

Sector Consultation

Proposal for North Eastern Ontario Food & Agricultural Market Study



- A. What is being proposed
- B. What is known about the state of the region
 - A. Algoma
 - B. Manitoulin
 - C. Sudbury
- C. Next Steps
 - A. Survey
 - B. Partnership Committee
 - C. Fundraising

Goal:

To complete a Food and Agriculture Market Study for the regions of Algoma, Manitoulin, Sudbury and West Nipissing.

Based on an identified need, partners are gathering to work collaboratively to bring this study to action. This study would be done parallel with a study being done in the Thunder Bay District to provide a broader view of the state of food and agriculture in the near north.

Thunder Bay & Area Food & Agriculture Market Study

A partnership effort to gather information on the state of the market for locally-produced food in Thunder Bay Area. Activities include conducting surveys on demand for local food, demand for processing and storages services, information on the current supply and workforce supply/demand.

Partners included:

Thunder Bay Federation of Agriculture, North Superior Workforce Planning Board, Regional Food Distribution Association, Community Economic Development Commission, Northwestern Ontario Innovation Centre, Thunder Bay Ventures, Thunder Bay Chamber of Commerce, and Northern Policy Institute.

Algoma

Existing Research

- “ *Marketing Study for the Algoma Co-operative Livestock Sales (Buy Local Beef) (2006)*
- “ *Locally Grown Food for the Northern Urban Marketplace Market Research Study (2012)*
- “ *Exploring Marketing Opportunities for Lamb and Chevon in Algoma District (2012)*
- “ *Algoma Consumer Research Study on Local Food (2013)*

Growing Consumer Awareness

- “ Buy Algoma Buy Fresh Local Producers Directory
- “ Institutional Procurement of Local Food
- “ New Farmers’ Markets

Benefits of Further Market Study:

- “ For agri-food businesses considering expansion or niche product development
- “ Assessing regional gaps for processing, storage
- “ Discovering opportunities for shared distribution and sales
- “ Identify needs for food safety program integration to on-farm operations

Manitoulin Island

- “ Abattoir struggling from lack of volume
- “ Producers with niche products
- “ Strong culinary tourism
- “ Leading aquaculture industry
- “ First Nations leading food security initiatives and food business development

Benefits of Further Market Study:

- “ Support growth of existing underutilized infrastructure (MICA)
- “ Assess opportunities for increase marketing of local foods
- “ Support development of new food businesses

Sudbury

Greater Sudbury Food Policy Council

Eat Local Sudbury Co-operative

Existing Research

“ *Buyer Interviews Report*

“ *Farming to Farmer Interviews: A report of the findings from the 2014 Food Hub Interviews*

“ *Eat Local Sudbury Food Hub Business Plan*

Expanding Farmers Markets

Flour Mill Urban Farm

College Boreal - food and agriculture programs

Benefits of Further Market Study:

- “ Identification of opportunities/collaboration in local food sales and applied research
- “ Identification of local food producers in the region
- “ Identify service and infrastructure gaps faced by producers and processors
- “ Thorough understanding of the state of food in the region, which would drive policy development and programming to improve the sector
- “ Labor market demand for trained agricultural workers, as well as business development opportunities for future students.
- “ Build opportunities for SMEs in the ag sector

Shared interests across the region

- Labour market demand for trained agricultural workers, as well as business development opportunities for young people (including students at College Boreal's agriculture program)
- A more thorough understanding on the state of food in the region, which would drive policy development and programming to improve the sector
- Assessing regional demand for niche products and adherence to food safety regulations/certification bodies
- Identification of opportunities and collaborations in local food sales for shared distribution and sales models
- Increased awareness of local food producers in the region

Next Steps

A. Survey

A. Paper

B. Online

B. Partnership Committee

A. Existing Partners: Rural Agri-Food Network, City of Greater Sudbury - Economic Development, Local Food and Farm Co-ops

C. Fundraising