251	jeunes.au.travail@videotron.ca				
PQ	Ferme la Généreuse		route 108 Est	Sandhill	J1M 2A2	819-875-5156					
PQ	Ferme La Maria	Mme Marie-Hélène No'l M. Jean-	264, Rang 2 Ouest	St-Michel-de-Bellechasse	G0R 3S0	418-884-3626	fermelamaria@mediom.qc.ca				
PQ	Ferme La Rosée	M. Robert Rivard	115, Rang Sainte-Augustine	Notre-Dame-de-la-Paix	J0V 1P0	819-983-1521	ferme.rosee@tlb.sympatico.ca				
PQ	Ferme L'Accueil Chaleureux	Mme Deborah Lindsay	95, rang Saint-Claude	Saint-Philippe-de-Laprairie	J0L 2K0	450-619-1294	d.lindsay@sympatico.ca				
PQ	Ferme Le Brayon	M. Simon Allain	15, rang de la Canelle	Saint-Pacôme	G0L 3X0	418-852-1757	simonallain@yahoo.ca, sallain@co-eco.org				
PQ	Ferme Le Crepuscule	M. Jean-Pierre Clavet	1321, Chemin de la Grande-	Yamachiche	G0X 3L0	819-296-1321	fermelecrepuscule@alacarte.qc.ca				
PQ	Ferme Le Duchay	M. Jacques Leduc Mme Hélène	34, route 202 Est	Stanbridge East	J0J 2H0	450-248-0752	leduchay@sympatico.ca				
PQ	Ferme Le Goglu	M. Serge Gagnon Mme	570, rang Nord	St-Pierre-de-Montmagny	G0R 4B0	418-248-1486	fermelegoglu@globetrotter.qc.ca				
PQ	Ferme Les Fruits de la Paix	Mme Marielle Bernier	696, rang Cleary	St-Joachim-de-Shefford	JOE 2G0	450-539-4401	bernier_emond@sympatico.ca				
PQ	Ferme Logi-Bio	Mme Lucie Rioux	86, Pays-Brélé	Baie-du-Febvre	J0G 1A0	450-783-6684	lrioux@infoteck.qc.ca				
PQ	Ferme Maraîchère des Sables	Mme Sylvie Deschènes M. Yves	596, Chemin des Sables Est	Pintendre	G6C 1B6	418-838-9717	symbadd@globetrotter.net				
PQ	Ferme Morgan	John V. Bastian	90, Chemin Morgan	Weir	J0T 2V0	819-687-2434	johnbastian@compuserve.com				
PQ	Ferme Mystic	M. Yvan Meunier	593, 7e Rang	St-Joachim-de-Shefford	J0E 2G0	450-539-4088	mystic.bio@endirect.qc.ca				
PQ	Ferme Odelil	Mme Hélène Rouillard M. André	561, rang Haut-de-l'Ile	Ste-Monique de Nicolet	J0G 1N0	819-289-2720	odelil@infoteck.qc.ca				
PQ	Ferme Passion bio	M. Marc-André Dubuc Mme	1060, St-Régis Sud	St-Isidore	JoL 2A0	514-606-0482 pagette					
PQ	Ferme Peace Valley	Mme Nadia Dumas	378, chemin Flodden	Racine	J0E 1Y0	450-532-3273	nadiadumas@distributel.net				
PQ	Ferme Rheintal	M. Hans Buecheli Mme	845, rang Petit St-Esprit	Sainte-Monique-de-Nicolet	J0G 1N0	819-289-2234	guylainebuecheli@sympatico.ca				
PQ	Ferme Sanders enr.	M. Russell Pocock Mme	475, Chemin Hyatt's Mills	Compton	J0B 1L0	819 849-2270	sandersfarm@qc.aibn.com				
PQ	Ferme Solkivit	M. Hans MiHalcean	198, chemin du Pont	Val-des-Monts	J8N 2J1	819-457-2415					

PQ	Ferme Symbiose	Monsieur Daniel Proulx	965, chemin des Trois-Lacs	St-Narcisse-de-Rimouski	G0K 1S0	418-735-2213					
PQ	Ferme Terra Esperanza	Madame Danielle Daigle	296, rang du Moulin Rouge	Saint-Léonard d'Aston	J0C 1M0	819-399-2019	terraes@tlb.sympatico.ca				
PQ	Ferme Val-au-Vents		468, rang 4 ouest	Saint-Valérien	G0L 4E0	418-736-5947	rfavreau@globetrotter.net				
