2017 Greenbelt Fund
Local Food Symposium
The Greenbelt Fund changes the way we eat food in Ontario. Our innovative investments get more local food onto the plates of Ontarians. We work with businesses, institutions and NGOs to make Ontario’s farmers the first choice for consumers. The Fund’s work has generated a 13-fold return on our investments, permanently changed the food value chain, and improved local food awareness and education across the province. As a not-for-profit, the Greenbelt Fund is supported by public and private sources. The Local Food Investment Fund grant program is funded by the Government of Ontario and administered independently by the Greenbelt Fund.
November 8, 2017

I convey my warm greetings to all taking part in the Greenbelt Fund Local Food Symposium at the Royal Agricultural Winter Fair.

In my travels across this province as your Lieutenant Governor, I have found that a number of important questions resonate with Ontarians no matter where they live. A prime example is: “How do we get more local food onto local plates?”

A robust and diversified food chain not only strengthens rural economies, but offers fresher and better food everywhere. Symposia like this are crucial to improving our understanding of sustainable agriculture in Ontario, and are poised to improve all our lives by offering solutions to pressing environmental, economic, and social challenges.

Please accept my best wishes for a productive symposium and for success in your deliberations.

Elizabeth Dowdeswell
A Message from the Honourable Jeff Leal

I am pleased to welcome you to the Greenbelt Fund’s Local Food Symposium, hosted at the 2017 Royal Agricultural Winter Fair.

Our government is proud to partner with the Greenbelt Fund to support its efforts to get more local food on Ontarians’ plates. Since 2015, our government has invested over $3.8 million in 96 projects through the Local Food Investment Fund. This fund is administered by the Greenbelt Fund and helps deliver local food programming for the benefit of Ontarians. Investing in local food helps keep Ontario’s economy strong. Farmers are growing more, food processors are making more and consumers are choosing more local food, and this helps our agri-food sector to be strong and vibrant.

Our government is committed to making it easier for Ontarians to enjoy the good things grown, harvested and made in our province. This includes helping expand the availability of foods that reflect the diversity of Ontarians who call this province home through our Bring Home the World campaign.

As we gather at the Local Food Symposium today, I salute local food leaders and the work they do to build Ontario up. I understand that many of your discussions today will centre around the economics of local food and how we can work together to increase local food consumption across the province. I am positive that these conversations will engage and inspire participants to collaborate in new ways across the food value chain, resulting in more local food for everyone in Ontario.

I look forward to participating in the symposium and look forward to congratulating this year’s outstanding local food champions.

Together, we will continue to grow Ontario’s vibrant agri-food sector.

Sincerely,

Jeff Leal
Minister of Agriculture, Food and Rural Affairs
Minister Responsible for Small Business
Welcome to the 2017 Local Food Symposium!

With the support of the Government of Ontario, the Greenbelt Fund has been working to increase the amount of local food enjoyed across Ontario since 2010.

Our work has demonstrated that local food is good for our communities, our economy, and for individual health. The Fund is committed to investing in projects that significantly change the food value chain to deliver more high quality Ontario food to Ontarians’ plates. In partnership with the Government of Ontario, we have invested more than $11 million in 190 projects over 7 years.

Today’s Symposium is an opportunity for local food leaders and stakeholders representing all parts of the food value chain to meet and share strategies to increase local food sales in Ontario. We have invited experts and thought leaders from business, the public sector and non-profit organizations to present on a range of topics related to local food. This event is an opportunity to learn about best practices in local food procurement and local food literacy. You can also find great examples of innovation in technology and finance as well as build your connections within the agri-food sector.

We hope that you will actively engage in today’s discussions and will leave the Symposium feeling inspired and better equipped to do even more to support local food.

