



# **Building the Infrastructure of the Local Food System: A Piece at a Time**

**Katherine Grechuta, Dr. Stew Hilts &  
Dr. Wayne Caldwell**





# Background

- 92% of Canadians believe farmers are trustworthy (Angus-Reid, 2006).
- Hartman Group completed a report that showed value added products in Grocery Stores are being perceived negatively by consumers



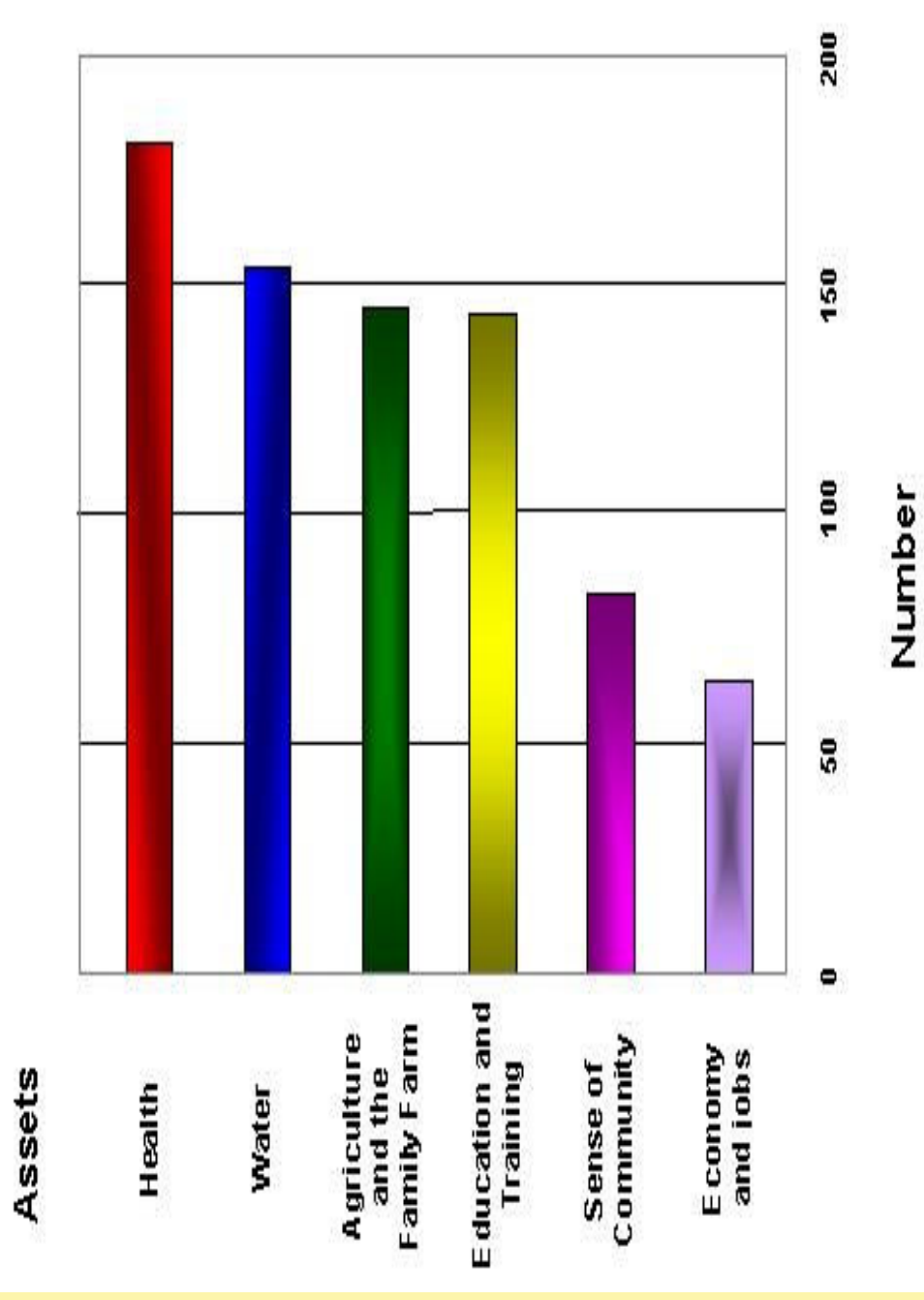
**VERSUS**





# Background continued..

- Rural Dialogue 2001: Agriculture and the Family Farm are identified by rural residents as an asset





