



ALMAGUIN HIGHLANDS

Agriculture & Culinary Stakeholder
Engagement Strategy 2020





Executive Summary	3
Introduction	5
Agritourism Overview	6
Almaguin Highlands Profile	7
Agricultural Profile	8
Stakeholder Engagement Strategy	9
Methodology	9
Strategic Objectives	10
1. CONNECT	11
2. EDUCATE	14
3. CELEBRATE	17
4. ENHANCE	21
Acknowledgments	23
Appendices	24
Northeast Bites	25
Countylicious	27
Butter Tart Tour	29
Stakeholder Engagement Report	31

Executive Summary

Almaguin Highlands Community Economic Development (ACED) contracted the services of Strexer Harrop and Associates to complete an Agriculture & Culinary Stakeholder Engagement Strategy (SES) to support the agriculture and culinary sectors and to enhance communication and partnership with stakeholders within those sectors.

Agritourism is tourism that supports agricultural producers. It delivers a unique experience to consumers, often through farm visits and participating in farm activities. Agritourism increases community awareness of, and pride in, local food. It attracts more sustainable, respectful, and educated visitors and can have a powerful economic impact.¹

Many successful agri-food initiatives currently exist throughout the Almaguin Highlands region. ACED is looking to support these and develop new initiatives to increase local food spending by residents and visitors in the area.

This report was developed through an online survey, stakeholder consultations, one-on-one interviews and secondary research.

The ACED priorities that were identified during this process were:

- Marketing & Advertising Support
- Organize Events
- Support Micro & Hobby Farms
- Assist with Funding Opportunities

According to the stakeholder engagement, there is a trend in the Almaguin Highlands that is concentrated on micro, hobby, small-scale and specialized production. This includes meat, produce, honey, maple syrup and eggs. This trend provides an opportunity to develop an agritourism sector that caters to the urban demographic. This target market typically has more disposable income with a desire to connect with rural communities, to learn about where food comes from and enjoy authentic rural experiences.

¹ World Food Travel Association, <https://worldfoodtravel.org/what-is-food-tourism/>



In developing the path to achieve the Stakeholder Engagement Strategy objectives, four themes were identified that capitalize on the strengths and opportunities, in order to achieve the priorities. These strategies have been recommended to grow and sustain the agri-food sector in the Almaguin Highlands.

Connect

Creating partnerships and connecting growers, producers, retailers, and consumers will develop relationships within the agri-food community and strengthen the agriculture and culinary sector.

Educate

Educating consumers, producers, and businesses by sharing resources, ideas, and experiences will increase local food awareness within the Almaguin Highlands.

Celebrate

Celebrating agritourism events will increase tourism in the region. ACED can help producers, retailers, and restaurants celebrate with tourism initiatives designed to showcase local food.

Enhance

By supporting existing businesses through production, processing and distribution opportunities ACED can enhance the sustainability of the agri-food sector in Almaguin Highlands.



Introduction

Almaguin Community Economic Development (ACED) supports local businesses and tourism operators throughout the Almaguin Highlands. ACED's goal is to develop partnerships between municipalities, businesses, community groups, and residents in order to create a thriving economic region.

According to ACED's 2018 Regional Economic Development Strategic Plan, there is an opportunity to build on niche and non-traditional farming opportunities. This includes the development of unique agricultural products and developing agritourism experiences.

ACED contracted the services of Strexer Harrop and Associates to complete an Agriculture & Culinary Stakeholder Engagement Strategy (SES) to:

1. Support awareness of current agricultural and culinary activity throughout the Almaguin Region;
2. Support increased opportunities for product development, marketing, and collaborative efforts on an ongoing basis;
3. Enhance communications efforts and network development opportunities; and
4. Enable the ACED team to work with all stakeholders to create more inclusive partnership opportunities and build capacity within the agricultural and culinary sectors.





Agritourism Overview

Agritourism provides opportunities for consumers to experience and appreciate local food by visiting farms and often participating in farm activities. Agritourism initiatives include festivals, fall fairs, tours, food-themed trails, farm stands, farmers' markets, and cooking classes.

Why does agritourism matter?

According to the World Food Travel Association²:

MORE LOCAL PRIDE	Grow community awareness of, and pride in, local culinary cultures.
MORE QUALITY TOURISTS	Attract more sustainable, respectful, and educated visitors.
MORE ECONOMIC IMPACT	Enjoy an average 25% greater economic impact in most destinations.

² World Food Travel Association, <https://worldfoodtravel.org/what-is-food-tourism/>

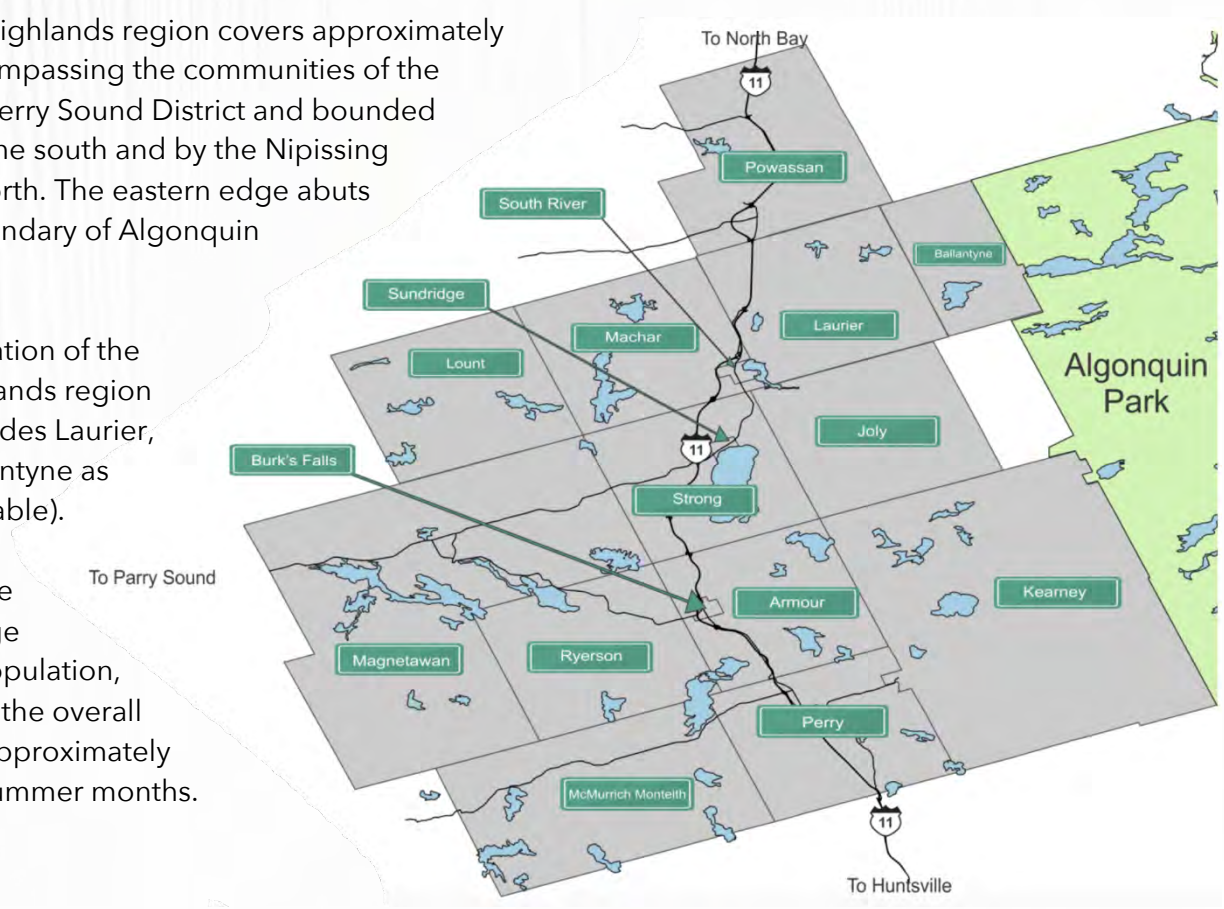


Almaguin Highlands Profile

The Almaguin Highlands region covers approximately 5,200 km², encompassing the communities of the eastern half of Perry Sound District and bounded by Muskoka in the south and by the Nipissing District in the north. The eastern edge abuts the western boundary of Algonquin Provincial Park.

The total population of the Almaguin Highlands region is 18,226³ (excludes Laurier, Lount, and Ballantyne as data is not available).

The area is home to a large cottage and seasonal population, which increases the overall population by approximately 50,000⁴ in the summer months.



³ Statistics Canada. 2016. statcan.gc.ca

⁴ Ontario Provincial Police. Almaguin Highlands Detachment 2017-2019 Action Plan. <https://www.armourtownship.ca/documents/notices/CORPORATE/2017-2019AlmaguinOPP.pdf>

Agricultural Profile

The 2016 Census of Agriculture counted 193,492 farms in Canada, a 5.9% decrease from the previous census in 2011.⁵ In that same time period, the Parry Sound and Nipissing Districts saw an 18% decrease in the number of farms going from 573 in 2011 to 470 in 2016.

Total Number of Census Farms

District	Number of Census Farms - 2006	Number of Census Farms - 2011	Number of Census Farms - 2016
Parry Sound	338	326	252
Nipissing	272	247	218
Total Farms	610	573	470

Source: OMAFRA, <http://www.omafra.gov.on.ca/english/stats/census/cty30.htm>

In Almaguin Highlands, according to the survey, consultations and interviews, there is a trend concentrated on micro, hobby, small-scale and specialized production that includes meats, produce, honey, maple syrup and eggs. This trend provides an opportunity to develop an agritourism sector that caters to the urban demographic, a target market that typically has more disposable income with a desire to connect with rural communities, to learn about where food comes from and enjoy authentic rural experiences.

Farmers are now less dependent on a single crop or product. Agritourism brings the arrival of new tourists and customers and allows the growers and producers the ability to diversify their income through u-pick fruit farms, small shops or farms gate stands, market stalls, production of preserved or baked products and on farm education and experiences.

Census Farm - Total Value of Sales - 2016

Counties & Districts	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 to \$249,999	\$250,000 to \$499,999	\$500,000 to \$999,999	\$1,000,000 and over	Total farms	Total value of sales \$'000
Parry Sound	195	22	20	6	7	2	-	252	8,699
Nipissing	133	28	26	13	13	5	-	218	14,497

Source: OMAFRA, http://www.omafra.gov.on.ca/english/stats/census/cty34_16.htm

Census Farms Classified by Industry, by County, Ontario - 2016

District	Beef cattle	Dairy cattle and milk	Hog and pig	Poultry and egg	Sheep and goat	Oilseed and grain	Vegetable	Fruit	Greenhouse, nursery and floriculture	Other	Total
Parry Sound	35	5	0	8	10	3	10	2	10	169	252
Nipissing	36	7	1	4	7	22	9	2	3	127	218

Source: OMAFRA, http://www.omafra.gov.on.ca/english/stats/census/cty35_16.htm

⁵ Statistics Canada. 2016. Farm and Farm Operator Data, 2016 Census of Agriculture <https://www150.statcan.gc.ca/n1/pub/95-640-x/95-640-x2016001-eng.htm>

Stakeholder Engagement Strategy

This strategy will improve local food awareness, access, and production and encourage stakeholder engagement. Many successful agri-food initiatives currently exist throughout the Almaguin Highlands region. ACED is looking to support these and develop new initiatives to increase local food spending by residents and visitors in the area.

Methodology

The report was developed through an online survey, stakeholder consultations, one-on-one interviews and secondary research. The secondary research was focused on agri-food and culinary tourism strategies from similar municipalities, as well as reports developed locally, including the Regional Economic Development Strategic Plan.

