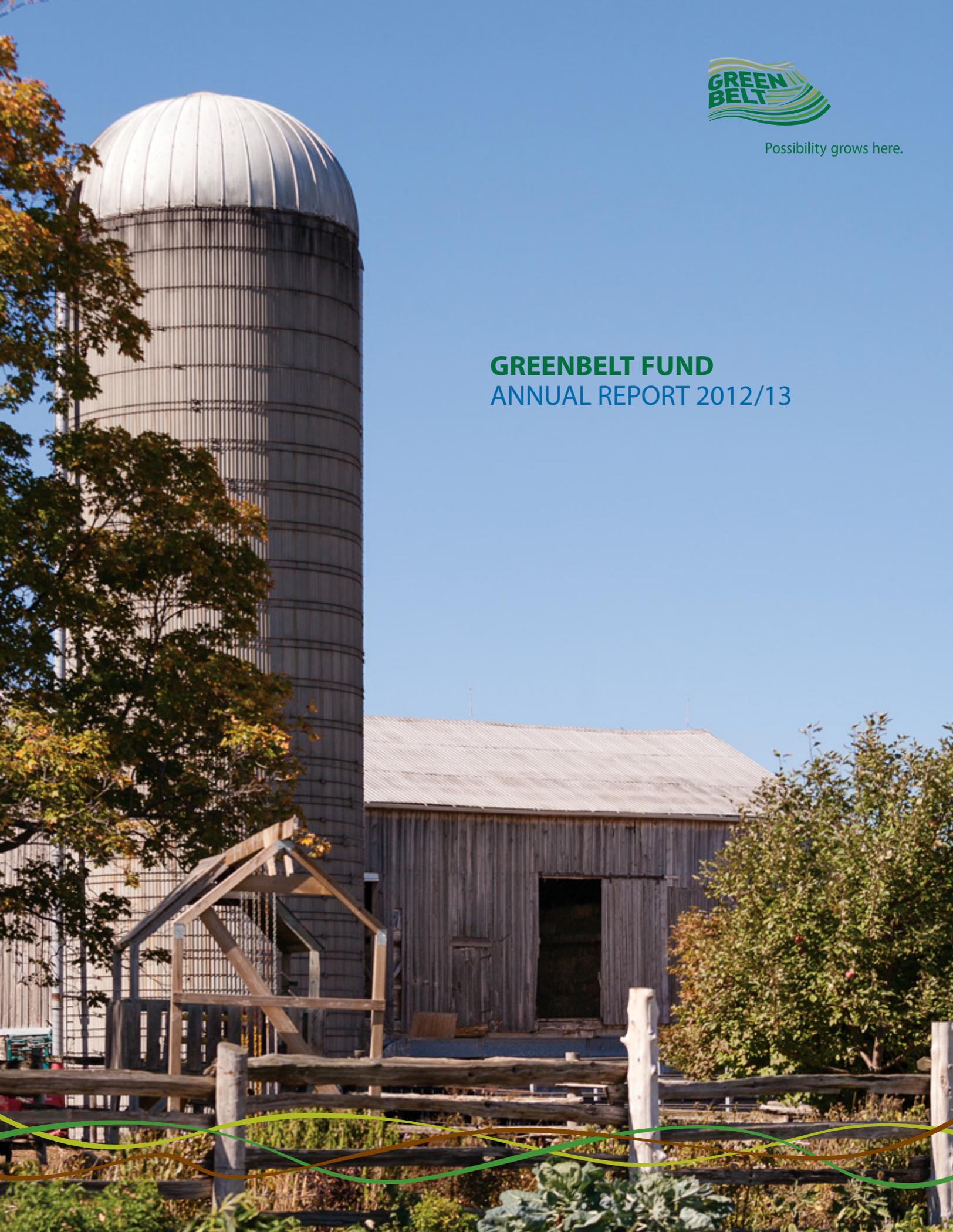




Possibility grows here.

# **GREENBELT FUND**

## ANNUAL REPORT 2012/13





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# THE FUND

The Greenbelt Fund is about motion. It is about moving and connecting local food leaders and Ontario producers to our public institutions, retail and foodservice markets with one common goal: to permanently increase the amount of local food we consume in Ontario. With leading-edge grants, education, thoughtful policy, and networking initiatives, we seek to create sustained and systemic change to the food system.

