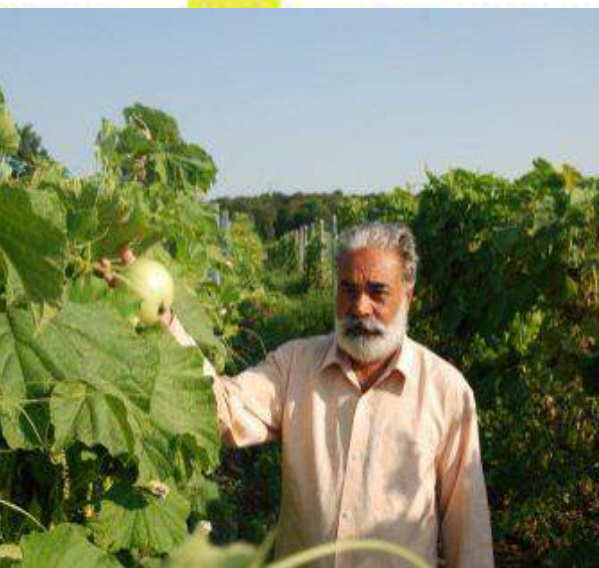




It's not just cabbage and cauliflower any more:
COOK GLOBAL – BUY LOCAL!

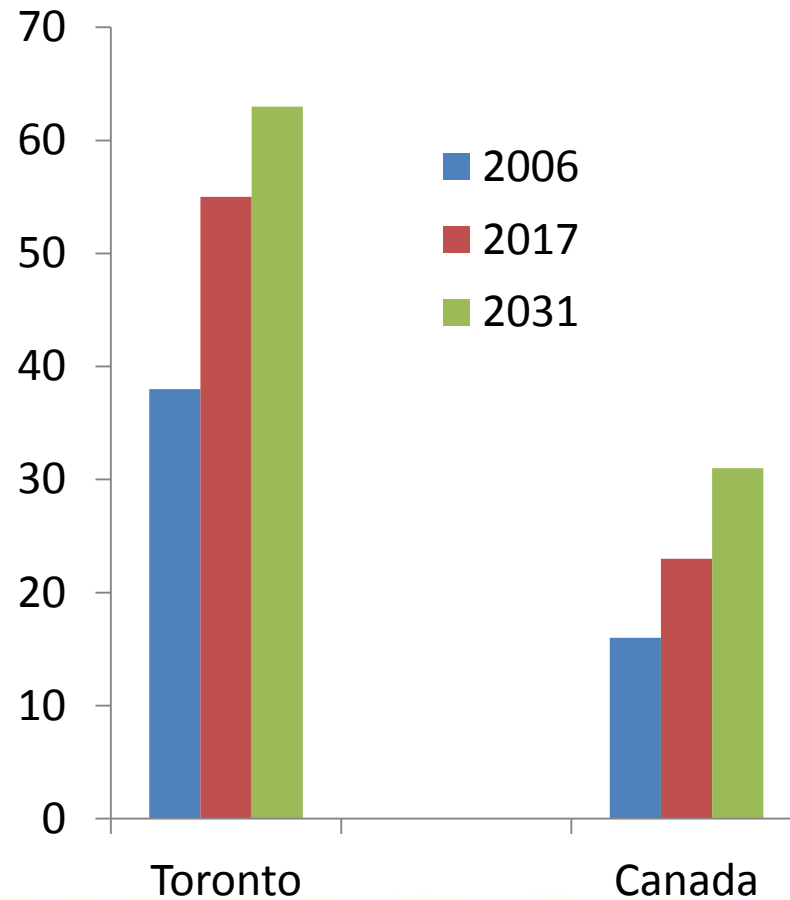
Michael Brownbridge





Canada's changing demographics