How Did ACED Engage Local Agri-Food and Culinary Businesses?

The online survey was completed by 75 respondents, the majority from the farming (39%), production, food retail (10%) and restaurant sectors (15%). The top crops/foods produced are:

Vegetables	Herbs
Eggs	Beef
Maple Syrup	Poultry

Three stakeholder consultations were held with 19 representatives from the agriculture and culinary sectors and a session designed specifically for representatives from the municipal sector. Five phone interviews were conducted with agriculture experts and policy makers. Sectors included in the consultations:

Farmers	Food Retailers
Food Producers	Municipalities
Restaurants	Provincial Agencies

What Priorities Were Identified for ACED to Support Agri-Food & Culinary Businesses?

Marketing & Advertising Support
Organize Events
Support Micro & Hobby Farms
Assist with Funding Opportunities

Strategic Objectives

The following strategic objectives are based on the feedback from the survey and consultations conducted in September 2020.

Four strategic objectives were identified to grow and sustain the agri-food sector in the Almaguin Highlands. They are accompanied by action items that are practical and attainable and will help strengthen the agri-food and culinary sector in the Almaguin Highlands.

CONNECT

Connect consumers, producers, retailers & restaurants by ensuring they have up-to-date and relevant information.

EDUCATE

Educate consumers, producers, and businesses on the value of local food.

CELEBRATE

Celebrate local food by developing and promoting food tourism initiatives.

ENHANCE

Enhance production, processing and distribution opportunities.



1. CONNECT

Creating partnerships and connecting growers, producers, retailers, and consumers will develop relationships within the agri-food community and strengthen the agriculture and culinary sector. Together, ACED and Strexer Harrop and Associates began building a database of local food stakeholders. The database will create a network of growers, producers, retailers, and restaurants that can share food information. It can be used to develop an agri-food map and an email newsletter distribution list.

Of the restaurants and food retailers from the online survey, only 34% usually or always purchase directly from local producers, while 94% would be interested in purchasing more local goods and 85% are interested in being connected with producers in the area. Insufficient quantities, seasonality, and cost are the top barriers that prevent a business from purchasing local food.

“We have been in operation for eight years and still find it hard to find information on local food..., and we’re very food savvy.”

Survey respondent, September 2020

85%

of restaurants and food retailers are interested in being connected with producers in the area.

*Online Survey,
September 2020*

There is a need for a centralized location for all local food information. It is recommended that ACED take the lead and develop a webpage dedicated to local food and agriculture.

Participation and engagement from growers, producers, retailers, and restaurants can increase by ensuring each group has up-to-date and relevant information. The relationships that are built between stakeholders will lead to better utilization of resources.

Growers and producers asked for a way to connect with buyers. They indicated that e-mail is the preferred way to send and receive information about food. ACED can take the lead and develop an e-mail newsletter.



1. CONNECT

Action Item	Recommended Timeline	Resource Considerations (Approximate)
1.1 CUSTOMER RELATIONSHIP MANAGEMENT (CRM)		
1.1.1 Select a CRM system that includes an email marketing platform that will become the foundation of ACED's stakeholder engagement strategy (SES). The CRM will be a central place to store, track and report on all stakeholder engagement activity.	2021 Q1	\$100/month
1.1.2 Configure CRM to meet the needs of ACED - including importing existing business directories and contact information.	2021 Q1	CRM Consultant \$1000 - \$2000
1.1.3 Utilizing the CRM, develop an email newsletter that connects producers with buyers, ensuring that stakeholder relationships are nurtured over time.	2021 Q2	3-5 Hours Per Newsletter
1.2 WEBSITE		
1.2.1 Add an "Agriculture" page to the Invest Almaguin website (www.investalmaguin.ca/agriculture). <ul style="list-style-type: none"> Include content for agritourism and local food to be used as a resource for businesses 	2021 Q1	15-20 Hours
1.2.2 Change the "Taste" page on the Almaguin Highlands website to "Local Food" (almaguinhighlandstourism.ca/category/business/local-food). <ul style="list-style-type: none"> Include restaurants, local food retailers, farmers' markets and food stands 	2021 Q1	15-20 Hours

Action Item	Recommended Timeline	Resource Considerations (Approximate)
1.2.3 Create a Google map to showcase local food stakeholders on the Invest Almaguin website and Almaguin Highlands Tourism website.	2021 Q1	5-10 Hours
1.2.4 Create a form that allows event organizers to notify ACED of an agritourism event that can be promoted on a central calendar on the Almaguin Highlands Tourism website. Include this link in each email newsletter.	2021 Q3	3-5 Hours
1.2.5 Create a form that allows growers and producers to notify ACED when they have or are looking for products to cross sell, or if they are looking to share equipment or combine deliveries/shipments. Include this link in each email newsletter.	2021 Q3	3-5 Hours
1.3 PARTNERSHIPS		
1.3.1 Work with the Chamber of Commerce to develop a series of 'meet the producer' or 'meet the owner' events for business owners in the agri-food sector.	2021 Q4	As Required
1.3.2 Attend agricultural conferences to meet local producers and key stakeholders and identify opportunities to connect businesses with funders and other service providers.	Ongoing	As Required

References

Farm to Table - Northern Ontario: <https://www.facebook.com/groups/3084938674869905/>
 Northern Ontario Ag Conference: <https://www.nofia-agri.com/northern-ontario-ag-conference>
 OFA Farm Inputs Directory: <https://ofa.on.ca/farm-inputs/>
 Rural Agri-Innovation Network: <http://rainalgoma.ca/>

2. EDUCATE

Educating consumers, producers, and businesses by sharing resources, ideas, and experiences will increase local food awareness within the Almaguin Highlands.

Consumers need to know the importance of buying and eating local. Telling the story of where food comes from and what is available in the different seasons is a critical component to increasing local food value. It is easy to think about fresh produce in the summer and fall, but local food is available year-round - eggs, poultry, pork, beef, maple syrup, honey. There is an opportunity to educate consumers on what can be done to enjoy local food in all four seasons.

We can look beyond the growing season by encouraging year-round food production. One way is to increase the shelf life of products through canning and preserving. Processing food can be intimidating to younger producers who may not benefit from the generational knowledge transfer that was typical decades ago. The production of longer shelf items can accommodate the significant seasonal population growth in the summer and provide product selection throughout the year.

Local food producers and businesses indicated they wanted assistance with their marketing efforts. ACED can support agri-food businesses by sharing resources to start or grow their business, including business plans and market research. There is an opportunity for ACED to work with the existing Farmers' Markets to build their online presence and appeal to a wider audience.

1/4

of survey respondents
rated their
knowledge of
local food

as low or very low.

Online Survey,
September 2020



2. EDUCATE

Action Item	Recommended Timeline	Resource Considerations (Approximate)
2.1 COMMUNICATIONS		
2.1.1 Develop a communications strategy to promote the benefits of local food and share information on local food events, what products are in season and where to buy them. Include social media campaigns, consumer/visitor newsletter, community bulletin boards, podcasts and videos.	Strategy 2021 Q1 Begin Implementation 2021 Q1	40 Hours \$500 Per Month (Social Media Advertising)
2.1.2 On the investalmaguin.ca website, add a resource page for agri-food and culinary professionals. Include how-to guides, best practices and links.	2021 Q2	5-10 Hours
2.1.3 Work with OMAFRA to promote the "Starting a Farm in Northern Ontario" course throughout the region.	Ongoing	3-5 Hours Per Newsletter
2.1.4 Build relationships with Horticultural Societies and Cottage Associations - provide content for their newsletters and speak at their meetings to showcase businesses producing and selling local food.	Ongoing	As Required
2.2 PARTNERSHIPS		
2.2.1 Work with the Farmers' Markets in Almaguin Highlands to increase their web presence and provide more details on the food and products sold.	2021 Q1	20 Hours
2.2.2 Support Agricultural Societies and Farmers' Markets to update their strategic plans and/or business plans to ensure sustainability.	2021 Q2	As Required

Action Item	Recommended Timeline	Resource Considerations (Approximate)
2.2.3 Support mentorships between experienced producers and those new to farming, baking, preserving, and foraging.	2022	As Required
2.2.4 Work with agricultural societies, the health unit, municipalities, school boards, growers, and producers to provide learning opportunities - including courses and workshops, recreational programming, co-op placements. Topics could include, but not limited to growing produce, harvesting, seed collection, foraging, baking, canning/preserving and food safety.	2022	As Required
2.2.5 Work with The Business Centre Nipissing Parry Sound to establish a program to support agrifood/culinary entrepreneurs with their business plans and marketing initiatives.	2022	40 Hours

References

Agricultural Research in Northern Ontario:
<http://www.omafra.gov.on.ca/english/northernagrifood/Mod-8.htm>
 Always in Season: A Toolkit for Local Food Practitioners
<https://ofa.on.ca/AlwaysinSeason/>
 Farm North: <http://www.farmnorth.com/>
 Farmers' Markets Ontario: <https://www.farmersmarketsontario.com/>
 Grow North: <https://www.nofia-agri.com/grow-north-blog>
 Junior Farmers Association of Ontario: <https://www.jfao.on.ca/>
 Northern Ontario Agri-Food Strategy:
<http://www.omafra.gov.on.ca/english/northernagrifood/noas.htm>

“[We need] education and more public awareness.”

Survey respondent, September 2020



3. CELEBRATE

Celebrating agritourism events will increase tourism in the region. ACED can help producers, retailers, and restaurants celebrate with tourism initiatives designed to showcase local food.

Throughout the consultation process, participants provided feedback on what makes a successful event. Successful events must have a lot of vendors, activities for all ages, and be family-friendly.

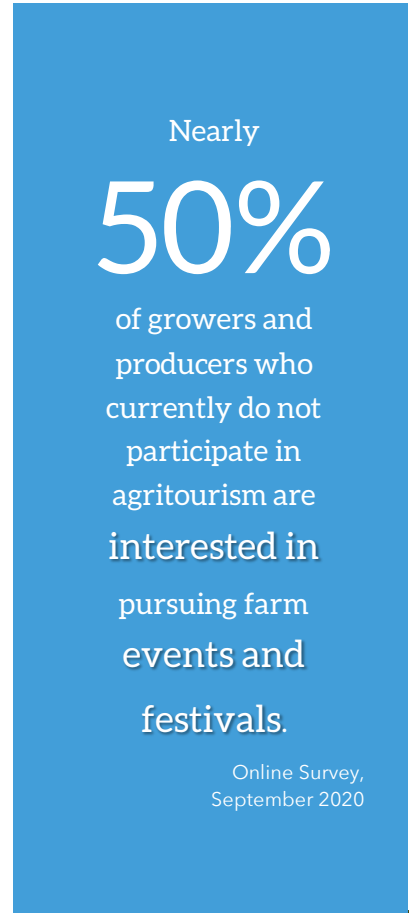
The RED Strategic Plan noted that large festivals and events would be difficult to host due to limited accommodations in the area. It was also recommended to focus on initiatives that would extend the season whenever possible. Explorer's Edge has an excellent online presence, and ACED should work collaboratively to ensure all local food sector businesses and experiences are incorporated on their website.

Of the farmers and food producers who currently do not participate in agri-food tourism events, nearly half (47.8%) have plans or are interested in pursuing farm events and festivals. Cost and time are the top two barriers when it comes to participating in agri-food tourism.

"Communities must work together; this area has tremendous potential for year-round tourism."

Survey respondent, September 2020

Events are weather dependent; poor weather can spoil even the most well-planned celebration. Event organizers should recognize the effort and time it takes on the growers, producers, and restaurants. It was noted that fall is a hectic time for everyone - very few producers can take time away from the farm to support an event. Events in the winter should be considered in order to get maximum participation from the agricultural community - especially when looking for volunteers.



