



PARTNERING FOR LOCAL SUSTAINABLE FOOD SYSTEMS

the LFP approach

Presented by Lori Stahlbrand

March 9, 2007



Our Vision

To foster local sustainable food systems by linking farmers and processors with local purchasers, especially institutional purchasers



What's driving the interest in Local Food?

The Anxieties

- Concern about global warming
- Fear of bio-terrorism
- Food safety scares
- Concern about food security



What's driving the interest in Local Food?

The Desires

- Good food stories
- Authentic food
- “Voting with one’s dollars” to support the local community
- “Memory, romance and trust”



Local Sustainable Food

92% identify sustainability as an issue

- Local as a component of sustainability
- Pesticide Reduction
- Treatment of farm workers
- Animal Welfare
- Waste Reduction



LFP Certification Standards

- Employ sustainable production systems
- Provide safe and fair working conditions
- Provide healthy and humane care for livestock
- Protect and enhance wildlife and biodiversity
- Reduce energy consumption and greenhouse gases



Partnering with Institutions: the University of Toronto

- Local sustainable food comes to the largest university in North America
- U of T/LFP Partnership Launch
September 2006



Local Flavour Plus Launch

September 19, 2006



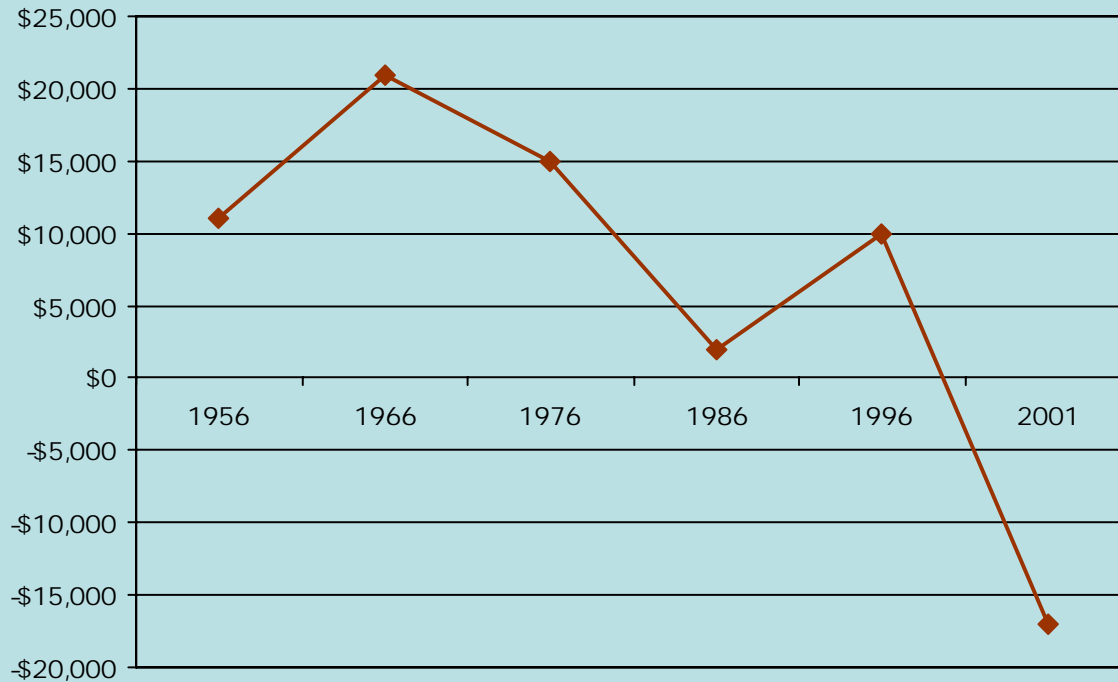
Local Flavour Plus Launch

September 19, 2006



The LFP Approach: What's in it for farmers?

