

Simcoe County Farm Fresh Marketing Association



Simcoe County Farm Fresh

# Growing Links

## Simcoe County Local Food Distribution Research Project 2011

January 2012



The Resource Management Consulting Group

[www.rmccg.ca](http://www.rmccg.ca)



# Growing Links: Contents



## Contents

Background

Our Approach

Broad Public Sector Institutions

Food Distributors/Suppliers & Meat Processors

Local Food Producers

We Learned...

Potential Ideas

Growing Links Workshop

Actions

## Slide

3

7

11

25

29

34

36

37

38



# Background



- In 2009, the province allocated \$24 million to develop the logistics to get more Ontario food into the Province's schools, hospitals, food service companies & other institutions.
- Ontario school boards were required to adopt healthy food policies by September 1, 2011 and "should offer, when available and when possible, food & beverages that are produced in Ontario"<sup>1</sup>
- Simcoe County Farm Fresh Marketing Association (SCFFMA) received research funding from Greenbelt Fund of The Broader Public Sector Investment Fund to "identify opportunities to increase local food purchases in the County's broader public sector institutions"
- The Project is called: ***Growing Links Simcoe County Local Food Distribution Project***



Source: SCFFMA

<sup>1</sup>Ontario Ministry of Education Policy/Program Memo No. 150 October 4, 2010

# What's happening around us?



- **Cohn Farms: Creating Farm Clusters to Supply the Broader Public Sector**
  - Greenbelt Investment \$350,000 (over two years)
  - Create a co-packing line -innovative and collaborative approach to expand the diversity of the Ontario food products they supply
  - Work with other producers to help Ontario farmers gain access to innovation
  - Assist producers in meeting the unique needs of the broader public sector.
  
- **Compass Group Canada: If We can Track it We can Change it –**
  - Greenbelt Investment \$100,000 (over two years)
  - Help identify and promote the purchase of more local Ontario food to customers and their operations.
  
- **EcoSource: A First for Local Food in Schools –**
  - Greenbelt Investment \$100,000 (over two years)
  - EcoSource and Peel District School Board (PDSB) are working with food services to become the first school board in Ontario to adopt a local food procurement policy
  - Championing the local food movement with students, EcoSource and the PDSB plan to implement a wide variety of local food options on cafeteria menus
  - Results to be shared with school boards across the province.

# What's happening around us?



- **“Hospital cafeteria gets chefs’ touch” - St. Joseph’s Health Centre, Toronto –**  
*Toronto Star August 20, 2011. Section L1 & L10*
  - Lakeside Cafe – 900 – 1200 meals each day for hospital staff and public
  - Two chefs- passionate about great, affordable and local foods
  - “Made a money losing cafeteria with awful food” into something we are proud of
  
- **“Where they grow their own” – Guelph Centre for Urban Organic Farming**  
*Macleans November 7, 2011. pp 99-100*
  - 2.5 hectares certified organic farm – student volunteers – produce sold onsite and at on-campus market
  
- **“Growing a New School of Thought” – University of Toronto**  
*Ontario’s Local Food Champions 2011 – OMAFRA – Green Belt. pp 4-5*
  - St. Georges Campus cafeteria –1500- 2000 meals/day
  - In 2010 – 65% of purchases from local Ontario or local sustainable
  - “Philosophy – demonstrate that more local food coming in doesn’t have to mean more dollars going out” & “to think seasonally about food and revise menus according to availability”

# Our Approach to *Growing Links*



- SMFFMA contracted **The Resource Management Consulting Group** to assist with the research design, interviewing and reporting.
- Work commenced in September 2011 with interviewing primarily in October and November.
  - RMCG led interviews with 23 representatives with 12 public sector institutions in Simcoe County and 11 local food producers. Two Georgian College, Research Analyst Program students assisted RMCG with 5 of the interviews with local food producers. Eight local food producers self-completed the producers survey.
  - SCFFMA led interviews with the 12 food distributors, processors and conducted 3 of the local food producer interviews.



Source: SCFFMA

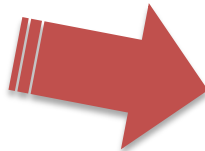
# Our Approach: The Stakeholders



Simcoe County Farm Fresh



**Broad Public  
Sector Institutions**



**Food  
Distributors**



**Local Food  
Producers**



## Overall Project Purpose

- Inventory the current procurement practices of broader public sector institutions in Simcoe County.
- Foster innovative solutions for improving the food distribution network in Simcoe County.
- Encourage improved sharing of information on local food and product availability as well as buyer food needs and requirements in Simcoe County.

## Research Objectives

### Broad Public Sector Research

- Profile of current food purchasing practices and channels used by BPS institutions in Simcoe County including their specific practices pertaining to the purchase of local food.
- Identify key decision makers and influencers of food purchase in BPS institutions.
- Document barriers & opportunities for measuring & increasing volumes of local SC foods purchased.

### Food Distributors Research

- Profile of current distribution practices and channels used by food producers in Simcoe County.
- Document barriers & opportunities for measuring & increasing volumes of local SC foods purchased.

