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# Local Prosperity



# Objectives

- Introduction
- Why Local Food/ Small Farms and Food Sheds (Systems)?
- What is a Sustainable Food System?
- Examples of Food System Intervention
- Resources

# Introducing Joan Brady [jbrady@hay.net](mailto:jbrady@hay.net)

- ✘ Small scale farmer and family member, Dashwood, Ontario
- ✘ Food systems developer, Huron County, Ontario
- ✘ Sustainable Futures Farm and Food Consulting
- ✘ Member/International Programs National Farmers Union [nfu.ca](http://nfu.ca)
- ✘ Member of Via Campesina [viacampesina.org](http://viacampesina.org)



# Why Local Food? – Entry Level Farming - Agricultural Diversity

- Additional diversity in operational scale and scope complimenting food businesses in similar scale and scope
- Creative Land Access solutions
  - Rented land, Land trust, Collaboration, Intensive production
- Alternative Financing
  - Community Shared Agriculture
  - Incubator Farms



[www.grazingdays.com](http://www.grazingdays.com)



[www.firmlyrooted.ca](http://www.firmlyrooted.ca)



[www.windwhippedfarm.com](http://www.windwhippedfarm.com)

# Why Local Food – Direct Marketing



- Power in the Market Place
  - Retaining more of the food dollar
  - Set the prices based on COP
  - Control/benefits of the Value Chain - Production, Distribution, Processing, Marketing
  - Collaborate with other producers-business owners
  - Relationships with loyal customers – shared values and shared risk
- Consumers
  - Increased demand for Local – inherent Values
  - Food with Attributes – Story
  - Sustainability and Resilience

# Why Local Food – Benefit the Local Community

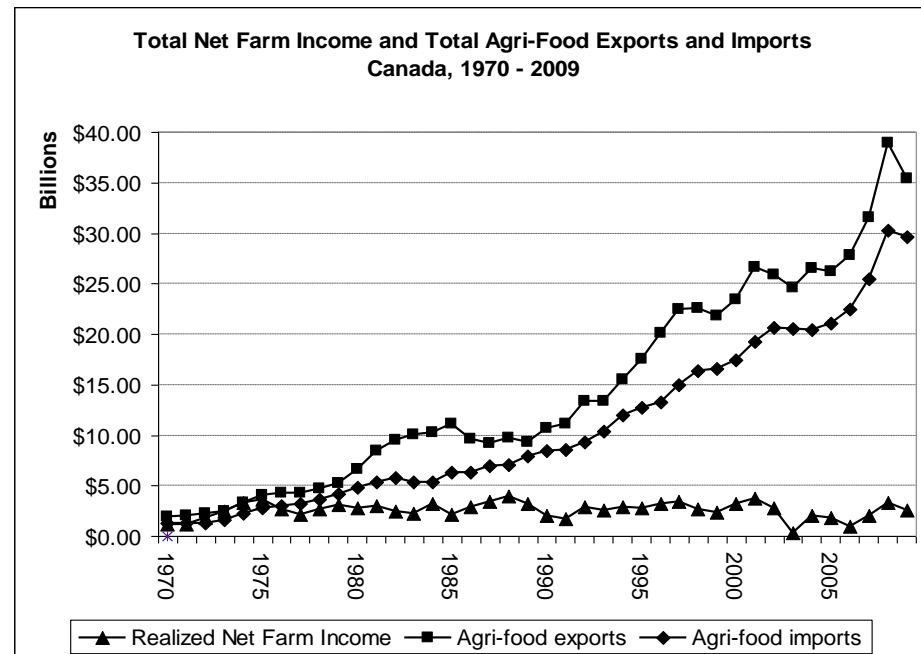


- Local Food . Small Farms . Food Sheds
  - More economic impact in local community - +2x  
(<http://www.neweconomics.org/>)
  - Economic benefits related to secondary processing and culinary tourism
  - Fresher – Healthier (nutrient availability)
  - Potentially less environmental risk – scale and ecological practices
  - Resurgence in Rural Populations
  - Increased community resilience