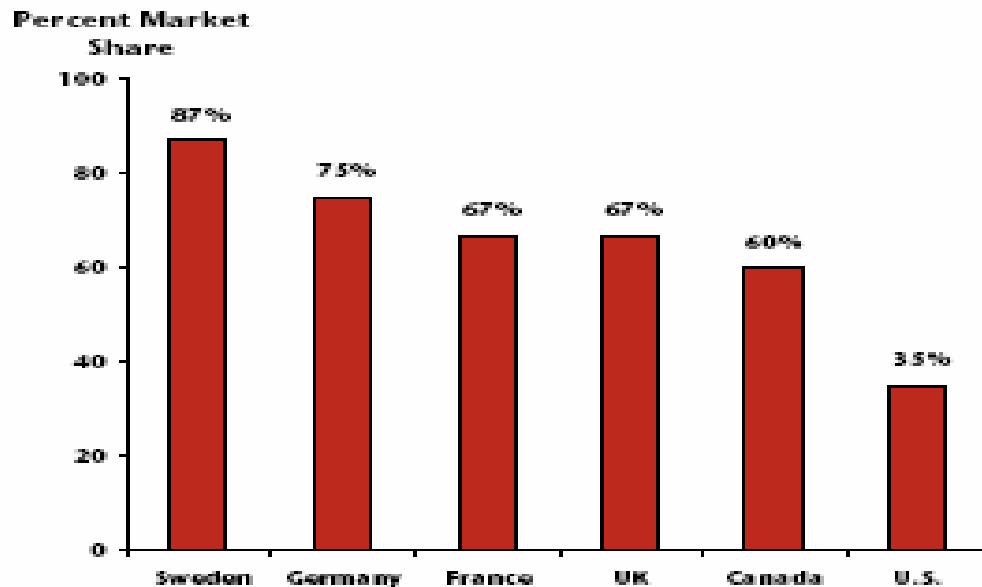
Net Farm Income 1956-
2005



The LFP Approach: What's in it for farmers?

Disappearing Competition

Chart B2.4
Market Share of Top 5 Food Retailers,
Selected Countries, 1997-1999



Source: AAFC calculations based on Dobson Consulting, (1999) and USDA sources.



The LFP Approach: What's in it for farmers?

- Creates consistent multi-year demand for local sustainable food
- Provides recognition for efforts to increase on-farm environmental and social sustainability
- Opens new markets
- May offer a price premium



The LFP Approach: What's in it for institutions?

- Provides an opportunity to play a leadership role by bringing together all the stakeholders in the institution behind a significant, unifying and positive initiative
- Demonstrates the institution's responsibility to the larger community and the environment
- Responds to student/client concerns
- Educates more informed leaders of tomorrow
- Provides an opportunity to position



The LFP Approach: What's in it for urban eaters?

- Offers food that is fresher
- Offers a way for urban people to show support for farmers and processors who produce food in environmentally and socially responsible ways
- Offers a way for urban people to counteract urban sprawl
- Offers a way for urban people to reduce greenhouse gas emissions by buying local sustainable food
- Offers a way for individuals to take collective action that can have a real impact




Where Local Flavour Plus Can Make a Difference

- Certification standards and monitoring system
- Product sourcing and supply chain management
- Education, marketing and public relations, including trouble shooting
- Rural economic and infrastructure development
- Public policy consultation and advocacy
- Creating a replicable model



The LFP Campaign Theme





**LET'S GO
THE DISTANCE**
so our food
doesn't have to.

WHEN YOU CHOOSE LOCAL SUSTAINABLE FOOD...

- ✓ You get food that's fresh and flavourful.
- ✓ You support farming that's environmentally and socially responsible.
- ✓ You conserve energy and reduce greenhouse gases.
- ✓ You foster a strong local economy and sense of community.

LOOK FOR LFP-CERTIFIED FOOD AVAILABLE HERE!