### Local Food Producers Research

- Identify local food producers selling directly or indirectly to BPS institutions in Simcoe County
- Document barriers and opportunities for selling local SC foods to BPS institutions.



# Connected with Many Stakeholders



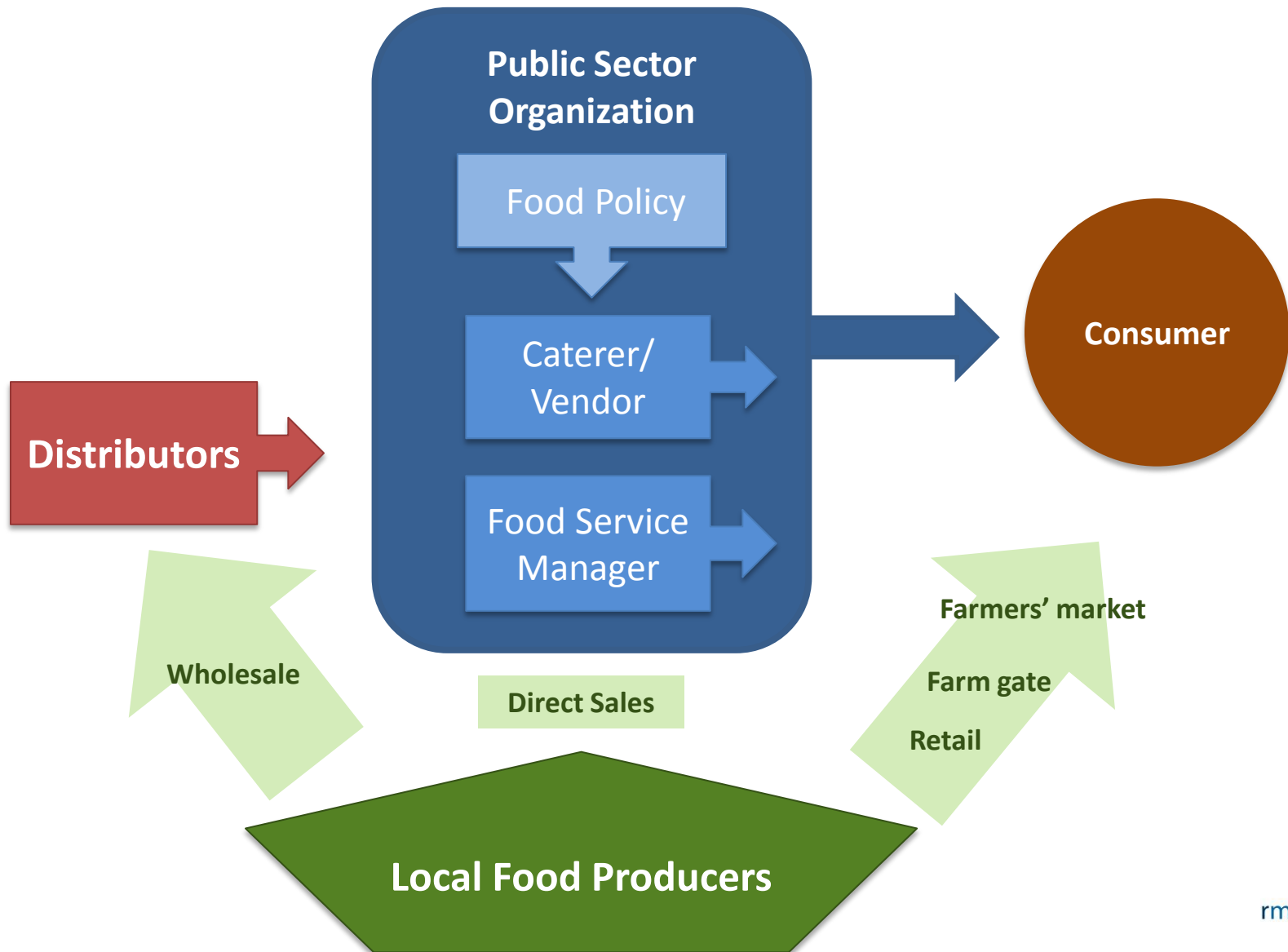
Simcoe County Farm Fresh

	Broad Public Sector Organizations	Food Supplier/Distributors	Food Producers
<b>Number of Organizations Contacted</b>	14 Institutions 2 College/university 3 School boards 1 Simcoe County (LC) 6 Hospitals 2 OPP/Base Borden 6 Food Service/ Catering companies	9 Distributors 5 Simcoe County 4 Ontario-wide  4 Meat Processors/ Butchers	27 Farm Operations 19 fruit, vegetables, honey, syrup 5 meat 1 dairy 3 syrup only 1 both produce & meat
<b>Number of Interviews</b>	11 policy makers 15 food service operations	12	27
<b>Research Method</b>	Telephone interviews	Telephone & personal interviews	Telephone & personal interviews Online survey with members of commodity groups

# Food Procurement Chain



Simcoe County Farm Fresh



# Broad Public Sector Institutions



## Education

Post-secondary  
Secondary

## Health Care

Hospitals  
Simcoe County Long Term Care + Cafeteria

## Other BPS Institutions



Source: Georgian College



Source: CGMH



Source: Georgian College



Source: Georgian College



# Post Secondary Education Overview



## Food Policies

- Georgian College Environmental & Sustainability Committee addresses issues such as local foods and has adopted a “best management practice” (rather than a policy) for battery & e-waste recycling, smoking but not local foods.
- Lakehead University to date has had no discussion about local foods but their sustainability mandate offers opportunities to discuss local food issues in the future.