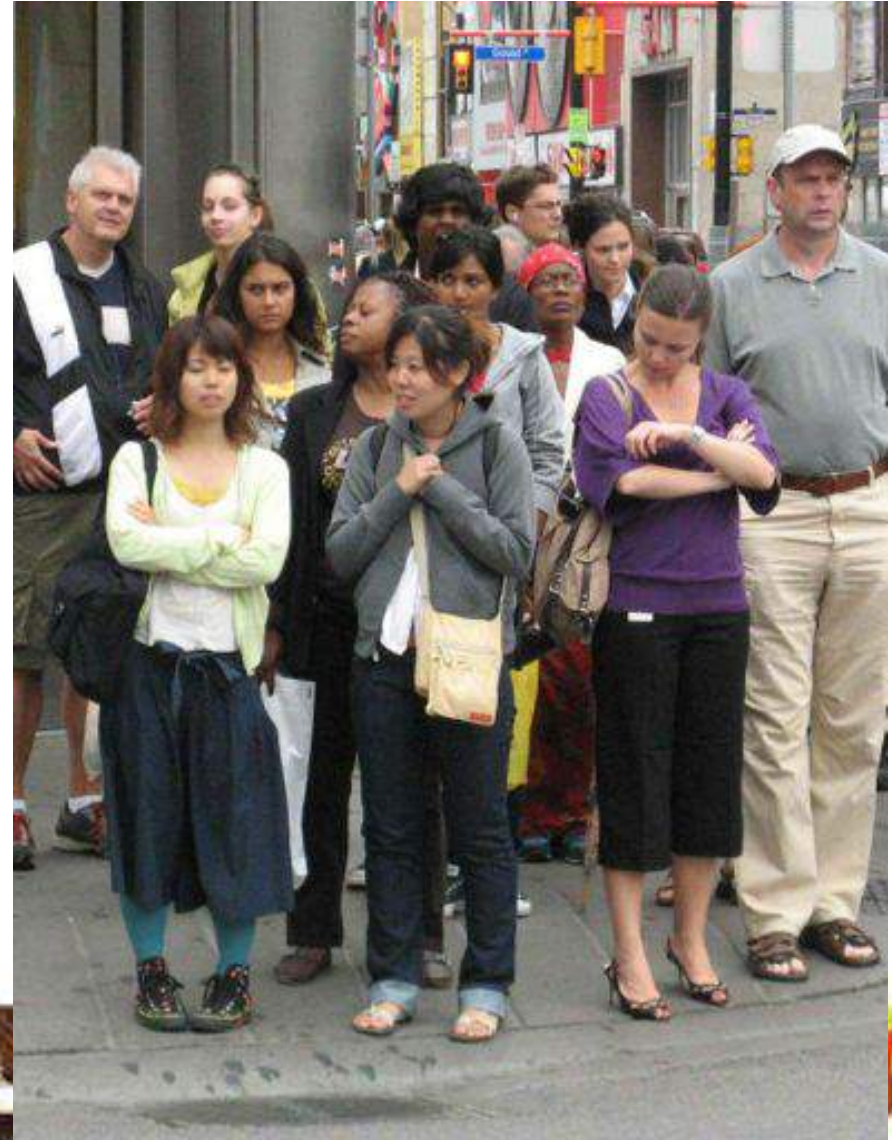
- In the GTA, the visible minority will be the majority by 2017 (55%)
- Will drive change at all levels of retail



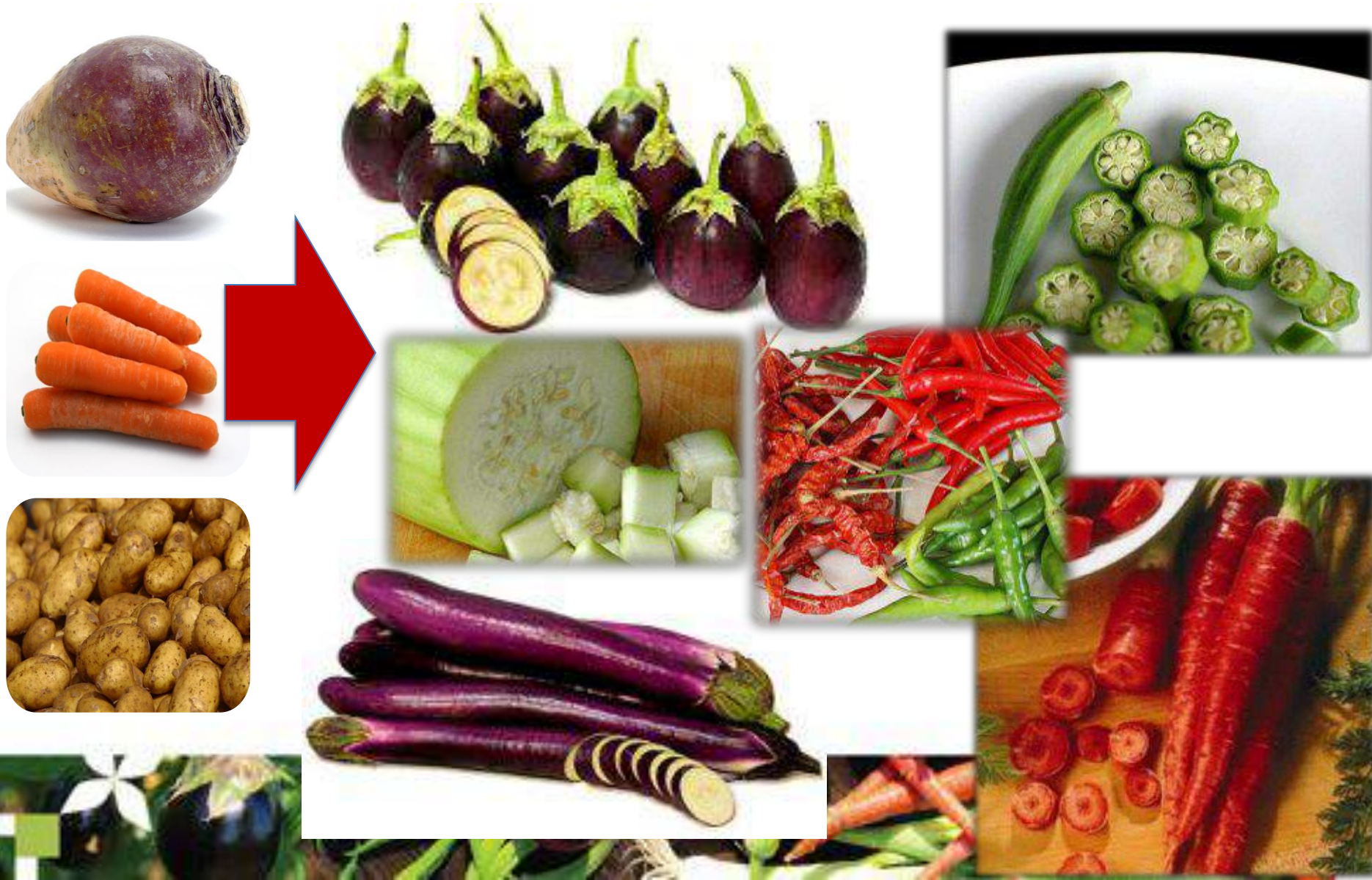
Changing demographics: driving opportunity