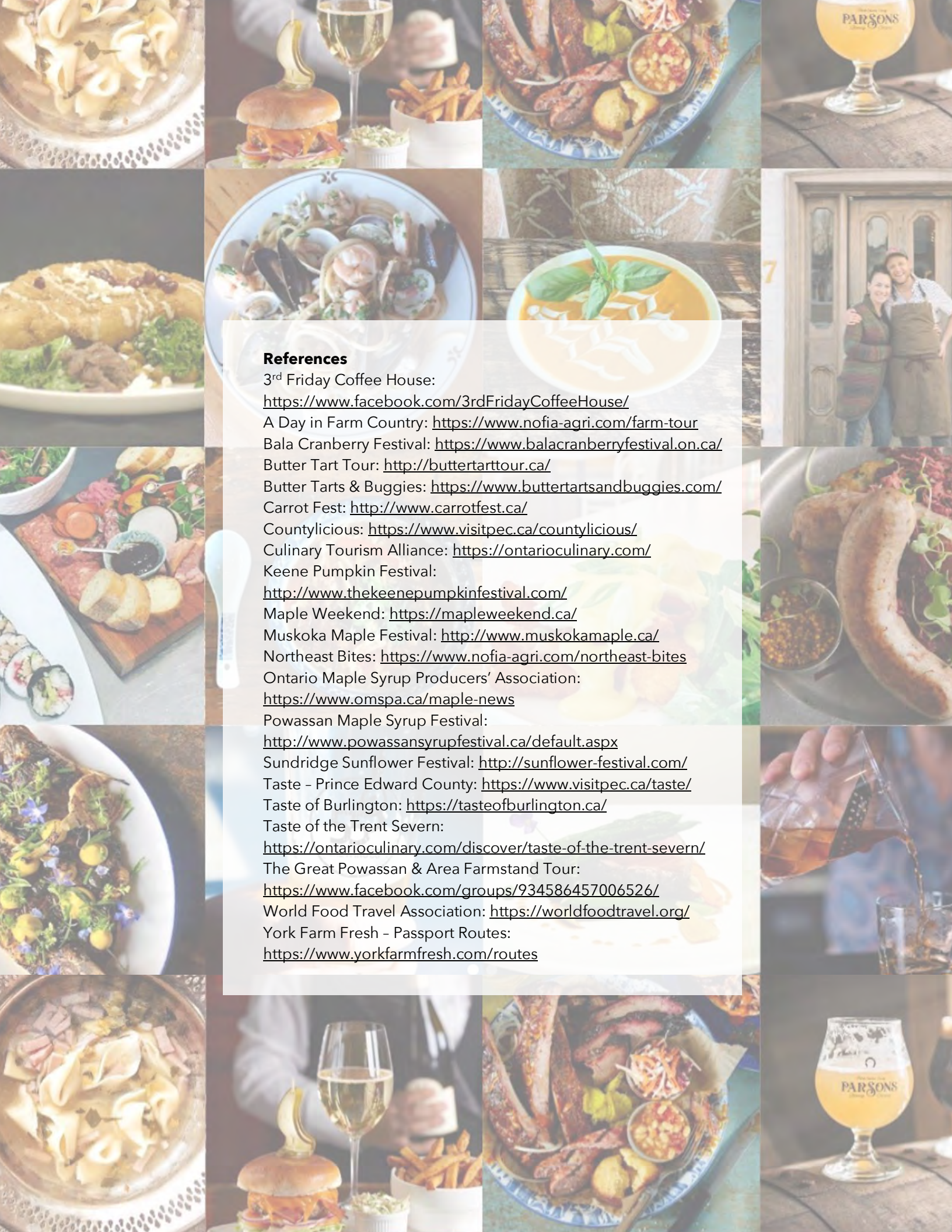
3. CELEBRATE

Action Item	Recommended Timeline	Resource Considerations (Approximate)
3.1 COMMUNICATIONS		
3.1.1 Develop a regional local food brand. <ul style="list-style-type: none"> Encourage businesses and producers to use the logo for food products ie. labels, shopping bags, signage, events, menus. 	2021 Q2	Design \$2500 Implementation/ Printing \$5000
3.1.2 Work with Explorer’s Edge (RT012) to incorporate a local food section on their website.	2021 Q2	5-10 Hours
3.1.3 Work with the Almaguin Highlands Chamber of Commerce to include a section in the Community Guide & Directory called “Taste”.	2021 Q2	5-10ours
3.1.4 Encourage local agri-food and culinary businesses to participate in established events and/or social media campaigns. <ul style="list-style-type: none"> Local Food Week (June) #LoveONTfood World Food Travel Day (April 18) i. #WorldFoodTravelDay Ontario Agriculture Week (October) #LoveONTfood Maple Weekend (April) 	Ongoing	As Required



Action Item	Recommended Timeline	Resource Considerations (Approximate)
3.2 PRODUCT DEVELOPMENT		
3.2.1 Work with restaurants and food trucks to create a moveable feast that has consumers visiting restaurants and farms at their pace ie. Northeast Bites, Countylicious.	2021 Q3	100+ Hours \$5000
3.2.2 Work with agritourism stakeholders to create a tour that is included on the Ontario Culinary website under "Destinations" (https://ontarioculinary.com/destinations/).	2021 Q4	100+ Hours \$5000
3.2.3 Develop an event toolkit for event organizers. <ul style="list-style-type: none"> • Include a step-by-step sponsorship guide that include resources for who to contact and how - including local businesses, provincial/national marketing boards ie. Egg Farmers, Dairy Farmers of Canada, corporations in the food industry ie. Seed companies, preserving/canning supplies, gardening/farming supplies. • Include templates for developing a communication plan and event marketing materials. 	2022	40-50 Hours





References

3rd Friday Coffee House:

<https://www.facebook.com/3rdFridayCoffeeHouse/>

A Day in Farm Country: <https://www.nofia-agri.com/farm-tour>

Bala Cranberry Festival: <https://www.balacranberryfestival.on.ca/>

Butter Tart Tour: <http://buttertarttour.ca/>

Butter Tarts & Buggies: <https://www.buttertartsandbuggies.com/>

Carrot Fest: <http://www.carrotfest.ca/>

Countylicious: <https://www.visitpec.ca/countylicious/>

Culinary Tourism Alliance: <https://ontarioculinary.com/>

Keene Pumpkin Festival:

<http://www.thekeenepumpkinfestival.com/>

Maple Weekend: <https://mapleweekend.ca/>

Muskoka Maple Festival: <http://www.muskokamaple.ca/>

Northeast Bites: <https://www.nofia-agri.com/northeast-bites>

Ontario Maple Syrup Producers' Association:

<https://www.omspa.ca/maple-news>

Powassan Maple Syrup Festival:

<http://www.powassansyrupfestival.ca/default.aspx>

Sundridge Sunflower Festival: <http://sunflower-festival.com/>

Taste - Prince Edward County: <https://www.visitpec.ca/taste/>

Taste of Burlington: <https://tasteofburlington.ca/>

Taste of the Trent Severn:

<https://ontarioculinary.com/discover/taste-of-the-trent-severn/>

The Great Powassan & Area Farmstand Tour:

<https://www.facebook.com/groups/934586457006526/>

World Food Travel Association: <https://worldfoodtravel.org/>

York Farm Fresh - Passport Routes:

<https://www.yorkfarmfresh.com/routes>



4. ENHANCE

By supporting existing businesses ACED can enhance the sustainability of the agri-food sector in Almaguin Highlands. There are opportunities for ACED to work with the Ontario Ministry of Agriculture, Food & Rural Affairs (OMAFRA) and the Northern Ontario Farm Innovation Alliance (NOFIA) to advocate for growers and producers. Growth prospects will improve if the gaps in the transportation networks, storage, packing, processing, and distribution facilities close.⁶

The stakeholder consultations revealed that there are year-round opportunities to extend the growing season, however these measures can be cost prohibitive to producers. Investment opportunities include greenhouses, hydroponics, food processing facilities, mobile abattoirs, cold storage, canning, and preserving equipment.

ACED can support agri-food businesses with grant and loan applications and where applicable, apply for funding on behalf of the region.

Over
80%
Of farmers and food
producers sell their
products at the farm
gate.

Online Survey,
September 2020

⁶ Northern Ontario Agri-Food Strategy, Strengthening the Agriculture, Aquaculture and Food Sector

4. ENHANCE

Action Item	Recommended Timeline	Resource Considerations (Approximate)
4.1 Work with municipalities to add agriculture to Community Improvement Plans (CIP) to enhance farm stands, signage, etc.	Ongoing	As Required
4.2 Through enhanced communications with policy makers, seek out opportunities to advocate on behalf of local farmers where shared challenges are identified ie. regulatory challenges such as quotas.	Ongoing	As Required
4.3 Work with OMAFRA and the agricultural community to advocate for a mobile abattoir and/or apply for funding.	Ongoing	As Required
4.4 Work with agri-food businesses to apply for funding to enhance their operations.	Ongoing	As Required
4.5 Work with municipalities to apply for funding to enhance existing community infrastructure to support local food initiatives, such as Farmer's Markets, community gardens and community kitchens.	Ongoing	As Required
4.6 Provide support to new and/or young farmers to access financing from the CFDC.	Ongoing	As Required
4.7 Apply for funding for sustainable year-round support systems for producers, including cold storage, hydroponics, greenhouses, shipping and deliveries.	Ongoing	As Required

References

Mobile Abattoir Manual:

<https://foodsecurecanada.org/sites/foodsecurecanada.org/files/MobileAbattoirManual.pdf>

Ontario's Meat Inspection System:

<http://www.omafra.gov.on.ca/english/food/inspection/meatinsp/m-i-p-r/ontariomeatinspect.htm>

Acknowledgments

We would like to thank all participants of the Stakeholder Engagement Strategy including all of the businesses and organizations that completed the survey and attended the consultations.

Report prepared by
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Appendices

Northeast Bites



Northeast Bites

The Northeast Bites initiative began in 2017 to strengthen the capacity of northern agri-food producers to market their products. This was done by creating partnerships with various producers, processors and chefs across Northern Ontario to develop cohesive, well-rounded recipes that focused on unique northern ingredients. These recipes would be showcased at several events to connect consumers with local products and to help boost sales of Northern Ontario producers and processors. Taste experiences were created to enhance these products and marketing.





CRAFT BEER  **LOCAL BITES**

ONTARIO
Northeast Bites
 BOUCHÉES DU NORD-EST

Big Bites

- Grilled Bison Skewers
BISONS DU NORD
- The Roaster Burger
THE ROASTER
- Beau's Lug Tread Pulled Pork
ZANTES
- Gourmet Weenies
MEG'S GRILL A LACARTE

Small Bites

- Charcuterie & Curd Cones
THORNLOE
- Parmesan Frites
FOODS BY NATURE
- Charred Quinoa Salad
ZANTES
- Savoury Popcorn
NANA'S KETTLE CORN
- Spiced UP Butter Tarts
DOWN BY THE BAY
- Crepes & Berries
CAFÉ METEOR BISTRO

Countylicious

The screenshot shows the 'Countylicious 2020' website. At the top, the navigation bar includes 'Prince Edward County Official Tourism Site', 'Explore', 'Do', 'Taste', 'Stay', 'Plan', and a search icon. The main banner features a bowl of soup with a spoon and the text 'Countylicious 2020' and 'Feast Your Way Through The County's Restaurants Oct 30-Nov 22.' Below this, the 'Participating Restaurants' section is displayed in a grid. The first row includes: 555 Brewing Co. (\$20 Lunch Dine-In), 7 Numbers Picton (\$20 3-Course Lunch & \$40 3-Course Dinner Dine-In), Big Mike's BBQ (\$20 3-Course Lunch Dine-In & Take-Out), and Bloomfield Public House Market (\$20 Brown Bag Lunch & \$40 Dinner for Two Take-Out). The second row shows four more restaurant images. Below the grid is the 'Featured Producers' section, which includes: Fifth Town Artisan Cheese Co. (Learn More), Walt's Sugar Shack (Learn More), Blue Wheelbarrow Farm (Learn More), and County Catch (Learn More). Navigation arrows are visible on the left and right sides of the featured producers section.