Institutions	Service Type	Management	# of Meals/day (size of market)	Used Local SC Foods in Past
<b>Georgian College</b>				
- Cafeteria	Cafeteria	Out-sourced to Chartwells	3,000-5,000	Not sure
- SAC	SAC – Last Class Barrie	In-house staff	2,000-3,000	Yes, occasionally
- School of Hospitality & Tourism	Culinary classes dining room	Faculty & students	500-1,000	Yes, occasionally
- Kempenfelt Centre	Dining room	In-house staff	100-500	Yes, occasionally
<b>Lakehead University</b>	Cafeteria Residence	Out-sourced- Madison & Sodexo	NA (1200 students, 100 staff)	Not sure





- ✓ Georgian College, Student Administrative Council – Last Class Catering
  - Central Ontario Agricultural Conference – 3 day annual event
    - Sit down hot luncheon for about 1000 participants.
    - Client requested 100% local Simcoe County foods in January.
    - Georgian College, SAC Food & Beverage Operations, General Manager worked with client & local retailer/supplier to source the local food .
    - Success-measured: event at Georgian College for past 2 years.
    - General Manager felt the price was very reasonable & now knows he can offer more local SC food.
  
- ✓ Georgian College, School of Hospitality & Tourism
  - Worked with local producers for special dinners prepared by culinary students.
  - Faculty is requesting more local food in the Georgian Dining Room.
  - This summer bought local peppers and roasted them for use later in season when needed for students.
  
- ✓ Lakehead University
  - Librarian & student representative are developing cooking classes for students in residence to educate students in a fun way about healthy eating. Local food sources will be emphasized.



Source: Georgian College

# Post Secondary Education

## Perceived Barriers & Opportunities



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### Barriers

- Perception of high cost for local foods
- Local foods can require more work to process – washing, grading for size
- Local produce only available in limited seasons, not year round
- Perception of shorter shelf life of local produce
- Not efficient if only limited produce can be delivered at once

### Opportunities

- Consumer demand for local food is increasing
- Event catering provides opportunities to incorporate local Simcoe County food
- Local foods have a positive educational message
- Major distributors are identifying food producers for each food type so food service managers can make an informed choice.
- Perceive local producers need to market themselves to build greater awareness of who they are and how to access them
- Local producers need to get into the supply chain (with distributors)



## Food Policies

- Ontario School Food & Beverage Policy implemented on Sept 1, 2011 – sets nutritional standards, suggests local Ontario foods but not local at a county level.
- Each Board prepared Food & Beverage Policies but local is not clearly defined.

Boards	Service Type	Management	# of Meals/day (size of market)	Used Local SC Foods in Past
<b>Simcoe County District School Board</b>	Cafeteria, hospitality courses at some schools	Outsourced through Board to Aramark	1,500-1,900	Not sure
<b>Simcoe Muskoka Catholic District School Board</b>	Cafeteria	2 outsourced through Board to Chartwells 7 schools outsourced by Parent Teacher Associations to smaller caterers (good examples are Patrick Fogarty & St. Teresa's)	(9,000 students & ~1,000 staff)	Not sure Yes, occasionally
<b>Conseil scolaire de District Catholique Centre-Sud</b>	Cafeteria	Outsourced to small caterer by school	<100	Yes, regularly



## ✓ Simcoe Muskoka Catholic District School Board

- As a small independent food service manager, two Parent Teacher Associations purchase Simcoe County potatoes & apples.
- They could offer more local food but need to learn more about potential local suppliers.

**HURRAY**  
for *Healthy* Eating



Source: SMCDSB





## Perceived Barriers

- Want to keep prices low.
- Bigger catering companies have less knowledge of amount of local SC food procured & little flexibility to source outside of preferred distributor.
- Distributors to schools focused on Ontario, local SC not on radar.
- Boards sensitive to further changes after introduction of mandated Healthy Foods Policy in September 2011.

## Opportunities

- Consumer demand for local food is increasing.
- Most students not asking for local food (or “healthy food”), but they do become interested through class projects and extracurricular clubs.
- Local foods have broader social and environmental messages than “healthy foods” and some schools have found students react to this more positively.
- Smaller caterers/student councils appear to have more interest and flexibility in sourcing local SC foods.