# **CFIA Defines Local:**

**Originating within 50 Km of where the product is sold, measured directly or meeting one of the following criteria:**

- a) the local government unit in which it is manufactured, processed or packaged;**
- b) one or more local government units that are immediately adjacent to the one in which it is manufactured, processed or packaged, or;**
- c) the local government unit in which it is manufactured, processed, produced or packaged and in one or more local government units that are immediately adjacent to the one in which it is manufactured, processed, produced or packaged (Canadian Food Inspection Agency)**



## **Local food to participants:**

**“Local food” is about food that takes the fewest steps between producer and consumer. This definition serves to put a greater portion of every dollar into farmers pockets..... “**

**~a participant’s definition of Local Food**



# Research

- **Objective of research was to identify barriers to value added production on farms.**
- **3 different methods of data collection**
  - 1. farmer survey**
  - 2. long interview**
  - 3. case study: Woolwich Township**



## **Defining Value-Adding:**

**Value Added Operations are any activity or process that is completed by the farmer, which alters the original agricultural product or commodity grown on site by the farmer. Value-added operations may include cleaning, bagging, packaging, bundling, pre-cutting, cooking and baking....(Township of Woolwich, 2007).**



## **Focus of Presentation:**

- **Results from Farmer Surveys**
- **Interesting on farm value added stories  
from farmers**
- **Considerations and discussion**





# Sample Characteristics

Commodity	# of Farmers	Value Added Product	Approx. # of Farmers
Field Crops	16	Jam	18
Vegetable Crops	21	Preserves	8
Fruit Crops	28	Baked Goods	11
Greenhouse	3	Frozen/Canned/Dried	3
Livestock	10	Honey	4
Nursery	3	Alternative Dairy	2
Maple Syrup	5	Other	11
Other	7		



**When asked whether on farm value adding  
was important to farm viability?**

	<b>Frequency</b>	<b>Percent</b>
<b>Yes</b>	<b>30</b>	<b>91%</b>
<b>No</b>	<b>3</b>	<b>9%</b>
<b>Total</b>	<b>33</b>	<b>100%</b>
<b>Missing</b>	<b>9</b>	
<b>Total</b>	<b>42</b>	



## Percentage of Your Income Coming From Value-Adding:

	Frequency	Percent
1%-10%	9	25.7%
11%-20%	5	14.3%
21%-30%	6	17.1%
31%-40%	3	8.6%
41%-50%	2	5.7%
51%-60%	3	8.6%
61%-70%	1	2.9%
71%-80%	4	11.4%
81%-90%	0	0%
91%-100%	2	5.7%
<b>Total</b>	<b>35</b>	<b>100%</b>
<b>Missing</b>	<b>7</b>	
<b>Total</b>	<b>42</b>	



# Survey Outline

- **Participants were given a survey which asked them to rank barriers identified by the researcher under four different categories:**

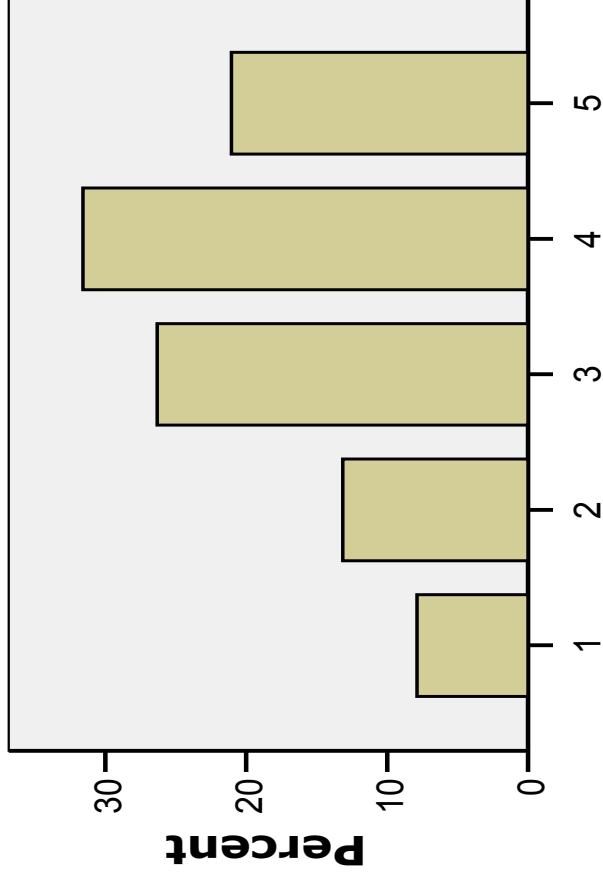
- 1. Policies & Regulations**
- 2. Physical Infrastructure**
- 3. Capital Infrastructure**
- 4. Other**



