

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?

BACKGROUND

- “ 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:

- “ Food processors – meat, fish, dairy, grains, fruit/vegetables, other e.g. breweries, confectionary
- “ Food retail – independent grocers, convenience stores, food wholesalers / distributors
- “ Food services – restaurants, hotels/accommodation, caterers, banquet halls, institutions including schools (primary, secondary, post secondary), day care centres, hospitals, assisted living facilities
- “ 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

Area of food demand	Algoma	Manitoulin	Sudbury	Total
Food processing	9	6	14	29
Food programs	10	8	9	27
Food retail	20	11	15	46
Food services	33	26	23	82
Total	72	51	61	184

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

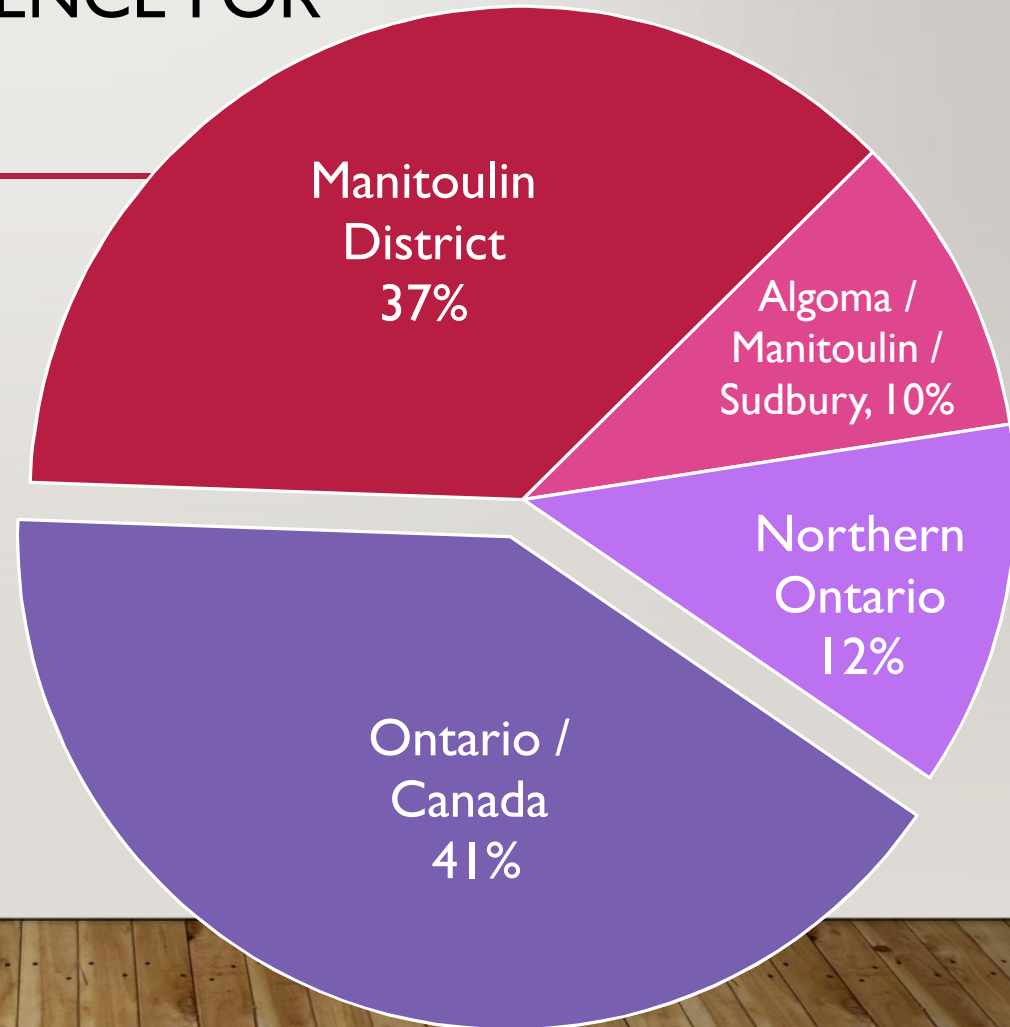


What we heard from businesses and organizations



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

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

Business reps

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

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.