## Food Policies

- RVH has a “philosophy of food” document which guides food services. Does not specify local SC food.
- No local SC food policies at other hospitals

Hospitals	Service Type	Management	# of Meals/day (size of market)	Used Local SC Foods in Past
<b>RVH, Barrie</b>	Patient bedside service, Meals On Wheels	In house staff	800-1,000	Yes, occasionally
<b>Soldier’s Memorial, Orillia</b>	Cafeteria, patient bedside service	In house staff	1,000-1,500	Yes, regularly
<b>Collingwood G&amp;M</b>	Cafeteria	In house staff	100-500	Yes, occasionally
<b>Stevenson Memorial, Alliston</b>	Cafeteria, patient bedside service	In house staff	<100	Yes, regularly
<b>Georgian Bay General</b>	Cafeteria, patient bedside service	Outsourced to <u>Sodexo</u>	1,500-1,900	Not sure
<b>Waypoint Centre for Mental Health Care, Penetanguishene</b>	Cafeteria, patients bedside service	In house staff (4 chefs and 65 staff)	1,000-1,500	Yes, regularly

# Simcoe County Long-Term Care + SC Cafeteria Overview



## Food Policies

- SC has been researching and preparing a local food procurement policy. This addition has been proposed to council for adoption:

*“To increase awareness of local food procurement opportunities (local being defined as grown in the County of Simcoe or the province of Ontario) and to encourage the procurement of local food where best total acquisition value will be obtained by the County.”<sup>1</sup>*



Source: CGMH

Simcoe County Facilities	Service Type	Management	# of Meals/day (size of market)	Used Local SC Foods in Past
<b>Simcoe County, 4 Long Term Care Facilities</b>	Cafeteria, patient bedside service	Out sourced to Sysco Central Ontario	(\$3 million annually in food service costs)	Working with Sysco to establish systems for tracking local SC foods in the food procurement process
<b>Simcoe County</b>	Cafeteria	Outsourced to Springwater Catering	<100	Yes, regularly

<sup>1</sup> Source: Simcoe County HS10-106, Food Procurement, June 9, 2010

# Hospitals + Simcoe County Long-Term Care + SC Cafeteria Good News



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- ✓ Farmers' Market at RVH has been a great success and is raising awareness of local foods within the hospital community.
- ✓ Occasionally they prepare desserts with local SC fruit for their bedside meal patients and on their tray they have a note telling the patients of the local connection. RVH gets lots of positive comments with this initiative.



- ✓ Moved from full kitchens to out-sourcing back to full kitchens in past 8 years. They source local SC potatoes and fruit while in season. Meat is bought locally not sure if from local SC producers as well.



- ✓ Part of the Food Partners Alliance which is developing a Simcoe County Food & Agriculture Charter by the end of 2012.
- ✓ Working collaboratively with a large food distributor to track local Simcoe County purchasing with the intent to purchase more local SC food in the future.



## Barriers

- Some hospitals do not have fully equipped kitchens, thus cannot process local foods (washing, peeling & slicing).
- Belief that local distributors are sourcing locally & leaving decisions up to distributor.
- Takes too much time to learn about & source local SC foods.
- Perceived local food not available year round
- With multiple sources, concerned that there would be more work with multiple deliveries & billings.
- Food services departments not considered essential health care services & have been subject to budget cuts.

## Opportunities

- 4 of 5 food hospital service managers are supportive of local SC foods. (One manager did not reply.)
- Consumer demand for local food increasing.
- RVH could include local foods in its Philosophy of Food.
- Other institutions could adopt a philosophy of food.
- Smaller caterers appear to have more flexibility to source local foods.
- Build greater awareness of local foods by consumers at BPS institutions.
- Under Health Pro agreement 20% of purchases are discretionary, could be more local SC food
- Appears larger distributors are willing to track local SC food procurements.



## Food Policies

- No local food policy considered nor adopted
- More concerned about local Ontario food

Institutions	Service Type	Management	# of Meals	Used Local SC Foods in Past
<b>OPP GHQ</b>	Cafeteria for staff & catering three times a year for new recruit training	Outsourced to Madison County Food Services	1,000-1,500 meals/day (1,800 staff) 3 times a year 50-100 recruits in for 5 wks of training	Yes, occasionally
<b>CFB Base Borden</b>	3 mess halls, catering facility	In house staff	5000-9,999 meals/day	Not sure



## Barriers

- Institutions with high security risk wish to limit number of deliveries & therefore favour large distributor.
- Local caterers appear busy with little time to source local SC food.
- Perceive local food not available year round

## Opportunities

- Build greater awareness of local SC food sources among local food service companies/caterers.

# Which distributors supply to BPS?



Simcoe County Farm Fresh

## Local SC distributors include

- Borsa G. Wholesale Fruit
- Glen Huron Apples & Cold Storage
- Sanfilippo's Produce
- Stewarts Wholesale
- Sunrise Wholesale

Only a few used matching networks to source local foods

## Distributors from outside of SC:

- 100 km Foods
- AJ Lanzarotta Wholesale
- Bamford Produce
- GFS
- Sheridan Specialties
- Skor Food Group
- Summit Foods
- Sysco Central