- 2.2 million new Canadians by 2020
- Will drive >70% of sales growth in “fresh produce”
- A new opportunity!

PEOPLE EAT WHAT THEY KNOW

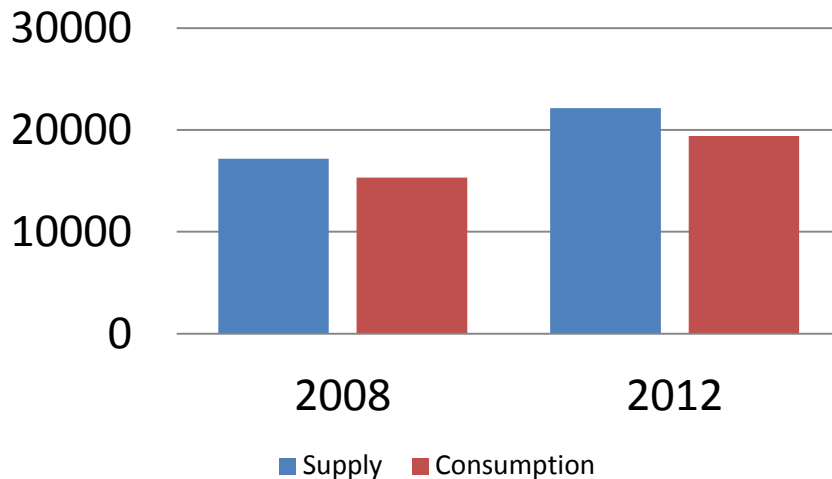


Canada: no longer a land of 'meat and potatoes'



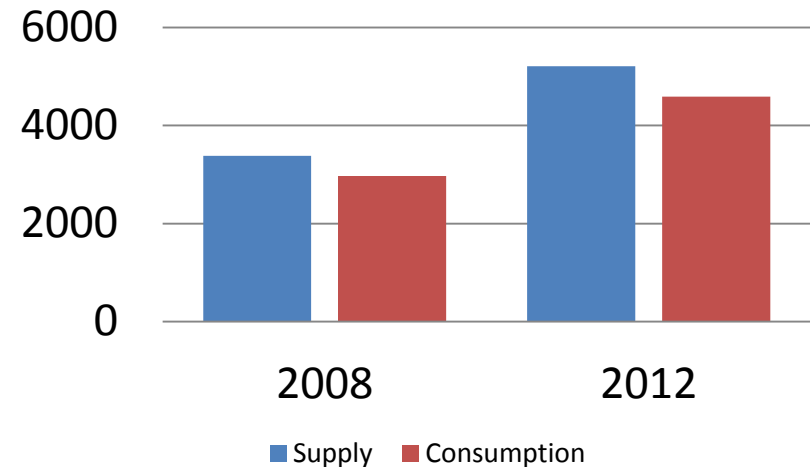
Supply and demand

Eggplant in MT



- Supply has increased by 29% since 2008
- Consumption increased by 27%

Okra in MT



- Supply has increased by 54% since 2008
- Consumption increased by 55%

Currently supply of eggplants and okra is met via imports; seasonal domestic / local production can replace imports for 4 months



The Opportunity

“Businesses that can readily adapt to these changes in food preferences, as well as quickly develop new food products, stand to benefit the most from this growth.”

