



A project of the Sault Ste. Marie Innovation Centre (SSMIC) and NORDIK Institute, with collaboration and support from local associations, producers, businesses, communities and funding organizations.



Canada

Ontario  
Trillium  
Foundation



Fondation  
Trillium  
de l'Ontario



Ontario

Northern Ontario Heritage  
Fund Corporation  
Société de gestion du Fonds  
du patrimoine du Nord  
de l'Ontario



# RAIN – Three Year Pilot

- “ **Build relationships** through networking, collaboration and priority setting
- “ **Build capacity** of local producers and businesses in agriculture and food through practical workshops, sharing information, and assisting with market development
- “ **Undertake research**, tailored to the needs of local producers by conducting crop trials, fostering innovation and sharing research that improves the sector

The graphic features a central dark grey horizontal band with the text "INTERNET OF FOOD" in white, bold, uppercase letters. The background is a mustard yellow color with a pattern of white circuit lines and various food icons. The icons include a pizza slice, cherries, a strawberry, a lemon slice, a cup of coffee, a bowl of noodles, an apple, a carrot, and a globe. The circuit lines connect these icons, symbolizing the integration of food and technology.

# INTERNET OF FOOD



Fit the brand  
A tool in the toolbox  
Set goals



<http://thecloveclub.com/>

# THE CLOVE CLUB



## Websites

**Goal?** Drive foot traffic and calls

One sentence or images that explains value.

Clear pathways, easy-to-read, a call to action.

**How we measure?** Google Analytics to follow:

- 1. Who visited your site?**
- 2. Did they look over the menu?**
- 3. Did they make contact?**

**Converted!**



# Mobile-Pocalypse!



Google intends to reward mobile-friendly websites with better mobile search engine rankings beginning April 21. <http://mobiletest.me/>

To solve:

1. Responsive web design – website's pages adjust to viewer depending on the device
2. A mobile site – separate site created for mobile devices (typically cheaper, more painful).

let me **Google** that for you

- “ Google’s Local Search and traffic through Google+ can rival total traffic coming to your site.
- “ Register your business with Google  
[www.google.com/business](http://www.google.com/business)
- “ Google Alerts will notify when your business name appears in a new piece of content



