

**THE GREENBELT FUND**  
ANNUAL REPORT  
2015/16



Photo Courtesy of Jaime Reaume

Possibility grows here.


The Greenbelt Fund helps get more great Ontario food onto our plates. By increasing access to local food, we are helping Ontario public institutions, retail, and foodservice markets thrive. Through initiatives in local food literacy, food hub development, and connecting small- to medium-size businesses throughout the food value chain, the Fund has dramatically increased the amount of local food consumed in the province: we've seen an increase of \$13 in local food sales for every \$1 we've invested. We're changing the way we eat food in Ontario.

 **767,000**

Amount of people employed by Ontario's food system

**\$ 63 billion**

Sales in food products through Ontario's food system

 **13 to 1**


Local food sales are increased by \$13 for every \$1 invested

**\$ 9,849,768**

Total amount invested by the Fund

 **250 km**

Distance that Greenbelt-grown food travels to our plates

 **2.24**

Amount circulated in the Southern Ontario economy for every dollar spent by the farm sector

# TOP 5 FUND SUCCESS STORIES

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

## Celebrating Our Success

With the dedication and collaboration of some 111 organizations, we have seen an increase of \$112 million in Ontario food purchased in less than six years. This 13 to 1 return on investment was possible through a wide range of projects from across the province and along the whole food value chain. With the Greenbelt Fund's guidance, major suppliers and public institutions are now able to track and measure the amount of local food purchased within their institutions. This has helped farmers, only adding to the success of local food procurement across the province. This kind of growth is in high demand, just like Ontario's delicious food.



The Greenbelt Fund has seen a 13 to 1 return on investment since its inception in 2010

## Investing in Big Change

Local food is all over the map—of Ontario, that is. In 2016, the Fund invested \$1.5 million in farmers, businesses, and not-for-profits working to increase the amount of Ontario food purchased and enjoyed across the province.

In a unique partnership between Burnac Produce and Subway Restaurants, the Fund is helping supply and promote local peppers, cucumbers, onions, and tomatoes, increasing Ontario produce

sales by \$1 million. This makes Subway the first franchise of its size to promote the use of local produce in its restaurants. With our continued investment in education institutions, Mohawk College will develop the first local food procurement model for Ontario colleges, with expectations to increase local food purchases by \$1.5 million over two years. And in our partnership with Stemmler Meats & Cheese, students will have access to more locally-sourced protein in schools.

These, among many more, are just a sampling of our investments in local food procurement across the province.



This year the Fund announced \$1.5 million in investments towards the local food sector, bringing more local food into institutions and restaurants, including a unique partnership between Burnac Produce and Subway Restaurants.



Ontariofresh.ca continues to lead the way, now through a social enterprise and technology development.

## Leveraging Wheels on the Road

Since its inception, Ontariofresh.ca has played a vital role in creating and fostering collaboration in Ontario's food value chain. Technology continues to evolve at a rapid pace, and the emergence of new business solutions developed for the local food movement provide an exciting glimpse towards ongoing evolution of the sector.

Ontariofresh.ca continues its leadership in Ontario's local food movement with

the creation of social enterprise and technology development that focuses on market accessibility and leveraging existing infrastructure in the ongoing adoption of the B2B "shared economy."

Our current project is creating a shared transportation/logistics solution, marketing and sales opportunities for small- and medium-sized businesses, and innovative developments in the communications sector.



Through the Ontario Food Hub Collaborative, the Fund connected over 130 members across the food value chain.

## Bringing Food Together

We were drawn to the opportunity to connect people in the food value chain across Ontario. The Ontario Food Hub Collaborative, an online forum facilitated by the Fund, connects over 130 members with representatives from local food hubs and food cooperatives, as well as distributors, processors, producers, and other value chain members across Ontario. The Collaborative is made up of people interested in supporting food hubs in different ways: aggregation, distribution, and marketing of locally

produced foods; access and distribution of food in Northern Ontario; and processing food hubs such as incubators, accelerators, and others interested in collaborating to increase access to local foods and food processing. We use Google Groups as a forum to share ideas across Canada and connect to a larger network of members in the US through the National Good Food Network. By connecting some of the best in the business, the Collaborative has helped the Fund support initiatives in local food.



The Fund worked with food hubs, including 100km Foods, Sysco Canada, and Aramark Food Service, through the Regional Food Distribution Pilot Project.

## Bridging Big and Small

In 2016, the Greenbelt Fund looked to address the challenges in the foodservice industry that are faced by small- and medium-sized farmers to bring more Ontario food to the mainstream. By working with 100km Foods Inc., Sysco Canada, and Aramark Food Service, we tested a new model for local food

distribution. By working with these partners, the Pilot took advantage of efficiencies of a large, multi-faceted distributor and a local food-focused regional distribution hub to provide more local product to kitchens in restaurants and institutions.

# INVESTMENTS

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 support the very best in innovation from Ontario's local farmers and food leaders.