“Canadians continue to be exposed to new foods, suggesting that the growth in ethnic food consumption could actually outpace the growth of the ethnic population.”

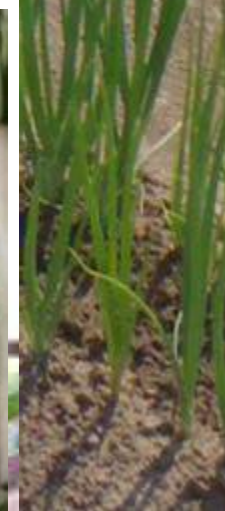
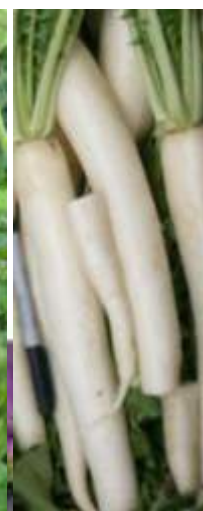
***J.P. Gervais, Chief Agricultural Economist, Farm Credit Canada (FCC)
Regina, Saskatchewan, October 7, 2013***



Vineland's World Crops Program

- Okra, Chinese long and Indian round eggplant, callaloo, yard long bean, Chinese and Thai hot chilli peppers, bottle gourd, Chinese green onions, fuzzy melon, Indian red carrot, daikon radish, tomatillo ...

All are adapted to production in Ontario...



How does 'local' compare to imported?

Key visual characteristics:

- Size, shape, colour

Locally grown okra, long and round eggplants

- In 'blind' tests, local preferred over imported

Essential to grow varieties with the right visual 'appeal' for consumers





Local or imported?

- cooked okra and eggplant

- Local preferred over imported
- Better taste

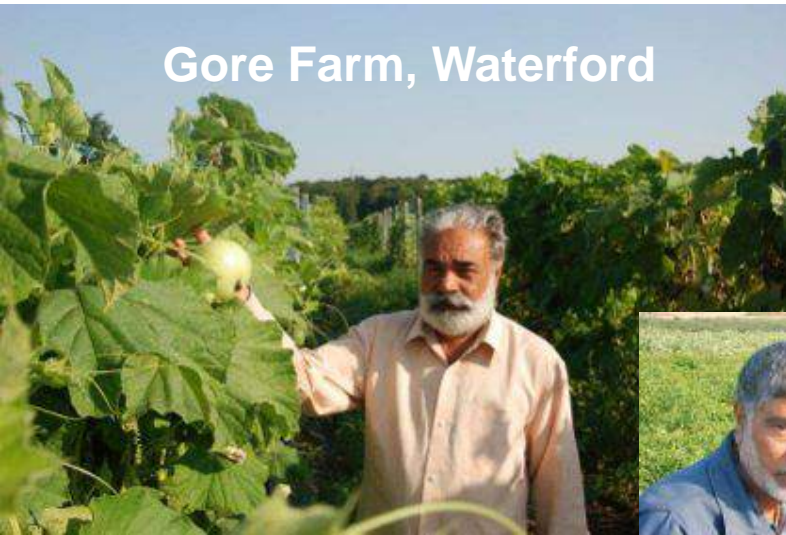
Can compete with imports based on:

- *Quality*
- *Freshness*
- *Taste*
- *Shelf life*



The changing face of farming in Ontario

Gore Farm, Waterford



Su's Farm, Simcoe



2013: 15 growers ca. 200 Acres 8 crops

Carron Farms, Bradford



J Collins & Sons



Su's Farming, Simcoe



Ontario production of 'world crops'

Large scale (> 10 acres)

- Supply to retail (direct contract, wholesale)
- Purchase thru' distributor

Small-medium scale (0.5 – 10 acres)

- Alternative routes (smaller retail, farmers' market, CSAs)
- Food service?
 - Can grow diverse range of crops
 - Close proximity to market
 - Fresh to fork (taste, nutritious)



Summary



- **Ethnic demographics are driving change in the produce business – in retail and on-farm**
 - BIG and growing opportunity!
- **Crops can be grown successfully in Ontario**
- **Purchase options**
 - Buy as-needed – depends on availability, market price
 - Source locally in-season
 - improved freshness, quality
 - direct purchase – can have more control over selection
 - fair price





All prepared with *fresh, local* produce



Thank you!

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