Participating Restaurants

- 555 Brewing Co.**
\$20 Lunch (Dine-In)
- 7 Numbers Picton**
\$20 3-Course Lunch & \$40 3-Course Dinner (Dine-In)
- Big Mike's BBQ**
\$20 3-Course Lunch (Dine-In & Take-Out)
- Bloomfield Public House Market**
\$20 Brown Bag Lunch & \$40 Dinner for Two (Take-Out)

Featured Producers

- Fifth Town Artisan Cheese Co.**
[Learn More](#)
- Walt's Sugar Shack**
[Learn More](#)
- Blue Wheelbarrow Farm**
[Learn More](#)
- County Catch**
[Learn More](#)

countylicious staycation passport CONTEST

visitthecounty • Follow

visitthecounty Countylicious Staycation Passport CONTEST ALERT!

Countylicious runs from October 30 - November 22. Feast your way through #TheCounty on the ultimate culinary staycation, and enter to WIN!

Visit at least 3 Countylicious restaurants and be entered in a draw to win one of two Deluxe County Staycation prizes including an overnight stay at a Stay PEC Member Accommodation and a basket of County-made gifts curated by Busy Hands Artisan Sale!

Liked by countybuzz and 94 others
1 DAY AGO

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Countylicious At Home



Butter Tart Tour

KAWARTHAS NORTHUMBERLAND
BUTTER TART
Tour

The Butter Tart The Experience Meet Our Bakers Taste-Off Butter Tart Tour by Boat

COME HAVE A LITTLE
Tart to Tart
IN KAWARTHAS NORTHUMBERLAND

What is the Butter Tart Tour?

While we didn't invent the iconic Canadian treat that is the butter tart, we've most certainly perfected the delivery of these sweet treats! The Kawartha Northumberland Butter Tart Tour combines dozens of stops offering some of the best butter tarts in Ontario into one fun-filled, family-friendly tour.

What is a butter tart?

At its most basic, a butter tart is simply butter, sugar, syrup, and eggs. The magic happens when these simple ingredients are combined and baked in a pastry shell until golden brown and the filling is semi-solid – or really runny depending on your tastes and baking style. This simple combination is what was featured in the first known printed recipe from the early 1900s. Found in the Royal Victoria Cookbook by The Women's Auxiliary to the Royal Victoria Hospital located in Barrie, ON, this simple tart has become a staple of the Canadian cuisine landscape.

But it gets better... tarts can also include tasty add-ins too! Think raisins, pecans, walnuts, currants or even more adventurous additions such as fruits and crème fillings. The pastry crust can be flaky, or firm, or even made from shortbread, which packs a scrumptious crunch! Several stops on the Tour offer gluten-free versions too!

VENDORS WANTED!

How Your Business can Join

Operate a business that wants to get in on the sweet action? If you meet the following criteria, you may be eligible to become a member of the Butter Tart Tour!

- ✓ Located in the Kawartha Northumberland region
- ✓ Butter tarts must be produced in the Kawartha Northumberland region
- ✓ Open on a posted schedule in a recurring location
- ✓ Operate a commercially – certified kitchen
- ✓ Offer butter tarts for purchase – in singles and multiples – each day of business operation

For full details and contact information, please [contact us \(RTO8\)](#).

Kawartha
NORTHUMBERLAND

Kawartha Lakes - Northumberland County
Peterborough & the Kawartha

Ontario



#ButterTartTour



How to experience

Enjoy The Butter Tart Tour all year long at your own pace!

With **over 50 stops** on the Tour, there's dozens of different places to visit and as many versions to sample. Got a butter tart craving but are short on time? Plan a day-trip and visit a stop or two! Really wish to sink your sweet tooth into it? Plan to try several stops over two or three days.

To really enjoy the flavour of Kawartha Northumberland, consider a stay at one of the many welcoming [hotels, resorts, inns, or bed & breakfasts](#) spread across the region.



OVER
50 STOPS!



Agriculture & Culinary Stakeholder Engagement Strategy (SES)
Stakeholder Engagement Report





Stakeholder Engagement Overview

Online survey

- 24 question survey
- Opened August 6th 2020
- Closed August 30th 2020
- 75 respondents completed the survey

Stakeholder Consultations

- Three consultations
- September 2020
- 19 participants attended the sessions

Phone Interviews

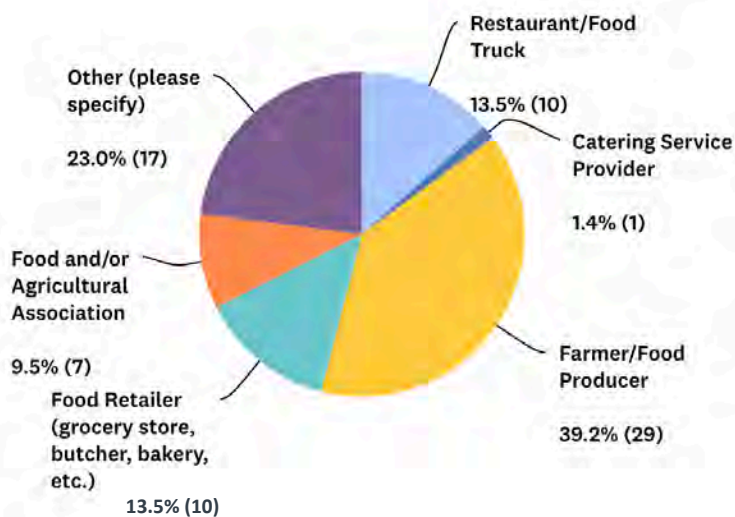
- Five interviews
- September 2020

Online Survey Results

Q1

Which sector best represents you? (Choose your primary sector)

Answered: 74 Skipped: 1



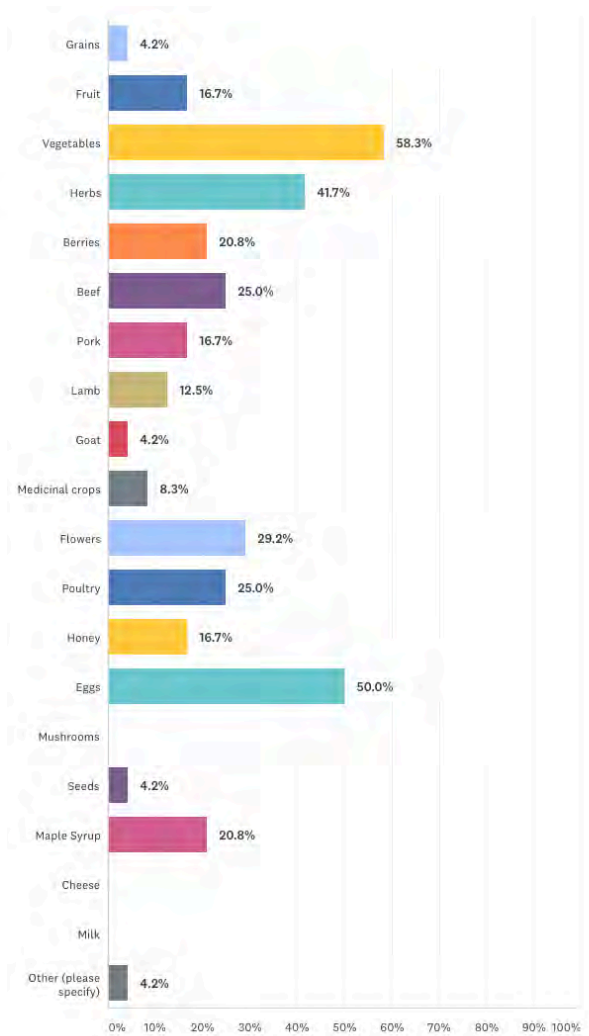
- Farmers and food producers made up nearly 40% of respondents.
- Of the 23% of "Other" responses, 76% said they were consumers. Additional responses were: food security and education, municipal employee, accommodations with served meals.

Q2

Which crops/food do you produce? (Check all that apply)

Answered: 24 Skipped: 51

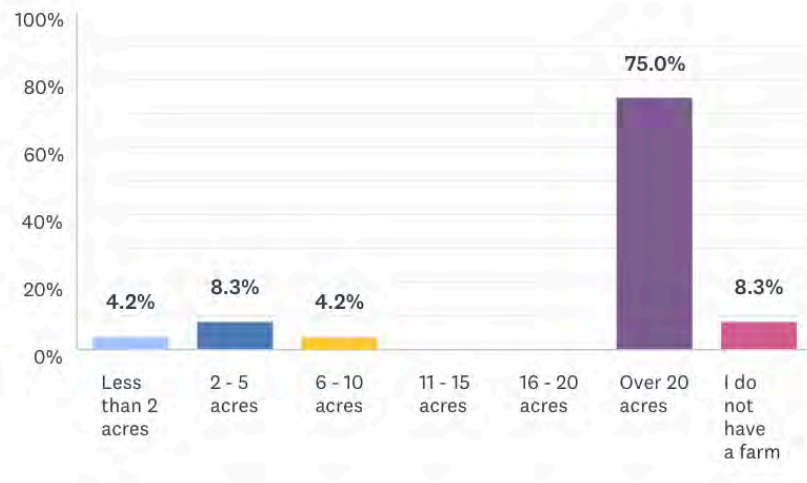
- Of the Farmers and food producer respondents, nearly 60% grow vegetables and half (50%) produce eggs.
- Over 40% of these respondents grow herbs.



Q3

What is the size of your farm?

Answered: 24 Skipped: 51



- Of the Farmers and food producer respondents, 75% have farms over 20 acres in size.

Q4

How much land do you actively farm?

Answered: 24 Skipped: 51

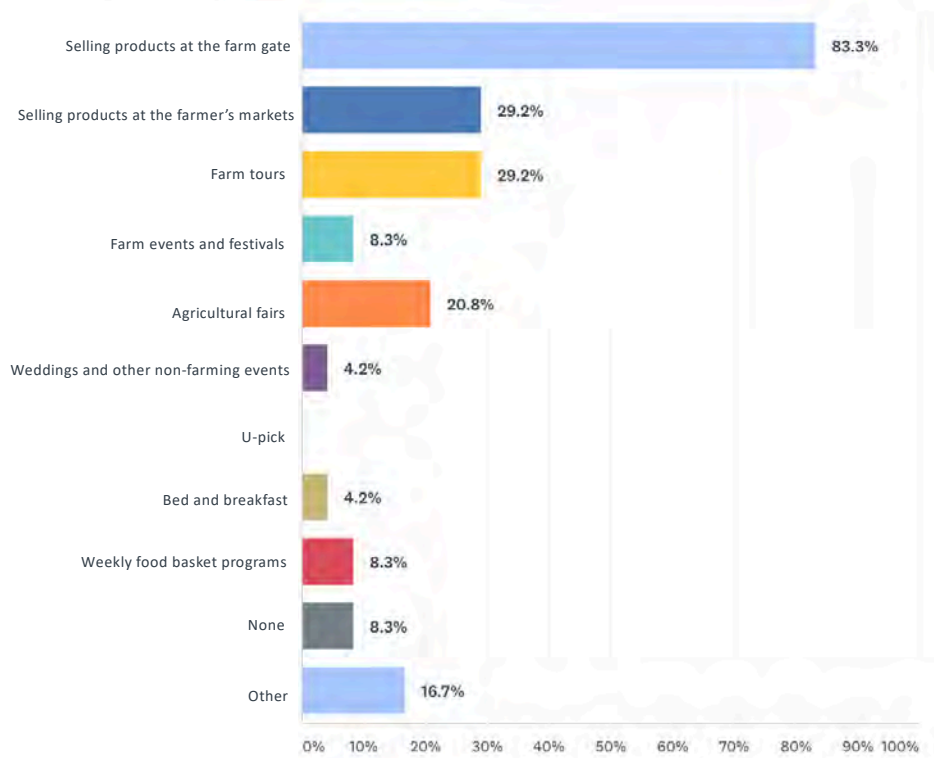


- Of the Farmers and food producer respondents, just over 40% farm over 20 acres, while nearly 40% farm less than 2 acres.