Business reps

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

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



Commodity	Units / weight
Potatoes	190,000 kgs
Carrots	3,900 kgs
Cucumbers	2,800 kgs
Sweet corn	2,600 cobs
Onions	2,000 kgs
Lettuce	2,000 kgs
Cauliflower	1,100 kgs
Tomatoes	1,000 kgs
Mixed greens	400 kgs
Apples	500 kgs
Strawberries	300 kgs

AMOUNT OF PROTEIN / DAIRY BEING SOURCED OUTSIDE THE ALGOMA / MANITOULIN / SUDBURY REGION



Commodity	Units / weight
Beef – various cuts	700 kgs
Beef – hamburger	1,600 kgs
Pork – various cuts	600 kgs
Pork – ground/sausage	1,000 kgs
Chicken – breast	300 kgs
Chicken – whole bird	700 birds
Eggs, whole shell	15,000 dozen
Eggs, hard boiled	500 dozen
Milk, fluid	5,000 litres
Cheese	1,800 kgs
Ice cream	31,000 kgs

AMOUNT OF GRAINS / OTHER PRODUCTS BEING SOURCED OUTSIDE THE ALGOMA / MANITOULIN / SUDBURY REGION



Commodity	Units / weight
Wheat flour	43,000 kgs
Rye flour	25,000 kgs
Oats – rolled	500 kgs
Malt barley	40,000 kgs
Malt wheat	6,500 kgs
Hops	700 kgs
Maple syrup	500 bottles

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

- “ Agricultural production in Manitoulin District is substantial and diverse
- “ 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
- “ Challenges of local food supply and demand mirror each other (e.g. pricing, product availability, product specifications)
- “ 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
- “ Sector (processing / food program / retail / food service)
- “ Contact person and details
- “ District (Algoma / Manitoulin / Sudbury)
- “ 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