Warm regards,

Edward McDonnell
Chief Executive Officer, Greenbelt Fund
8:00 am - 9:00 am  Registration
9:00 am - 9:15 am  Welcome and Overview of the Day
9:15 am - 9:30 am  The Honourable Elizabeth Dowdeswell, Lieutenant Governor of Ontario
9:30 am - 10:00 am  Keynote Speaker
Dr. Kathleen Merrigan
10:00 am - 11:00 am  Opening Plenary Panel
Redefining Local Food Systems: Food Hub Networks, Clusters and Value Chain Coordination
11:00 am - 11:25 am  Refreshment Break
11:30 am - 12:30 pm  Concurrent Breakout Sessions
12:30 pm - 1:30 pm  Local Lunch with Ali Hassan
1:30 pm - 2:30 pm  Concurrent Breakout Sessions
2:30 pm - 3:30 pm  Moderated Networking Sessions
3:30 pm - 4:30 pm  Closing Plenary Panel
The Future of Local Food
4:30 pm - 5:00 pm  Local Food Champion Awards and Closing Remarks
5:00 pm  Local Food Reception at Cafe Soleil
Breakout Sessions Overview

11:30 am - 12:30 pm  
**Morning Breakout Sessions**

1. Local Food Literacy: Success and Impact  
   Salon 103
2. Local and Regional Food Hubs: Cultivating Collaboration  
   Salon 107
3. Technology and Innovation in the Agri-food Sector  
   Salon 106A
4. Understanding Food Safety  
   Salon 106B

1:30 pm - 2:30 pm  
**Afternoon Breakout Sessions**

1. More Local Food in Ontario’s Municipalities and Healthcare and Education Institutions  
   Salon 103
2. Better Marketing for Local Food  
   Salon 107
3. Innovative Finance Models to Support Local Food  
   Salon 106A
4. Strengthening Regional Food Systems Through Collaboration: A Northern Perspective  
   Salon 106B

2:30 pm - 3:30 pm  
**Moderated Networking Sessions**

1. Collaboration in Marketing and Promoting Local Food  
   Salon 107
2. Collaboration Among Food Business Entrepreneurs  
   Salon 106A
3. Collaboration in Food Distribution  
   Salon 106B
Dr. Kathleen Merrigan

Kathleen Merrigan is Executive Director of Sustainability at the George Washington University, where she leads the GW Sustainability Collaborative, GW Food Institute, and serves as Professor of Public Policy. GW sustainability accolades include a “Gold” rating by the Association for Advancement of Sustainability in Higher Education and designation by the U.S. Department of Education as a “Green Ribbon” higher education institution. Kathleen serves as a Co-Chair for AGree, Board Director for the Stone Barns Center for Food and Agriculture and FoodCorps, a member of the Harvard Pilgrim Healthy Food Fund Advisory Committee, Senior Advisor at the Kendall Foundation, and steering committee member of the Council of Environmental Deans and Directors of the National Council for Science and the Environment and the United Nations Environment Programme led initiative TEEB for Agriculture & Food.

From 2009-2013, Kathleen was U.S. Deputy Secretary and Chief Operating Officer of the U.S. Department of Agriculture, a $150 billion, 110,000 employee institution. As Deputy Secretary, Kathleen created and led the Know Your Farmer, Know Your Food Initiative to support local food systems; was a key architect of First Lady Michelle Obama’s “Let’s Move!” campaign; and made history as the first woman to chair the Ministerial Conference of the Food and Agriculture Organization (FAO) of the United Nations. Before joining the USDA, Kathleen held a variety of agriculture policy positions, including faculty member at the Friedman School of Nutrition Science and Policy at Tufts University, Administrator of the USDA Agricultural Marketing Service, and senior staff on the U.S. Senate Committee on Agriculture, Nutrition and Forestry, where she wrote the law establishing national standards for organic food.

Kathleen holds a Ph.D. in environmental planning and policy from the Massachusetts Institute of Technology, a Master of Public Affairs from the University of Texas, and a B.A. from Williams College. Recognizing the history and scope of her work, Time Magazine named Kathleen among the “100 most influential people in the world” in 2010.
Redefining Local Food Systems: Food Hub Networks, Clusters and Value Chain Coordination

Learn how soft infrastructure, such as networks and value chain coordination, are helping the local food system evolve into collaborative business environments, and how hard infrastructure, such as incubators and clusters, are being geographically positioned to strengthen relationships between food sector partners.

Moderated by Michael von Massow, University of Guelph

Mike is an Associate Professor in the Department of Food, Agricultural and Resource Economics at the University of Guelph. His research interests are in the structure and performance of food value chains and in consumer food decision making. He is the research director for the Guelph Food Innovation Laboratory which includes the Longo’s Food Retail Lab.