\$130,000 / 2 years

## **Dana Hospitality LP**

Creating a Provincial Plate  
[danahospitality.ca](http://danahospitality.ca)

\$120,000 / 1 year

## **Ontario Tender Fruit Growers**

Increasing Local Food Literacy  
 for Ontario Tender Fruit  
[ontariotenderfruit.ca](http://ontariotenderfruit.ca)

\$115,000 / 1 year

## **Stemmler Meats and Cheese Inc.**

Opening BPS Sector Access  
 Through Packaging Line  
 Expansion  
[stemmlermeats.ca](http://stemmlermeats.ca)

\$100,000 / 2 years

## **Mohawk College School of Applied Arts & Technology**

Increasing Local Food  
 Procurement at Ontario  
 Colleges  
[mohawkcollege.ca](http://mohawkcollege.ca)

\$100,000 / 2 years

## **Toronto and Region Conservation Authority (for Golden Horseshoe Food and Farming Alliance)**

Increasing Municipal Local  
 Food Procurement in The  
 Golden Horseshoe  
[trca.ca](http://trca.ca)

\$100,000 / 2 years

## **Fresh City Farms Inc.**

Local Food Processing and  
 Packaging Facility  
[freshcityfarms.com](http://freshcityfarms.com)

\$100,000 / 1.5 years

## **Sustain Ontario**

Say Yes! To Local Food Literacy  
 in Schools  
[sustainontario.com](http://sustainontario.com)

\$90,000 / 2 years

## **Burnac Produce Ltd.**

Stop at Subway for  
 Ontario Grown  
[burnacproduce.com](http://burnacproduce.com)

\$90,000 / 1 year

## **Sprague Foods Ltd.**

Increasing Market Access  
 Through Packaging Equipment  
[spraguefoods.com](http://spraguefoods.com)

\$75,000 / 2 years

## **The New Farm Inc.**

The New Farm Kitchen  
 and Education Centre  
[thenewfarm.ca](http://thenewfarm.ca)

\$70,000 / 1 year

## **Bondi Produce Co. Ltd.**

Local Fresh Cut  
 Implementation  
[bondiproduce.com](http://bondiproduce.com)

\$69,000 / 2 years

## **Real Food For Real Kids**

HACCP Compliance  
 and Training  
[rfrk.com](http://rfrk.com)

\$45,000 / 1 year

## **Planet Shrimp Inc.**

Establishing Market  
 Opportunities for Fresh Local  
 Shrimp in Ontario  
[planetshrimp.com](http://planetshrimp.com)

\$45,000 / 1.5 years

## **Yorkshire Valley Farms**

Building a Strong Organic Egg  
 Program in Ontario  
[yorkshirevalley.com](http://yorkshirevalley.com)

\$45,000 / 1 year

## **Foodshare (Greenbelt Farmers' Market Network)**

Micro-Investments to Farmers  
 and Farmers' Markets  
[foodshare.net](http://foodshare.net)

\$40,000 / 1 year

## **Cross Wind Farm**

Expanding Market  
 Channels  
[crosswindfarm.ca](http://crosswindfarm.ca)

\$36,000 / 1 year

## **VG Meats**

Developing a Standard for  
 Selling Local Meats  
[vgmeats.ca](http://vgmeats.ca)

\$31,500 / 2 years

## **Durham Region Federation of Agriculture**

Enhancing Local Food Literacy  
 in Durham Region and Beyond  
[ofa.on.ca](http://ofa.on.ca)

\$25,000 / 1 year

## **Northern Harvest**

Local Food Hub in  
 Temiskaming  
[northernharvest.info](http://northernharvest.info)

\$18,500 / 1 year

## **Ontario Student Nutrition Services**

Delivering Local Food to  
 Ontario Student Nutrition  
 Programs  
[feedingkids.ca](http://feedingkids.ca)

\$15,000 / 1 year

## **Pollo Garden**

Market Assessment of Artisan  
 Slow Growth Chickens in  
 Ontario

\$15,000 / 2 years

## **Farm and Food Care**

Culinary and Farm Tour  
[farmfoodcare.org](http://farmfoodcare.org)

\$13,750 / 1 year

## **Rhizome Institute for the Future of Food**

Connecting Farmers &  
 Purchasers: Trade Fare

\$5,000 / 1 year

## **Country Heritage Park**

Future of Food and Farm  
 Forum  
[countryheritagepark.com](http://countryheritagepark.com)