PQ	Ferme Val-aux-Vents	Richard Favreau	468 rang 4 Ouest	Saint-Valérien-de-Rimouski	G0L 4E0	418-736-5947	rfavreau@globetrotter.net				
PQ	Ferme Yogecostere	Monsieur Michel de Meulemeest	1500, montée Latulippe	Sainte-Justine-de-Newton	J0P 1T0	450-764-3448					
PQ	Ferme-en-Terre	M. Marc-Antoine Mainville				450-835-5583					
PQ	Jardin du Soleil Levant	Mme Annie Marcoux M. Pascal	420, rang 4 Est	St-Janvier-de-Joly	G0S 1M0	418-728-0010					
PQ	Jardin Viridis	M. éric Giguère M. Luc	695, rte Desch nes	Maria	G0C 1Y0	418 392-4466	potluc@globetrotter.net				
PQ	Jardins d'Autrefois	Mme Carole Roy	509, rue Bord de l'eau	Saint-Louis-de-Richelieu	J0G 1K0	450-788-2745	croy5@hotmail.com				
PQ	Jardins de la Grelinette, ˆ la Girondine	M. Jean-Martin Fortier	1446, chemin Guthrie	St-Armand	JOJ 1TO	450-360-7891	Grelinette <lagrelinette@yahoo.ca>				
PQ	Jardins Mère Nature	M. Bernard Alonzo	6360, route Rougemont	Saint-Jean-Baptiste	J0L 2B0	450-467-5418	bernalon@generation.net				
PQ	La Ferme des Bons-Bons Légumes Bio	Mme Marie-Claude Jetté	4811, Sir-Wilfrid-Laurier	Mirabel	J7N 2Z8	450-258-3138					
PQ	La Ferme du Château	Mme Kathleen Côté	7029, av. Royale	Ch‰teau-Richer	GOA 1NO	418-802-7816					
PQ	La Ferme Ta Gueule	Mme Yelisa Frugé	12125, Côte des Anges	Mirabel	J7T 2G6	514-845-7751	yanoyeli@yahoo,ca				
PQ	La Ferme Ta Gueule	Mme Yelisa Frugé	12125, côte des Anges	Mirabel	J7N 2G6	514-845-7751	yanoyeli@yahoo.ca				
PQ	La Terre bleue	Jamie Quinn Nora Quinn	1000, 3e Concession, RR#2	Athelstan	J0S 1A0	450-264-9380	jq.nj@rocler.qc.ca				
PQ	La Terre Ferme	M. Yves Bégin Mme	1333, montée Hamilton	Sainte-Julienne	J0K 2T0	450-839-2742	yves_begin@hotmail.com				
PQ	Laurier Chabot	Monsieur Laurier Chabot	115, des Myriques	Ste-Catherine-de-Hatley	J0B 1W0	819-843-8488	laurier.chabot@sympatico.ca				
PQ	Le Gourmand' Est, coop. de solidarité	M. Richard Gauthier	1934, ch. Béthanie	Béthanie	J0H 1E0	450-548-5964	gourmandest@yahoo.ca				
PQ	Le Jardin des Mômes	Madame Nathalie Raimbault	576, Anse-ˆ-Pelletier	Saint-Fulgence	G0V 1S0	418-674-1787					
PQ	Le potager d'Emylou	Mme Emylou Desrosiers	105, chemin d'Haskell Hill	Canton D'Hatley	J0B 2C0	819-562-4205	fermehaskell@hotmail.com				
PQ	Le Vallon des Sources	M. Michel Massuard Mme	8, chemin du Vallon	Ripon	J0V 1V0	819-983-6460	info@vallondessources.com				
PQ	Les Arômes de la Terre	Mme Anne-Marie Tanguay	13100 route du Fraser	Bécancour	G9H 3J2	819-229-1271	lesaromesdelaterre@sympatico.ca				
PQ	Les Artisans de la Terre	M. Francis Coulombe Mme élise	151, rue St-Clément (rang John),	Tourville	GOR 4M0	418-359-3289	lesartisansdelaterre@yahoo.ca				

PQ	Les Artisans de L'Aube	Madame Louise Charron	Saint-Eugène	848, Rang de l'église	J0C 1J0	819-396-0140					
PQ	Les Champs de l'Est	M. Louis No'l Mme Fortier	128, Chemin Bury	Piopolis	G0Y 1H0	819-583-5069					
