NORTH CENTRAL ONTARIO FOOD AND AGRICULTURE MARKET STUDY (NFAMS)

MANITOULIN DISTRICT

MARCH 25, 2019
AGENDA

• What did we do?
• What did we find?
• Where do we go from here?
NFAMS initiated in June 2018 by the Rural Agri-Innovation Network (RAIN), a division of the Sault Ste. Marie Innovation Centre (SSMIC).

The study is supported by a broad group of organizations with interests in promoting agri-food development through market research in Algoma, Manitoulin, and Sudbury Districts.
STUDY OBJECTIVES

- Examine the attitudes toward and interests in locally grown / harvested foods from the perspective of local businesses / organizations
  - Examine current buying patterns and areas for potential growth
- Examine challenges / opportunities from the perspective of producers
- Provide a resource for various stakeholders to support their planning and decision-making process
WHAT DID WE DO?...
SURVEY OF LOCAL BUSINESSES / ORGANIZATIONS

Businesses / organizations representing four types of food demand:

Â Food processors – meat, fish, dairy, grains, fruit/vegetables, other e.g. breweries, confectionary

Â Food retail – independent grocers, convenience stores, food wholesalers / distributors

Â Food services – restaurants, hotels/accommodation, caterers, banquet halls, institutions including schools (primary, secondary, post secondary), day care centres, hospitals, assisted living facilities

Â Food programs – food banks, good food box programs, student nutrition programs, meal delivery service programs, community kitchens, etc.
### Number of businesses / organizations surveyed by region and area of food demand

<table>
<thead>
<tr>
<th>Area of food demand</th>
<th>Algoma</th>
<th>Manitoulin</th>
<th>Sudbury</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food processing</td>
<td>9</td>
<td>6</td>
<td>14</td>
<td>29</td>
</tr>
<tr>
<td>Food programs</td>
<td>10</td>
<td>8</td>
<td>9</td>
<td>27</td>
</tr>
<tr>
<td>Food retail</td>
<td>20</td>
<td>11</td>
<td>15</td>
<td>46</td>
</tr>
<tr>
<td>Food services</td>
<td>33</td>
<td>26</td>
<td>23</td>
<td>82</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>72</td>
<td>51</td>
<td>61</td>
<td>184</td>
</tr>
</tbody>
</table>
WHAT DID WE DO?...
FOCUS GROUPS WITH LOCAL PRODUCERS

Five discussion groups across Algoma / Manitoulin / Sudbury:

• Discuss key challenges / barriers faced in selling / marketing products to local businesses and organizations
• Discuss opportunities / areas for growth
• Validate the findings that emerged from the interviews with businesses / organizations
What we heard from businesses and organizations
WHAT’S THE REGION OF REFERENCE FOR ‘LOCALLY GROWN’?

- Over a third of the Manitoulin based businesses / organizations associate ‘locally grown’ with food that’s produced / harvested within Manitoulin District.
- Close to 60% associate ‘locally grown’ with food that’s produced / harvested in some region of Northern Ontario.
HOW MANY BUSINESSES / ORGANIZATIONS ARE SOURCING LOCALLY GROWN PRODUCTS?

The majority of the businesses / organizations (70%+) are currently sourcing some amount of locally grown foods from the Algoma / Manitoulin / Sudbury area.

Many of the businesses / organizations that are not sourcing local at this time are interested in doing so in the future.
WHAT’S THE MOTIVATION FOR BUYING LOCALLY GROWN FOOD?

1. It benefits / contributes to the local economy
2. Locally grown food is higher quality
3. Customers are interested in locally grown food

Food is fresher and higher quality if it’s produced closer to home.

We want to support the local producers for supporting us as our customers.

Business reps
WHAT DISCOURAGES BUSINESSES FROM BUYING LOCALLY GROWN FOOD?

1. Perceived high cost of locally grown (vs non local options)
2. Insufficient / inconsistent availability
3. Difficulties / challenges with delivery

Cost is the biggest issue – we need to have wholesale prices.

The quantity of local food availability is a serious challenge… we need a consistent supply.