NFAMS Data Catalogue

NFAMS Catalogue - Data

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	A	B	C	D	E	F	G	H	I	J	K	L
1	Business Name	What is the main	What District	Identify up to five vegetables you buy in the greatest amounts.						Do you us	In which mont	
2	Business Name	What is the m	What Distr	Vegeta	Please enter the amo	Total annual a	Amount so	Amount s	Weight/V	Vegeta	Vegeta	Veg
5	Hutton's Valu-Mart	Food retail	Algoma	Cabbage	15 dozen/week (in seaso	2,939	-	2,939	Kg	Seasonally		
6	Hutton's Valu-Mart	Food retail	Algoma	Corn	125 bushels (10"-12" cob	54,422	-	54,422	Kg	Seasonally		
7	Hutton's Valu-Mart	Food retail	Algoma	Other: Cau	15 dozen/week (in seaso	2,939	-	2,939	Kg	Seasonally		
8	Sudbury Farmers Market, Erica Lagios	Food retail	Sudbury	Tomatoes	Did not provide details other than identifi		-	-		Seasonally		
9	Manitoulin Hotel	Food services	Manitoulin	Carrots	100 lbs a week	2,358	-	2,358	Kg	Seasonally		
10	Waterfall Lodge	Food services	Algoma	Lettuce	1 case of lettuce (24 in a	601	-	601	Kg	Seasonally		
11	Brookwood Brae Golf Course/Restaurant	Food services	Manitoulin	Lettuce	120 heads of lettuce/yea	58	-	58	Kg	Seasonally		
12	Brookwood Brae Golf Course/Restaurant	Food services	Manitoulin	Onions	240 lbs/year (10 lbs/wee	109	-	109	Kg	Seasonally		
13	Manitoulin Hotel	Food services	Manitoulin	Onions	200 lbs a week	1,905	-	1,905	Kg	Seasonally		
14	Garden's Gate	Food services	Manitoulin	Other: Cau	Cauliflower: 24 heads/we	1,132	-	1,132	Kg	Seasonally		
15	Huddy's Fish & Chips and More	Food services	Algoma	Potatoes	6000 lbs/year (300 lbs/w	2,721	-	2,721	Kg	Seasonally		
16	Brookwood Brae Golf Course/Restaurant	Food services	Manitoulin	Potatoes	1,200 lbs/year (ten 20lb	544	-	544	Kg	Seasonally		
17	Manitoulin Hotel	Food services	Manitoulin	Potatoes	500 lbs a week	11,791	-	11,791	Kg	Seasonally		
18	Embers Grill and Smokehouse	Food services	Algoma	Squash	Lots per week. Can't quote amount. Spend:		-	-		Seasonally		
19	Brookwood Brae Golf Course/Restaurant	Food services	Manitoulin	Tomatoes	24 flats/year (24 tomato	69	-	69	Kg	Seasonally		
20	Rockin JJ's (Food Truck)	Food services	Manitoulin	Tomatoes	10-15 tomatoes/week (cc	26	-	26	Kg	Seasonally		
21	Red Pine Lodge	Food program	Algoma	Carrots	3 bags/week (1-2 lbs/bag	106	-	106	Kg	Year-round		
22	Northern Fruit and Vegetable Program	Food program	Algoma	Carrots	67,000lbs/year	30,385	-	30,385	Kg	Seasonally	January	Feb
23	Wahnapitae First Nation	Food program	Sudbury	Carrots	120 lbs/year (10 lbs/mon	54	-	54	Kg	Year-round		
24	Northern Fruit and Vegetable Program	Food program	Algoma	Cucumbers	58,200lbs/year	26,395	-	26,395	Kg	Seasonally	January	Feb
25	Red Pine Lodge	Food program	Algoma	Onions	2 bags/week (2lbs/bag)	94	-	94	Kg	Year-round		
26	Wahnapitae First Nation	Food program	Sudbury	Onions	120 lbs/year (10 lbs/mon	54	-	54	Kg	Year-round		
27	Red Pine Lodge	Food program	Algoma	Other: Cele	Celery: 3-4 stocks/week	83	-	83	Kg	Year-round		
28	Manitoulin Family Resource Centre	Food program	Manitoulin	Potatoes	3,650lbs/year	1655	-	1,655	Kg	Year-round		

Introductory Note Vegetables (Data) Vegetable Tables Fruits (Data) Fruit Tables Proteins (Data) Protein Tables Dairy (Data) Dairy Tables Eggs (Data) ...

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NFAMS Catalogue – Pivot Tables

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	A	B	C	D	E
4	District	Manitoulin			
5	Business Type	Food services			
6	Weight/Volume	Kg			
7					
8	Row Labels	Sum of Total annual amount used	Sum of Amount sourced locally	Sum of Amount sourced elsewhere	
9	Beans	707.48	707.48	-	
10	Bell peppers	88.45	-	88.45	
11	Carrots	2,429.02	35.37	2,393.65	
12	Corn	103.68	103.68	-	
13	Cucumbers	72.00	64.80	7.20	
14	Lettuce	1,351.28	249.98	1,101.31	
15	Onions	2,013.61	-	2,013.61	
16	Potatoes	14,294.78	1,533.79	12,761.00	
17	Squash	293.88	293.88	-	
18	Tomatoes	3,718.30	3,119.51	598.79	
19	Other: Cauliflower	1,131.97	-	1,131.97	
20	Other: Mixed Greens	453.51	-	453.51	
21	Other: Rhubarb	25.40	25.40	-	
22	Grand Total	26,683.38	6,133.89	20,549.49	
23					
24					
25					

Introductory Note | Vegetables (Data) | **Vegetable Tables** | Fruits (Data) | Fruit Tables | Proteins (Data) | Protein Tables | Dairy (Data) | Dairy Tables | Eggs (Data) ...

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QUESTIONS?

Thank you!

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