

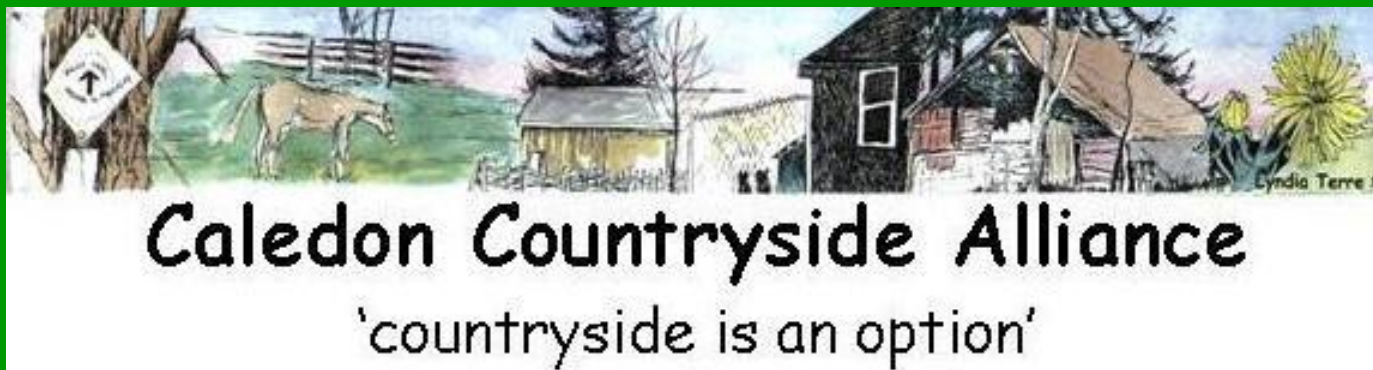


Repowering the Local Food and Farming System

Karen Hutchinson, Executive Director
Caledon Countryside Alliance – Eat Local Caledon
Headwaters Food Summit
April 23, 2012

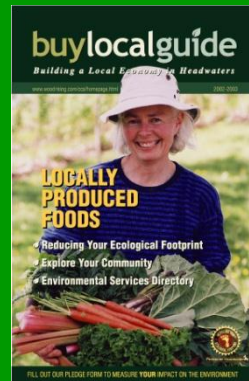
Caledon Countryside Alliance and Eat Local Caledon

A rural/near urban NGO in the Town of Caledon formed in 1998 around the mantra “countryside is an option” and that has evolved to “ensuring a vibrant and productive countryside in Caledon so that future generations have clean water, clean air and lands for food production”.



Community Programs

- Weedgee Kidz (2002 on)
- Buy Local (2002 on)
- Clean Air, Clean Energy (2002 on)
- Building a Local Food System (2003 on)
- EcoEnergy Home Visits (formerly Caledon Dufferin Reep, 2004 on)
- Idle Free Caledon (2004 on)
- Caledon Community Map (2006 on)
- Eat Local Caledon (2007 on)



But I don't like root vegetables...So let's get the barriers out of the way first!



Local Food 101

- Local food isn't about suffering, it is about savouring and enjoying foods and choosing local when available at the peak of freshness. It is also about eating for health, climate, food security and culture. Along the way, be prepared to discover some great new foods growing on our doorstep
- Be rest assured...there are Marco Polo exceptions and it is hard to imagine North Americans without coffee

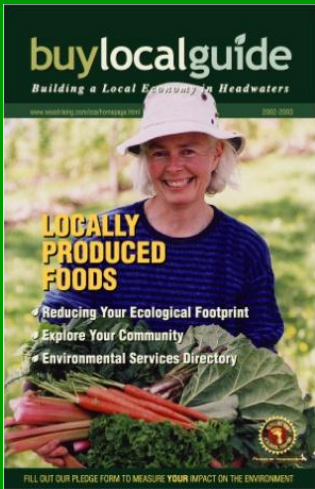
What is Local Food?

- Grown and produced as close to home as possible, within the geographic limit of Ontario
- Grown and produced in rural, near-urban and urban locations
- Hallmarks of local food – in season fruits and vegetables (also used frozen, preserved and stored), honey, maple syrup, meat, dairy, breads, grains, lentils, seeds, nuts and beverages, with more culturally diverse crops and foods being grown all the time

What is involved in getting Local Food from Field to Fork?