 LOCALFLAVOURPLUS
www.localflavourplus.ca

 UNIVERSITY of TORONTO



The LFP Certification Mark





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Food For Talk:

***Achieving Agricultural Sustainability
in the Greater Golden Horseshoe***

York University, March 9, 2007

Melissa Watkins, Executive Director



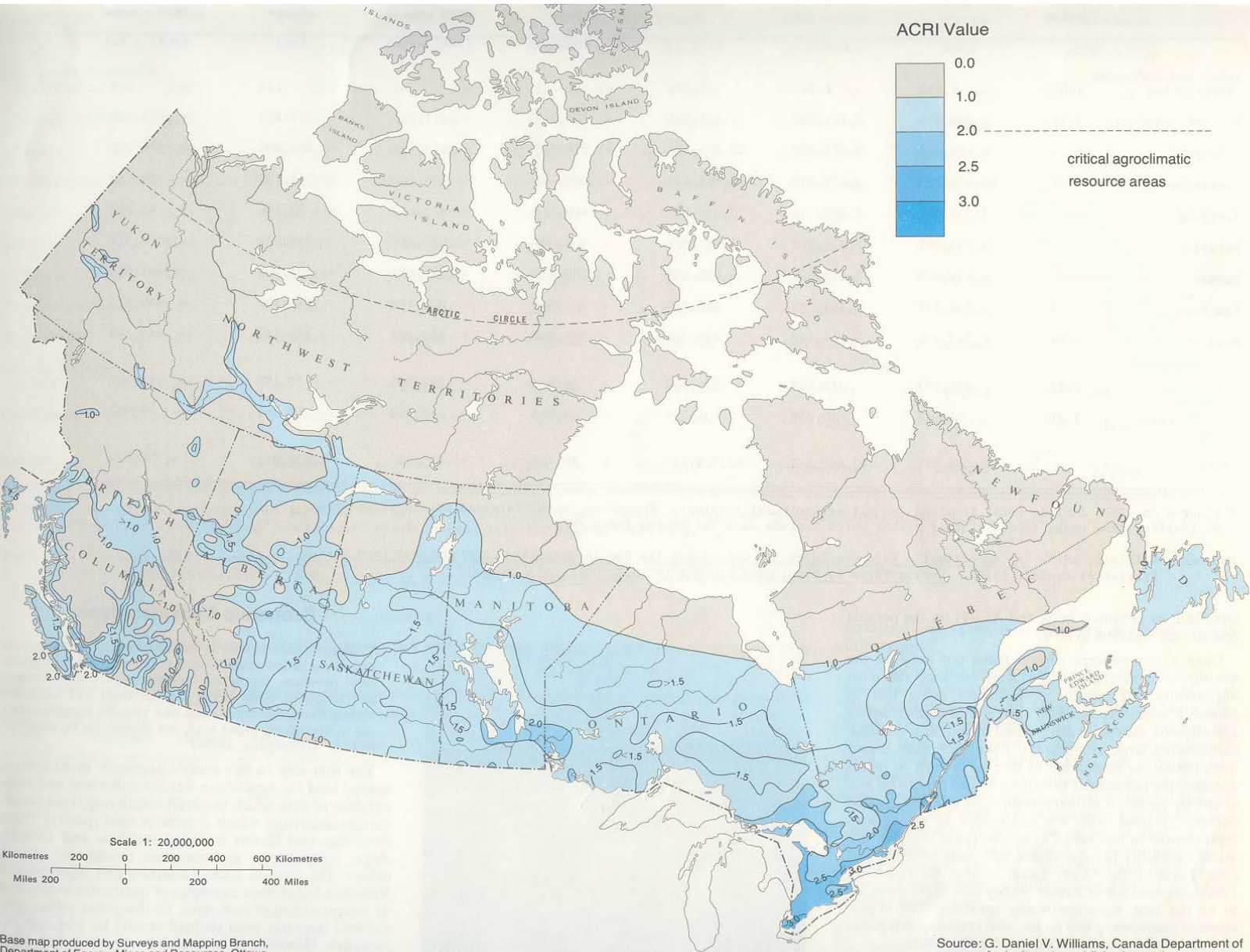
Overview

1. Introduction
2. Why preserve farmland in the GGH?
3. The Ontario Farmland Trust
4. What we're doing
5. Challenges and opportunities
6. Future of local farming in Ontario