PQ	Les Chemins du Roy	M. Rosaire Beauregard Mme Reine	183, Chemin Roy	Canton de Granby (Milton)	J0E 2C0	450-777-4574	cheminroy@videotron.ca				
PQ	Les Fermes Saint-Vincent	M. Yves St-Vincent	1171 , rang Nord de la Rivière	St-Cuthbert	J0K 2CO	450-836-2590	diane.saint-vincent@sympatico.ca				
PQ	Les Folies Maraîchères	Mme Joanne Beaulieu M. Guillaume	59, rang 4 Est	St-Mathieu-de-Rioux	G0L 3T0	418-738-2053	gui-jo@globetrotter.net				
PQ	Les Jardins Belhumeur	Madame Geneviève Belhumeur	161, boulvard Douglas	Gaspé	G4X 2K7	418-368-0499	gebelhumeur@hotmail.com				
PQ	Les Jardins bio-Gourmet	Mme Doris Harrison	9745, rue Belle-Rivière	Sainte-Scholastique, Mirabel	J7N 2X8	450-258-0922	lesjardinsbio-gourmet@sympatico.ca				
PQ	Les Jardins Bio-Santé	M. Jocelyn Massé Mme	1753, chemin de la Rivière des	Howick	J0S 1G0	450-825-1313					
PQ	Les Jardins de la 5e Concession	Madame Joanne Gosselin	135, 5e Avenue	Saint-Gabriel-de-Valcartier	G0A 4S0	418-844-3213	jardins5econcess@gosympatico.ca				
PQ	Les Jardins de la Montagne	M. Sylvain Brunet Mme	102, rang de la Montagne	Rougemont	J0L 1M0	450-469-5358	jardinsdelamontagne@videotron.ca				
PQ	Les Jardins de l'Oncle Bob	Monsieur Robert Legault	2885, de l'église	St-Ploycarpe	J0P 1X0	450-265-3419	rlegault@rlegault.com				
PQ	Les Jardins de Papy	M. Normand Gauvin	279, rang Séraphine	Ange-Gardien	J0E 1E0	450-293-2444	n.gauvin@videotron.ca				
PQ	Les Jardins de Pierrot	Madame Andrée Miller Monsieur	22, Marie-Perle	Victoriaville	G6T 2A5	819-752-4823	andrepier@sympatico.ca				
PQ	Les Jardins de Sophie	Mme Sophie Gagnon M. Tremblay	515, Anse-ˆ-Pelletier	St-Fulgence	G0V 1S0	418-674-1141					
PQ	Les Jardins de St-Félicien	M. Jean-François Robert	1098, rang Double Nord	St-Félicien	G8K 2N8	418-679-5607	jfrobert@destination.ca				
PQ	Les Jardins de Tessa	M. Frédéric Duhamel	14, rue Balerina	Frelighsburg	J0J 1C0	450-298-1227	tessasgarden@sympatico.ca				
PQ	Les Jardins du Lièvre	M. Samy Thomas Mme	588, chemin Chomedey	Notre-Dame-de-la-Salette	J0X 2L0	819-766-2859	lesjardinsdulievre@qc.aibn.com				
PQ	Les Jardins du Petit Tremble	M. François Tanguay Mme	1830, Durivage	Saint-Antoine-sur-Richelieu	J0L 1R0	450-787-3916	info@lesjardinsdupetittremble.com				
PQ	Les Jardins du Sault	Madame Catherine Le Houillier	111, route 232 Ouest	Cabano	G0L 1E0	418-854-3678	lesjardinsdusault@globetrotter.net				
PQ	Les Jardins éco de la Montagne	Monsieur Gilles Veilleux	550, rang 2	St-Jean de la Lande	G0M 1E0	418 227-4822	gverieul@hotmail.com				
PQ	Les Jardins Glenorra	Mme Julie Tardif M. Ian	2048, North River Road	Ormstown	J0S 1K0	450-829-2411	glenorra@hotmail.com				
PQ	Les Paniers du Pays	Mme Ginette Dutil Mme Lise	88, rang 4 Ouest	La Durantaye	G0R 1W0	418-884-2610	naturo@globetrotter.net				
PQ	Les Paniers La Coopérative la Mauve	Monsieur Vincent Frénette	348, rue Principale	St-Vallier-de-Bellechasse	G0R 4J0	418-884-2888					