# Food Distributors/ Suppliers & Meat Processors



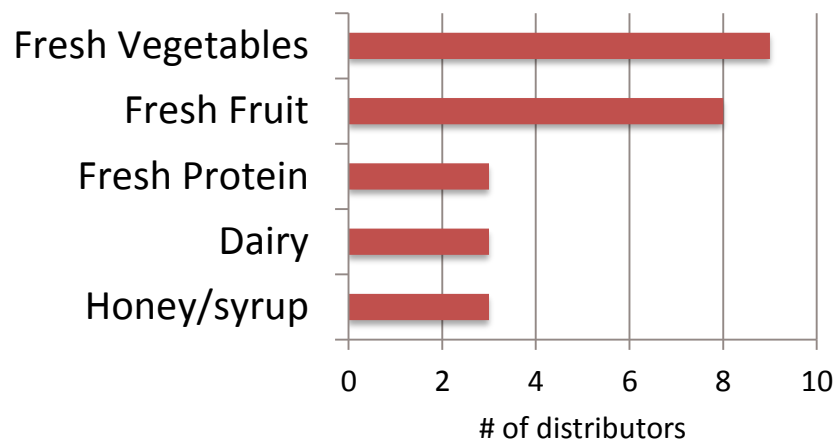
Source: Food in the Hills – Online August 19, 2011



## ■ Local Food Distribution

- Most indicated they supply local food to BPS institutions in Simcoe County or would like to.
- 7 of 9 indicated their clients have requested “local” foods of which they referenced local to be at least Ontario foods while others stated local was within 100 miles or Simcoe, Grey or Muskoka. None considered “local” as just Simcoe County.
- But 5 of 9 had sourced local SC food for BPS institutions.
- 6 of 9 do not use any matching networks to source local foods.
- All felt the proportion of “local” food was going to increase over the next 3 years.

## Food Distributed



## ■ Profile of Distributors

- 5 with offices in Simcoe County
- 4 with offices outside of Simcoe County in Ontario

# Meat Processors Overview



- 2 local Simcoe County abattoirs & 2 Simcoe County butchers
- Both SC abattoirs sourced local livestock producers (90 to 100%)
- Some only processed livestock raised without growth hormones or antibiotics. Most of the animals were grass fed with a grain supplement.
- All believed demand for local meat will increase in next 3 years
- Two butcher stores sold to BPS but considered local as Ontario and not aware if any meat was sourced locally
- But butchers were not receiving demands for local SC food, rather they had more issues about price point

# Food Distributors/Suppliers & Meat Processors Perceived Barriers & Opportunities



## Perceived Barriers

- Although many local distributors sourced local SC food, not all do but clients perceive that they do.
- Larger distributors were tracking Ontario foods & not thinking at county level.
- Larger distributors considered food producers need to understand the compliance requirements to be on their list.
- Some perceived food producers would not want to follow through with the paperwork for food safety and traceability requirements.
- Distributors suggested local SC food would be available at a high cost & not available year round.
- Consumers/clients are not as vocal in demanding the source of food. More consumer demand would change the system.
- Misinformation that provincially inspected meats are not acceptable standards for BPS procurement.

## Opportunities

- Consumer demand for local food increasing
- Most distributors were interested to learn about the availability of local SC foods.
- Cold storage facilities and refrigerated delivery trucks are available within Simcoe County for local distribution year round.
- Smaller distributors were more adaptable to clients with smaller orders & requests for local SC foods.
- Working together, local producers could collectively satisfy demands in volume, variety and seasonal supply.

# Local Food Producers



1



2

Fresh Fruit

Fresh Vegetables

Honey & Maple Syrup



3

Fresh Meat

Dairy



1-5 Sources: SCFFMA

5



# Local Food Producers Overview



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## Fruits & Vegetables

- Apples, cider
- Asparagus
- Beans
- Beets
- Blueberries
- Carrots
- Garlic
- Onions
- Parsnips
- Potatoes
- Pumpkins
- Squash
- Strawberries
- Sweet corn
- Salad mixes
- Tomatoes
- and more

