



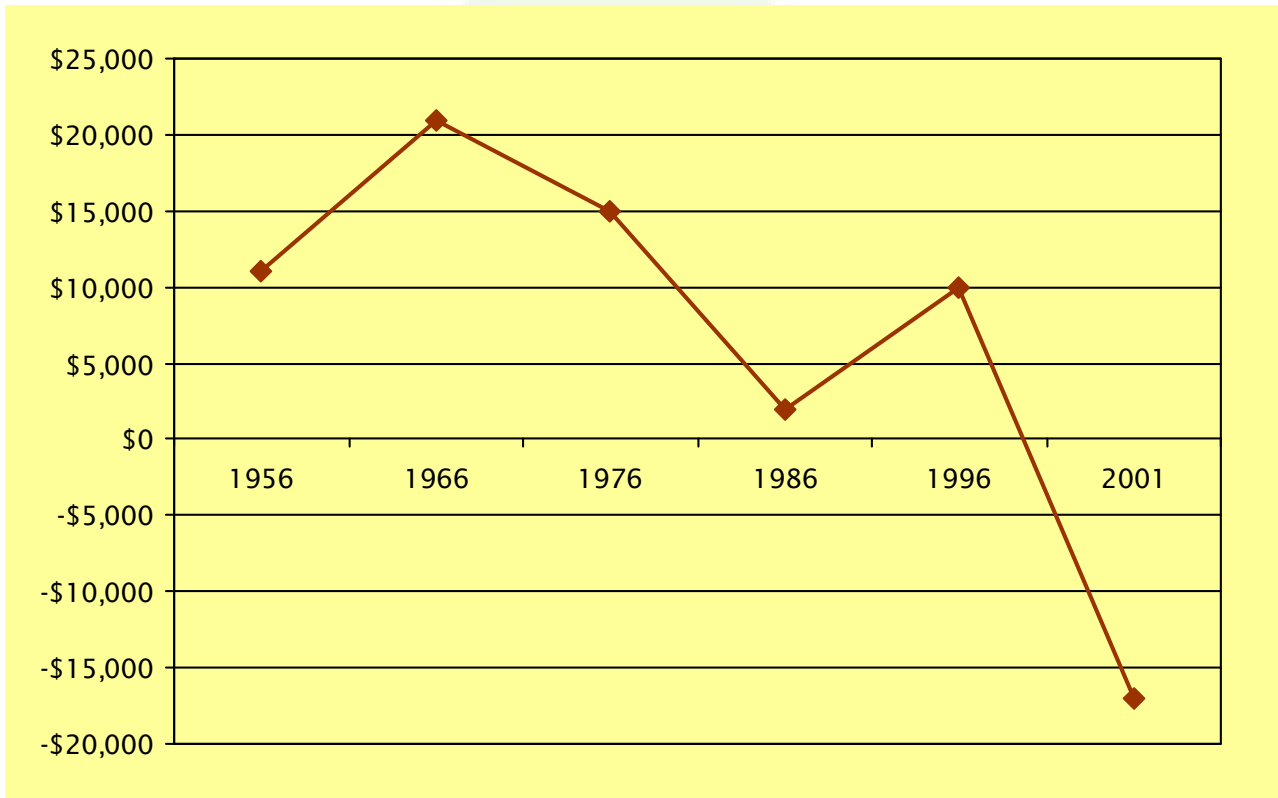
# Creating Incentives to Support Local Sustainable Food and Farmers

Presented by Mike Schreiner  
Vice President Local Food Plus



# A Financially Unsustainable Food System

Market Net Income for Canadian Farmers: 1956 - 2005



# Who Will Grow Our Food in the Future?

## The age of farmers in Ontario

	<b>1996</b>	<b>% of total</b>	<b>2001</b>	<b>% of total</b>	<b>2006</b>	<b>% of total</b>
All farm operators	96,940		85,015		82,410	
Under 35	13,835	14.3%	8,980	10.6%	7,070	8.6%
35-54	49,000	50.5	44,150	51.9	40,275	48.9
55 and older	34,105	35.2	31,885	37.5	35,060	42.5
Median age	49		50		52	

SOURCE: Statistics Canada

# Local Food Chain Destruction in the Era of Globalization

- 1960s, 70% of grocery store food sourced within 150 km. Today 3 chains dominate the market and have consolidated global supply chains
- Around WWII, Canada largely self-reliant in basic fruits, now only supplies 19% of demand; around 60% of food consumed grown locally; today less than 40%
- 70/80s, ON had 15 large tomato processors, now only a few (1 main one); the last tender fruit processor east of the Mississippi closed this year
- No small dairy processors between Huntsville, ON and Fraser Valley, BC
- Niagara fruit sold to Toronto Food Terminal and then Niagara buyers go there to purchase
- ON has \$3-4 billion annual food deficit the last decade



# Policy Concerns Resulting from an Unsustainable Food System

- Food security
- Rural economies
- Environmental impact of farming
- Concern about climate change
- Health and nutrition
- Food safety scares
- Urban Sprawl



# Local Food Has Gone Mainstream



# Market Research: Local Food Has Gone Mainstream

- 79% of Central Ontarians prefer to buy locally grown food
- 71% are willing to pay more
- 91% would buy more local food if it was made more convenient
- 55% seek out and buy local food at least once a week
- 54% always check labels to see where their food comes from



# Market Trends: Sustainable Food is an Emerging Trend

- 92% of consumers identify sustainability as an issue
- 20% annual growth in organics in the past decade
- 20% annual growth in fair trade products over the past 5 years
- Eco-labels cover a growing range of products from forestry to food





# Local Food Shifts Priorities for Purchasing Decisions

## Key Attributes of Food Purchasing Decision:

- Freshness
- Safety
- Price

## Key Attributes of Local Food Purchase:

- Support local farmers
- Support the local economy
- Freshness
- Preserve farmland
- Climate change



# Tapping Into Consumer Desires for Local Sustainable Food

- Authentic Food Experiences
- Good Food Stories
- “Voting with One’s Dollars” to support local farmers and the local economy
- Linking food, health, safety and environment
- “Memory, Romance and Trust”
- Food is now a Value Driven Market



# The LFP Approach: Putting the “Plus” in Local Food

- Sustainable production systems that reduced the use of chemicals
- Safe and fair working conditions
- Healthy and humane care for livestock
- Protect & enhance wildlife and biodiversity
- Reduce energy consumption and greenhouse gases
- Foster a strong local economy



# The Middle: Market Development and Supply Chain Linkages



# Education, Marketing and Public Relations



# Overcoming Barriers to Local Sustainable Food Systems

- Leverage consumer desires through branding, differentiation and segmentation
- Restore the market power of farmers with investments in supply aggregation and coops
- Invest in rural infrastructure for small scale processing, post-harvest handling and storage
- Regulatory review to support family farmers and small business
- ALUS: ecological goods and services
- Public procurement



# Building an Urban Rural Coalition for Local Sustainable Food and Farming

Linking Farmers



Environment



Eaters





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