

# Increasing Production to Meet Demand

## Grower Support Programs Information Sheets: Please Take One

### Ontario Market Investment Fund Local Food Project: Grey & Bruce, 2009

#### 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

#### Program Descriptions:

**Overall:** Over the first 18 months, the Local Food Project (LFP) has 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. Over the same period, the Grey Bruce Agriculture & Culinary Association (ACA) has promoted our local foods at events across the region and beyond. Based on the observation that for most local food products, demand outstrips supply, the Local Food Project is moving into a new phase of actively working with farmers to increase the supply and diversity of locally grown foods.

**New Growers Support Program:** Program intent is to encourage the entrance on new small scale 'green grocer' (defined as fresh seasonal vegetables and fruits) farmers into the local food market. Preliminary target groups include high school and university students, farm homemakers, Mennonite/Amish community. Technical support and a small subsidy would be offered to selected farmers to off-set additional transportation costs and risk taken in entering the green grocer market.

**Existing Growers Support Program:** Program intent is to illustrate through a case study approach that there is a viable local market for small scale green grocer farmers at the local farmers markets. Technical support and a small subsidy would be offered to selected farmers to off-set additional transportation costs and risk taken in expanding production.

**Restaurant Supply Program:** To establish 'pods' of suppliers and restaurants that aggregate supply and demand into economically viable units, develop specialized local food menus that extent over all four seasons. A small subsidy will be available to off-set food delivery costs and to help develop promotional materials.

**Institutional Kitchen Supply Program:** Intent of the Case Study is to identify institutions in Grey Bruce that have an interest in using more local food on their menus. We will assist them to access local food supplies that already exist in adequate quantities and at acceptable price points (beef; apples). We will explore the potential to either increase or aggregate supplies to meet their needs in other food sectors (baked goods, vegetables, etc.).

**Distribution Gap Analysis:** Analysis/research is to focus on quantifying 'green grocer' availability specifically within the two Counties. Information (demand and supply) would also be collected from vendor and consumer surveys at local Farmers' Market. Previous informal data colleted in the Grey/Bruce region identified the green grocer segment as the most problematic at local farmers markets. Similarly, transportation and distribution issues have been identified by both the restaurant trade and producers as a significant impediment to the development of a cost effective local food network.

**Grey Bruce Food Summit, Nov 09:** The Food Summit is intended to act as a clearinghouse for the information collected during from the various Programs run over the past 12 months and to encourage networking between suppliers and end users. Select participants in the various Programs will be required to present their experiences at the Food Summit. The Summit will include a strategic planning session on 'What is Next'.

**If you would like more information, or are interested in participating in any of these programs, contact The Local Food Project Coordinator at [food@brucecounty.on.ca](mailto:food@brucecounty.on.ca) or call 1-800-268-3838**