Business reps
WHAT AMOUNT OF FOOD IS BEING SOURCED FROM OUTSIDE THE REGION?

We asked businesses / organizations to share details on a select few food items that are of key interest to them

- Total amount used annually with breakout by amount sourced locally (Algoma / Manitoulin / Sudbury) vs. non-local amount
- Non-local amount = potential amount for local producers to supply
AMOUNT OF VEGETABLE / FRUIT BEING SOURCED OUTSIDE THE ALGOMA / MANITOULIN / SUDBURY REGION

<table>
<thead>
<tr>
<th>Commodity</th>
<th>Units / weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Potatoes</td>
<td>190,000 kgs</td>
</tr>
<tr>
<td>Carrots</td>
<td>3,900 kgs</td>
</tr>
<tr>
<td>Cucumbers</td>
<td>2,800 kgs</td>
</tr>
<tr>
<td>Sweet corn</td>
<td>2,600 cobs</td>
</tr>
<tr>
<td>Onions</td>
<td>2,000 kgs</td>
</tr>
<tr>
<td>Lettuce</td>
<td>2,000 kgs</td>
</tr>
<tr>
<td>Cauliflower</td>
<td>1,100 kgs</td>
</tr>
<tr>
<td>Tomatoes</td>
<td>1,000 kgs</td>
</tr>
<tr>
<td>Mixed greens</td>
<td>400 kgs</td>
</tr>
<tr>
<td>Apples</td>
<td>500 kgs</td>
</tr>
<tr>
<td>Strawberries</td>
<td>300 kgs</td>
</tr>
</tbody>
</table>
AMOUNT OF PROTEIN / DAIRY BEING SOURCED OUTSIDE THE ALGOMA / MANITOULIN / SUDBURY REGION

<table>
<thead>
<tr>
<th>Commodity</th>
<th>Units / weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beef – various cuts</td>
<td>700 kgs</td>
</tr>
<tr>
<td>Beef – hamburger</td>
<td>1,600 kgs</td>
</tr>
<tr>
<td>Pork – various cuts</td>
<td>600 kgs</td>
</tr>
<tr>
<td>Pork – ground/sausage</td>
<td>1,000 kgs</td>
</tr>
<tr>
<td>Chicken – breast</td>
<td>300 kgs</td>
</tr>
<tr>
<td>Chicken – whole bird</td>
<td>700 birds</td>
</tr>
<tr>
<td>Eggs, whole shell</td>
<td>15,000 dozen</td>
</tr>
<tr>
<td>Eggs, hard boiled</td>
<td>500 dozen</td>
</tr>
<tr>
<td>Milk, fluid</td>
<td>5,000 litres</td>
</tr>
<tr>
<td>Cheese</td>
<td>1,800 kgs</td>
</tr>
<tr>
<td>Ice cream</td>
<td>31,000 kgs</td>
</tr>
</tbody>
</table>
Amount of grains / other products being sourced outside the Algoma / Manitoulin / Sudbury region

<table>
<thead>
<tr>
<th>Commodity</th>
<th>Units / weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wheat flour</td>
<td>43,000 kgs</td>
</tr>
<tr>
<td>Rye flour</td>
<td>25,000 kgs</td>
</tr>
<tr>
<td>Oats – rolled</td>
<td>500 kgs</td>
</tr>
<tr>
<td>Malt barley</td>
<td>40,000 kgs</td>
</tr>
<tr>
<td>Malt wheat</td>
<td>6,500 kgs</td>
</tr>
<tr>
<td>Hops</td>
<td>700 kgs</td>
</tr>
<tr>
<td>Maple syrup</td>
<td>500 bottles</td>
</tr>
</tbody>
</table>
FOOD SAFETY AND DELIVERY CONSIDERATIONS

- Businesses / organizations generally expect / want producers to have accredited food safety certifications in place.
- Most want producers to provide delivery of the product (or at least make the arrangements for the product to be delivered).
- Some businesses / organizations have very particular packaging and/or processing preferences that need to be met.
PRICE CONSIDERATIONS

Some businesses / organizations indicated that they would be willing to pay a premium price for locally produced food item (e.g. 10-20% more)