## Fresh Meat

- Beef
- Chicken
- Lamb
- Pork
- Turkey

## Dairy

- Milk & cream

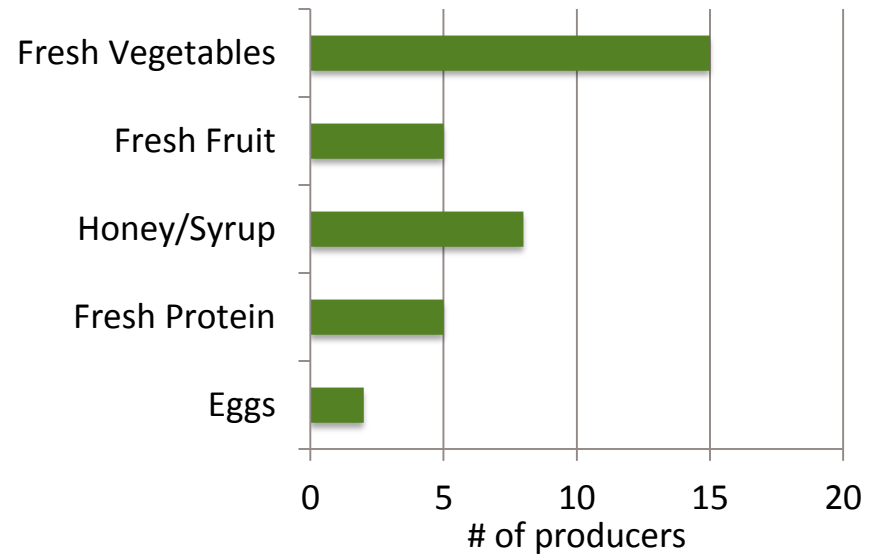
## Other

- Honey
- Maple syrup



Source: SCFFMA

## Food Produced



## Profile of Producers

- Many had a combination of food products.
- One certified organic producer

# Local Food Producers Overview



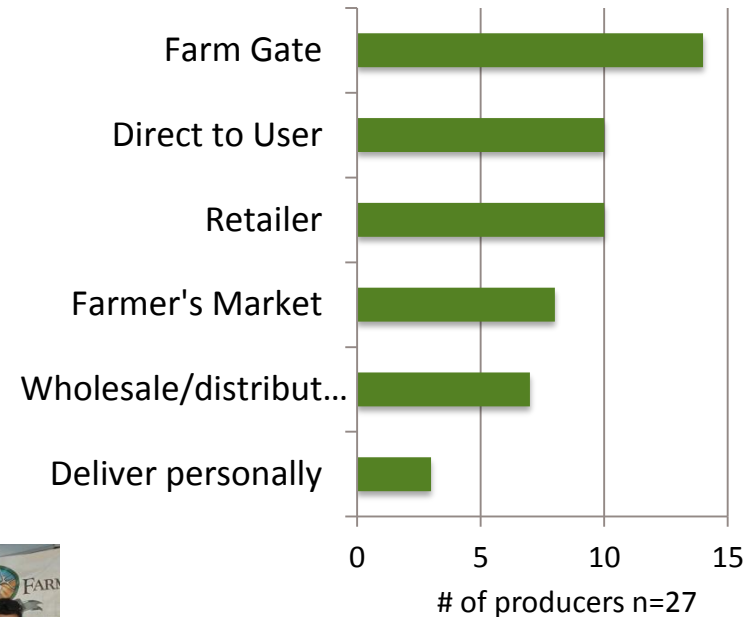
## Local Food Distribution (27 producers interviewed)

- Many preferred to sell personally/directly to consumers or to businesses.
- A quarter (6) had distributed directly to BPS institutions (all in education sector).
- Half (13) had approached a food distribution company in the past.
- A third (8) had attended a Distributor Seminar. Of these, 7 had made an agreement.
- Local SC producers have worked with these local distributors : (Not mentioned by producers interviewed)
  - Borsa Wholesale
  - Cohn Farms
  - Nicholyn Farms
  - Sanfilippo's Produce
  - Sunrise Wholesale
  - (Glen Huron Apples & Cold Storage)
  - (Stewarts Wholesale)
- And outside of SC Distributors...
  - Bamford Produce Co
  - 100 Km Foods
  - Flanagan Food Service
  - GFS
  - Lanzarotta Wholesale
  - Skor Food Group
  - Sysco Central
  - (Sheridan Specialties)
  - (Summit Foods)



Source: SCFFMA

## Getting Food to Market



## Some used marketing networks

- Local Food Plus
- OntarioFresh.ca
- SCFFMA
- Local retailer



### ✓ **Catering for Special Events**

- Retailer worked with local producers to source local SC food and deliver to BPS with convenience to the food service manager.
- Food service manager satisfied with price & client very satisfied with quality and the 100% local dinner for conference delegates.

### ✓ **Cold Storage Facility and Refrigerated Delivery trucks**

- Two local producers able to consolidate fresh produce for a number of producers, store and distribute locally.
- Very personal approach which allows firm to know the producers and clients to best match local food availability and customer needs.

### ✓ **Selling 95% locally**

- Local producer has grown the business over 15 years
- Has washing, grading, and packaging on site and can deliver produce to clients year round.
- Sells all that they can produce with 95% distributed locally in SC by their own trucks.