Q5

Are you involved with any of the following? (Check all that apply)

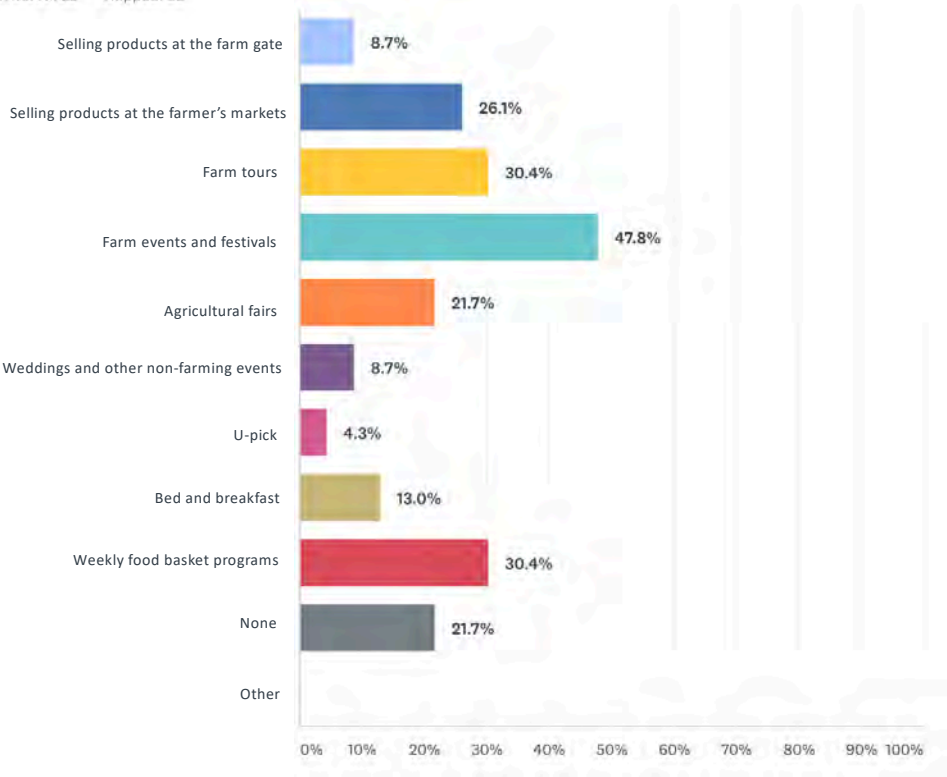
Answered: 24 Skipped: 51



- Over 80% of Farmers and food producer respondents sell their products at the farm gate, followed by 30% who said they sell at farmer's markets and 30% who do farm tours.

Q6 Do you have plans or interest in pursuing any of the following? (Check all that apply)

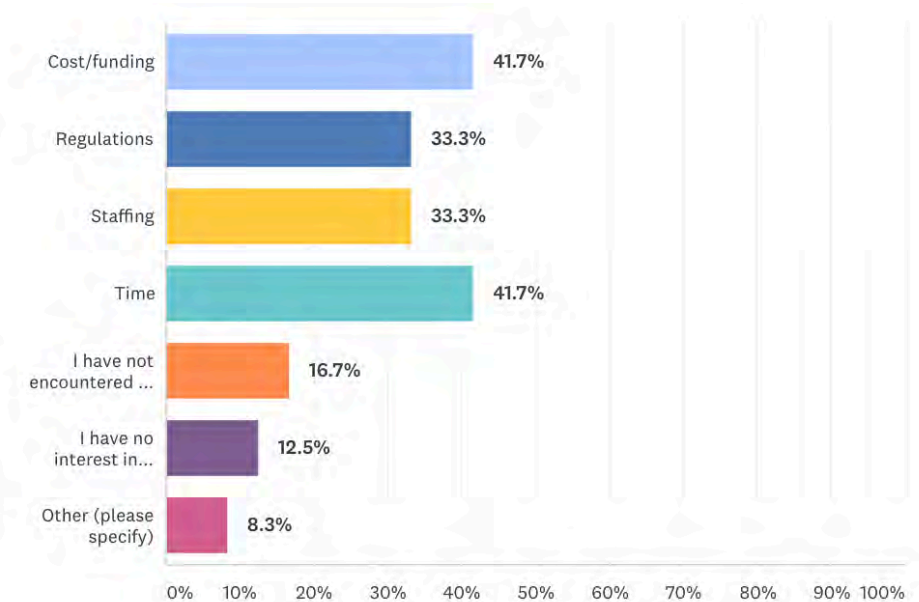
Answered: 23 Skipped: 52



- Of the Farmers and food producer respondents that do not currently pursue any of the above activities, nearly half (47.8%) have plans or are interested in pursuing farm events and festivals, followed by 30% with an interest in weekly food basket programs and farm tours.

q7 Have you encountered any barriers when it comes to participating in agri-tourism ie) farm gate sales, farmers markets, tours, events, festivals, fairs, u-pick, etc.? (Check all that apply)

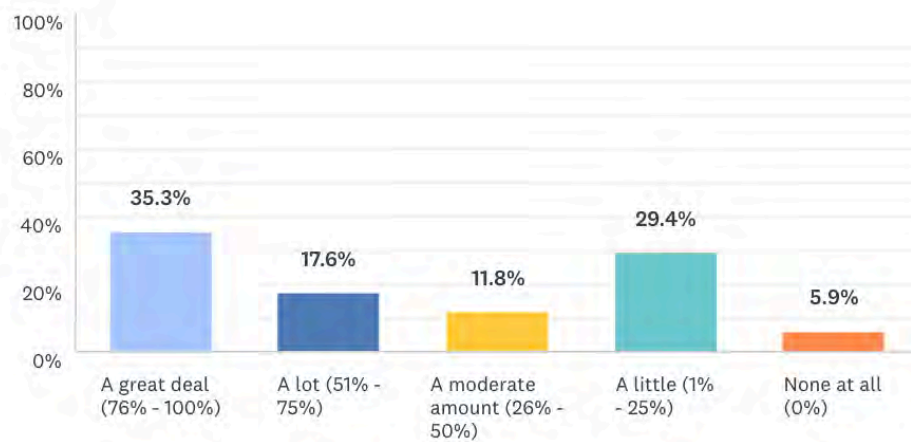
Answered: 24 Skipped: 51



- The top barriers when it comes to participating in agri-tourism are cost and time, followed by regulations and staffing.

Q8 For your business, what percentage of food is purchased locally?

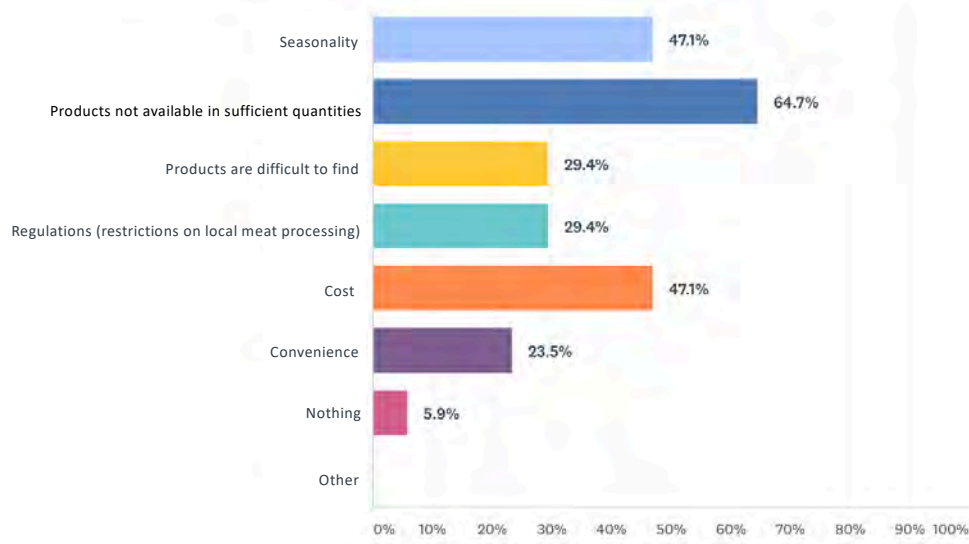
Answered: 17 Skipped: 58



- The majority of restaurant, food truck and catering respondents (53%) purchase over half of their food locally.

Q9 What prevents or limits you from purchasing locally grown food and products? (Check all that apply)

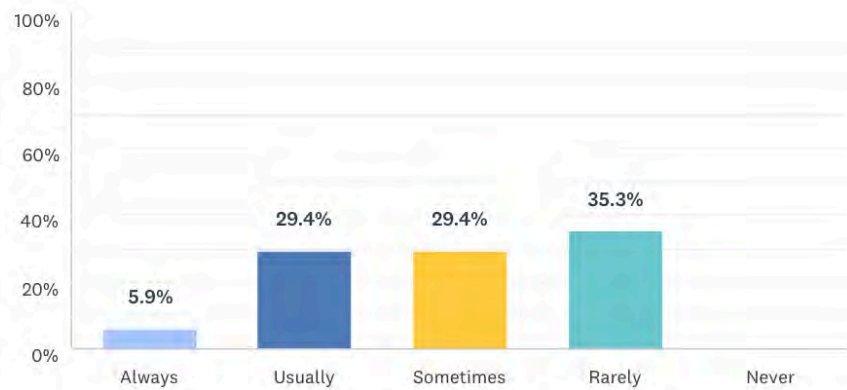
Answered: 17 Skipped: 58



- Products not available in sufficient quantities was the top barrier that prevent or limits restaurant, food truck and catering respondents from purchasing local food, followed by seasonality and cost.

Q10 Do you purchase food and beverages directly from producers?

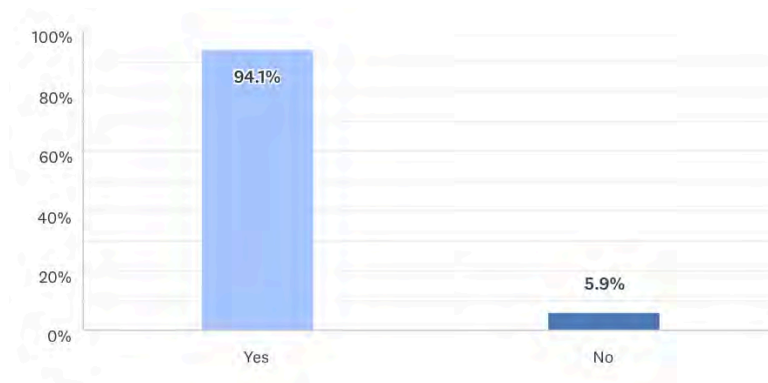
Answered: 17 Skipped: 58



- Thirty-five percent of restaurant, food truck and catering respondents purchase food and beverages directly from producers, while 65% said they sometimes or rarely purchase directly from producers.

q11 Are you interested in purchasing more local goods?

