

History of Local Food

- 2009, CFDC with local volunteers:
 - ✓ SDG Farm Fresh logo, printed local food map
- EOAN:
 - ✓ founded in 2010, largely active in PR.
 - ✓ Extended activities into SDG.
 - ✓ Second food map in 2014 covered PR and SDG.
 - ✓ Retreated to PR for lack in funding in SDG & Cornwall.
- SDC and All Things Food:
 - ✓ Food security stakeholders in Cornwall & Dundas.
 - ✓ FAAC produced a plan in 2018 for local food.



The FAAC Report

- Presented to city council on May 27th 2019.
- Recommendations:
 1. Establish & coordinate a regional food & agriculture advisory council.
 2. Invest in local agri-food business dev't & support.
 3. Optimize regional agri-food value chains.
 4. Develop local food literacy, branding, promotion.
- Tabled for lack of organizational structure for action.

The Scale of Agri-Food

- Agri-Food is the largest economic sector.
 - ✓ more than 12% of the workforce in Canada.
 - ✓ 16% of manufacturing-the largest manufacturing sector.
 - ✓ 10.1% of consumer spending, 2nd after housing.
 - ✓ A large concentration of small businesses.
- Census 2016 in SDG:
 - ✓ 178 farms (12.2%) sell directly to consumers.
 - ✓ 639 farms (44%) less than \$50,000 in sales.

Cornwall Economic Development

- Population and work force retention & attraction.
- Post Covid economic revitalization.
- Job creation and small business development.
- Develop a local food brand, awareness, & culture.
- Develop production, processing, services, tourism.
- Locally retain more of the food dollars spent.
- Attract Ontario & Quebec agri-food tourists including food sales, restaurants, accommodation.

Food Events & Festivals

- Cornwall is developing a strong food culture:
 - ✓ Eco-Farm Day.
 - ✓ Eastern Ontario Garlic Festival.
 - ✓ Rib-fest.
 - ✓ Cornwall Food Fest.
 - ✓ Wonderful World of Whisky Show.
 - ✓ Suds & Sap Festival.
 - ✓ Savour the Taste Tour Grilled Cheese Edition.

Regional Challenges

- Large scale Ag assumed to be taken care of.
- Lack of local abattoir capacity, no federal abattoir.
- No shared inspected kitchen for micro-processors.
- Limited regional food distribution capacity.
- Limited regional food marketing effort.
- Limited outreach to neighbouring urban centers.
- Lack of farmers markets.
- Commodity and jurisdictional silos.

The EOAN

- Experience and infrastructure since 2011.
- Active in PR & SDG; somewhat in Cornwall.
- Ongoing accomplishments:
 - ✓ Printed and online food asset maps.
 - ✓ Local food counters & advertising at large retailers.
 - ✓ Operator training and networking.
 - ✓ Agri-tourism farm tours.
 - ✓ Local food festivals. East ON Garlic Festival.
 - ✓ Nutritional label production.

EOAN Going Forward

- Deliverables with funding.
 - ✓ Matching funds and cash flow for grants.
 - ✓ Core staff, stable services to public and operators.
 - ✓ Networking & collaboration across silos.
 - ✓ Capacity building and training for operators.
 - ✓ Regional local food brand development & recognition.
 - ✓ Asset mapping, online marketing, regional promotion.
 - ✓ Special events: farm and food tours, food festivals.
 - ✓ Sector voice for policy changes: shared kitchens.
 - ✓ Farmers markets, local food kiosks.

Partnerships are Better

- Economic & social development partner:
 - ✓ Throughout Cornwall, SDG, PR, Akwesasne.
- Partnering is more effective and efficient.
- Lower labour costs.
- Leverage the volunteers and stakeholders.
- Across the silos:
 - ✓ Commodities, counties, value chain members.
 - ✓ The full extent of the regional value chain.
- Local & distant agri-food consumers & tourists.

EOAN Funding

- \$150,000 annual core funding:
 - ✓ PR: annually since 2011, \$40k committed since 2020.
 - ✓ SDG: proposed \$25k.
 - ✓ Cornwall: proposed \$35k.
 - ✓ Members, sponsors, stakeholders: \$50k.
- Accountability:
 - ✓ Ten year track record of reporting and compliance.
 - ✓ Municipal seats on the board of directors.
- Grant opportunities:
 - ✓ Ottawa Tourism, OMAFRA, Canada Summer Jobs.