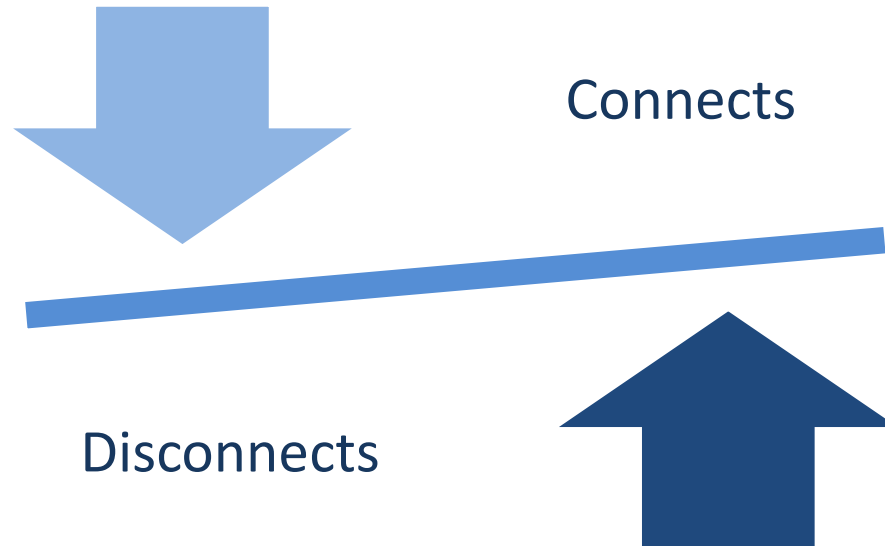
### Barriers

- BPS perceives that local foods costs more.
- BPS procurement model that favours low costs, not quality.
- Shelf life of some produce may be shorter without preservatives.
- Perceived current distributors unwilling to source local food.
- Many products not available year round.
- BPS demand doesn't change with the seasons .
- Some BPS don't have full kitchens to process fresh produce.
- Too much paperwork to work with distributor or to be on BPS vendor of record list
- Misinformation about provincially vs federally inspected meats.
- Not enough knowledge of BPS opportunities
- BPS have defined local as Ontario not SC

### Opportunities

- Desire to sell locally
- Willingness by most producers to learn about opportunities
- Labeling to track & advertise local SC foods
- Centralized food distribution hub in SC for one stop shopping & billing
- Climate controlled storage to extend shelf life of local food for year round availability.
- Create procurement convenience for producers, distributors and BPS institutions
- BPS needs to understand how a local SC food policy could make a difference by bringing producers into supply chain.

# We learned...



## Connects

- ↑ Interest in local food producers
- ↑ A few have local SC food policy/practice but could make difference to promote local food
- ↑ Several examples of local SC food procurement by BPS institutions
- ↑ Want convenience & efficiency at no higher costs
- ↑ Local foods offer healthy choices, better taste, sustainable & smart economy messages

## Disconnects

- ↓ Local is considered Ontario
- ↓ Perceive local distributor sources local food
- ↓ Perceive local foods not available year round
- ↓ Local foods are more expensive than non-local
- ↓ Demand is increasing but consumers not vocal about their desires at BPS institutions
- ↓ Local producers not well known locally



## Connects

- ↑ Interest in local food producers
- ↑ Predict increase demands for local foods in next 3 years
- ↑ Smaller distributors flexible enough to source local
- ↑ Some large distributors are tracing food sources (geog) & sharing with clients

## Disconnects

- ↓ Local SC distributors not necessarily sourcing local SC food
- ↓ Distributors offer “compliance seminars” but only ¼ of food producers had attended
- ↓ Perceive local foods cost more & not available year round
- ↓ Not hearing from BPS clients about requests for local SC food



Distributors

Wholesale

Public Sector Organization

Food Policy

Caterer/  
Vendor

Food Service  
Manager

Direct Sales

Consumer

## Disconnects

- ↓ BPS not hearing from consumers about local food

Farmers market

Farm gate

Retail



Local Food Producers

## Connects

- ↑ Desire to sell locally
- ↑ Interest in a central distribution hub in SC
- ↑ SC climate controlled storage facilities exist for year round availability
- ↑ Labeling of SC foods for consumer awareness

## Disconnects

- ↓ Local food producers are connected by SCFFMA, not penetrating BPS
- ↓ Local foods are fair value, not cheap
- ↓ Perceive BPS menus don't change by seasons
- ↓ Some perceive BPS not enough demand

# Potential Ideas...



## Distributors could...

- ✓ Work with SCFFMA & local networks to source local food in procurement chain
- ✓ Recognize local foods are available year round
- ✓ Provide information about food sources so clients can make informed decisions
- ✓ Refine inventory systems to identify origin by county

## Broad Public Sector Institutions could...

- ✓ Define SC local to be preferable to Ontario local
- ✓ Demand distributors identify foods sources, including SC
- ✓ Seek opportunities to showcase local SC foods with consumers
- ✓ Refine menus according to seasonality of food
- ✓ Demonstrate local food offer positive messages about health, taste, sustainability and a smart economy

## Consumers could...

- ✓ Request information about food sources

Food Service  
Manager

Direct Sales

Farmer's market  
Farm gate  
Retail

## Local Food Producers could...

- ✓ Develop case studies of local food pricing
- ✓ Work with distributors in a collaborative hub to source and distribute locally year round
- ✓ Work with distributors to get themselves into the supply chain
- ✓ Work together under a local SC brand



# Growing Links Workshop



Simcoe County Farm Fresh

## ■ Workshop

- January 16, 2012
- All groups represented (BPS, distributors/processors & food producers)
- 49 stakeholders networked & became engaged in the discussion

## ■ Agenda

- Networking
- Sharing of research results
- Offering new ideas
- Discussing potential actions in small mixed groups of BPS, distributors & local food producers



# Actions...

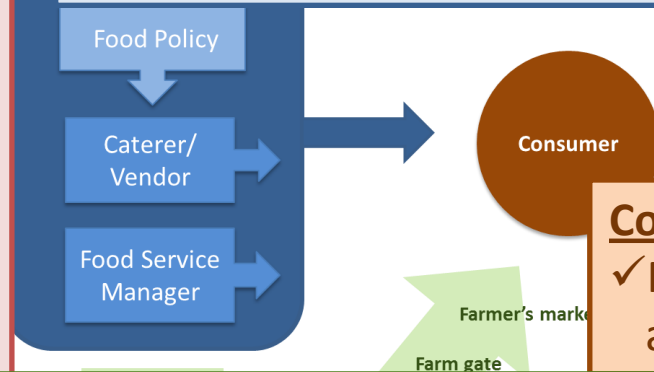
## Distributors could...