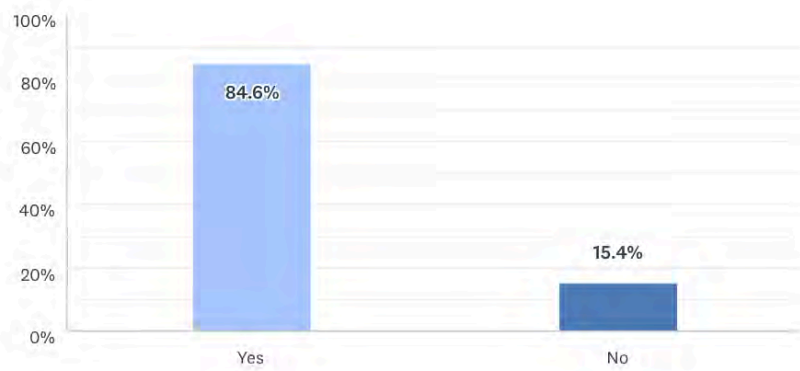
Answered: 17 Skipped: 58



- Over 94% of restaurant, food truck and catering respondents are interested in purchasing more local goods.

Q12 Would you like to be connected with producers in your area?

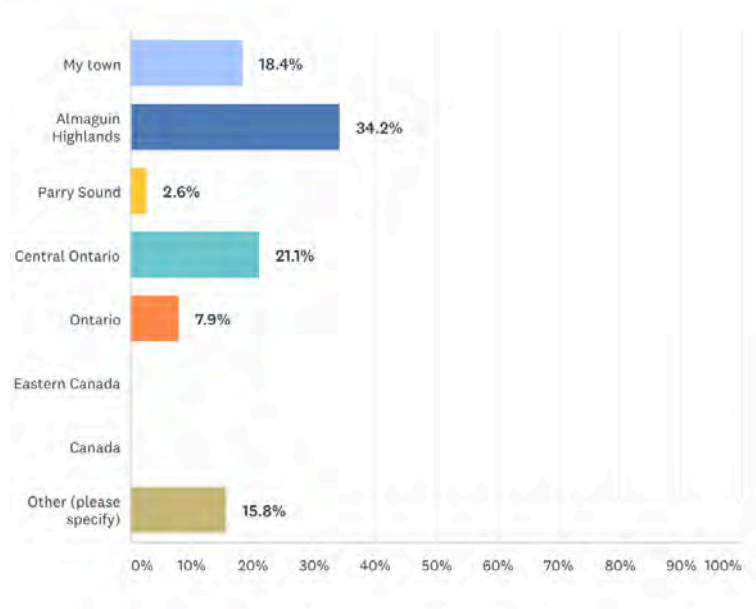
Answered: 13 Skipped: 62



- Nearly 85% of restaurant, food truck and catering respondents are interested in being connected with producers in their area.

Q13 How do you define local food?

Answered: 38 Skipped: 37

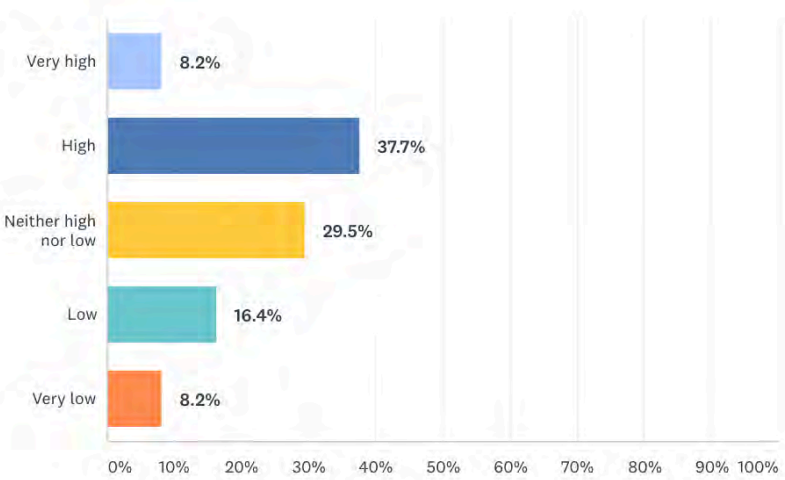


- Over 34% of restaurant, food truck and catering respondents defined local as being Almaguin Highlands, followed by 20% that said Central Ontario.

Other responses were: Parry Sound, Nippissing, Muskoka, Northern Ontario, as local a possible, 100km radius and 100 mile circumference.

Q14 How would you rank your knowledge about local food production and agriculture within Almaguin Highlands?

Answered: 61 Skipped: 14



- Nearly half of respondents (46%) ranked their knowledge about food and agriculture at high or very high. Less than a quarter (24%) ranked their knowledge about food and agriculture at low or very low.

Q15 Rank the following in order of the importance to protect farmland? (#1 = most important, #6 = least important)

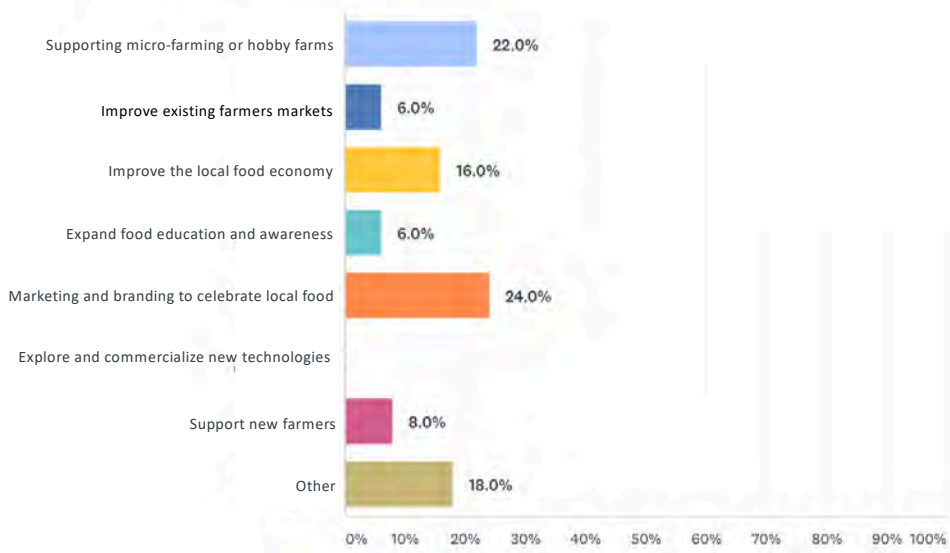
Answered: 57 Skipped: 18

- #1 Fresh produce and agricultural products
- #2 Food security
- #3 Local economy
- #4 Protecting wildlife and the environment
- #5 Food tourism
- #6 Maintaining views/greenscapes

- Fresh produce and agricultural products was ranked as the most important reason to protect farmland by 40% of the respondents.

Q16 What is the most important food system that the area should focus on?

Answered: 50 Skipped: 25

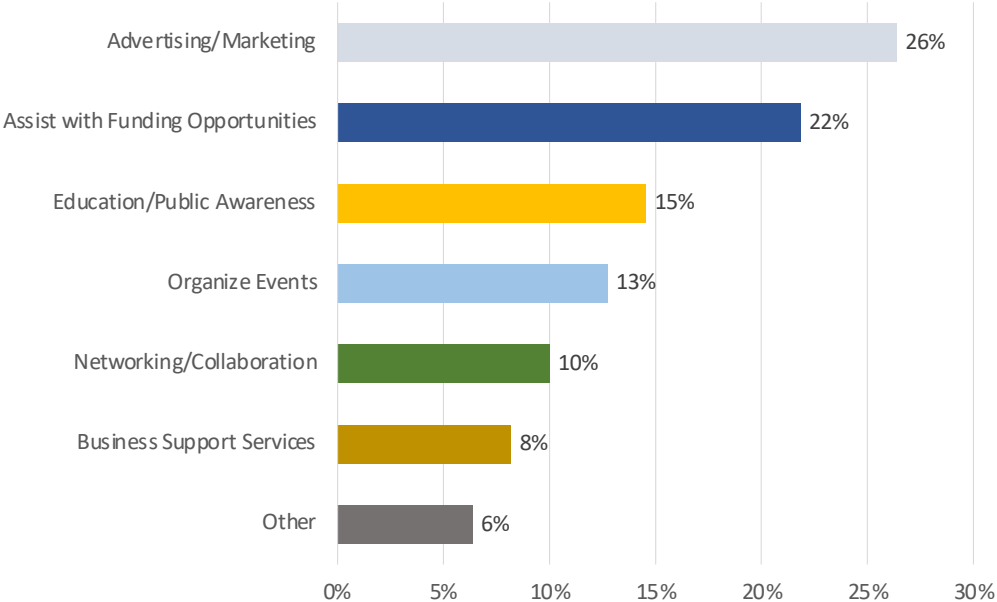


- Marketing and supporting micro and hobby farms were the top food system choices that the area should focus on (24% and 22% respectively).

Other responses: support existing farmers, support local businesses that sell local goods, education.

Q17 How can Almaguin Community Economic Development support agricultural producers in the Almaguin Highlands? (List up to 3 options)

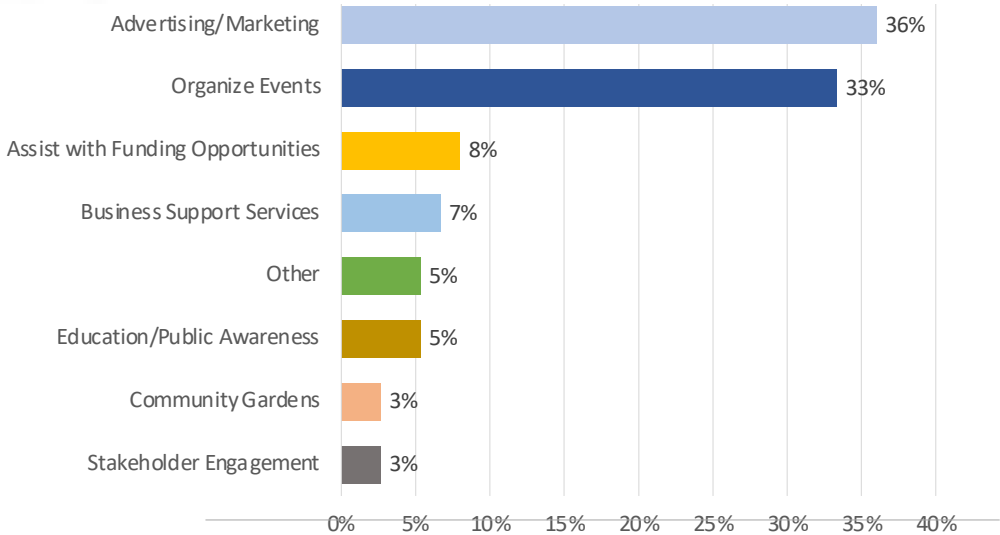
Answered: 41 Skipped: 34



- Twenty-six percent (26%) of respondents said ACED could support agricultural producers with advertising and marketing support, followed by 22% that said they wanted assistance with funding opportunities. See comments in Appendix.