However, many expressed a strong preference for the local food option to be competitively priced with non-local food options
What we heard from producers
CHALLENGES FROM THE PRODUCER PERSPECTIVE

- Pricing expectations are not very realistic when measured against the discounts that large volume food wholesalers/distributors can offer.
- Commitment to supporting local is not consistent.
- Procurement practices need to be more flexible / creative to accommodate the local growing season and scale of production.
- Filling small volume orders for distant/isolated locations is not cost effective.
- Limited local infrastructure capacity to meet the food handling/safety certification and processing needs of businesses / organizations.
OPPORTUNITIES FROM THE PRODUCER PERSPECTIVE

• Encourage / facilitate discussions between local producers and retailers
• Ensure that attractive, eye-catching wording and displays are used when showcasing locally grown products (e.g. in restaurant menus, in grocery stores, in gift stores)
• Revitalise the ‘Made on Manitoulin’ food branding campaign
• Use strategic marketing at key entry points to the Island to inform tourists about the uniqueness of locally grown foods and where it can be accessed on the Island
• Support the promotion and ongoing development of farmers’ markets in the area
OPPORTUNITIES FROM THE PRODUCER PERSPECTIVE…
SPECIFIC TO INDIGENOUS COMMUNITIES

- Explore the potential for introducing locally grown/harvested foods (e.g. deer meat, locally harvested/foraged foods) in local institutions (i.e. nursing home, schools etc.)
- Promote hunting, trapping, harvesting, and farming activities as viable career opportunities and support and deliver training and skills development in these areas
- Coordinate and promote opportunities for combining production / harvesting / trapping activities with community cooking demonstrations / workshops
- Explore if/how program funding through IAPO can be better tailored to support new Indigenous farmers and if/how program funding can support more local/regional projects and initiatives
Where do we go from here?
CONCLUSIONS

Â Agricultural production in Manitoulin District is substantial and diverse
Â Most businesses / organizations have a high level of interest in sourcing locally grown foods but the level of awareness of local food options / availability is limited
Â Challenges of local food supply and demand mirror each other (e.g. pricing, product availability, product specifications)
Â There are substantial volumes of local food needs that local producers could potentially supply
RECOMMENDATIONS

- Facilitate / support communication between food producers and buyers
- Explore / support development of systems / mechanisms to coordinate and manage food ordering, handling and delivery
- Guide / support producers in adopting / maintaining food safety certification standards
  - Integrate food ordering / delivery procedure with development of a Good Agri Practices certified facility
- Establish a cohesive ‘locally grown’ brand for Manitoulin
RECOMMENDATIONS
INDIGENOUS COMMUNITIES

- Support the development and coordination of knowledge transfer activities and events directed at youth and the broader community.
- Explore if/how program funding through IAPO can be better tailored to support new Indigenous farmers and if/how program funding can support more local/regional projects and initiatives.
Business name
Contact person and details
Key food type (e.g. potatoes, beef tenderloin, whole eggs, etc.)
Usage (weekly / annual amounts)
Total sourced locally vs non-locally = year total
Period of use (seasonal / year-round)
Delivery preferences (frequency of delivery)
Processing preferences (e.g. fresh, washed, special cuts, frozen, etc.)
Packing preferences (e.g. boxes, bags / weights)
Food quality / food safety certification preferences