We're about moving forward together on innovation.

## OUR PEOPLE

### Staff

**Megan Hunter** Communications Manager & Program Manager

**Kathy Macpherson** Vice President

**Burkhard Mausberg** CEO

**Franco Naccarato** Program Manager

**Madeline Ritchie** Program Assistant

**Julienne Spence** Senior Communications Manager

### Board of Directors

**Eric Bowman** Gallery on the Farm

**Mary Desjardins** Treasurer,  
TD Friends of the Environment Foundation

**Marcus Ginder** Canopy

**Peter Kendall** The Schad Foundation

**Donna Lailey** Secretary, Lailey Vineyard Wines Inc.

**Rob MacIsaac** Mohawk College

**David McKeown** Toronto Public Health

**Rodney V. Northey** Chair, Folger, Rubinoff LLP

### Ontariofresh.ca Advisory Committee

**Brian Burt** Burt's Greenhouses

**Tom Colesman** Algoma Orchards

**Cathy Gilvesy** YU Ranch

**Nancy Hewitt** Ontario Greenhouse Vegetable Growers

**Kelly Hughes** Metro Toronto Convention Centre

**Jennifer Hyde** Organic Meadow

**Dr. John Kelly** Erie Innovation and Commercialization

**Paul Sawtell** 100km Foods Inc.

"Thanks to the Greenbelt Fund more Ontario farmers get their great products into our hospitals, universities, and daycares. Their work on the food value chain for public institutions has been admirable."

**Mark Wales**  
Ontario Federation of Agriculture



# THE YEAR'S TOP 5 STORIES

From sharing food to sharing knowledge, the Fund has been active in seeding change this past year by ensuring more Ontario grown food is purchased and distributed through public institutions. Of our achievements, we highlight five of the top stories from 2012-2013.

## 1. Local Food Challenge

Our annual *Local Food Champions* report has evolved into a yearlong challenge to drive change in the food served by our public institutions. The impacts of the last two years have been inspiring. Sales and volumes of Ontario food served in institutions have increased. Patient satisfaction and kitchen staff morale is on the rise. And students are fast becoming a new generation of local-conscious consumers. This year, seven institutions from the education and health sectors were invited to participate:

**Carleton University** Ottawa  
**Elgin County Homes** St. Thomas  
**Riverside Health Care Facilities** Fort Francis  
**St Michael's Hospital** Toronto  
**The Scarborough Hospital** Toronto  
**University of Toronto** Toronto  
**Wilfred Laurier University** Kitchener

What will they do? Some will develop seasonally appropriate menus, others will invite local farmers to educate staff about the difference in local food, and many will form new business relations with local suppliers and raise the profile and profitability of Ontario-grown food.



The Local Food Challenge drives participants to increase sales and volumes of Ontario food in public institutions Photo: Laura Berman

## 2. Regional Food Distribution

On January 8, 2013, local food leaders from across the Province and the United States gathered in Toronto. Hosted by the Fund, *Developing a Regional Food System* was a one-day symposium that invited many key players across the food value chain to re-envision the food distribution system in Ontario.

A panel of five American local food experts came together to offer a diversity of stories and experience. They shared a common belief that food hubs were good not only for farmers, but for the economy as well, and that collaboration from all levels of the value chain was an essential key to success.

With support from the J.W. McConnell Foundation, the George Cedric Metcalf Foundation, and the Friends of the Greenbelt Foundation, the Fund is now working with value chain partners to pilot a new distribution model that leverages the efficiencies of large-scale distribution and capitalizes on the product variation and freshness that smaller-scale aggregators provide.