Q18 How can Almaguin Community Economic Development help to promote agri-food products and experiences in the Almaguin Highlands? (List up to 3 options)

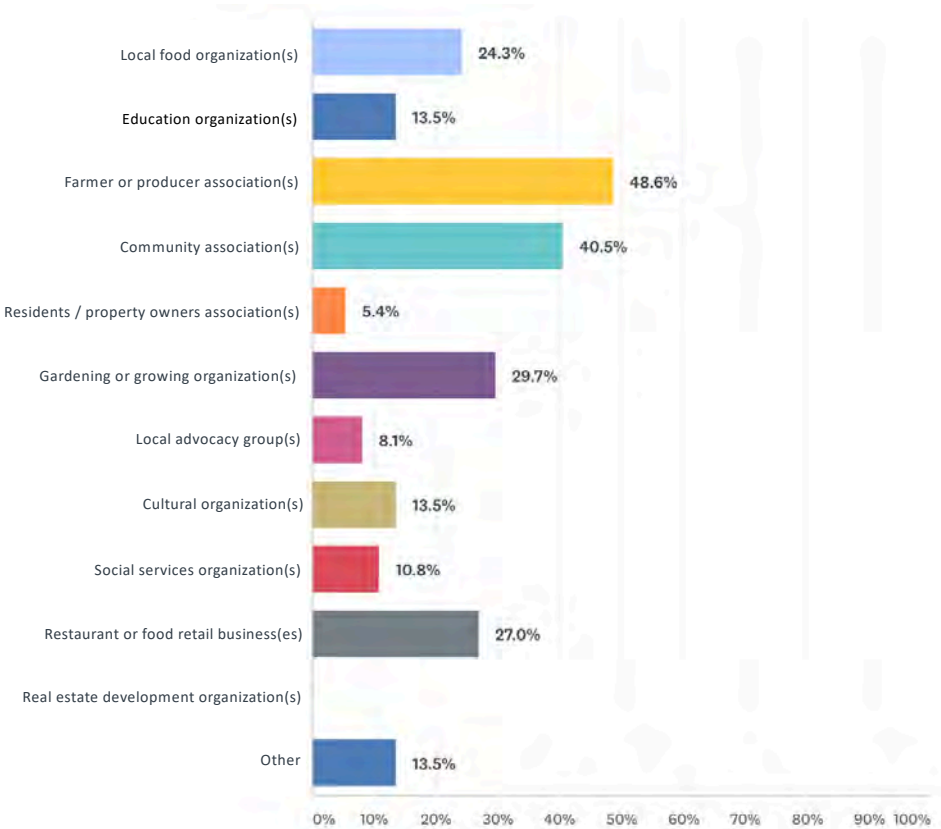
Answered: 33 Skipped: 42



- Thirty-six percent (36%) of respondents said ACED could help promote agri-food products and experiences with advertising and marketing support, followed by 33% that said ACED should develop new events. See comments in Appendix.

Q19 Are you affiliated with any of the following groups? Check all that apply.

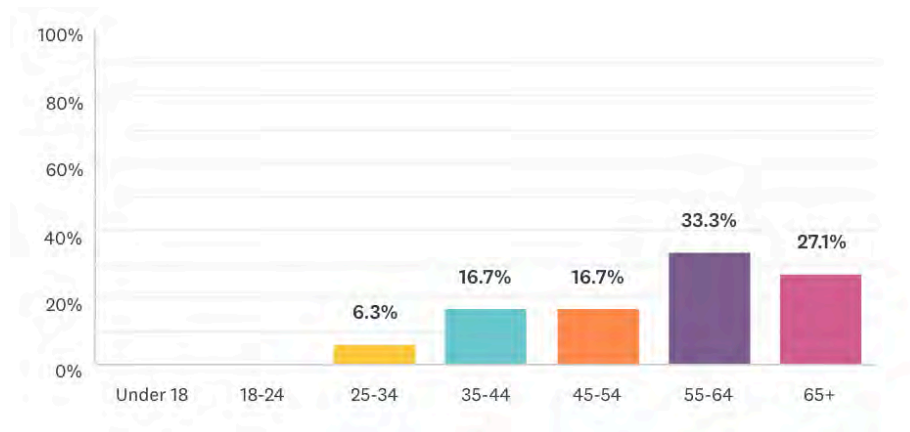
Answered: 37 Skipped: 38



- Nearly half (49%) of the respondents are affiliated with a farmer or producer association, followed by 40% that are affiliated with a community association.

Q20 What age range are you in?

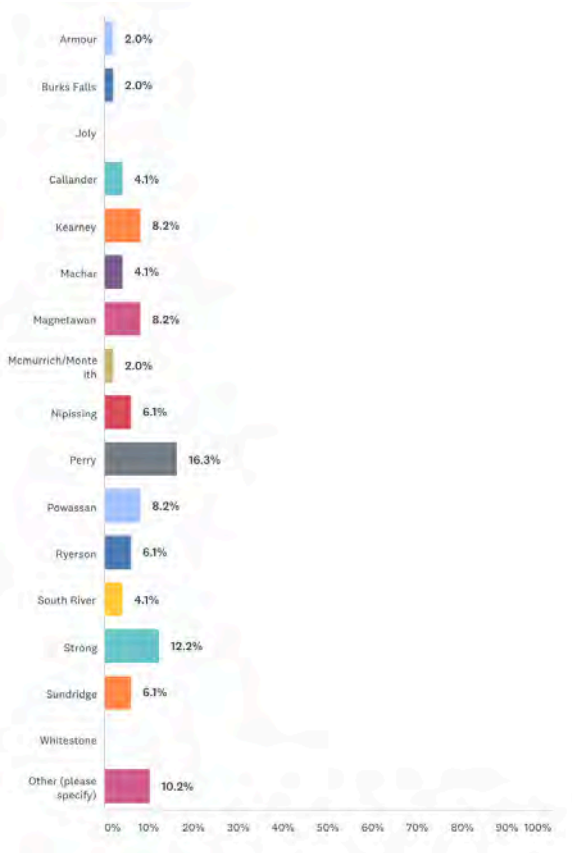
Answered: 48 Skipped: 27



- Over 60% of the respondents are age 55 or over.

Q21 What region of the Almaguin Highlands are you located in?

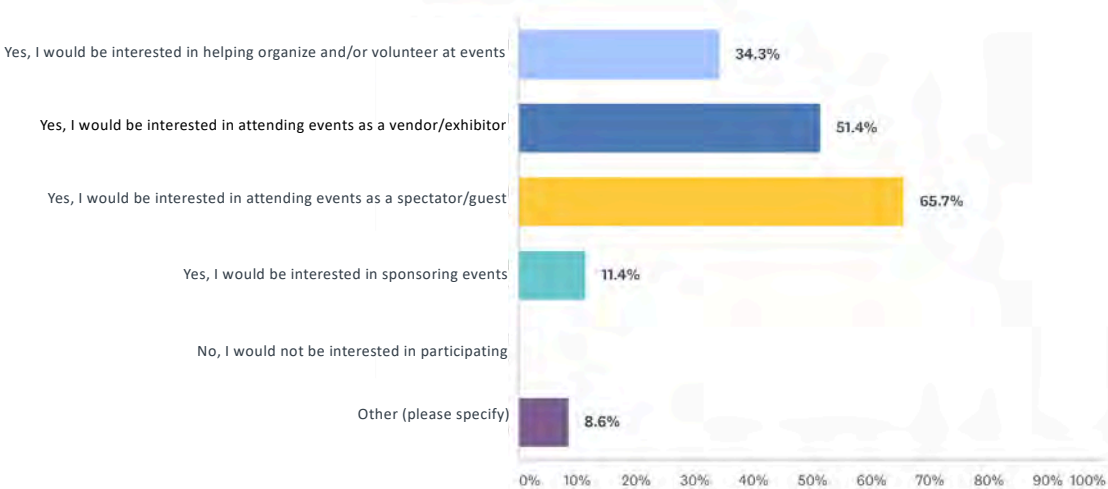
Answered: 49 Skipped: 26



- There was representation from most of the Almaguin region.
Other responses: Chisholm, East Ferris, McKellar and Bracebridge.

Q22 Almaguin Highlands Economic Development actively pursues funding to support the agriculture and culinary sectors and develop local events. Would you be interested in participating in future agriculture and/or culinary events? (Check all that apply)

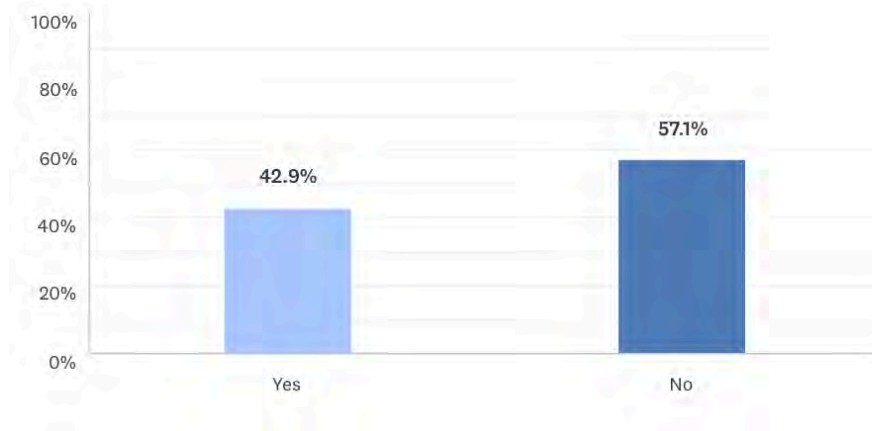
Answered: 35 Skipped: 40



- The majority of respondents (51.4%) are interested in being a vendor/exhibitor at events. Of the respondents, 34% are interested in helping organize and/or volunteer at events.

Q23 Are you interested in a one-on-one phone interview to discuss how to improve local food awareness, access, and production?

Answered: 35 Skipped: 40



- Of the respondents, 43% are interested in a one-on-one phone interview.

Open-ended Responses Q17

Awareness of what's available
Cheaper loans
Indoor markets
Start a support group for farmers
Ensure seeds and plant starts suitable to our growing season are available to local producers.
Funding
Promote local
Grants
Advertising
Farmers markets that are free for local farmers who must have verifiable address, not out of town pretenders
Funding
Helping to improve and market existing and new farmer's markets - farmers don't make enough money at local markets to make it worth their while to sell, so we need to go to Huntsville and North Bay instead
Develop a directory of producers and farms
Money
Support all farmers
Help them secure more funding for greenhouses and indoor growing
Funding
Spread awareness and accessibility
Assist with exploring new ideas
Grants
Advertise
Small grants
Support your current farmers
Branding
Promotion of local products on website and social media
Recognize and promote local farmers
Advertise what is available, when and where
Assisting agricultural producers with marketing techniques
Branding
Marketing

Open-ended Responses Q17

Workshops on how to source expertise and funding are helpful
Real local farmers markets not craft stuff
Educational opportunities for youth
Online marketing
Education
More classes for gardening
Digital marketing
Grants and incentives for local producers
Coop
Develop maps
Stable and effective markets
Host events for farmers to participate in and educate about their farms
Assist with finding and applying for grants
Events to promote
Keep informing on Gov programs
Helping farmers build a community
Facilitate farmers collaborating and networking
Organization of like people to help each other
Hands On learning
Subsidize online farm courses
More avenues for sustainability
Branding
Grant application assistance to farmers
Develop made in Almaguin growing techniques
Support local Farmers
Assist with grant applications and government loopholes
Grants to develop more farming
Product specialization
Do land studies to see what grows well in our challenging environment
Awareness
Funding for local markets
Student programs
No food trucks at farmers markets or prepared meal booths etc. not fair to local brick and mortar restaurants
Grants
Help to market existing farms and existing production
Expansion funding opportunities
Management
Yearly dinner as simcoe savory used to do
Help with Grant's for heating the greenhouses