- ✓ **Track Local Simcoe County Procurement**
  - ✓ Track current local food purchasing
  - ✓ Result would help BPS set future targets
- ✓ **Establish Simcoe County Regional Food Hubs**
  - ✓ More local food could be sourced, stored, distributed within Simcoe County



## Broad Public Sector Institutions could....

- ✓ **Develop and Adopt Local SC Food Procurement Policies**
  - ✓ Work with procurement specialists to set targets for tenders and contracts
  - ✓ The County of Simcoe can share policy development experiences
  - ✓ Result would lead to stronger commitments for local SC food



## Consumers could...

- ✓ Request information about food sources

## Local Food Producers could....

- ✓ **Brand Local SC Food to Increase Public Support**
  - ✓ Brand through consistent tagging & labeling
  - ✓ Focus on positive messaging
  - ✓ Heighted awareness would stimulate greater demand for local food
- ✓ **Develop Case Studies to Document Local Food Costs**
  - ✓ Reliable data to compare local food costs to non-local food costs
  - ✓ Case studies documenting a diversity of produce & products by season
  - ✓ Results would demonstrate value proposition of local SC foods





# Thanks to the following BPS Institutions

## ■ Post Secondary Education

- Georgian College
  - School of Hospitality & Tourism
  - Kempenfelt Conference Centre
  - Student Administrative Council
  - Georgian College cafeteria
- Lakehead University

## ■ Secondary Education

- Conseil Scolaire de District Catholique Centre-Sud
- Simcoe County District School Board
- Simcoe Muskoka Catholic District School Board

## ■ Other

- OPP GHQ
- Canadian Forces Base Borden

## ■ Health Care

- Collingwood General & Marine
- Georgian Bay General, Midland
- Royal Victoria Regional Health Centre, Barrie
- Simcoe County Long Term Care
- Stevenson Memorial, Alliston
- Orillia Soldiers' Memorial
- Waypoint Centre for Mental Health Care, Penetanguishene

## ■ Food Service Companies

- ARAMARK Canada
- Bon Appetit Catering
- Chartwells / Compass Group Canada
- Madison County Food & Beverage
- SODEXO Canada
- Springwater Catering



# Thanks to the following Distributors & Processors

## ■ Simcoe County Distributors

- Borsa G. Wholesale Fruit
- Cool Zone Delivery Service
- Glen Huron Apples & Cold Storage
- Sanfilippo's Produce
- Sunrise Wholesale

## ■ Distributors Outside the County

- A.J. Lanzarotta Wholesale
- Bamford Produce
- Gordon Food Service (GFS)
- SYSCO Central Ontario

## ■ Processors

- Leadbetter Meats
- Metheral Meats
- Stayner Meat Packers
- The Butcher Shop





# Thanks to the following Simcoe County Producers

## Meat Producers

- Clearview Poultry Farm
- Flevo Farm
- Nicholyn Farms
- Still Hope Farms
- Sunningdale Farm
- Westal View Farm

## Dairy

- Miller's Dairy

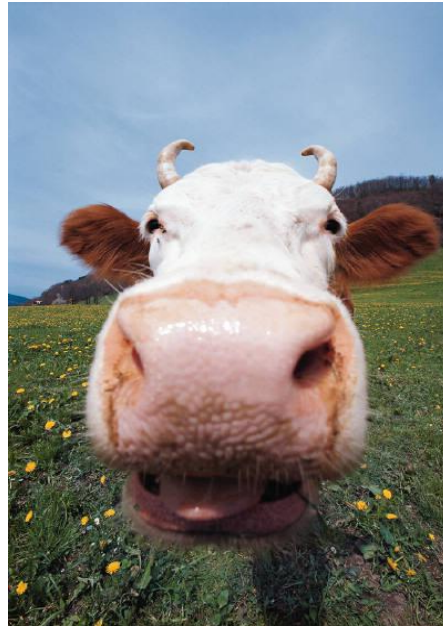
## Honey & Maple Syrup

- Duffy's Lane Maple
- Maple Highlands
- Shaw's Maple Syrup

## Fresh Fruit & Vegetables

- Avalon Orchards
- Barrie Hill Farms
- Carpe Diem Orchards
- Carron Farms
- Chappell Farms
- Cohn Farms
- Egos Farm Market and Greenhouses
- FerMar Farms
- Giffen Country Market
- Hewitts Farm Market
- Hillside Gardens
- Murphy's Farmstead
- Pine House Farm
- Sprouts for Life
- The New Farm
- Valley Farm Market

# Questions & Comments?



**We are available for  
additional assistance.**



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[www.rmcg.ca](http://www.rmcg.ca)