Attendees at the *Developing a Regional Food System* symposium

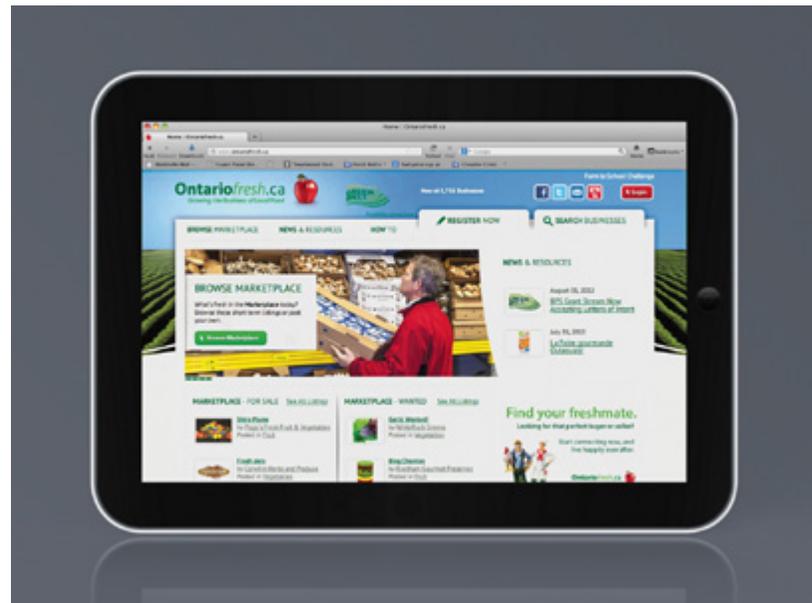
## 3. A Year of Success with Ontariofresh.ca

The past year was a milestone for **Ontariofresh.ca**, marked by explosive growth and wide success in revolutionizing the local food value chain.

With the launch of the optimized version of **Ontariofresh.ca** in August 2012, the website offered a new set of sophisticated and effective tools to respond to the demands of farmers, processors, and buyers across the Province. And since that launch there has been an incredible swell in site usage and engagement, with membership increasing 33 per cent and site visits increasing more than 165 per cent!

The founding of a collaborative partnership with Foodshare and Sustain Ontario to launch the *Farm to School Challenge* has also been a major success. This project involved the creation of a micro-site to facilitate the Challenge on **Ontariofresh.ca**, bringing dozens of schools to find sellers on the website. We continue to build upon the successes brought about by these partnerships with campaigns in 2013.

**Ontariofresh.ca** is a new online frontier in the ongoing effort to support food producers from the Greenbelt and the rest of Ontario, bringing more local food to Ontario plates.



The new, optimized **Ontariofresh.ca** site

## 4. The First Ontario Pavilion

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In March 2013, we organized the first Ontario Pavilion dedicated to showcasing the very best in local food offerings at the Canadian Restaurant and Foodservice Association (CRFA) Trade Show. Fifty Ontario businesses set up shop at the Pavilion and hosted a variety of products including fresh produce, ready-made condiments and sauces, micro-brewed beer, breads, meats, and more to 12,000 industry professionals and big buyers.

The Pavilion featured a live demonstration stage using local food products prepared and served by local Food Network Star Anna Olson and budding chefs from George Brown College's Culinary Arts program.

Thanks to this important networking and marketing opportunity, more local food can make its way to Ontarians through restaurants, hotels, and food distributors.

## 5. Making Connections

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A major part of what we do is connect people. Our grantees have told us that in addition to the financial contribution, the opportunity to simply meet all our partners has been the most valuable aspect of working with the Greenbelt Fund. Since the Fund's beginning, our quarterly meetings have been an important occasion of knowledge sharing between grantees, acting as a starting point to build relationships that later produce business transactions, collaborations, calls for support, and opportunities to learn.

We have also been active in sharing our own knowledge: Fund staff has presented at industry symposiums such as the Canadian Federation of Agriculture and the Ontario Federation of Agriculture, annual general meetings such as the the Canadian Restaurant and meetings of the Foodservice Association and the Canadian Association of Foodservice Professionals.



The Ontario Pavilion at the 2013 Canadian Restaurant and Food Service Association show featured local chefs, including Niagara's own Anna Olson



Facilitating partnerships and collaboration with the Greenbelt Fund

"The Greenbelt Fund has been an instrumental partner in expanding the availability, identification, and purchase of local Ontario food throughout supply chain and business operations. We look forward to continuing our work in this area, helping to protect and enhance our rural and agricultural landscape for generations to come."

**Tina Horsley**  
ARAMARK Canada



# FUNDING

The Fund's vision is strong, yet simple: to see local food come first in the Province's food system. By supporting a multitude of projects with that common goal, we are able to showcase the very best in innovation from Ontario's local farmers and food leaders.

