

Making Choices

Rural-Urban Linkages for Local Food in the City of Guelph/County of Wellington Landscape

School of Environmental Design and Rural Development
University of Guelph
Funded by OMAFRA

www.guelphlocalfood.ca

Local Food in Our Landscape

- The local food movement in our landscape is generally fragmented and grassroots-driven by a number of dedicated individuals.
- There has been an identified need and interest in developing a local food system.
- As there is currently no overall organization, the emerging innovations and opportunities are not yet understood.
- We need to know more.

About our project

- Goal:

To engage local producers, consumers and government in identifying policy barriers and opportunities for a local food system in Guelph and the County of Wellington.

(Consumers, for our purposes, are institutions, school boards and restaurants.)

Project Procedure:

- Identify and then invite primary stakeholders into a participatory process.
- **Workshop 1:** To identify policy barriers and opportunities. Identify who else should be involved.
- **Workshop 2:** If deemed useful, and with additional participants.
- Submit report to OMAFRA.
- Create Advisory Committee and seek funding for 2-year Local Food Coordinator.

Project Team:

- 3 Faculty from School of Environmental Design & Rural Development and Department of Geography.
- 3 Graduate students from School of Environmental Design & Rural Development.

Expected Outcomes

- OMAFRA Report on Findings
- Research Process Documentation and Analysis (MSc Thesis)
- Policy Analysis (MSc Thesis)
- A stronger community network for local food.
- Funding and community support for a Local Food Coordinator.

First Workshop:

- October 25, 2007
- Approximately 40 people
- Cross-section of stakeholders
- Holiday Inn, 7:00-9:30pm
- Separate tables for different categories
(represented by different colours)
- Workshop process explained

Stakeholder Categories

- Government (County/City/Province)
- Restaurant/Caterer
- Marketer
- Local Food Promoter and Outreach
- Producer/Farmer
- Institutional Consumer

1. Workshop Invitation Criteria

Why were you invited to this workshop?

1. You or your organization was identified as a primary stakeholder.
2. You (or your organization) have an interest or a direct impact in the development of a local food system.
3. You (or your organization) operate within the City of Guelph or the Wellington County

2. Stakeholder Identification Criteria

What is a Primary Stakeholder?

A “primary stakeholder” is a group of people or organization that meets at least two of the following conditions:

1. You should be involved in the decisions concerning a local food system.
2. You have influence in the community to positively or negatively affect local food.
3. You can directly benefit from a local food network.

PRIMARY STAKEHOLDERS

Group

Sub-Group - Level 1

FARMERS

Farmers involved in local food production - mainly marketing through distributors or retailers
Farmers involved in local food production - mainly marketing directly to consumers
Farmers interested in getting involved in local food production

CONSUMERS

OFA, CFFO, NFU
Restaurants & Hotels
School boards
Hospitals
University of Guelph - Food Services
Factory Cafeterias
Buying clubs
Processors interested in local food

(Consumers, for our purposes are institutions such as school boards, cafeterias, restaurants, processors, etc)

DISTRIBUTORS

Conventional Processors
Marketers w/ primary focus on local food
Supermarkets

OUTREACH & PROMOTORS

Community outreach institutions
Local food promoters
Education & skill development programs
City of Guelph/Wellington
County/Township of Guelph-Eramosa
OMAFRA - Min. Natural Resources
(Wellington Stewardship Council)

GOVERNMENT INSTITUTIONS & RESEARCH BODIES

Wellington-Dufferin-Guelph Health Unit
University of Guelph

3. Towards a Local Food Network

- A. From your perspective, write a statement that describes an ideal Guelph/Wellington local food network in 1 year's time? [*Write the statement on flipchart paper.*]
- B. How can you contribute to such a local food network? [*Individuals put one idea per coloured card and give cards to facilitators.*]
- C. List the challenges or barriers to overcome [*Individuals put one idea per coloured card and give cards to facilitators.*]

Workshop Break

When you come back, please make sure you that you sit at a table that has as many representatives of other stakeholder groups as possible [look for different coloured name tags]

4. Who is Missing?

- A. Who else should be invited to the second workshop? Please review stakeholder identification criteria and comment. [*Each table to provide a list of names (with contact info if possible) and comment on the criteria.*]
- B. Should the supermarkets be invited? Why? [*Each table to provide a Yes/No answer with an explanation.*]

Preliminary Findings

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Ideal local food system (sample)

- **Farmers:** A central institution with a ‘buy local’ philosophy to help catalyze a sustainable environment for producers, and for the growing numbers of consumers of quality local food.

Ideal local food system (sample)

- **Institutional Consumers:** A buyer/grower relationship to supply/use what is required and needed from a central location at a reasonable cost.

Barriers and Challenges

- Deficient networks
- Marketplace values based on cheap food as opposed to quality
- Economic viability
- Availability
- Deficient infrastructure
- Uninformed consumer
- Lack of adequate marketing strategies
- Lack of certification mechanisms to generate consumer trust

Contributions

- Improve networks and communication among producers, retailers, consumers and policymakers
- Promote new market values
- Enhance business model
- Ensure food safety
- Offer and demand good quality food
- Improve supply

Contributions (continued)

- Build consumer trust
- Offer training and skill development programs and support
- Offer financial support
- Enhance regulation
- Promote local food through tourism.

Next Steps

Local Food in the Guelph - Wellington Landscape

An initiative of the School of Environmental Design and Rural Development (U. of Guelph)

Our Project

"Rural-Urban Linkages for Local Food in the City of Guelph-County of Wellington Landscape" is a one-year research project funded by the Ontario Ministry of Agriculture and Rural Affairs (OMAFRA)-Sustainable Rural Communities and led by professors Karen Landman, Ricardo Ramirez and Charlotte McCallum from the School of Environmental Design and Rural Development (SEDRD) at University of Guelph.

This research will engage citizens, producers and institutions in identifying community-wide constraints and opportunities for local food production and consumption. The anticipated outcomes of this research are improved opportunities for a flourishing local food system and a more sustainable local agricultural landscape. There are three components to this project:

1. A series of workshops to bring together citizens, producers, government, planners, institutional consumers and any existing local networks;
2. Policy research and analysis to understand the planning and regulatory opportunities and barriers to local food at three levels: Local-Institutional, Municipal and Provincial;
3. A final report that will be submitted to OMAFRA describing policy barriers and opportunities identified in this research.

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