

# **Growing the Local Food System**

## **Detailed Project Descriptions**

### **2010 Grey Bruce Local Food Project**

#### **Project Components:**

- Grower Marketing Program
- Video & Print Media Contest
- Farmers Market Network
- Seasonal Produce Promotions
- Institutional Sector Pilot Project
- Grey Bruce Food Summit

**Overall:** In 2008, the Local Food Project (LFP) assembled an inventory of local food businesses (available at [www.foodlinkgreybruce.com](http://www.foodlinkgreybruce.com)) and worked to connect existing supply to existing demand. In 2009, and again in 2010, the LFP will be working to expand both the supply of and the demand for local food products.

**Growers Marketing Program:** In 2009, LFP ran a Growers Support Program that offered cash grants directly to new and existing market gardeners. With an expanding Farmers Market system in the region – there will be 15 farmers markets in Grey Bruce in 2010 – LFP will again be assisting new and existing market gardeners to meet the rising demand for fresh seasonal produce. The 2010 program will focus on helping growers to develop the marketing skills they need to direct market their produce. A small grant will assist participants to develop a marketing plan, and financial assistance will be available to defray the costs of executing that plan (for advertising, signage, packaging and labeling materials, etc.) Participants will be required to present a report on their marketing plan at the 2010 Food Summit.

**Video & Print Media Contest:** Open to all high school students in Grey Bruce, a prize for best video and best print media promoting Grey Bruce food products will be offered. Winning entries will be widely publicized across the region.

**Farmers Market Network:** The LFP will coordinate a ‘market managers network’ that will allow area market managers to communicate with each other to explore common issues and possible collaborations (for vendor acquisition and for regional market promotions). The market managers will meet once in the spring and again at the Food Summit.

**Seasonal Market Promotions:** The LFP has a promotions and advertising budget that will be used to promote local food items. The details of this promotion campaign will be worked out in collaboration with the Farmers Market Network, participants in the Grower Marketing Program and identified producers of short season products like asparagus, strawberries, etc.

**Institutional Sector Pilot Project:** In 2009, the LFP investigated opportunities to increase the use of local food in area institutional kitchens. We identified local food ‘champions’ working in these institutional kitchens and this year we will be working with them to begin the process of getting local food products into their food chains.

**Grey Bruce Food Summit:** Following on the successful 2009 Food Summit held in Elmwood on Nov 2<sup>nd</sup>, the 2010 Food Summit will once again offer workshops and networking opportunities for local food industry insiders. Watch for it this fall.

The Local Food Project is jointly funded by the County of Grey, the County of Bruce, the Ontario Ministry of Agriculture and Food, the Bruce County Federation of Agriculture and the Grey Bruce Agriculture & Culinary Association.

The Grey Bruce Local Food Project also acts as a clearinghouse for information on local foods in Grey and Bruce. For more information, contact us:

Freeman Boyd & Maria Weijs  
1-800-268-3838  
[food@brucecounty.on.ca](mailto:food@brucecounty.on.ca)  
[www.foodlinkgreybruce.com](http://www.foodlinkgreybruce.com)