## Gordon Food Service

### GFS Tipping Point

\$265,000 | One year

Gordon Food Service (GFS) Ontario created a regional distribution system with Fresh Start Foods (FSF) to double their local food sales by 2016. FSF has three depots in London, Milton, and Ottawa that act as regional hubs. GFS Ontario developed new supply logistics procedures that will enable all GFS Ontario and FSF customers to have access to regional foods through these hubs and through GFS Ontario food listings.

GFS launched a comprehensive new IT and social media platform to better identify and promote Ontario items, making it easier for both GFS and Fresh Start Foods customers and sales reps to readily find Ontario items.

[gfs.com](http://gfs.com)

## Summit Food Service

### Identify, Source and Promote the Sale of Ontario Food Products

\$150,000 | One year

Summit implemented a new IT system that will allow them to better track sales of Ontario food. Under this new system, all Ontario food products are now highlighted in product guides, invoices, and sales reports. Both customers and reps have been given the ability to run their own reports to quantify and analyze all Ontario food purchases. Summit launched an advertising program branded *Embrace Ontario* in order to promote sales of Ontario food to clients. Components of this have included a monthly Ontario produce availability page, Ontario food listings, a monthly Ontario food feature article, and monthly-featured recipes. As a result of these steps, Summit has already demonstrated success with their first promotion in March and has formulated a strategy to maintain this level of sales for the calendar year.

[summit.colabor.com](http://summit.colabor.com)



Boardline distributors are working to increase local food sales Photo: Laura Berman



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1. A lineup for the salad bar Photo: Laura Berman 2. A university cafeteria Photo: Marvin Lam 3. A bountiful Ontario harvest 4. A farm in East Gwillimbury 5. From prep to plate, Ontario foods are an important ingredient in any cafeteria 6. On the menu today: local chicken and green beans

**Marek Hospitality**  
**frescoServe Ontario on the Menu**  
\$125,000 | One year

Marek Hospitality provided hospital retail operations with freshly prepared and locally sourced meals. Marek worked with their distributor Stewart Foodservice who purchased software that has enabled Marek to track sales, purchases, and trace the point of origin of the food on their menu. Marek identified that currently 30 per cent of the 28 new recipes in the frescoServe handbook is Ontario-sourced product. With this knowledge, Marek has begun to substitute current non-Ontario ingredients with locally sourced product to increase their local food impact.

[marekhospitality.ca](http://marekhospitality.ca)

**City of Thunder Bay**  
**Promote Ontario Foods**  
\$100,000 | One year

This project is the first step in bridging the gap between public sector purchasers, agricultural community, and others in the value chain in the Thunder Bay area. After a series of interviews with public institutions and producers, the City of Thunder Bay identified barriers to local food procurement in the BPS. The resulting reporting tool, developed by the Grey Bruce Centre for Agro-ecology, has allowed Thunder Bay and its partners to identify the amount of local food currently being purchased by members and has established a baseline that will allow them to track the amount of purchases going forward.

[thunderbay.ca](http://thunderbay.ca)

**Morton Wholesale Ltd.**  
**Ontario Grass Roots Program**  
**Systems Upgrade**  
\$100,000 | One year

Morton Wholesale wanted to proactively provide local food to BPS customers by increasing the amount and diversity of Ontario products they offer by making changes to their operating systems and staff responsibilities. Morton trained a specialized buyer that focuses on the purchasing of Ontario food, which has led to the addition of 25 new products on Morton's product list, and the launch of the third stage of their *Ontario Grass Roots Program*, which now includes over 1,800 Ontario products.

[mortonwholesale.com](http://mortonwholesale.com)

**Compass Group Canada**  
**Eat Local, Cook Global**  
\$75,000 | One year

Compass Canada built on their previous success by developing a marketing strategy designed to educate and motivate the consumer to increase their purchase of local menu items. Compass produced and distributed entrance communication stands to over 40 locations across Ontario in order to raise awareness, promote sustainability and wellness. Compass also began hosting an *Eat Local 4 Seasons* campaign that used of seasonally relevant recipes and menu items. Finally, Compass developed a marketing kit to promote local food awareness, and developed internationally-based cuisine using local ingredients.