Open-ended Responses Q17

Community support
Encourage collaborations between producers
Assist with grant applications
Co op
Tax breaks
Learning seminars
Have a social events meal for all farmers - Simcoe savory used to do
Network development
Put out lists of local farms and what they produce. Also where they sell there farm produce.
Make known what help is available through OMAFRA
Social Media
Information
Attracting innovative farmers to area
Get local governments to understand and help farmers
Database for learning, sharing, mentoring
Profile producers
Promote food tourism
Create annual food fairs with demonstrations on growing and preserving food.
Create a list of local food producers in Almaguin Highlands
Business development support to farmers
Bringing in speakers on relevant organic, market gardening techniques
Branding for local products
Help to reduce regulations for farming
Venues to sell products
Assist in creating and supporting local markets
Outdoor markets
Give out grants to help get started
Education available for new or returning producers.
Advertising
Free or inexpensive forms of advertising
Farmers markets
A grant for farmers for each day they have someone at their local stands i.e. Perry township, 100 bucks a day would cover baby sitting and vehicle expenses in driving to farmers markets to set up booth
Funding
Training and funding to help value-added production so that people can sell baked goods, preserves, etc. within current health regulations
Access to mentors and support groups in region
Marketing
Map of all farmers
Help the businesses that support them secure more funding.
Advertising
Make it easy for local producers to advertise
Host a local farmers event
Education

Open-ended Responses Q18

Education
Support local farmers markets
Providing location
Get more places for people to stay, b&b, motels etc.
Advertising
Education and more public awareness
Food festivals
Travelling farmers markets
Spotlight introduction
Marketing
On line promotions
Funding
Promote the area as a tourist destination
Promote fairs/events
Fairs
Street food festival
Fairs
Highlight natural history and agritourism combined events
Farm festivals where farmers can promote their farm
Map of products and experiences available
Social Media Assistance
Promoting local
Marketing
Some sort of organized farm tour
Local farmers market not crafters
Culinary trail and information-rich digital resource for connecting consumers to producers and dining/experience providers.
Online with web links
Identify tours
Marketing
Link with seasonal people to take Almaguin food products to larger markets.
Awareness campaigns
Assist with business plans
Market products to local restaurants
Providing advertising
Sunflower fields are very popular, have farmers set aside a few acres for sunflowers every year for people to come up from the city and take pictures.
Encourage local farmers to participate in local markets
Signage

Open-ended Responses Q18

Pop up tasting booths at farmers markets
Grants/funding
Access to funding for equipment/spaces to create agri-food products according to regulations (i.e. commercial kitchen, etc.)
Bring together farmers, retailers that carry local and chefs to do a local food experience.
Better access to product
Coordinate events and experiences using local producers
Assist (clerical? internet support?) local fairs/events
Farmers markets
Farmers markets
Community gardens
Chef and grower events
Printed lists of farms, what they produce and where they sell it.
Assisting producers with marketing techniques
Web site development
Help connect producers with buyers
Promote and help local fairs
Subsidy/voucher program for consumers to kickstart the habit of purchasing from farmers and farmers markets (perhaps modeled after Explorers' Edge's Fuel & Fun)
Online Map
Branding
Communicate food products locally
Assist producers with government regulations and bring awareness to grant availability
Market local food tourism
Specialize in a few products that grow well and plentiful (besides hay) like popular new items such as elderberries, hops etc.
Tourism development connection with farmers to offer tours and pick your own options
Local chef doing cooking with local farmer ingredients at a sampling booth at farmers markets to get people to try veggies they might never buy
Access to funds for market success
Investigate or support new and innovative ideas for creating outdoor experiences and help work with health inspectors to bring everyone onto the same page
Encourage people to shop local and buy local share what they made on social media for a gift basket or gift certificate of local goods.
Less red tape from health units
Gardens
Pamphlets or information books
Crop sharing
Promote farmers markets and gate sales
Farm-Stand events or farm open houses
Food business incubator to help help small businesses start or expand.
Hosting Events
Link school programs with more sustainable local growing projects.
Farming education to new and existing farmers

Stakeholder Consultation Notes

What are some food events you enjoy attending?

Cranberry Festival in Bala
Muskoka Good Food Harvest
Countylicious
Pie eating contests
Maple Syrup festival
Seedy Saturday
Fall fairs
Giant pumpkin contest
Farmers Markets
Rib Fest in North Bay
Wild Game Dinner (Lions Club)
Taste of Almaguin

What makes a good food event?

When food is the primary draw, the event must have a lot of vendors and activities for all ages.
Held at a time when producers can attend - fall is such a busy time. Countylicious is in November and that ensures farmers can participate.
Music
Lots of vendors
Weather dependent
Family friendly
Restaurants can't close the restaurant to participate in an event
Fall is too busy for farmers
Farmers can't close farm gate to participate

What can help encourage year-round food production?

Hydroponics.

Storage - currently a lack of cold storage.

Greenhouses - operational costs, especially heating, are cost prohibitive.

Promote community centres that have commercial kitchens.

Increase mentorship/knowledge transfer - baking, canning, preserving, foraging.

Education that the processing of food does not have to be intimidating.

Food safety/food training education from the Health Unit.

Producing soups for distribution locally or direct to consumers.

Use excess produce in the summer for sale in fall/winter.

Good Food co-op in Huntsville - produce from Almaguin.

Need food delivery options to Toronto, Hamilton.

Small farms need to get the food delivered.

Port Hope - best practice, producers can package & label their food.

Wild game.

Fish.

Sprucedale meats.

Abbey Gardens - best practice, Haliburton. Central location for all things food related.

North Bay year-round farmers market - indoor in winter outdoor in summer.

Powassan - monthly winter indoor market.

Spring Hill - hydroponics, CSA - getting out of outdoor.

Meat - sell at farm gate in the winter/year-round.

Bliss Farm - year round.

Canning - need a facility.

Map local meat.

Training - how to convert pasture.

Marketing - consumers need to ask for local food.

What can help make local food production more affordable?

No one is going to do all the work if it is not profitable for the farmers.

Need a subsidy - lots of industries are subsidized. Technology etc...

Quality assurance.

Build relationships with farmers - what do they have and what can the restaurants do with it.

Need to find out what autonomy grocers have to bring in local food. Quotas - local = Ontario?

Need a strategy to reach buyers.

Buyers relish bargains - local farmers are the ones that get hurt in this.

Vehicle share - branded vehicles for awareness.

Mobile Abattoirs - used in Quebec and the US.

Sharing equipment is not practical as producers need the same equipment at the same time.

Bulk purchases of organic chicken feed, compost etc...

Work with OMAFRA to champion changes to quotas - poultry especially, they can't sell at Farmers' Markets.

Need to have a profitable business case for an abattoir - typically have to go to Sault Ste. Marie or Allison. Sprucedale Abattoir doesn't process poultry. Trout Creek - Northern Meat Packers does not process poultry.

Homesteaders/hobby farms have low volume requirement.

What support can non-farmers provide producers?

Need to coordinate hours of drop off for food banks - their hours are so limited that it doesn't allow producers to drop off.

Need to share information about what consumers want to buy and what they produce

Reach out to the Health Unit - North Bay, Parry Sound.

Develop a menu with local ingredients, recipe cards.

Tell the story about the food in different seasons - not so much focus on summer/fall produce.

Add Agriculture to CIP - signage, farm stands.

Support groups to establish community gardens.

Work with Ag Societies to reflect/revise their vision. Some groups focus all their energy on fundraising events not enough on relationships with producers & consumers.

ACED could devote employee time to help organize events.

Municipalities could establish recreation programs around food prep - growing, preserving, baking.

Health Unit used to hold canning workshops.

Fire Code / HVAC requirements are very strict - provide training.

If you (locals) don't support local food, you will lose it.

Grocery end cap display - Sundridge Foodland tried it but it was not effective, signage was not well recognized.

Sundridge Farmers Market set up a display in the Home Hardware parking lot - the municipality issued a 'peddlers' permit to someone to set up across the street that didn't sell local food.

Commercial kitchens - not well known where they are, how to access them, cost etc.

Need commercial food dryers, packaging, storage, cold storage.

Farmers Markets should not allow 'remarketing' products - food, preserves, baked goods only.

North Bay Farmers Market has a waiting list and they strictly enforce local food.

Utilize community bulletin boards - local food events & where to buy.

Powassan Farm Stand Tour - need a drop off service for cyclists.

Operators want to be able to teach foraging.

Feature food from several producers under one stand at retail locations as farmers often can't take time away to attend all the farmers markets.

Make an emotional connection to local food.

Jayne's Cottages - private chefs and pre-made meals.

Very little local expertise - chefs typically come from outside the area.

REKO - Rekocanada.ca - a local food network - buy food straight from farmers near you.

100kmfoods.com - home delivery of local food & a market, recipes based on what's available.

Food banks don't want any fresh food as they can't store it.

Need to find a way to get leftover/abundance to food banks or other groups who can use it, no waste.

Share booths - different products - fresh produce and a preserves company.

Batch & sell - fund the co-op with branded regional food products (soups etc...)

Advertising & Event Support

So many "Buy Local" campaigns over the years - they start strong but fizzle out quickly until the next group establishes one.

"We have been in operation for 8 years and still find it hard to find information on local food... and we're very food savvy."

ACED could have someone that dedicates x hours per day on communicating shop local initiatives.

ACED could establish email newsletter distribution lists that allow residents, visitors and businesses to sign up for the newsletters that appeal to them. Different audiences, different content. A tourist or seasonal resident isn't going to follow ACED social channels.

"One road" process - streamline communications.

Work with Realtors - a local food basket - gift with sale.

Need to get everyone on Google - Facebook groups are great, but only if you know about it and use Facebook. Everyone uses Google.

Weekly emails - what's available now and coming up.

Municipalities don't have the resources to always post/forward information from constituents - where does it end, how to prioritize, everything is important to someone.

Develop a communications strategy to promote the benefits of local food - product is fresher, more nutritious, lasts longer, supports the community.

Develop a podcast and/or blog - need a continuous discussion about local food instead of one-time blasts of 'local food' as that hasn't worked.

Tours of local food retailers, restaurants and farmers.

Host meal time events in the community.

Moveable feasts rather than one central one.

Email is the preferred way to send & receive information about food for producers & restaurants.

A concierge type service connecting consumers/tourists with producers and eateries.

Participate in Agri-Food week.

Need a 'go to' build a network for information to flow to and from.

Increase media exposure to local food.

Phone Interviews Notes

Use a Facebook group like Farm to Table Northern Ontario to connect growers, producers and consumers.

Visitors need to call ahead first as most farms do not have set hours.

"Made in Almaguin" labels.

Does not want visits during peak season.

Wants to find retail partners (restaurants, retailers, brewers).

Loves the idea of "Local Food Boxes" with online sales.

Any food tour needs to be family friendly.

Build a relationship with NOFEA.

Powassen farmers market is growing and needs better support since it is run by volunteers.

Provide staff to the farmers markets.

Build relationships with the agricultural societies.

Provide education online.

Provide education on preserving and canning.

Target youth.

Support all agriculture.

Keep ag societies on track.

People need access to processing facilities.

Encourage restaurants to buy local.

Wants to see more abattoirs.

Wants to see more support for traditional farming.

Government regulations are too tight when it comes to grading eggs.

Does not feel there is an agritourism industry in Almaguin.

We need tourism to help local gardens (use the tourists as volunteers).

Build relationships with horticultural societies, hunting camps, 4H, Chambers of Commerce, Scouts.

Sell local foods at restaurants.

Get kids involved in local food, they pass it on to their families. Make them ambassadors.

Have an apple cider day.

Build a canning facility.