The Context:

Ontario's Unique Farmland

- 52% of Canada's class one soils for farming are in southern Ontario; most is 'prime' farmland.
- All of Canada's top Agro-Climatic ratings are in southern Ontario, a vital farming region.
- Southern Ontario supports by far the greatest variety of crops and has one of the most resilient landscapes for agriculture in the world.
- Southern Ontario is also the area with the greatest pressure for urbanization.



Base map produced by Surveys and Mapping Branch,
Department of Energy, Mines and Resources, Ottawa.

Source: G. Daniel V. Williams, Canada Department of
Agriculture (unpublished report).



Canada's most diversified
agricultural industry

Patterns of Farmland Loss

- Harder to figure out than you'd expect!
- Subdivisions at the urban edge.
- Impact of non-farm residents and traffic in the 'urban shadow'.
- Individual rural residential severances in agricultural zones.
- Marginal farmland on poor soils reverting to forest cover.
- The coming demographic retirement wave.



So...Why Protect Farmland in the Golden Horseshoe?

- **Food production**
- **Food security**
- **Economic contributions of agriculture**
- **Stewardship & amenity of the countryside**
- **A resource for future generations**



The Ontario Farmland Trust – An Initiative led by the Farm Community



What is the Ontario Farmland Trust?

- A non-profit land trust designed to focus on protecting farmland for farming.
- Supported by key major farm organizations, with a Board of Directors about half farmers and half non-farmers.
- Building a bridge between conservation and farming communities.
- Strong ties to the University of Guelph's Farmland Preservation Research Project.

Background

- Establishment of University of Guelph Farmland Preservation Research Project in 2002
- Ontario Farmland Conservation Forum in 2002
- Incorporation July 19, 2004
- Qualified Eco-gift recipient in 2005
- Farmland Preservation Conferences in 2004 and 2005
- 2007: Working to secure first easements

Founding Organizational Members



*Long-Term Thinking
for Today's Issues*



**Ontario
Federation of
Agriculture**



Other Organizational Members

Food  Share

Working with communities to improve access to
affordable and healthy food - from field to table



Our Funders

George Cedric
Metcalf Charitable
Foundation

UNIVERSITY
of GUELPH

THE ONTARIO
TRILLIUM
FOUNDATION



LA FONDATION
TRILLIUM
DE L'ONTARIO



Ministry of Agriculture,
Food and Rural Affairs

Sustainable Rural Communities

Our Mission

To protect and preserve farmland and associated agricultural, natural and cultural features in the countryside, and to support research and education to further the preservation of these lands for the benefit of current and future generations.

We are just one piece of the puzzle that supports an extremely important and diverse industry.

- Agriculture is the #2 sector of the Ontario economy, contributing over 700,000 jobs.
- Agriculture supports both a healthy environment and rural communities.
- To protect agriculture and farm communities in urbanizing southern Ontario we must protect farmland.

What We Do

- **Like other land trusts, with the same challenges of governance and funding.**
- **Seek easements or outright ownership of farmland, both donated and purchased.**
- **Focus on protecting farmland for agricultural production.**
- **Run education & awareness programs.**

Key Issues for the OFT

- Near-urban agriculture
- Mainstream agriculture
- Support for government policy
- Agricultural easements
- Funding