Jim Barham, Rural Business-Cooperative Service, USDA Rural Development

Jim is an Agricultural Economist for the USDA’s Rural Development Agency, having previously worked in the Middle East, Africa and Caribbean on agricultural development projects. Jim has expertise in regional food hubs, food value chains, local food distribution, and foodservice procurement.

John Fisk, Wallace Center, Winrock International

John is the Director of the Wallace Center at Winrock International, an innovative national force in sustainable and regional food systems in the US. John has over 25 years of experience in sustainable food and agricultural systems development, and holds a PhD. from Michigan State University where he was a C.S. Mott Fellow in Sustainable Agriculture.
1. Local Food Literacy: Success and Impact

Delve into what successful local food education looks like and explore how to better assess local food literacy efforts. With a range of experience, panelists will discuss best practices and how they are integrating literacy in schools, colleges, and universities, raising awareness with consumers through on-farm education and menu development, and initiating dialogue with communities interested in culturally appropriate locally grown food.

Moderated by Colleen Smith, AgScape
Colleen is the Executive Director of AgScape, where her experience in management, marketing, media, sales, training and operations is delivering results to address food security and sustainability. Her focus is on providing the next generations with tools to be food literate and aware of career opportunities in agri-food. Colleen is the current Chair of Agriculture in the Classroom Canada.

Anita Abraham, Meal Exchange
Anita is the Executive Director of Meal Exchange, an award-winning national charity that engages thousands of university and college students to address food insecurity and build sustainable food systems. Previously, Anita was the Manager of Knowledge Mobilization at Social Innovation Generation, a national collaborative seeking to address Canada’s social and ecological challenges by creating a culture of continuous social innovation.

Tyler Brooks, Ontario Federation of Agriculture
Tyler is the Director of Digital Communications for the Ontario Federation of Agriculture (OFA), working out of the OFA head office in Guelph, Ontario. He is also the Project Manager of OFA’s Six by Sixteen food literacy initiative and was the Project Lead for OFA’s recently conducted Food Literacy Attitude and Awareness Research Study.

Gillian Flies, New Farm Kitchen
Gillian co-owns the New Farm, a certified organic family farm located on the crest of the Niagara Escarpment just west of the village of Creemore. The New Farm produces premium quality organic vegetables for restaurants, retail stores and wholesale customers, and its on-farm kitchen provides local food literacy learning for the foodservice sector.

Bashir Munye, Munye Kitchens
Chef Bashir Munye is part of a new generation of chefs who are inspired by global cuisine while creating the future of local and sustainable food ideas. He is a passionate advocate for promoting diverse foods representative of Toronto’s multicultural communities and has developed a local food guide to this end.
2. Local and Regional Food Hubs: Cultivating Collaboration

Hear from experienced food hub operators including independent grocery retailers, direct-to-consumer hubs, community-based hubs, and local food cooperatives. They will discuss their strategies for successful collaboration, cultivating relationships, key factors for selecting partners and ventures, what has and hasn’t worked, and share best-practices in achieving growth and sustaining long-term viability.

Moderated by Grace Mandarano, 100km Foods
Grace Mandarano co-founded 100km Foods, to re-establish the vital connection to food: where it comes from, how it is grown, and how the greater community benefits from access to good food. Last year, 100km Farms purchased over $3M in local food from more than 80 producers across Ontario to serve 400+ restaurant and foodservice customers.

Tom Armitage, The SEED
Distribution Coordinator at The SEED, Tom spearheads three supported social enterprises designed to increase physical and financial access to healthy food in Guelph. Tom has been creating, operationalizing, and enhancing food-based social enterprises for 7 years, and his latest project is the Community Food Market, a fresh food market with sliding scale prices.

Bruce Enloe, Two Rivers Food Hub
The General Manager of the Two Rivers Food Hub, Bruce first moved to the Ottawa area in 2006 after a career as a chef in Texas and California, opening the Branch Restaurant and Texas Grill and specializing in organic and local foods. After selling the restaurant in 2016, Bruce has served on the advisory committee for Savour Ottawa and helped found the Kemptville Farmers’ Market.

Neil Kudrinko, Kudrinko’s Ltd.
Neil is a second generation grocer and president of Kudrinko’s Ltd., which he co-owns with his wife Martha. The full service grocery store located in Westport, Ontario is well known throughout the North American grocery industry for its sustainability practices, including efforts to support and develop the Eastern Ontario local food economy.

