



Possibility grows here.

Greenbelt Foundation

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Request for Proposals Growing the Fruit & Vegetable Sector – Farmer Case Studies

Background

In June 2020, the Greenbelt Foundation released “Plant the Seeds: Opportunities to Grow Southern Ontario’s Fruit and Vegetable Sector,” which outlined what stakeholders in the sector, including farmers, retailers, governments, researchers, and others, could do to help expand the fruit and vegetable sector in Southern Ontario. This report examined the opportunities for and constraints to growth for fresh grapes, pears, strawberries, garlic, eggplant, and sweet potatoes as well as vertical farming. The analysis found that, as long as certain conditions were met, there is room to expand local fruit and vegetable production, resulting in up to \$100 million in increased farm gate value.

Purpose

As a companion piece to “Plant the Seeds,” this project would produce engaging, public-friendly case studies of fruit and vegetable farmers who are working to expand production on their farm. It will involve in-depth interviews with 5 farmers in or near the Greenbelt who grow one or more of the crops analyzed in the original report (fresh grapes, pears, strawberries, garlic, eggplant, sweet potatoes) or operate a vertical farm. The case studies are intended to document the farmers’ background and experiences growing the crop(s)/operating a vertical farm, how they plan to or are expanding local production, and what challenges they face producing and expanding their crop or vertical farm operation.

The format of the report should be similar to the Foundation’s 2018 report, “Greenbelt Farmers: Sustaining Soil Health” and 2015 report, “Greenbelt Farmers: Sowing the Seeds of Success.” It is expected that the case studies will be written in an accessible and engaging way, with the intention of helping the public develop an understanding of Greenbelt fruit and vegetable farmers and their efforts to grow more local produce.

Scope of Work

The project will involve:

- Developing a work plan and draft report outline;

- Identifying Greenbelt farmers who grow one of the crops analyzed in “Plant the Seeds” or operate a vertical farm to be interviewed;
- Developing a semi-structured interview questionnaire with input from Foundation staff;
- Conducting in-depth interviews with the selected 5 farmers, and summarizing those interviews into engaging, accessible case studies; and,
- Preparing and finalizing a final report (format to be discussed).

A draft of the report should be completed by mid-December 2020.

Proposal Requirements

Proposals should include the following:

- A description of your understanding of the assignment, the proposed approach and methodology(ies) to implement the scope of work;
- A project timeline with touchstone meetings and estimated completion dates for each case study;
- CV for the consultant(s) that clearly outlines their qualifications relevant to this assignment;
- Three examples of similar projects completed and references relevant to this assignment;
- A time/task breakdown by project team member (if more than one consultant); and,
- A proposed budget including reimbursable expenses as applicable.

The Greenbelt Foundation reserves the right to choose any or none of the vendors responding to this request for proposals.

Any questions and completed proposals should be directed to:

Kathy Macpherson
Vice President, Research and Policy
Greenbelt Foundation
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416 960 0001 ext. 305

Proposals must be received by email no later than September 25th