PQ	Les Potagers d'Antan	M. José Trahan M. Denis	183, rue Principale	Durham-Sud	J0H 2C0	819-858-2393	lespotagersdantan@msn.com				

PQ	Les Vallons de Chambreule	M. Patrick Dery	2972, sentier du Petit-Patelin	La Baie	G7B 3P6	418-544-9113	vallons@greb.ca				
PQ	Les Vallons Maraîchers	Monsieur Jacques Blain	440, ch. Hyatts Mills RR1	Compton	J0B 1L0	819-849-4569	jblain@sympatico.ca				
PQ	Mme Kathleen O'Farrell et M. Eric Voiselle	Mme Kathleen O'Farrell	425, Route du 6e Rang	Frampton	GOR 1M0	418-479-5731					
PQ	Potager André Samson	M. André Samson	302, chemin Boulais	Farnham	J2N 2P9	450-293-4813					
PQ	Potager Végé-Terre	M. Martin Wallden	73, route Broken	Maria	G0C 1Y0	418 759-5574	martinwallden@globetrotter.net				
PQ	Production maraîchère Clément Roy	M. Clément Roy	1191, 2e Rang	Donnacona	G0A 1T0	418-285-1881					
PQ	Sandra Choquet	Mme Sandra Choquet	319, Stage Coach	Brome	J0E 1K0	450 242-9898	sunnyfunny76@yahoo.ca				
PQ	Serres Michel Jetté et Réjeanne Huot	M. Michel Jetté Mme	4811, Sir-Wilfrid-Laurier	Mirabel	J7N 2Z8	450-258-3392					
PQ	Terra Sativa, Terre de cultures	Mme Noémie Labrosse	750, rang St-Joseph Ouest	St-Alban	G0A 3B0	418-268-4499	terrasativa@globetrotter.net				
PQ	True Food Ecostere	M. Berhanu Wassihun	21 927, Main St. P.O. Box 165	Glen Robertson	K0B 1H0	613-874-2070	berhanuwass@hotmail.com				
PQ	Un Potager dans la Vallée	Madame Marijo Guimont	245, rang 1, Matalik Nord	Causapscal	G0J 1J0	418-756-1343	unpotagerdanslavallée@globetrotter.net				
PQ	Verger aux Quatre Vents	M. Alain Désilets Mme Louise	404, rang de l'église	Henryville	J0J 1E0	450-299-2183	vergerbio@netc.net				
Province	**Name**	**Contact**	**Address**	**City**	**Postal Code**	**Phone/Fax**	**Email**	**Web Address**	**Certification**	**Farm Size**	**Number of Share-Holders**
NB	Harvest Share Co-Op CSA	Jeff Kennett	R.R.#3 Keswick Ridge	Frederickton	E3B 4A9	506-363-4376				26 acres, 5 a	48 sharers
NS	Nerida Sky	Karin Nerida Robertson	Lumsden Pond	Gaspereau Mountain		902-542-2282	info@neridasky.com	www.neridasky.com			
NS	Sunset Garden	Norbert and Uta Kungl		Bramber		902-633-2292				8.5 acres	65 families
YK	Aurora Mountain Farm		Box 20228	Whitehorse	Y1A 7AZ				Certified		15 sharers
YK	Grizzly Valley Farm		Box 21159	Whitehorse	Y1A 6R1						
YK	Wheaton River Gardens		Box 10011	Whitehorse	Y1A 7A1						8 sharers
YK	Wild Blue Yonder		Box 164	Carcross	Y0B 1B0				Certified		80 sharers

Appendix C Background Documents

1. http://www.ipsos-na.com/news/pressrelease.cfm?id=3298
2. http://www.esf.org/fileadmin/be_user/ew_docs/05-301_Report.pdf
3. www.foe.co.uk/resource/reports/**local_food_directions**.pdf
4. http://www.food.gov.uk/multimedia/pdfs/localqualitative.pdf
5. www.defra.gov.uk/**food**rin/**food**name/l**food**/pdf/**Local**%20**Food**%20**Report**%20_final_.pdf
6. http://www.gis-syal.agropolis.fr/Syal2002/FR/Atelier%204/FORSMAN.pdf