# Local vs. Global Food System

- It's about what we can control
- Diversity of scale and scope is more resilient
- Apply the same principles to both
  - Feeding ourselves first and trading the surplus
  - Healthy economy, community and environment
- Local Values should feed into provincial and national perspective

- Food Production: Export/trade oriented
- Gains in exports mirrored by increase in imports – redundant trade
- Farm Incomes remain stagnant and debt levels rise
- Local – retains the benefits



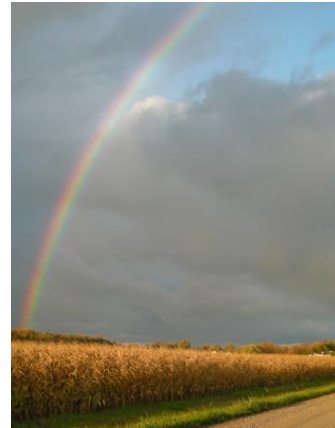
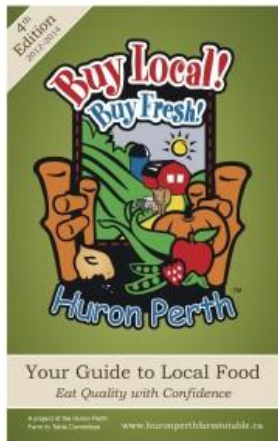
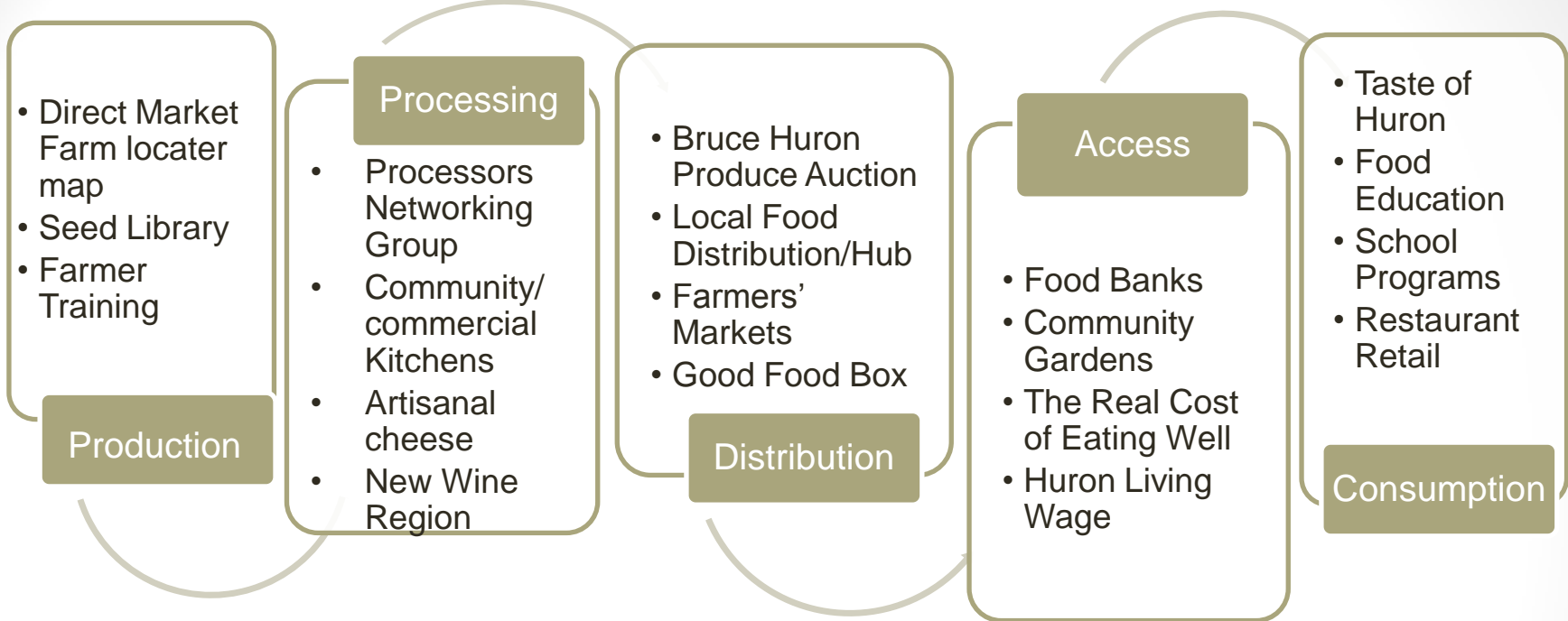
# Sustainable Local Food Systems/Sheds

