

Promoting Locally-Grown Ethno- Cultural Food

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About TEA

- **Our Mission** is to promote a greener Toronto. We work with concerned individuals, community groups, professionals and workers, encouraging the participation of local people on local issues.
- **Our Vision** is a green, healthy and equitable city with economic activity that sustains our environment.
- **10,000 members**, increasingly from the suburbs.
- **Greenbelting Toronto Campaign:** getting municipal policies and practices in place that promote the Greenbelt.



Toronto has Changed

- **Over half of Toronto's population (1,237,720) was born outside of Canada.**
- **Between 2001 and 2006 about 268,000 international immigrants settled in Toronto. This accounts for roughly one quarter of all immigrants who came to Canada.**
- **The top five visible minority groups in Toronto are:**
South Asian (12% of total population), Chinese (11.4%), Black (8.4%), Filipino (4.1%), Latin American 2.6%

Source: City of Toronto



What Torontonians Eat has Changed

- Increase in demand for “food from home”
- Increase in imports of “food from home”



How do we sell “Local Food” to a “Global City”?

- Find the positive, not the negative
- Know your market
- Know your supply
- Be innovative

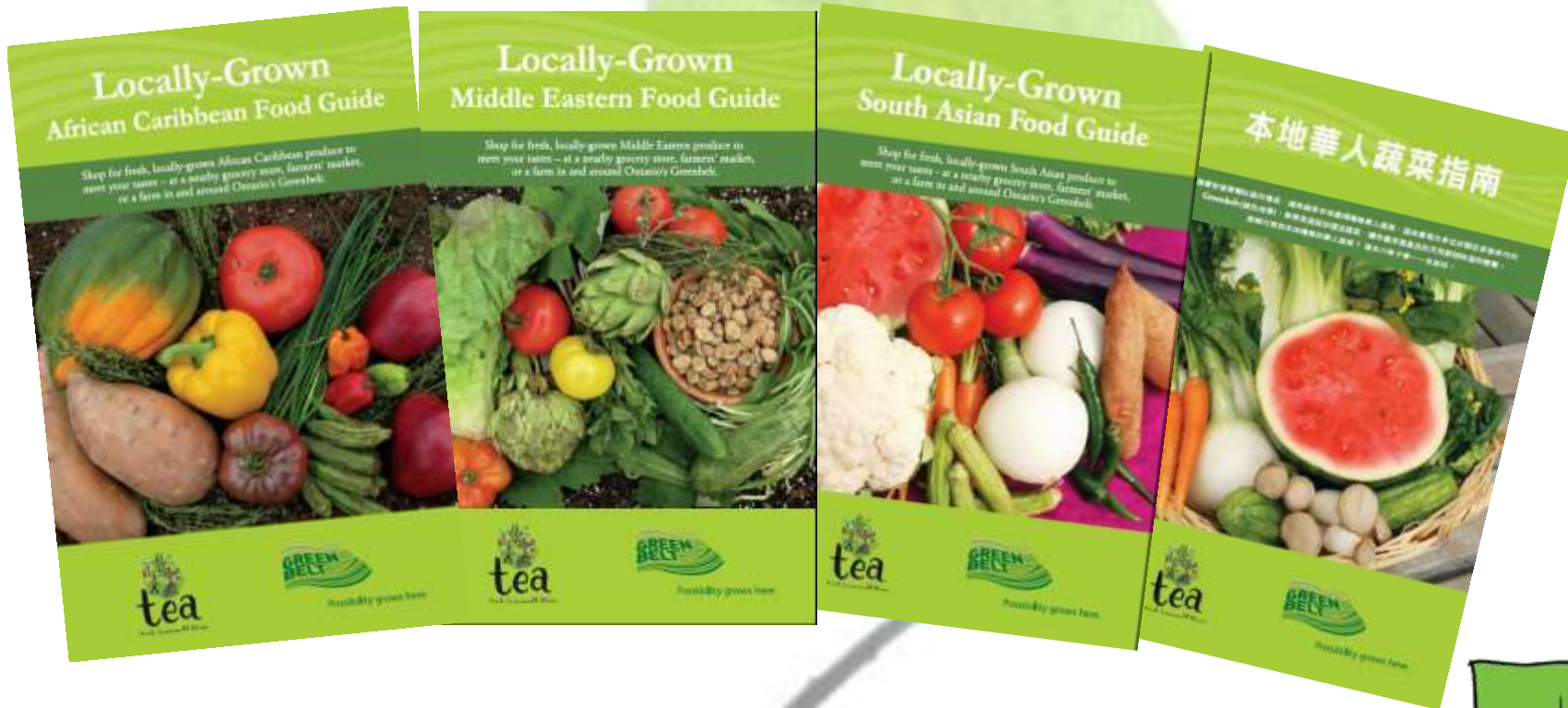


The “Food From Home” Project

- Got funding (thank you Friends of the Greenbelt Foundation!)
- Identified 4 target audiences
- Contacted community leaders and held focus groups (eg. identified “foods from home”, target neighbourhoods, language to use, grocers)
- Talked to local grocers
- Engaged leaders in guide design
- Distributed guides (78,000 and counting)



Bringing the Local to the Global



隨著安省華裔社區的增長，越來越多本地農場種植華人蔬菜，這些農場大多位於鄰近多倫多市的 **Greenbelt** (綠色地帶)，無需長途跋涉運送蔬菜，讓你盡享農產品的天然鮮甜味道和營養。
那裡可買到本地種植的華人蔬菜？這本小冊子會——告訴你。



Bringing the Local to the Global



Welcome to Toronto's first-ever guide to locally-grown South Asian food.

Everyone deserves to eat fresh, locally-grown food and to cook with food that tastes like "home". Cooking with products from our local farmers ensures that you get the healthiest, freshest, best quality food possible, at a good price! Have you ever wondered where you can get fresh "food from home"? Well the answer is in your hands.