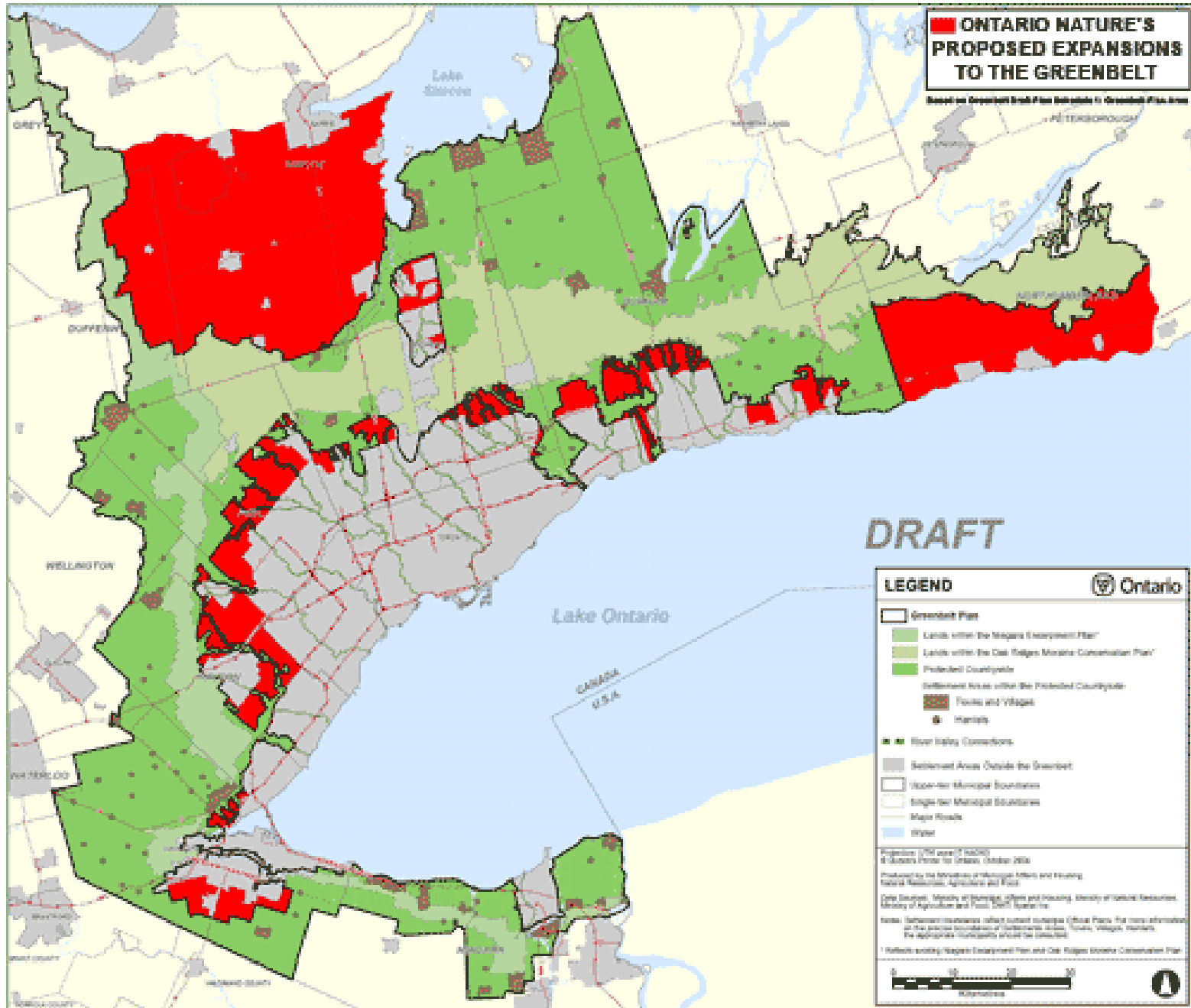
Defining Our Role in the Context of Current Issues

- Greenbelt, Pickering and issues related to near-urban agriculture
- Agricultural Advisory Team
- GTA Agricultural Action Plan
- Places to Grow and Municipal Initiatives

