- *Holistic approach*
- *Sustainability is at the Centre*
- *Each element is connected and all stakeholders are considered*
- *Action on the system can impact each element*





# Food System Activities in Huron County



# DISTRIBUTION: BRUCE HURON PRODUCE AUCTION



- Production by the Mennonite Community
- Large market buyers/ Farm gate sales/ Caterer/local grocery store
- Wholesale
- Large lot
- Tri-weekly Auction



Growing garlic goodness  
*Since 1998*



# PROCESSING – ADDING VALUE

# ACCESS AND CONSUMPTION

**Farmers' Market**



**Food Bank**

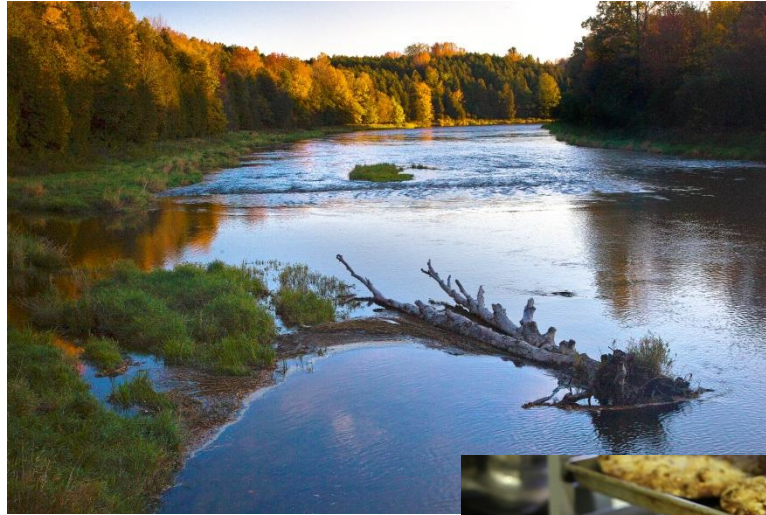
**“Truly Local”  
Food Cart**



**Butcher Shop**

# WASTE

- Reduce
  - 50% of Food is Wasted
  - Less packaging
- Reuse
  - Secondary Products
    - Wool
    - Leather
    - “Seconds”
- Recycle
  - Composting at every stage of the food system



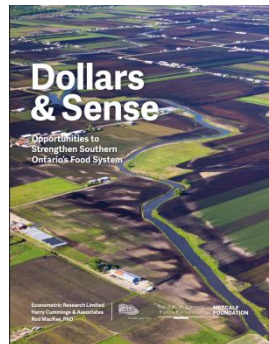
# Food System Change - Synergy

- Collaboration
- Vision
- Asset Mapping
- Strategy and Action
- Policy Change
- Evaluation



# Resources

- Sustainable Food Systems – HC Link Educational Resource  
[http://www.hclinkontario.ca/images/sustainable\\_food.pdf](http://www.hclinkontario.ca/images/sustainable_food.pdf)
- FoodNet Ontario - <http://foodnetontario.ca/>
- Dollars & Sense: Digging into Local Food Opportunities – Webinar, April 27<sup>th</sup> - <http://sustainontario.com/>
  - Report -  
[https://d3n8a8pro7vhmx.cloudfront.net/greenbelt/pages/1231/attachments/original/1423756914/Dollars\\_Sense\\_printversion.pdf?1423756914](https://d3n8a8pro7vhmx.cloudfront.net/greenbelt/pages/1231/attachments/original/1423756914/Dollars_Sense_printversion.pdf?1423756914)





**THANK YOU !**