You can't get more local than Ontario's Greenbelt. Just above Toronto, it makes sense that more and more Greenbelt farms are producing South Asian foods such as eggplant, okra, coriander, green chili & sweet potatoes. This guide tells you where you can find these freshly-picked products, and many more, in your neighbourhood grocery store, your local farmers' market and the Greenbelt farm closest to you. Carry it with you. The more you shop for locally-grown South Asian food, the more our local farmers will produce, ensuring you have fresh food that tastes like home for generations to come.

Why buy local fresh food?

- You will get exceptional taste and freshness
- You will safeguard your family's health
- You will strengthen your local economy
 - You will support our farming neighbours
 - You will reduce your carbon footprint



Food can lose vitamins when it travels long distances. To get the maximum nutritional value from your food, eat fruits and vegetables that are picked by local farmers as fresh as can be!

Ontario's Greenbelt



At 1.8 million acres, Ontario's Greenbelt is the world's largest and most diverse area of protected farmland, forests, wetlands, green space, and vibrant communities. Wrapping around the Golden Horseshoe, these environmental features help to filter our air, provide clean drinking water, cool the planet and produce healthy food. The Greenbelt is vital to providing a high quality of life in Ontario, for today and for generations to come.

What's growing & being raised in the Greenbelt?

- | | | | | |
|----------------|----------------|------------|----------------|-----------|
| • Apples | • Cucumber | • Okra | • Squash | • Beef |
| • Bitter Melon | • Eggplant | • Onions | • Strawberries | • Chicken |
| • Cantaloupes | • Green Beans | • Potatoes | • Tomatoes | • Goat |
| • Carrots | • Green Chili | • Pumpkin | • Water Melon | • Lamb |
| • Cauliflower | • Green Pepper | • Spinach | • Zucchini | |



Bringing the Local to the Global

Below is a list of food retailers that sell fresh South Asian produce and meat, grown on Greenbelt farms and other local farms surrounding Toronto:



Scarborough Area Grocery Stores

Map Key	Name	Address	Phone
1	Al Quresh Food	1879 Lawrence Ave. E.	(416) 288-0330
2	Arz Fine Food	1909 Lawrence Ave. E.	(416) 755-5084
3	Batala Supermarket	200 Markham Rd.	(416) 264-3111
4	Bombay Bazaar	3601 Lawrence Ave. E.	(416) 431-6955
5	Bombay Bazaar	2875 Lawrence Ave. E.	(416) 264-1614
6	Chung Hing Supermarket	17 Milliken Boulevard	(416) 293-0188
7	Eraa Supermarket	2607 Eglinton Ave. E.	(416) 269-2622
8	Food Depot Supermarket	4466 Brimley Rd.	(416) 321-1038
9	Food Depot Supermarket	3331 Sheppard Ave. E.	(416) 756-1880
10	Fu Yao Supermarket	462 Birchmount Rd.	(416) 690-0081
11	Ghadir Meat Market	1821 Lawrence Ave. E.	(416) 750-7404
12	Lone Tai Supermarket	2300 Lawrence Ave. E.	(416) 285-6686
13	Nair Foods	1996 Lawrence Ave. E.	(416) 757-1611
14	Royal Kerala Foods	1738 Lawrence Ave. E.	(416) 285-6655
15	Rubini East & West Indian Groceries	31 Tapscott Rd., B2	(416) 297-5053
16	Samah Supermarket	4470 Kingston Rd.	(416) 282-9692
17	Sheung Thai Supermarket	2684 Eglinton Ave. E.	(416) 269-6070
18	Sheung Thai Supermarket	1255 Markham Rd.	(416) 289-6137
19	The Natural Food Depot	2075 Lawrence Ave. E.	(416) 640-0234
20	Top Food Supermarket	2715 Lawrence Ave. E.	(416) 752-3666
21	Yal Market	2499 Eglinton Ave. E.	(416) 267-5551
22	Yousaf Halal Meat Supermarket	683 & 685 Markham Rd.	(416) 289-3664

Eating locally means varying what you eat depending on the season. Be sure to ask your grocer what is in season and locally grown.



Etobicoke Area Grocery Stores

Map Key	Name	Address	Phone
23	Asian Food Centre	10 Westmore Dr. at Albion Rd.	(416) 740-3262
24	Caribbean Int'l Food Distributors Inc.	109-127 Westmore Dr.	(647) 430-5320
25	Jeet Food And Fashion	6620 Finch Ave. W.	(416) 748-5338
26	Krishna's Rice-n-Spice	2291 Kipling Ave. Unit 103	(416) 745-3585
27	Sameem Halal Meat & Grocery	5010 Steeles Ave. W. Unit 15	(416) 740-4655

North York Area Grocery Stores

Map Key	Name	Address	Phone
28	Asa Meat & West Indian Grocery	2391 Finch Ave. W.	(416) 740-3915
29	Cactus Exotic Foods	1911 Finch Ave. W.	(416) 633-2412
30	Oriental Food Mart	2592 Finch Ave. W.	(416) 747-8886



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To be listed in the on-line version of this guide or in future print issues, please contact the Toronto Environmental Alliance, (416) 596-0660.



East York Area Grocery Stores

Map Key	Name	Address	Phone
31	Iqbal Halal Foods	2 Thorncliffe Park Drive	(416) 467-0177
32	Mecca Halal Meat	25 Overlea Blvd. Unit # 6	(416) 467-7867
33	Overlea Halal Meat	45 Overlea Blvd. Suite 2	(416) 424-2034

Downtown Area East Grocery Stores

Map Key	Name	Address	Phone
34	BJ Supermarket	1449 Gerrard St. E.	(416) 469-3712
35	Cai Yuan Supermarket	359 Broadview Ave.	(416) 465-1886
36	Dhanshiri Supermarket	2978 Danforth Ave.	(416) 698-5990
37	Fresh Express Fine Food	733 Pape Ave.	(416) 461-3991
38	Fu Yao Supermarket	639-643 Gerrard St. E.	(416) 778-1920
39	Mathaba Supermarket	3018 Danforth Ave.	(416) 755-2933
40	Sarker Foods	2996 Danforth Ave.	(416) 691-4815
41	The Big Carrot	348 Danforth Ave.	(416) 466-2129
42	Toronto Cash & Carry	1405 Gerrard St. E.	(416) 778-8355
43	Trinity Supermarket	287 Gerrard St. E.	(416) 462-1288
44	Vincenzo Supermarket	2406 Danforth Ave.	(416) 422-3196