Sector (processing / food program / retail / food service)
District (Algoma / Manitoulin / Sudbury)
<table>
<thead>
<tr>
<th>Business Name</th>
<th>What is the main District</th>
<th>Identify up to five vegetables you buy in the greatest amounts.</th>
<th>Total annual amount (in season)</th>
<th>Amount so far</th>
<th>Weight/Volume</th>
<th>Do you use in which month?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hutton's Valu-Mart</td>
<td>Algoma</td>
<td>Cabbage 15 dozen/week (in season)</td>
<td>2,939</td>
<td>-</td>
<td>2,939 Kg</td>
<td>Seasonally</td>
</tr>
<tr>
<td>Hutton's Valu-Mart</td>
<td>Algoma</td>
<td>Corn 125 bushels (10&quot;-12&quot; cob)</td>
<td>54,422</td>
<td>-</td>
<td>54,422 Kg</td>
<td>Seasonally</td>
</tr>
<tr>
<td>Sudbury Farmers Market, Erica Lagios</td>
<td>Sudbury</td>
<td>Tomatoes Did not provide details other than identify</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Manitoulin Hotel</td>
<td>Manitoulin</td>
<td>Carrots 100 lbs/week</td>
<td>2,358</td>
<td>-</td>
<td>2,358 Kg</td>
<td>Seasonally</td>
</tr>
<tr>
<td>Waterfall Lodge</td>
<td>Algoma</td>
<td>Lettuce 1 case of lettuce (24 in a)</td>
<td>601</td>
<td>-</td>
<td>601 Kg</td>
<td>Seasonally</td>
</tr>
<tr>
<td>Brookwood Brae Golf Course/Restaurant</td>
<td>Manitoulin</td>
<td>Lettuce 120 heads of lettuce/year</td>
<td>58</td>
<td>-</td>
<td>58 Kg</td>
<td>Seasonally</td>
</tr>
<tr>
<td>Brookwood Brae Golf Course/Restaurant</td>
<td>Manitoulin</td>
<td>Onions 240 lbs/year (10 lbs/wee)</td>
<td>109</td>
<td>-</td>
<td>109 Kg</td>
<td>Seasonally</td>
</tr>
<tr>
<td>Manitoulin Hotel</td>
<td>Manitoulin</td>
<td>Onions 200 lbs/week</td>
<td>1,905</td>
<td>-</td>
<td>1,905 Kg</td>
<td>Seasonally</td>
</tr>
<tr>
<td>Garden's Gate</td>
<td>Manitoulin</td>
<td>Other: Cauliflower: 24 heads/wk</td>
<td>1,132</td>
<td>-</td>
<td>1,132 Kg</td>
<td>Seasonally</td>
</tr>
<tr>
<td>Huddy's Fish &amp; Chips and More</td>
<td>Algoma</td>
<td>Potatoes 6000 lbs/year (300 lbs/w)</td>
<td>2,721</td>
<td>-</td>
<td>2,721 Kg</td>
<td>Seasonally</td>
</tr>
<tr>
<td>Brookwood Brae Golf Course/Restaurant</td>
<td>Manitoulin</td>
<td>Potatoes 1,200 lbs/year (ten 20lb b)</td>
<td>544</td>
<td>-</td>
<td>544 Kg</td>
<td>Seasonally</td>
</tr>
<tr>
<td>Manitoulin Hotel</td>
<td>Manitoulin</td>
<td>Potatoes 500 lbs/week</td>
<td>11,791</td>
<td>-</td>
<td>11,791 Kg</td>
<td>Seasonally</td>
</tr>
<tr>
<td>Embers Grill and Smokehouse</td>
<td>Algoma</td>
<td>Squash lots per week. Can't quote amount. Spend:</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Brookwood Brae Golf Course/Restaurant</td>
<td>Manitoulin</td>
<td>Tomatoes 24 flats/year (24 tomato)</td>
<td>69</td>
<td>-</td>
<td>69 Kg</td>
<td>Seasonally</td>
</tr>
<tr>
<td>Rockin J's (Food Truck)</td>
<td>Manitoulin</td>
<td>Tomatoes 10-15 tomatoes/week</td>
<td>26</td>
<td>-</td>
<td>26 Kg</td>
<td>Seasonally</td>
</tr>
<tr>
<td>Red Pine Lodge</td>
<td>Algoma</td>
<td>Carrots 3 bags/week (1-2 lbs/bag)</td>
<td>106</td>
<td>-</td>
<td>106 Kg</td>
<td>Year-round</td>
</tr>
<tr>
<td>Northern Fruit and Vegetable Program</td>
<td>Algoma</td>
<td>Carrots 67,000 lbs/year</td>
<td>30,385</td>
<td>-</td>
<td>30,385 Kg</td>
<td>Seasonally, January Feb</td>
</tr>
<tr>
<td>WAhnapite First Nation</td>
<td>Sudbury</td>
<td>Carrots 120 lbs/year (10 lbs/mon)</td>
<td>54</td>
<td>-</td>
<td>54 Kg</td>
<td>Year-round</td>
</tr>
<tr>
<td>Northern Fruit and Vegetable Program</td>
<td>Algoma</td>
<td>Cucumbers 58,200 lbs/year</td>
<td>26,395</td>
<td>-</td>
<td>26,395 Kg</td>
<td>Seasonally, January Feb</td>
</tr>
<tr>
<td>Red Pine Lodge</td>
<td>Algoma</td>
<td>Onions 2 bags/week (2lbs/bag)</td>
<td>94</td>
<td>-</td>
<td>94 Kg</td>
<td>Year-round</td>
</tr>
<tr>
<td>WAhnapite First Nation</td>
<td>Sudbury</td>
<td>Onions 120 lbs/year (10 lbs/mon)</td>
<td>54</td>
<td>-</td>
<td>54 Kg</td>
<td>Year-round</td>
</tr>
<tr>
<td>Red Pine Lodge</td>
<td>Algoma</td>
<td>Other: Celery: 3-4 stocks/week</td>
<td>83</td>
<td>-</td>
<td>83 Kg</td>
<td>Year-round</td>
</tr>
<tr>
<td>Manitoulin Family Resource Centre</td>
<td>Manitoulin</td>
<td>Potatoes 3,650lbs/yr</td>
<td>1655</td>
<td>-</td>
<td>1655 Kg</td>
<td>Year-round</td>
</tr>
</tbody>
</table>
# NFAMS Catalogue – Pivot Tables