Jennifer Springett, Cloverbelt Local Food Co-operative
Jennifer is President and a lead founder of the Cloverbelt Local Food Co-op and a 2017 recipient of the Influential Women of Northern Ontario Award. The Co-op has been awarded the Premier’s Award for Agri-Food Excellence. Jennifer is the Northwest Coordinator for Local Food and Farm Co-ops, and has a keen interest in animal ethics, food security & sustainable farming.
Explore how technology is evolving in the agri-food sector in this discussion with experts from leading technology companies that help farmers and processors increase local food sales. The conversation will include tools to improve food safety, using data to improve efficiency, and increasing networking and connections with buyers through digital commerce.

3. Technology and Innovation in the Agri-food Sector

Morning Breakout Sessions
11:30 am to 12:30 pm

Moderated by Mike McMorris, BIO
Mike is obsessed with making life easier and more profitable for farmers. He grew up on a farm and over the past three decades has worked with the Ministry of Agriculture, led change as Executive Director with Ontario Cattlemen's Association, delivered programs at AgriCorpor, and enjoyed a decade at BIO. He is very familiar with the changes that are in play for livestock farmers including traceability, verification programs and adjustments to deal with antimicrobial resistance.

Cole Jones, Local Line
Cole Jones is the founder and CEO of Local Line, a platform that helps local food suppliers grow and manage their customer base. Cole and his team started Local Line in 2015 as a way to connect suppliers and increase access to local food. Cole is recognized as an up and coming entrepreneur and is frequently called on to pitch, present, and talk about technology and local food systems.

Chris MacDonald, SkySquirrel
Chris is the Chief Operating Officer at SkySquirrel, working to protect vineyards from the devastating effects of grapevine disease. Based on NASA technology, using drone-based sensors, multispectral imagery and advanced algorithms, SkySquirrel offers specialized disease detection and data solutions for the complexities of vineyards, enabling grape growers to optimize vineyard health and performance.

Loreto Saccucci, blueRover
Loreto is the Chief Executive Officer of blueRover, where he has led the team in developing and commercializing a disruptive technological, data communications platform in the machine to machine (M2M) enterprise markets, including network protocols, applications and back office with solutions for food services, transportation and agriculture.
There are many mistaken beliefs about food safety regarding provincial abattoirs and provincially-inspected meat plants that have presented challenges in accessing certain markets. Learn how the industry is breaking down barriers and making it into retail and foodservice accounts because of their food safety programs, not despite them.

4. Understanding Food Safety

Moderated by Daphne Nuys-Hall, Ontario Independent Meat Processors

Daphne is the Technical Director for the Ontario Independent Meat Processors, a not-for-profit, board-led association representing over 300 members across Ontario including abattoirs, processing plants, butcher shops, fine food stores, suppliers and partners.

Cindy Salo, Bay Meats Butcher Shop

Cindy Salo, along with her partner Bruce Krupp, owns Bay Meats Butcher Shop, a provincially licensed free-standing meat plant in Thunder Bay, Ontario. They are committed to creating healthy and delicious meat products using proteins from Ontario and Canada, and are passionate about food safety.

Betty Dikeos, D&D Poultry

Betty is a Sales Executive at D&D Poultry, a family business dedicated to providing high-quality products and ensuring systemic approaches to food safety. D&D Poultry is HACCP certified and is a leader in the food industry in this regard.

Kevin Van Groningen, VG Meats

With a Bachelor’s Degree in Science (Agriculture) from the University of Guelph, Kevin focused primarily on meat science courses throughout his education. As the Lead Scientist at VG Meats, Kevin leads the charge for our tenderness testing program and is constantly working on new and innovative ways to bring delicious, local and fully traceable beef to hungry Ontarians.
LUNCH MENU

In partnership with Chef Carter and Spectra Catering, we are proud to present a local lunch using fresh, Ontario ingredients. Our food sponsors have generously provided local ingredients for today’s lunch and afternoon reception.