- Farms of all sizes and types in rural, near-urban and urban settings
- Distribution networks and facilities for direct, retail and institutional sales
- Post harvest handling and processing facilities
- Small, medium and large food producers (jam to cheese to Kimchi – increasing including culturally diverse foods)
- Bakeries, butchers, retail shops, restaurants and much more with the local food multiplier effect

2002 - 2012



eat local caledon

eat local caledon

eat local caledon

eat local caledon



2002 – 2012 Timeline

2002 – Headwaters Buy Local Guide

2003 – 2006 – Organizer Local Food Conference

2006 – Founding Partner – Grown in Peel Guide

2007 – Food Connects Us All – Metcalf Foundation
Process led to creation of Sustain

2007 – Launch of Eat Local Caledon – First Eat Local
Week, Making Connections, School Workshops

2008 – Inglewood Farmers' Market – Founders and
Managers, Eat Local Month, School Programs, Farm
to Table Directory, www.eatlocalcaledon.org, Local
Dinners, Canning Bees, Caledon Community Map

2002 – 2012 Timeline

2009 – Caledon Farmers' Market – Community Partner and Participant

2009 – Take a Bite Out of Climate Change – 8 Steps to a Climate Friendly Diet

2009 – Local Food Infrastructure Conference – Sustain Ontario – Organizing Committee

2010 – Albion Hills Community Farm – Founding Partner and Working Board of Directors

2010 – Caledon Crunch – 2008 on with all elementary schools in Caledon participating in 2010/11

2002 – 2012 Timeline

2010 – 2011 - Chef's 50K Commitment and Who's Servin' Local Program

2011 – HAYville – Youth Local Food and Farming Entrepreneurship Program

2012 – Caledon Videos - Local Food Innovators and Field to Table

2012 – Headwaters Food Summit – Partner

2012 – Caledon ALUS Program

Program Focus

- Education and Community Programs – Community, Farms, Restaurants, Shops, Business, Youth and Schools, Government
- Re-building local food and farm economy
- Community Facilities for Local Food – Maps, Farmers' Markets, Community Kitchens, Community Farms

What's Next?

- Continue work we are doing in Caledon and across Headwaters and Ontario
- Take Eat Local Caledon Program to all of Headwaters Region
- Local Food Distribution, Post Harvest Handling and Processing Facilities
- More Farms Growing for Local Market
- More Restaurants, Shops, Consumers Buying Local