[compass-canada.com](http://compass-canada.com)



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1. Students at the University of Toronto line-up to taste test the newest local menu items 2. Aramark's new signature local beef burger means supporting Ontario's cattle farmers  
3/4. The Farm to School Challenge brought local food to schools Photo: Laura Berman 5. Getting more fresh food into hospitals like St. Joseph's Photo: Marvin Lam  
6. Sharing the benefits of organic milk products at George Brown College

### Aramark Canada Ltd. Building a Better Menu

\$75,000 | One year

Aramark Canada provides foodservices to approximately 300 broader public sector institutions across the province. This project took a systematic approach to transforming their foodservice operations at these institutions, one ingredient and one meal at a time. Aramark developed and released a booklet of 24 new locally-based recipes for health care and higher education facilities, and has another 25 in development. This has led to the creation of a new signature local beef burger and the development of a local paneer recipe. They are currently working to launch a *Who's Your Farmer* video series that will profile an individual farmer each week on their flagship website.

[aramark.ca](http://aramark.ca)

### St. Joseph's Group Purchasing Organization – Meal Source

Creating Local Food Entrée  
Options for Healthcare

\$65,000 | One year

St. Joseph's Health System - Group Purchasing Organization (GPO) conducted a project which helped hospitals increase their local food purchasing in three new ways: **(1)** showing that menu items made from scratch using local ingredients can work with reheating food ovens (re-therm); **(2)** working with the local food value chain to create new ready-made local food entrees for re-therm; and, **(3)** creating a new product category for fresh, minimally processed products in their contracting process. St. Joseph's has been successful in creating and testing 50 new local food entrée options, including the nutritional information with their new recipes. To promote local food, the GPO developed outreach materials and a coaching program to support re-therm clients in using the new local food options.

[www.sjhcs-gpo.com](http://www.sjhcs-gpo.com)

### FoodShare Toronto The Ontario Farm to School Challenge

\$54,000 | One year

FoodShare and their partners engaged schools and school boards in a challenge to increase their local food purchases. The participating boards and schools were provided with online tools, guides, and webinars to assist them, and they hosted local food events across the province to bring together local farmers and buyers. FoodShare launched their *Farm to School Challenge* on [Ontariofresh.ca](http://Ontariofresh.ca), and undertook promotion to over 500 schools, administrators, and school board officials across Ontario. After successfully completing the first round, the project partners decided to follow up with two more rounds in the spring and fall of 2013.

[foodshare.net](http://foodshare.net)

### Harmony Organics University Growth

\$50,000 | One year

Harmony Organics has successfully developed a number of tools to educate students and the general public on the benefits of organic milk products. Videographers were sent to 14 producers' farms to produce educational videos for upload onto YouTube, Facebook, and the recently refreshed Harmony Organics' website. Demonstrations of Harmony's products have been conducted at George Brown and Seneca Colleges, and at the Hospital for Sick Children.

[harmonyorganic.on.ca](http://harmonyorganic.on.ca)



1. Chef Joshua Maharaj and SickKids CEO, Mary Jo Haddad, get help from a young taste-tester 2. A colourful array of Ontario produce  
3. Increasing market opportunities for Ontario's apple growers 4. Our grants are making the menu Photo: Marvin Lam 5. Apple distribution at Don's Produce Photo: Laura Berman

**The Hospital for Sick Children**  
**SickKids Buy Local Initiative**  
\$50,000 | One year

In order to ensure that their new menus, filled with seasonally based recipes, were adequately serviced by new suppliers, the Hospital for Sick Children successfully built a network of local suppliers focused on local and sustainable farming. With these new menus came the necessity of training and educating foodservices staff on the new recipes as well as on the health benefits of eating locally sourced foods. Promotional materials to advertise local foods to the broader SickKids community were also developed with the aim of generating excitement and interest.

[sickkids.ca](http://sickkids.ca)

**My Sustainable Canada**  
**Growing Ontario Apple Products in Public Institutions**  
\$35,000 | One year

Working in close collaboration with Ontario Apple Growers, My Sustainable Canada determined BPS market opportunities for Ontario's apple growers, and produced marketing materials for Ontario apples, their products, and their use in public institutions. My Sustainable Canada has begun exploring new partnerships (i) between apple packers and schools to promote Martin's apple chips, (ii) between Ontario's Own processor and health care institutions to reintroduce apple purees to their product line for hospitals, and (iii) between the apple industry and food service distributors and operators to favour the sale of Ontario apple products over products from outside of the province.

