TRANSFORMING ONTARIO’S FOOD SYSTEM

Kathy Macpherson
Friends of the Greenbelt Foundation
Greenbelt Fund
AGRICULTURE IN THE GREENBELT

• Natural and locational advantages

• Includes 5500 family farms, generating close to $3 billion in GDP

• Farms are 39% smaller but produce 23% more revenue than average farm

• Accounts for
  • 55% of land area in fruit production
  • 13% of land area in vegetable production
  • 90% of vineyards
POLICIES AND PROGRAMS
POLICIES AND PROGRAMS

- Food and farming action plan for the region
- Multi-stakeholder alliance to oversee its implementation
- Municipal agriculture liaison committees
THE AGRICULTURAL SYSTEM: COMPONENTS, LINKAGES, AND RATIONALE

Dr. Wayne Caldwell
May 2015

The Friends of the Greenbelt Foundation
STRENGTHEN FARMERS’ MARKETS

Possibility grows here.
SUPPORT AND PROMOTE
LOCALLY GROWN WORLD CROPS
## Local Food into Public Sector Institutions

<table>
<thead>
<tr>
<th>FOOD CATEGORY</th>
<th>Total Sample</th>
<th>Type of Institution</th>
<th>Total</th>
<th>ON</th>
<th>&gt;100 beds (L)</th>
<th>ON</th>
<th>&lt;100 beds (S)</th>
<th>ON</th>
<th>All</th>
<th>ON</th>
<th>Universities¹</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total²</td>
<td>ON ³</td>
<td>Total</td>
<td>ON</td>
<td>Total</td>
<td>ON</td>
<td>Total</td>
<td>ON</td>
<td>Total</td>
<td>ON</td>
<td>$</td>
</tr>
<tr>
<td>Fresh vegetables</td>
<td>953,600</td>
<td>27</td>
<td>193,400</td>
<td>26</td>
<td>156,700</td>
<td>26</td>
<td>36,700</td>
<td>26</td>
<td>127,800</td>
<td>11</td>
<td>635,400</td>
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<tr>
<td>Fresh fruit</td>
<td>206,800</td>
<td>3⁴</td>
<td>101,200</td>
<td>3</td>
<td>86,300</td>
<td>2</td>
<td>14,900</td>
<td>9</td>
<td>92,500</td>
<td>3</td>
<td>10,200⁵</td>
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<tr>
<td>Dairy - liquids</td>
<td>1,091,900⁴</td>
<td>85⁴</td>
<td>229,800</td>
<td>99</td>
<td>176,500</td>
<td>98</td>
<td>53,300</td>
<td>100</td>
<td>176,900</td>
<td>98</td>
<td>684,600⁵ 77⁵</td>
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<tr>
<td>Dairy - others</td>
<td>457,000</td>
<td>27</td>
<td>138,700</td>
<td>34</td>
<td>112,700</td>
<td>30</td>
<td>26,000</td>
<td>52</td>
<td>92,500</td>
<td>38</td>
<td>225,900</td>
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<tr>
<td>Eggs</td>
<td>337,100⁴</td>
<td>52⁴</td>
<td>86,400</td>
<td>90</td>
<td>63,700</td>
<td>93</td>
<td>22,700</td>
<td>80</td>
<td>80,200</td>
<td>72</td>
<td>170,500 24⁵</td>
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<tr>
<td>Fresh protein/meats</td>
<td>2,059,000</td>
<td>19</td>
<td>116,000</td>
<td>23</td>
<td>71,700</td>
<td>26</td>
<td>44,300</td>
<td>18</td>
<td>190,400</td>
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<tr>
<td>Frozen fruit/vegetable</td>
<td>1,040,000</td>
<td>6</td>
<td>325,000</td>
<td>6</td>
<td>241,600</td>
<td>3</td>
<td>83,500</td>
<td>13</td>
<td>270,800</td>
<td>9</td>
<td>440,700</td>
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<tr>
<td>Frozen protein</td>
<td>2,640,000</td>
<td>19</td>
<td>783,800</td>
<td>15</td>
<td>583,300</td>
<td>14</td>
<td>200,500</td>
<td>16</td>
<td>702,000</td>
<td>15</td>
<td>1,150,200</td>
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<tr>
<td>TOTAL (targeted categories)</td>
<td>8,785,400</td>
<td>28</td>
<td>1,974,300</td>
<td>25</td>
<td>1,492,500</td>
<td>23</td>
<td>481,900</td>
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<td>1,733,100</td>
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<td>5,068,100</td>
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<td>TOTAL (all categories)</td>
<td>20,680,000</td>
<td>15</td>
<td>5,747,000</td>
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<td>4,650,000</td>
<td>9</td>
<td>1,097,000</td>
<td>15</td>
<td>4,260,000</td>
<td>12</td>
<td>10,673,000</td>
</tr>
</tbody>
</table>

¹ UNC and universities include any sample with any food category.
LOCAL FOOD INTO PUBLIC SECTOR INSTITUTIONS
Access a network of connections to help you grow

If you’re selling or sourcing Ontario food, Ontariofresh.ca offers you the easiest and most effective way to showcase your business and connect with potential partners. Create your free, customized profile today!

What can we help you find?

🔍 Apples, cheese, distributors, etc.
ONTARIO PAVILION AT LARGEST FOODSERVICE TRADE SHOW
ACCESSING WHOLESALE AND RETAIL MARKETS
EXPANDING PROCESSING INFRASTRUCTURE

Possibility grows here.
SEEDS FOR SUCCESS

• Do your homework

• Be opportunistic in implementing your plan/strategy

• Relationship building and collaboration are key

• Share knowledge and lessons learned

• Celebrate successes and champions