



ISSUE 3 FEBRUARY 2009



Grey Bruce Agriculture and Culinary Association

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www.foodlinkgreybruce.com



*Linking Grey Bruce farmers,
processors and restaurants to
deliver an authentic culinary
experience.*

Grant Helps Grow Local Food System

The Local Food Project, jointly funded by Grey and Bruce Counties, has received an Ontario Market Investment grant from the Province of Ontario (OMAFRA) to assist in increasing the supply of local food available in the region. We realize that in order to grow the local food system we need to meet the demand that is already out there. This grant will allow us to expand beyond the promotional work we have been doing over the past 18 months and work directly with producers and processors to help them increase production.

Project Components:

- Existing Growers Support Program
- New Growers Support Program
- Restaurant Supply Pilot Program
- Institutional Kitchen Supply Pilot Program
- Local Food Distribution System Gap Analysis
- Grey Bruce Food Summit, November 2009

The first three programs need farmers to participate in them. Each program will support expansion of the local food system with resources and small grants for participants.

We will be initiating these programs in February and March, before seeding time. If you would like more information, or would like to participate, please contact:

Freeman Boyd

Local Food Project Coordinator

1-800-268-3838

email: food@brucecounty.on.ca

More details are also available on our website:

www.foodlinkgreybruce.com

Message from the Chairman, Board of Directors

Here at the ACA we are thinking ahead to spring with hopes our members had a prosperous 2008 and will experience an equally prosperous 2009. The Association said a grateful farewell to Lynda Orman, our first Coordinator, at the end of the year. She was a huge driver for the ACA and demonstrated her commitment to local food and sustainability throughout her contract. We owe her a huge vote of thanks. We will continue to have Lynda as a member, as she returns to her farm and other activities.

The Board is pleased to announce that the OMIF (Ontario Market Investment Fund) project application was successful. Freeman Boyd, the Local Food Project man with Bruce and Grey County, is steaming ahead to implement the research that will, among other things, help us understand distribution issues more fully. Watch for more details on the website as the work continues.

Bruce County Federation of Agriculture nominated the Association for a Premier's Award, and we have been contacted to provide additional information in support of our nomination. We are pleased to be recognized in this way, whether we win or not. Many thanks for the support.

We enjoyed meeting so many of our members and non-members at the Farmer's Week events in Elmwood. Thanks to the volunteers who helped staff the booth. There are lots of requests for this type of display and your help is much appreciated. If you can take a few hours sometime, we are developing a list of members who could pitch in occasionally, so let us know by calling the toll free line and leaving your name. We will call you when an event in your area is happening, to see if you can manage to help out. 1-888-396-4591

The big buzz in November was the Field to Fork Feast. Robin Pradhan from Rocky Raccoon Café and Lynda Orman were the leaders of this event and they delighted everyone with the success and the excellence of the banquet. Requests are coming to hold more events throughout Grey and Bruce, so we are planning to hold four during 2009.

Many thanks to all for your support this year. We are asking you to renew your memberships and tell friends and industry colleagues to sign up as we roll out our membership drive this spring.

Sincerely,

Guy Anderson
Chairman
Grey Bruce Agriculture and Culinary
Association



Annual General Meeting

It's hard to believe it has been a whole year, but it's time again for the ACA annual general meeting. The event will be held Wednesday, April 15, 2009 from 2-4 pm at the Royal Canadian Legion, 86 River St in Tara. There will be a keynote speaker. Local snacks and refreshments will be served. A new board of directors will be elected. If you would like to nominate someone, please contact the Chair of the Nominations Committee, Robert Emerson at silverdollarchar@rogers.blackberry.com or by phone at 519-709-9122. Nominations will also be accepted from the floor during the process. Further details will be posted on our website www.foodlinkgreybruce.com as they become available. We look forward to seeing you there!

New Staff Member

The ACA welcomes Steacy Cook as the new administrative assistant. In her own words, Steacy describes her excitement to be part of the team:



"As a diary farmer in Grey County I am thrilled to be part of the ACA! My diverse experience in the agriculture industry, government and as a local business advocate makes me well prepared for this position. I look forward to meeting with all producers, processors and culinary businesses who also want to further the Field to Fork experience in Grey and Bruce counties."

Email Address Change

Due to technical difficulties since the new year, we have been unable to access our gmail account. As a result, the ACA has a new email address. Please resend any recent or new emails to info@greybruceaca.com.

We apologize for any delays in communication this may have caused.



Grey Bruce Agriculture & Culinary Map



2008/09

2009 Agriculture & Culinary Map In Production

We've started organizing for the 2009 edition of the Grey Bruce Agriculture & Culinary Map. Last year's map was well received and we anticipate even more success and more listings with the updated version.

To secure your place on the new map download the 2009 Map Listing form from the website (members already on the map will receive the form via email). Listings cost \$50. Payments must be received with the form to be included on the map. You must be a member of the Grey Bruce ACA to have a listing.

There is advertising space available. Ads can be purchased for as little as \$200 for a 1 ½"- square ad, taxes are included. Deadlines for both are March 15, 2009.