\$5,000 / 1 year

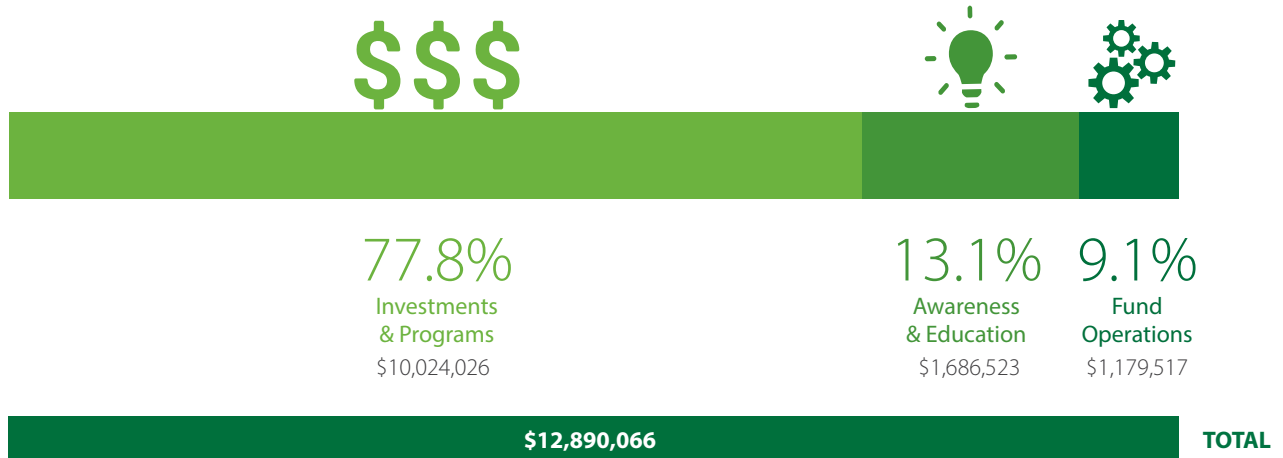
## **Sustain Ontario**

Bring Food Home  
[sustainontario.com](http://sustainontario.com)

# FUND FINANCIAL REPORT

## Cumulative Summary of Activities

2010-2016



## Condensed Statement of Financial Positions

For the year ending March 31, 2016

Income	
Program Funding	\$323,175
Personal & Corporate Contributions	\$130,611
Investments	\$6,813
<b>Total</b>	<b>\$460,599</b>

Expenses	
Human Resources	\$266,790
Investments & Program Expenses	\$129,634
Operating Costs	\$50,145
Awareness & Education	\$16,147
Professional & Legal Fees	\$9,626
<b>Total</b>	<b>\$472,342</b>

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

# OUR PEOPLE

The Greenbelt isn't just about wide open spaces, clean air, and water—it's about people, too. People and organizations that over the past decade have made Ontario's Greenbelt a success and a glowing example of how progress can work hand in hand with the natural world. Listed below are but a few of the folks that have helped strengthen the Greenbelt over this past year. We thank our sponsors, partners, Friends, vendors, supporters, and believers for all that you have provided and the dedication you have shown to the Foundation.

The Foundation and Fund are fortunate to work with some of the best and brightest. Some of last year's staff have moved on, and we thank them for all their hard work.

## Foundation Staff

**Alexandra Lockhart** Research & Policy Assistant  
**Alexandra Lucchesi** Communications Assistant  
**Andreea Nicoara** Communications Coordinator  
**April de Guzman** Program Assistant  
**Aziz Ameer** Accounts Assistant  
**Becky Mfazi** Accounts Assistant  
**Bizhan Roshan** Program Assistant  
**Burkhard Mausberg** CEO  
**Cody Pytlak** Communications Assistant / Niagara Region  
**Felix Whitton** Program Officer  
**Jackie Cornwall** Communications and Outreach Assistant  
**James Berry** Communications Manager  
**Jason Rombouts** IT Manager  
**Jessica Schmidt** Research Assistant  
**Josh Bentley-Swan** Communications & Administrative Assistant  
**Kat Snukal** Digital Media Assistant  
**Kathy Macpherson** VP Research & Policy  
**Kevin Cooper** Communications Coordinator  
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**Megan Hunter** Director, Engagement and Digital Strategy  
**Melissa Coria** Communications Assistant / York Region  
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**Robin Garrett** Director / Niagara Region  
**Shelley Petrie** Program Director  
**Sanique Robinson** Research Assistant  
**Steen Lyder** Helpdesk Assistant  
**Susan Murray** VP Communications & Operations  
**Thevishka Kanishkan** Designer & Program Coordinator  
**Thomas Bowers** Research & Policy Analyst  
**Violet McCrady** Communications & Operations Assistant  
**Vladimir Neminushchiy** Helpdesk Assistant

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## Fund Staff

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**Franco Naccarato** Program Manager  
**James Berry** Communications Manager  
**Kathy Macpherson** VP, Strategy & Programs  
**Megan Hunter** Director, Engagement and Digital Strategy  
**Sagal Dualeh** Program Officer  
**Sam Cheuk** Program Assistant  
**Susan Murray** VP Communications & Operations

## Fund Advisory Committee

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**Robert Campbell** Allstream Centre  
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**Christina Mann** Taste Real Guelph Wellington  
**Dr. John Kelly** Ontario Fruit and Vegetable Growers' Association  
**Nancy Hewitt Ontario** Greenhouse Vegetable Growers  
**Paul Sawtell** 100km Foods  
**Tom Coleman** IFCO Systems

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