**ONTARIO NATURE'S
PROPOSED EXPANSIONS
TO THE GREENBELT**

Based on Department Draft Plan Subtotals in Greenbelt Plan Area



DRAFT

LEGEND 

-  Greenbelt Plan
-  Lands within the Niagara Escarpment Plan*
-  Lands within the Oak Ridges Moraine Conservation Plan*
-  Protected Countywide
-  Settlement Areas within the Protected Countywide
-  Towns and Villages
-  Hamlets
-  River Valley Corridors
-  Settlement Areas Outside the Greenbelt
-  Upper-tier Municipal Boundaries
-  Single-tier Municipal Boundaries
-  Major Roads
-  Water

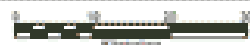
* Regions (750,000 ha total)
 4 (Greenbelt Plan) (Greenbelt Plan) (Greenbelt Plan)


Prepared by the Ministry of Municipal Affairs and Housing
 Natural Resources, Agriculture and Food

Date: December 1, 2010. Ministry of Municipal Affairs and Housing, Ministry of Natural Resources,
 Ministry of Agriculture and Food. Draft Report No. 10-10-10-001

Note: Settlement boundaries reflect current municipal (Greenbelt Plan) or more extensive
 at the time of publication of this report. Towns, villages, hamlets,
 and other municipalities are shown for context.

† Reflects existing Niagara Escarpment Plan and Oak Ridges Moraine Conservation Plan.

 0 10 20 30 Kilometres



Accomplishments

- Building a coalition
- Incorporation in 2004
- Input to Agricultural Advisory Team and GTA Agricultural Action Plan
- Input to Greenbelt Act, Planning Act and Places to Grow
- Input to Duffins Rouge Agricultural Preserve Act and revised Conservation Land Act
- Negotiations with interested easement donors



What are the challenges in preserving farmland?

- Until recently there was little legislative basis for protecting agricultural land; now Bill 16 has added 'agriculture' to the Conservation Land Act.
- There is no financial incentive, unlike the Eco-Gifts Program, so farmland only gets protected because it's part of a property containing a significant natural area.

Challenges

- Keeping up with running the organization
- Tax implications of land or easement donations
- Recognizing differences between the U.S. experience and Canadian needs
- What about 'industrial farming'?
- The farmer's questions
 - What's in it for me?
 - Protect the farmers and you'll protect farmland
- Choosing which land to protect



The Future of Local Farming?

Reconnecting the
Farmer and Consumer

-OR-

Struggling to compete with
International Commodities

Urban Attitudes to Farming – the Positive Side


- Most urbanites and conservationists support farmers.
- The main motivation cited for buying local food is to support the farmer.
- Local food purchases in a variety of ways contribute to value-added farm income.
- Urban support also protects the rural farm landscape.

Urban Attitudes to Farming – the Negative Side

- Many urbanites worry about the environmental impacts of farming, and food safety questions surrounding modern agriculture.
- Some reject modern ‘factory farming’, but where do you draw the line between what is acceptable and what is not?
- What position should a land trust take?

Where Next?

- Development of policy options to improve farmland protection. A Places to Grow Food Plan?
- Development of criteria and evaluation of on-the-ground farmland protection projects.
- Conference on farmland preservation and Places to Grow Food in April '07.
- Fundraising and Volunteers

An aerial photograph showing a road intersection. A road with two yellow lines runs diagonally from the top left to the bottom right. To the left of the road is a large green field with distinct parallel rows. To the right is a large purple field. At the intersection, there is a small tree and a few people or vehicles. The text "Thanks... Any Questions?" is overlaid in white on the purple field.

Thanks...
Any Questions?



Executive Director: Melissa Watkins farmland@uoguelph.ca

c/o University of Guelph, Richards Building

Guelph, ON N1G 2W1

519-824-4120 ext. 52686

farmland@uoguelph.ca

www.farmland.uoguelph.ca