[mysustainablecanada.org](http://mysustainablecanada.org)

**Sysco Ontario**  
**Grown in Ontario**  
\$35,000 | One year

Sysco Ontario is creating more opportunities for the sale of locally produced products to BPS institutions by improving their internal ordering systems to better identify and track local products. They are also developing partnerships with suppliers that can offer them more Ontario products. They developed marketing materials to promote Ontario products, and provided education sessions for staff and customers on local food available through Sysco Ontario.

[syscocentralontario.com](http://syscocentralontario.com)

**Western University**  
**Increasing the Procurement of Local Foods**  
\$30,000 | One year

Western University established a baseline of their annual Ontario food purchases and has set targets for an annual growth rate of three per cent per year for the next five years. The University developed a strategy to increase their local purchases by identifying key supplier partners that can provide them with locally grown food, working with existing suppliers to identify new opportunities to expand their local purchases, and purchasing an integrated computer software program to track local purchases. They have also developed educational and awareness campaigns aimed to increase interest in local food among students and staff.

[uwo.ca](http://uwo.ca)



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1. Local, certified red onions 2. Transporting produce 3. Beef cattle feeding Photo: Ontario Agriculture Photo Library 4. Honey straws are a healthy alternative to sugar packets 5. Promoting local Ontario foods in cafeterias

**Signature Foods**  
**Ottawa Local Food Hub Project**  
\$25,000 | One year

Food processing company Signature Foods has taken advantage of their existing infrastructure in order to foster the creation of a local food hub in Ottawa. Partnered with Just Food, they have been able to build on the interest and commitment of public institutions previously generated in Just Food's previous BPS project. Signature Foods contracted the Business Development Bank of Canada to conduct a full analysis of its Information and Communications Technology (ICT) systems to identify gaps and opportunities to create efficiencies for the food hub. They also developed a communication strategy and promotional materials, and met with larger distributors to investigate partnership opportunities. Just Food created training resources for producers to help them scale up production to supply the wholesale market.

[signaturefood.net](http://signaturefood.net)

**Ontario Beekeepers' Association**  
**Single Serving Honey Packaging**  
\$20,000 | One year

The Ontario Beekeepers' Association successfully completed the design, packaging, development, and manufacture of a single-serving honey straw, and has worked to promote their honey straw as a viable alternative to the use of sugar packets in the health care sector. They also learned this new packaging may also be a viable substitute for single serving jam packages, opening a whole new market for the product.

[ontariobee.com](http://ontariobee.com)

**Rainy River District Regional Abattoir Inc.**  
**Developing a Value Chain for Local Food with the Broader Public Sector in Northwestern Ontario**  
\$20,000 | One year

Rainy River District Regional Abattoir Inc. led a partnership of five parties with the goal of increasing sales of quality local meat and vegetables produced in the Rainy River district. The Abattoir and partners organized and developed a specific meat product line for sale to BPS institutions. The Abattoir and partners have noted that without their participation in the Greenbelt Fund grant program, these initial steps to future success could not have been overcome.

**Toronto East General Hospital**  
**Serving Local Ontario Food in East Toronto**  
\$20,000 | One year

Toronto East General Hospital developed and tested new recipes using local ingredients for patients as well as customers of their retail café. The chef worked with their primary distributor to source more local food. The project involved the creation and promotion of feature meals/menu items that showcased Ontario foods in the cafeteria as well. They also developed a local food procurement policy, provided on site staff training, and developed marketing materials to promote Ontario food to patients, hospital staff, volunteers, and visitors.

[tegh.on.ca](http://tegh.on.ca)

"The Greenbelt Fund has helped us to build not only connections, but also long term relationships with many people and institutions in the Broader Public Sector that share a similar passion for quality Ontario produce."