Downtown Area West Grocery Stores

Map Key	Name	Address	Phone
45	Essence of Life	50 Kensington Ave.	(416) 506-0345
46	Kensington Fruit Market	34-36 Kensington Ave.	(416) 593-9330
47	Sanko Trading Co.	730 Queen St. W.	(416) 703-4550
48	Sunwah Fruit Market	229 Augusta Ave.	(416) 979-2813

Farmers' Markets

For the freshest South Asian produce, visit one of the following farmers' markets in the City of Toronto:

- **Brick Works Farmers' Market**
550 Bayview Ave.
(between Prince Edward Viaduct
(Bloor/Danforth) & Pottery Rd.)
www.evergreen.ca/rethinkspace/?p=148
- **Trinity Bellwoods Farmers' Market**
1053 Dundas St. W.
(NW corner of Trinity Bellwoods Park)
- **Withrow Farmers' Market**
725 Logan Ave. (in Withrow Park)
www.withrowpark.ca/wiki/wiki.php
- **Weston Farmers' Market**
GO Train Parking Lot, John St.
(Weston Rd. & Lawrence Ave. W.)
- **Dufferin Grove Organic Farmers' Market**
873 Dufferin St. (in Dufferin Grove Park)
www.dufferinpark.ca/market/wiki/wiki.php
- **Riverdale Farm Farmers' Market**
201 Winchester (in Riverdale Park)
www.friendsofriverdalefarm.com/market.htm

On-Farm Markets

For the true farm experience, take the whole family for a fun visit to an on-farm market. The following on-farm markets, located close to Toronto, sell South Asian produce:

- **Collins Farm Produce** (Puslinch)
Tel: (905) 659-6037
- **Shelton Farm** (Millgrove)
Tel: (905) 689-8039
- **Greenfields Organic Farm** (Campbellville)
Tel: (905) 854-5458
www.greenfieldsfarm.ca
- **Simpler Thyme Organic Farm** (Hamilton)
Tel: (905) 659-1576
- **Plan B Organic Farm** (Branchton)
Tel: (905) 659-2572
www.planborganicfarms.ca

Locally-grown tomatoes are full of vitamin C and are a great source of fibre, potassium and iron – all important for good health!



Bringing the Local to the Global

Your Guide to Fresh, Locally-grown South Asian Food from Ontario's Greenbelt and Beyond

Check out these other organizations for information about the following topics:

A newcomer guide to healthy eating :
Access Alliance
<http://www.accessalliance.ca/>

Farming opportunities for new Canadians :
FarmStart
<http://www.farmstart.ca>

Weekly delivery of the good food box with healthy locally-grown food :
FoodShare
<http://www.foodshare.net/>

Local on-farm markets and pick-your-own farms :
Harvest Canada
<http://www.harvestcanada.com/>

Canadian food guide for healthy eating :
Health Canada
<http://www.hc-sc.gc.ca>

Asian vegetables grown in Ontario :
**Ontario Ministry of Agriculture,
Food and Rural Affairs**
<http://www.omafra.gov.on.ca/>

Farmers' markets in Toronto :
Toronto Farmers' Markets Network
<http://www.tfmn.ca>

Healthy eating for your children :
**Toronto Public Health
Peer Nutrition Program**
<http://www.toronto.ca/health/>

To learn more about Ontario's Greenbelt and its fresh, healthy, locally-grown food, please visit

www.torontoenvironment.org & www.ourgreenbelt.ca



Possibility grows here.

For free copies of this guide please contact the Toronto Environmental Alliance,
416.596.0660 or download a copy at www.torontoenvironment.org



Next Steps

- **Continue distributing guides**
- **Work with other GTA organizations do develop guides outside of City of Toronto**
- **Engage our contacts in other Greenbelt-related issues**