Hearty Autumn Salad
*Vegetarian, Dairy Free, Vegan*

Quinoa and Black Alberta Barley Salad
*Vegetarian, Dairy Free, Vegan*

Rabbit Stew with Mushrooms, Polar White Potatoes, Roasted Ontario Apples, Sage, Sterling Creamery Brown Butter

Chicken Souvlaki Pie, Spinach, Olives, Sundried Tomato under Flaky Pastry and Halal Lamb & Beef Skewers
*Halal*

Roasted Beets with Feta Cheese, Basil, Honey, Walnuts
*Vegetarian*

Warm Cinnamon & Ontario Apple Crumble with Whipped Cream
Local Lunch with Ali Hassan

CBC fans will recognize Ali as the host of Laugh Out Loud (CBC Radio One, SiriusXM), the frequent guest-host of the national arts show, q, and the host of the nationally televised annual battle of the books, Canada Reads.

On television, Ali has appeared as a recurring character on PBS Kids’ Odd Squad, TVO’s Dino Dana and CTV’s Cardinal. He will also star in an episode of Designated Survivor on ABC and VICE’s upcoming show, Fubar.
1. More Local Food in Ontario’s Municipalities, and Health Care and Education Institutions

This session will provide an opportunity to learn how organizations are successfully getting more local food in Ontario’s broader public sector (BPS) institutions – municipalities, universities, colleges, schools, hospitals, and long-term care facilities. Panelists will address some of the most challenging questions facing food procurement staff and healthcare professionals to overcome institutional inertia and create systemic change.

Moderated by Hayley Lapalme, Nourish

Hayley Lapalme is the Program Designer and Facilitator for Nourish, a national community of healthcare innovators working toward a future where the impact of food on health is understood and valued. Hayley has spent six years working with institutions and municipalities to create more resilient food systems.

Erin Beagle, Roots to Harvest

Erin is Executive Director of Roots to Harvest, a youth and food focused not-for-profit organization in Thunder Bay. Erin has been involved with provincial conversations and advocacy around food literacy, youth employment, food access, urban agriculture, food procurement and municipal food strategies for the past 7 years, and sits on the Board of Directors of Sustain Ontario.

Soni Craik-Christie, Golden Horseshoe Food and Farming Alliance

Soni is the Local Food Procurement Manager at the GHFFA and has spent eight years working with institutions and municipalities on food security and local food accessibility. She is currently working on a GHFFA project focused on local food procurement in 9 different long term care facilities.

Kate Flynn, Mohawk College

Kate Flynn is the Sustainable Food Systems Research and Program Coordinator at Mohawk College, where oversees all of Mohawk’s sustainable food programming. She is also co-owner and Operations Manager of Honest Field Farms, a small organic farm based in Erin, Ontario. She is a graduate of Queen’s University and holds an Master’s of Science from the University of Oxford, U.K.

Marianne Katusin, Halton Healthcare

Marianne is the Manager of Food Services at Halton Healthcare, where she was the project lead for Halton Healthcare’s award winning “Good for you...locally grown” program to put more local food on hospital menus. She has worked in the healthcare foodservice industry for 30 years.
2. Better Marketing for Local Food

Learn about successful local food marketing strategies and campaigns used by commodity organizations, farming associations, and distributors. The session will highlight successful local food promotion strategies and explore how to effectively make choosing local a priority for consumers.

Moderated by Megan Hunter, Greenbelt Fund
Megan is Director of Engagement and Digital Strategy at the Greenbelt Fund, and project lead on Ontariofresh.ca. Megan helps develop market opportunities for local food in the Greenbelt and throughout Ontario, and has more than a decade of experience in sales, communications, public relations, and foodservice.

Sarah Bakker, National Farmers Union-Ontario
The General Manager of the National Farmers Union-Ontario, Sarah has 18 years of experience in marketing and fundraising in the non-profit sector. She and her husband co-own Field Sparrow Farms, marketing grass-fed beef, pastured pork, and pastured chickens.

Kelly Ciceran, Ontario Apple Growers
Kelly is the General Manager of OAG, which represents 230 apple farmers in Ontario. She has 26 years of experience in the food industry, and works to support her members in government advocacy, promotion and industry competitiveness.

Cindy Palmer, Gordon Food Service
As the Category Lead for Fresh Produce, Dairy and Local at Gordon Food Service, Cindy developed the local Ontario program at GFS from its inception 10 years ago and continues to push for systemic and operational change to increase procurement of local food.
3. Innovative Finance Models to Support Local Food

Explore novel approaches to funding the next generation of farmers and food artisans. From social enterprises looking for creative ways to attract venture capital, to a Credit Union trying to diversify their offerings to make more products available to start-ups, entrepreneurs are finding new ways to finance local food innovation.