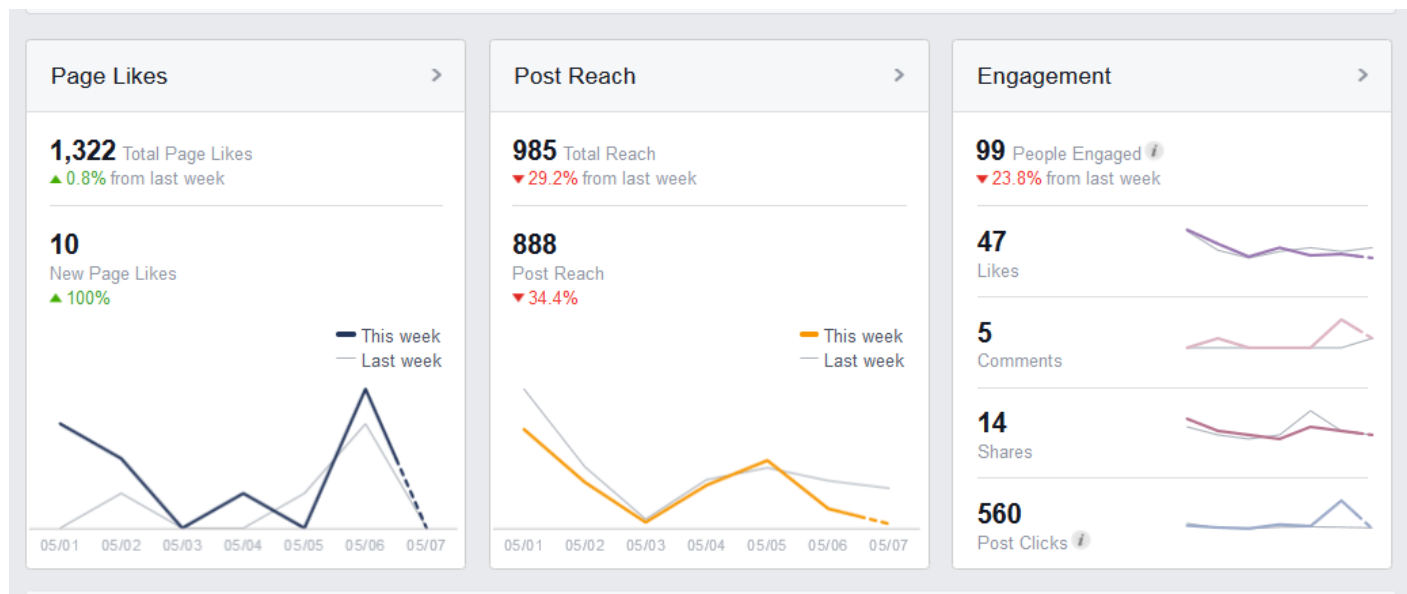
# The Facebook

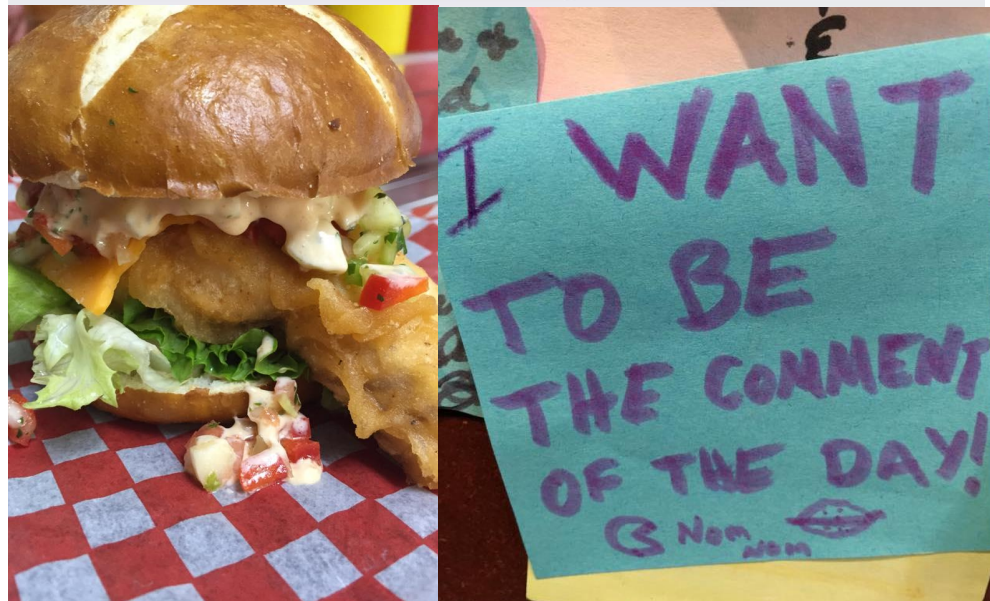


4/5 people search social media to find customer reviews about restaurants/cafes

**Get started:** Create a Facebook business page

Facebook Insights



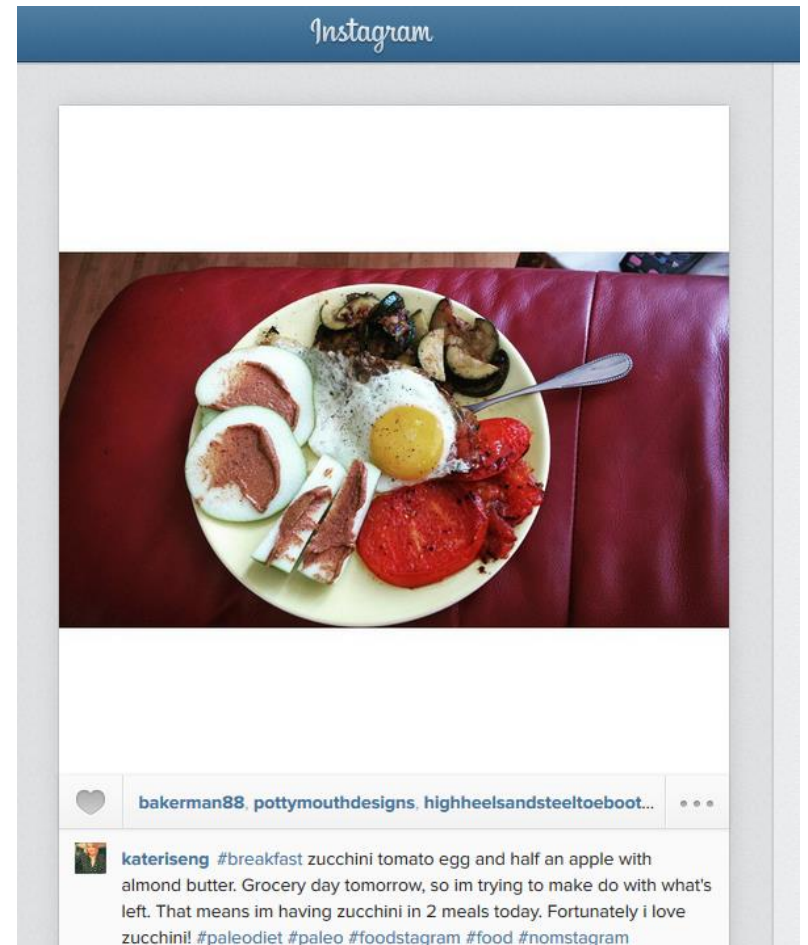


# Burger Revolution!

- “ Updates about the burger of the month
- “ Post a comment of the day from post-it notes in store
- “ At first, they kept fans informed on the number of remaining burgers

# Instagram

- “ High quality, drool-inducing photos
- “ Share your brand
- “ #breakfast #eatalgoma
- “ User-Generated Content
- “ <https://www.youtube.com/watch?v=TKNA5GnO7Xs>



## 26. White Blossom Farm

Jim & Allison Grisdale

607 Leigh's Bay Road., Sault Ste. Marie  
P6A 5K6

allisonandjim@sympatico.ca

705.759.8673

Fri-Sun, seasonally

Open June through October 31<sup>st</sup>, for fresh produce at farm gate or by delivery. Please call ahead for information on availability.



## 27. Susan Wilding

400 Town Line, Sault Ste. Marie P6A 5K6

susanwild-garden@live.ca

705.779.2586

Available exclusively through Algoma Farmers' Market or CSA. Products include vegetables, herbs, baked goods, and preserves and antipasta.



[www.buyalgoma.ca](http://www.buyalgoma.ca)



*Coming Summer 2015*



**ALGOMA**  
*Table*

**An online business 2 business portal where:**  
**Local Farms/Food Producers** post what they have to sell  
**Local Restaurants/Chefs** post what they want to buy  
<https://www.youtube.com/watch?v=XcCFpWC4mC8>

**Goal:** Keep it simple



- “ A simple marketplace where farms and food producers can share what is fresh and what is going to be freshly picked
- “ Simple marketplace where chefs, institutions and food businesses can find fresh ingredients
- “ Simple logistics where businesses can coordinate delivery (shared delivery, drop-off locations)

# Goal: Connect chefs & producers



Events to connect chefs and farms, including:

- “ Eat Algoma Local Food Festival Aug 30th
- “ The Chef/Buyer Farm Tour (interest dependent!)

## Get involved

- “ Get your farm, restaurant, institution, food business registered today by signing up
- “ More details will be released in the coming month on the Algoma Table and Farm Tour
- “ Launch expected at [www.buyalgoma.ca](http://www.buyalgoma.ca) June 2015