If you are interested in becoming involved in the Map Project Committee or wish to talk to someone about advertising or listing on the map, contact Ruth Henrich by phone at 519-534-4002 or by email at havenonthebay@red-bay.on.ca.

Field To Fork Feast

On a blustery Saturday in November, the Grey Granite Club in Owen Sound opened its doors to the community for the first ever (and hugely successful) Field to Fork Feast. Hosted by chef Robin Pradhan of Rocky Raccoon Café and the Grey Bruce Agriculture and Culinary Association the space filled to capacity minutes after opening. Everyone was ready to sample the local and seasonal foods prepared by some of the area's top chefs.

The event concept was born out of Robin Pradhan's experience at the Canadian Chefs Congress in September, 2008. His goal was to bring the community together to celebrate the agricultural and culinary bounty of the area. Special guest speakers, Michael Stadlander of Eigensinn Farm, and David Harper of the 100 Mile Market in Meaford, offered words of inspiration and encouragement as we move forward to grow the local food movement within Grey and Bruce counties.

Over 650 people passed through the door over the course of the day. Over \$8000 was raised to support and promote future endeavours of the ACA. Guests, chefs and volunteers left the event completely satiated and excited about the future.

The ACA would like to extend a special thanks to Robin Pradhan and Lynda Orman for co-ordinating such a successful event. And thanks to all the chefs who donated their talents, the farmers and producers who donated their goods and the volunteers who donated their time. Events like these would not be possible without the help of many, and all are appreciated.

Foodlink Website Continues to Grow

The Foodlink website – www.foodlinkgreybruce.com - continues to grow. Currently there are an amazing 303 local food-related businesses on the site ranging from apples to Xmas trees. Information continues to be added and updated including back issue newsletters, local press articles, membership information, business listing information for the Agriculture and Culinary Map and upcoming local food events.

Future plans for the website include an upgrade in the user-friendliness of the site and the set-up of a 'back door' to allow members to enter and update their listings directly. Other potential upgrades include the capacity to host home pages for ACA members allowing them to post more text and photos outlining their businesses.

There is a continuous effort to keep members' business information accurate and current. Check the website periodically and advise any changes by email to food@brucecounty.on.ca.

Of course, all of these efforts take time and money. The ACA would like to extend a huge thank you to Bruce County. Without them there would be no website.



Your Membership Matters

The Grey Bruce ACA is a fledgling organization aiming to be here over the long haul. To assure viability, ACA board members put a lot of work into developing a five-year business plan. Working through this exercise helped coalesce the realization that membership is a key component to the growth of this organization.

While there are grants and other revenue streams for the ACA, memberships secure an important part of the core funding. More importantly, a large membership base demonstrates to partners and potential granting agencies the interest and ability to achieve goals within local food business in Grey and Bruce counties.

We need to increase our membership. From a cold start in March 2008, we are now 170 members strong. A great beginning, but there are 303 local businesses listed on the website, and we have received more than 100 newsletter requests. There is room to grow our membership base. Our modest budget target is to increase membership to 225 in the 2009/10 season.

See the website for membership form and details. www.foodlinkgreybruce.com

The Grey Bruce Agriculture & Culinary Association (Grey Bruce ACA) is a non-profit association dedicated to the promotion of “Buy Local! Buy Fresh! Grey Bruce” by linking Grey Bruce farmers, processors and restaurants to deliver an authentic culinary experience. ACA is funded in part by Grey and Bruce counties, and supported by it’s members, the Province of Ontario, the Ontario Ministry of Agriculture, Food and Rural Affairs and surrounding municipalities.

Primary goals of the ACA include:

- 1) Finding solutions to problems facing the local food system.
- 2) Increasing economic development opportunities for members and communities.
- 3) Developing agricultural and culinary tourism, marketing strategies and services and products to benefit the Grey Bruce region through membership involvement.
- 4) Education and awareness of the local food movement.
- 5) Supporting the development of infrastructure for easier distribution of local product.

Grey Bruce ACA has a growing membership comprised of farm, market, food processor, restaurant and country dining/inn operators and Grey Bruce families. We continue to welcome new members. Phone or visit the website to download a membership form. 1-888-396-4591
www.foodlinkgreybruce.com



UPCOMING EVENTS

The ACA is looking forward to a busy year of growth and excitement. Some upcoming events to watch out for include:

- Board Meeting – March 10
- Annual General Meeting –April 15

Many more events are planned for the spring and summer. Stay tuned to the website for dates and details.

www.foodlinkgreybruce.com

VOLUNTEERS NEEDED

The ACA is committed to promoting local food across the region. It is important for us to be out there pounding out our message. Recently our big yellow booth was at the Go Green at Blue Environmental Form in the Village at Blue Mountain and most recently at Farmers Week in Elmwood.

These events help us promote the organization and the importance of selling and buying local products. Each event is increasingly successful.

But these events take time and effort and we need your help. If you are able to attend the booth for a few hours, or have events you think the ACA should attend let us know. Send an email to info@greybruceaca.com or phone **1-888-396-4591**.

We thank you for all your efforts.

“Buy Local! Buy Fresh!” signs are available for members to purchase. Check the website for details.