Moderated by Beth Hunter, McConnell Foundation
Beth is Program Director at the J.W. McConnell Family Foundation where she leads the Sustainable Food Systems Initiative and the Nourish program on the future of food in health care. She sits on the boards of the Academy for Systems Change and the Maple Leaf Centre for Action on Food Security.

Anahita Belanger, F2 Inc. & Belanger Organic Farm
Anahita is the CEO of F2 Inc., Founder of FarmClub, a subscription based direct-to-consumer local farm goods buying club, and organic vegetable producer in Hillsdale Ontario. Anahita is currently recruiting investors to bring the required growth to scale regenerative agriculture. On the farm, she is committed to growing produce with exceptional flavour and nutritional punch, and demonstrating that simple climate smart growing techniques increase yields and do not require trade offs.

Al Birtch, AgriCom Capital Inc.
Al is President & Chief Credit Officer of AgriCom Capital, a new Interim Capital lender being launched in January 2018. Al has over 30 years lending experience in the Agricultural and Commercial lending sectors and is a winner of the prestigious ISSO International Shared-Services Leader of the Year award.

D’Arcy McGee, Honeybrick
D’Arcy founded Honeybrick with a vision to build a privately funded strategic network of hubs, designed, built and managed to facilitate the growth and success of small and medium food companies in Canada. D’Arcy has worked extensively with private and institutional capital in the investment and asset management of commercial real estate in Canada and the U.S.
4. Strengthening Regional Food Systems Through Collaboration: A Northern Perspective

Northern Ontario’s vast geography presents unique challenges and opportunities for its regional food stakeholders and can serve as a case study for building local food collaborations throughout Ontario. From incorporating locally grown or traditional Indigenous foods in healthcare, to food distribution route mapping, or building resiliency within the Northern dairy processing sector, Northern food leaders will share best practices in regional collaboration to improve local capacity, food access and food security in the North.

**Afternoon Breakout Sessions**
1:30 pm to 2:30 pm

**Moderated by Kendal Donahue, OMAFRA**

Kendal is the OMAFRA Agriculture Development Advisor for the Thunder Bay District, advising farmers and food processors on starting and growing their businesses. Kendal also works on a range of local and regional economic development projects aimed at growing the agriculture and agri-food sector in northern Ontario. Prior to joining OMAFRA, Kendal led the development and implementation of the Thunder Bay and Area Food Strategy while working at EcoSuperior Environmental Programs.

**Peggy Baillie, Local Food and Farm Co-Ops**

With over 15 years experience in the food sector, Peggy works as a consultant for the Local Food and Farm Co-Ops, linking over 90 co-ops to training, peer connections and food system transformation through cooperation. Before joining LFFC, Peggy was instrumental in the growth of the Eat Local Sudbury Co-Operative. She also operates a mixed organic farm with her partner Eric.

**Kathy Loon, Sioux Lookout Meno Ya Win Health Centre**

Kathy is the Traditional Programs Manager at Sioux Lookout Meno Ya Win Health Centre. Her professional background is business and corporate development. She has worked for numerous First Nations and Native organizations throughout Ontario.

**Dan Munshaw, City of Thunder Bay**

Dan is the Manager of Supply Management at the City of Thunder Bay. He is a seasoned supply professional, drawing on over thirty years’ experience in government, mining and manufacturing. Dan is also an active participant in the national Nourish Program, helping to shape the future of food in health care.

**Stephanie Vanthof, Northern Ontario Farm Innovation Alliance**

Stephanie is the Administrator for the Northern Ontario Farm Innovation Alliance, a non-profit organization that aims to advance agriculture in Northern Ontario. She builds and manages projects that address a variety of agricultural initiatives and works to showcase Northern Ontario agricultural opportunities to a broader audience.
Collaboration in Marketing and Promoting Local Food

Breaking down silos to explore common marketing strategies, joint promotional activity, social media efforts, and community engagement. Look at how to leverage shared experiences for collective impact.

**Moderated by Agatha Podgorski, Feast On**

Agatha is the Community Manager at the Culinary Tourism Alliance and believes in local food and responsible purchasing practices. Since joining the CTA in 2010, Agatha has been instrumental in developing the Experience Assessment Tool (EAT) and Ontario’s foodservice designation program, Feast On. In 2011, she was recognized by the OHI as one of Ontario’s Top 30 Under 30 in the hospitality industry.