7. http://www.foe.co.uk/resource/reports/localising_food_economy_ni.pdf
8. http://www.localfood.org.uk/library/Defra-FLUK%20best%20practice%20final%20June%2006.pdf
9. http://www.defra.gov.uk/farm/policy/sustain/procurement/pdf/psfpi-faqs.pdf
10. http://www.euro.who.int/document/e72949.pdf
11. http://crs.uvm.edu/vtrpoll/2006/localfoods06.pdf
12. http://www.leopold.iastate.edu/pubs/staff/files/**netherlands_0904**.pdf
13. http://www1.agric.gov.ab.ca/$department/deptdocs.nsf/all/apa10857/$FILE/selling_local_foods_to_restaurants_and_foodservice.pdf
14. http://www.localharvest.org/restaurants/
15. http://www.chefscollaborative.org/
16. www.culinarytourism.org
17. http://www.ofa.on.ca/site/PDFs/EconomicImpactStudies/FarmersMarket/FarmersMarketsOntario.pdf
18. http://www.cap-cpma.ca/images/pdf/eng/Final%20English%20for%20Release.pdf
19. http://www.agrinewsinteractive.com/features/farmersmarkets/farmersmarkets.html#_Toc453471837
20. http://www.usask.ca/cuisr/docs/pub_doc/economic/FarmersMarket.pdf
21. http://chd.region.waterloo.on.ca/web/health.nsf/4f4813c75e78d71385256e5a0057f5e1/4bb1aceaadd5d9e885256dce006768da!OpenDocument
22. http://www1.agric.gov.ab.ca/$department/deptdocs.nsf/all/afu9649/$FILE/alternative_agriculture_markets.pdf
23. http://www1.agric.gov.ab.ca/$department/deptdocs.nsf/all/apa547/$FILE/m_q_report_final.pdf
24. http://www.ourgreenbelt.ca/greenbelt-grants/grants-action/greenbelt-grant-descriptions
25. http://www.equiterre.qc.ca/agriculture/pdf/4ModelesEcono-FermesASC.pdf
26. http://www.vtfeed.org/tools-resources/pdfs-tool/FEED%20Economic%20Analysis.pdf
27. http://www.spud.ca
28. http://www.gov.ns.ca/NSAF/bmed/digest/2004sept.pdf
29. http://www.feastoffields.org/
30. http://www.organicadvocates.org/aboutus.html
31. http://www.gov.pe.ca/news/getrelease.php3?number=4504
32. http://www.upei.ca/environment/feas_stds_exec_sum.pdf

Appendix D Web Links – Local Food Systems and Initiatives

1. http://en.wikipedia.org/wiki/Local_food
2. http://encyclopedia.thefreedictionary.com/Buy+local (Retrieved on March 12, 2007)
3. http://www.googlesyndicatedsearch.com/u/foodfirst?q=local+food&sa=Go&domains=www.foodfirst.org&sitesearch=www.foodfirst.org&num=100 (Retrieved on March 13, 2007)
4. http://www.leopold.iastate.edu/research/marketing.htm#miles (Retrieved on March 13, 2007)
5. http://aic.uwex.edu/localfood.cfm (Retrieved on January 11, 2007)
6. http://www.idrc.ca/en/ev-30622-201-1-DO_TOPIC.html (Retrieved on January 16, 2007)
7. http://departments.oxy.edu/uepi/cfj/ (Retrieved on January 20, 2007)
8. http://www.canadianliving.com/canadianliving/client/en/Health/DetailNews.asp?idNews=235907&idSM=317 (Retrieved on January 23, 2007)
9. http://www.organicagcentre.ca/Consumers/local_ontario.html (Retrieved on March 09, 2007)
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