**Larry W. Cohn**  
Cohn Farms



**COHN**  
FARMS

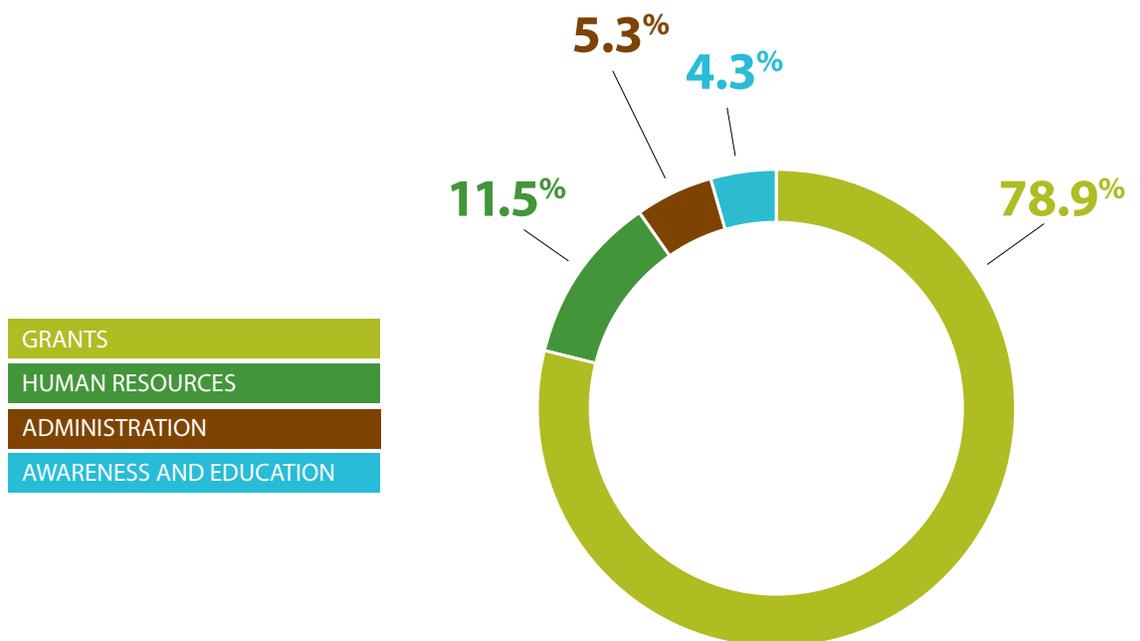
# FINANCIAL REPORT

With funding from both public and private sources, the Greenbelt Fund delivers support to farmers and local food leaders to ensure more of the good things that grow in Ontario are being served at our public institutions, and delivered through our retail and foodservice markets.

## Cumulative Summary of Fund Activities

June 10, 2010 to March 31, 2013

Program Areas	Amount 2010 -2013	Percentage of Cumulative Spending
Grants	\$ 5,222,622	78.9%
Human Resources	\$ 764,789	11.5%
Administration	\$ 353,500	5.3%
Awareness and Education	\$ 281,369	4.3%
<b>Total</b>	<b>\$ 6,622,280</b>	<b>100%</b>



## Condensed Statement of Financial Positions

For the year ending March 31, 2013

### Income

Program Funding	\$	1,859,690
Other Contributions	\$	67,629
Investments	\$	9,206
<b>Total</b>	\$	<b>1,936,525</b>

### Expenses

Grants & Program Expenses	\$	1,370,050
Human Resources	\$	390,754
Awareness & Education	\$	132,976
Operating Costs	\$	28,904
Professional & Legal Fees	\$	14,541
<b>Total</b>	\$	<b>1,937,225</b>

Each year, KPMG audits our financial records. Our full financial audit can be found online at: [ontariofresh.ca](http://ontariofresh.ca)

# GREENBELT BY THE NUMBERS

**208**

Total number of Foundation grants made since 2005

**\$18,765,264**

Total amount funded by the Foundation

**\$5,222,622**

Total amount funded by the Fund

**5,500**

Number of farmers in the Greenbelt

**65**

Total number of Fund grants made since 2010

**\$22,910,000**

Total amount leveraged by the Foundation

**\$3,927,000**

Total amount leveraged by the Fund

**161,000**

Number of full-time equivalent Greenbelt-related jobs

**\$9.1 billion**

Annual total economic contribution of the Greenbelt

**102 million**

Amount in tonnes of carbon stored in Greenbelt wetlands, forests, and agricultural lands

**535,000**

Acres of wetland, lakes, river valleys, and forests protected

**90**

Percentage of provincial vineyards in the Greenbelt

**\$2.6 billion**

Annual contribution in ecological goods and services

**93**

Percentage of Ontarians that support the Greenbelt

**78**

Number of species at risk living in the Greenbelt

**9 million**

Number of people living within a 30 minutes' drive of the world's largest protected greenbelt