Collaboration Among Food Business Entrepreneurs

Exploring creative approaches to leveraging resources and services to capture local food market opportunities. Build connections among food business incubators, accelerators, start-ups, entrepreneurs, and small-medium enterprises.

**Moderated by Dan Borowec, Northumberland County**

Director of Economic Development and Tourism for Northumberland County, Dan has a broad background of public service in both post-secondary education and community economic development. His support for rural renewal led to the creation of the Ontario Agri Food Venture Centre – a critical piece of infrastructure to support the local food movement. He is a graduate of the University of Guelph, Central Michigan University, and Sprott School of Business.

Collaboration in Food Distribution

Exchanging ideas to help create more diversified models of food distribution, and exploring integrated food distribution networks. Share best practices, critical factors of success and challenges in food distribution.

**Moderated by Peter Bozzer, Flanagan Foodservice**

The Director of Procurement at Flanagan Foodservice, Peter is a local food advocate and foodservice procurement professional with 17 years of experience in the Ontario market. Strategic procurement is Peter’s specialty, and he is a committed collaborator and connector to all aspects of the Ontario food value chain.

An opportunity to meet and talk with other attendees, and make connections for your business or organization. Select from one of three topic areas, as follows:

**Salon 107**

Collaboration in Marketing and Promoting Local Food

**Salon 106A**

Collaboration Among Food Business Entrepreneurs

**Salon 106B**

Collaboration in Food Distribution

**Moderated Networking Sessions**

2:30 pm to 3:30 pm

**2:30 pm to 3:30 pm**

An opportunity to meet and talk with other attendees, and make connections for your business or organization. Select from one of three topic areas, as follows:

**Collaboration in Marketing and Promoting Local Food**

Breaking down silos to explore common marketing strategies, joint promotional activity, social media efforts, and community engagement. Look at how to leverage shared experiences for collective impact.

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Local food and farming is increasingly recognized as a vital bedrock of Ontario’s economic prosperity and health. Leading experts will participate in a high-level conversation about how to channel the growing interest in local food into concrete changes to the food value chain that increase access to and sales of local food in Ontario. A look at where we are headed and how we can get there.

The Future of Local Food

Moderated by
Greg Meredith, OMAFRA

Doug Alexander, Ippolito Group

Dr. Rod MacRae, York University

Dr. Kathleen Merrigan, George Washington University

Shanna Munro, Restaurants Canada

Greg was appointed Deputy Minister of Agriculture, Food and Rural Affairs in January 2017 following his role at Agriculture and Agri-Food Canada where he headed Federal-Provincial-Territorial relations and held positions as Assistant Deputy Minister (ADM) of Strategic Policy, ADM Financial Programs, and ADM Communications and Consultations.

Doug is part of the leadership team at the Ippolito Group, a multi unit business with three large modern food processing facilities in Burlington as well as operations at the Ontario Food Terminal, California and an extensive transportation business. Doug’s experience running food processing operations spans 30 years of meat, bakery, condiments, pasta, sauces and vegetable processing.

Rod’s research focuses on creating a national food agriculture policy for Canada, and the coherent and comprehensive programs to support such a policy. Rod’s courses identify the problems of the food and agriculture system, its vulnerabilities, where change is possible, and the strategies that could bring about effective change.

Kathleen is the Executive Director of Sustainability at the George Washington University, and Co-Chair of AGree, Board Director of Stone Barns Center for Food and Agriculture and Food Corps. Kathleen was Deputy Secretary of the U.S. Department of Agriculture (2009-2013), where she led the Know Your Farmer, Know Your Food Initiative to support local food systems.

Shanna is President and CEO of Restaurants Canada, the voice of foodservice representing over 30,000 businesses including restaurants, bars, caterers, and other foodservice providers across the country. Her visionary leadership at the country’s largest association for the hospitality industry connects members through services, research and advocacy.
Event Sponsors

We are very grateful to our sponsors for their contributions to the Local Food Symposium's success. In supporting the Local Food Symposium, and in their day-to-day business, our sponsors demonstrate their continued commitment to local food.

Local Food Champion Award Sponsors

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