The Potential of Local Food to Revitalize Rural Economies

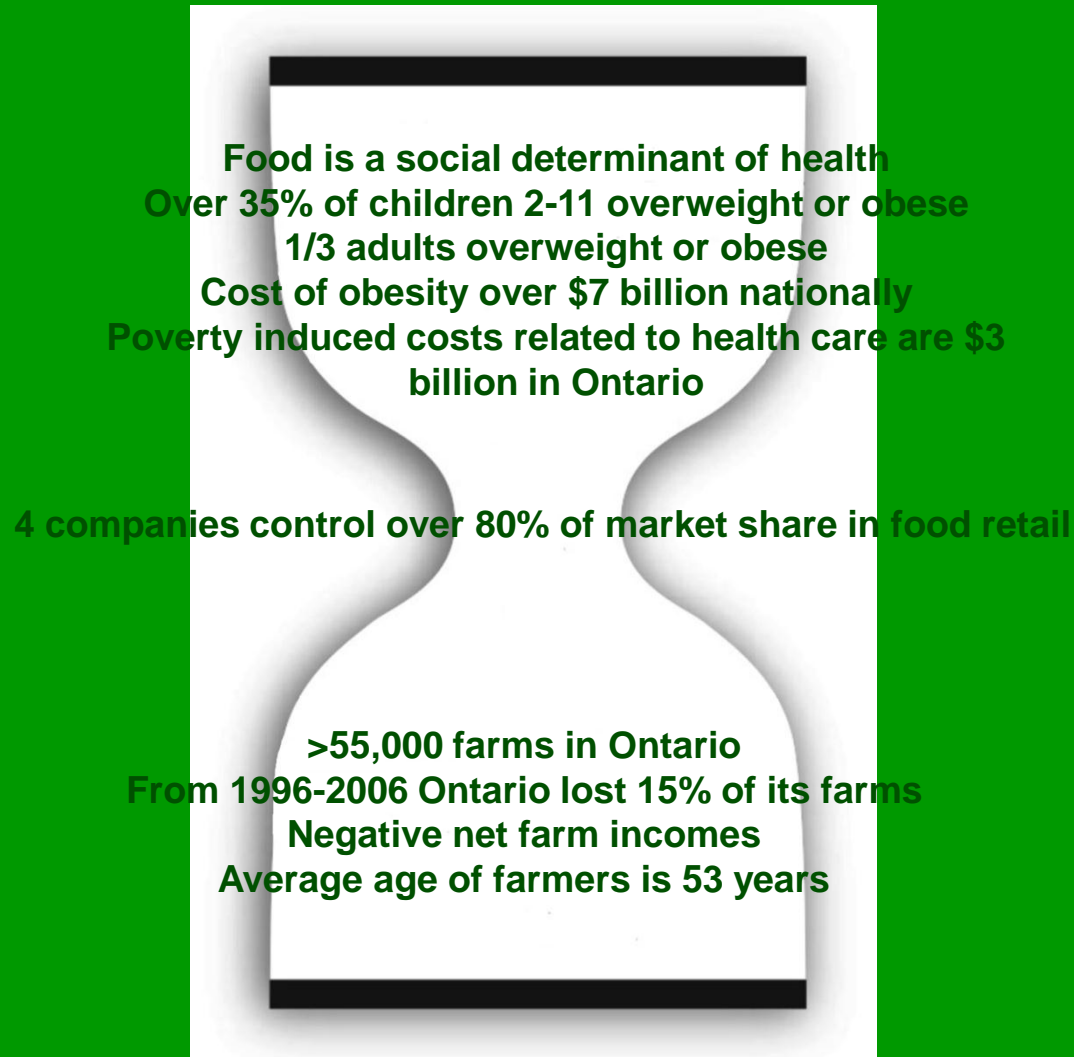
There are 11.5 million people eating in Ontario...

If 5 million Ontarians spent \$10 of their grocery budget on local foods each week...

There would be a \$3 billion influx into the local economy each year!

Based on research by Lewis A. Soroka, Professor of Economics, Brock University, lsoroka@brocku.ca (through Sustain Ontario)

Health, Food and Farming in Ontario



From Sustain Ontario

Tipping Point

- Society is at a tipping point for understanding how this sector can repower our economy, create jobs, re-vitalize rural communities and cities alike
- Health, society, farming and the economy are converging to form a golden opportunity for local food

Local Food is a Big Movement and it's Popular

- Farmers, chefs, bakers, butchers, food processors, cheese makers, winemakers
- NGO's promoting eat local, food security and culinary tourism
- Government – Food Policy Councils, Health Departments
- Foodies, locavores and gardeners
- Restaurants, shops, Farmers' Markets



Kawartha Ecological Growers

growing it RIGHT in the Kawarthas!

475 Farms Rd., RR2 Woodville ON K0M 2T0 Phone: 705-439-3372

Caledon Residents Support Local Food

- Importance of buying locally grown foods and products – 2004 at 82% and 2008 at 91% total important
- Having a strong vibrant agricultural community – 2004 at 85% and 2008 at 93%
- Preserving agricultural lands – 2004 and 2008 at 90%

Environmental Issues in Caledon, Caledon Countryside Alliance, June 2008

Youth Programs – School Gardens, Cooking Classes, HAYVille



School Cooking Classes



Youth Grow Group – Summer Cooking and Gardening



Caledon Crunch 2008-2011 – In 2011 - 9400 Participants - Students and Staff at all 18 Caledon Elementary Schools, 5 Caledon Apple Orchards, Town Hall Staff, Meals on Wheels, Vera Davis Centre, Caledon Seniors Centre - all crunching apples connected by a live countdown on Radio Caledon



Inglewood Farmers' Market



Caledon Farmers' Market (Bolton)



Local Dinner Series



Staff Canning Bee



Learn How To:
Salsa Canning Bees, Cooking Bees,
Learn to Cook Like a Local Chef
Participants pay a fee, help chop,
cook and can and learn to can and
everybody takes home 6 jars of
Salsa



Thank you to the Ontario Trillium
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Caledon and the Caledon
Countryside Alliance