<table>
<thead>
<tr>
<th>District</th>
<th>Business Type</th>
<th>Weight/Volume</th>
<th>Sum of Total annual amount used</th>
<th>Sum of Amount sourced locally</th>
<th>Sum of Amount sourced elsewhere</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manitoulin</td>
<td>Food services</td>
<td>Kg</td>
<td>707.48</td>
<td>707.48</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>88.45</td>
<td>-</td>
<td>88.45</td>
</tr>
<tr>
<td>Carrots</td>
<td></td>
<td></td>
<td>2,429.02</td>
<td>35.37</td>
<td>2,393.65</td>
</tr>
<tr>
<td>Corn</td>
<td></td>
<td></td>
<td>103.68</td>
<td>103.68</td>
<td>-</td>
</tr>
<tr>
<td>Cucumbers</td>
<td></td>
<td></td>
<td>72.00</td>
<td>64.80</td>
<td>7.20</td>
</tr>
<tr>
<td>Lettuce</td>
<td></td>
<td></td>
<td>1,351.28</td>
<td>249.98</td>
<td>1,101.31</td>
</tr>
<tr>
<td>Onions</td>
<td></td>
<td></td>
<td>2,013.61</td>
<td>-</td>
<td>2,013.61</td>
</tr>
<tr>
<td>Potatoes</td>
<td></td>
<td></td>
<td>14,294.78</td>
<td>1,533.79</td>
<td>12,761.00</td>
</tr>
<tr>
<td>Squash</td>
<td></td>
<td></td>
<td>293.88</td>
<td>293.88</td>
<td>-</td>
</tr>
<tr>
<td>Tomatoes</td>
<td></td>
<td></td>
<td>3,718.30</td>
<td>3,119.51</td>
<td>598.79</td>
</tr>
<tr>
<td>Other: Cauliflower</td>
<td></td>
<td></td>
<td>1,131.97</td>
<td>-</td>
<td>1,131.97</td>
</tr>
<tr>
<td>Other: Mixed Greens</td>
<td></td>
<td></td>
<td>453.51</td>
<td>-</td>
<td>453.51</td>
</tr>
<tr>
<td>Other: Rhubarb</td>
<td></td>
<td></td>
<td>25.40</td>
<td>25.40</td>
<td>-</td>
</tr>
<tr>
<td>Grand Total</td>
<td></td>
<td></td>
<td>26,683.38</td>
<td>6,133.89</td>
<td>20,549.49</td>
</tr>
</tbody>
</table>
QUESTIONS?

Thank you!