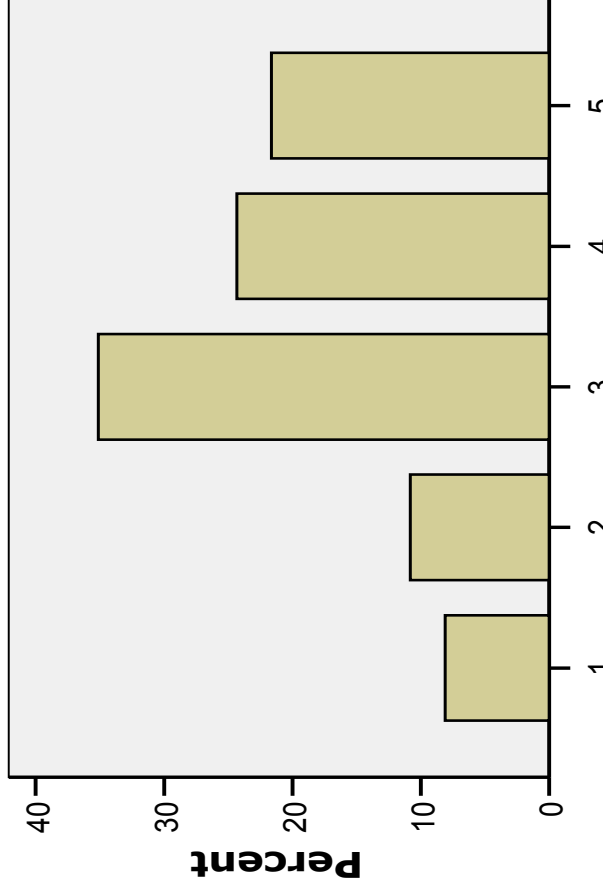
# Policies & Regulations

## Municipal Planning Regulations

## Building Regulations



Lickert Scale Rating



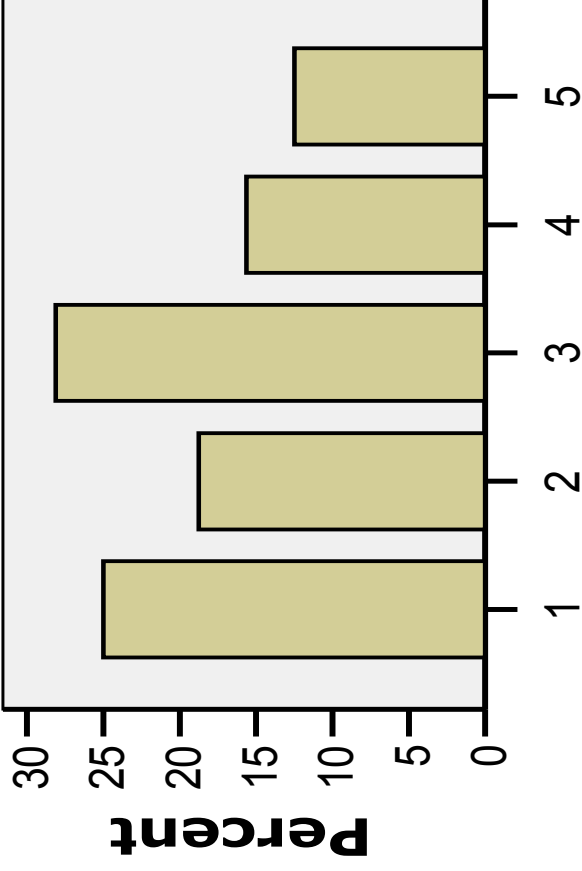
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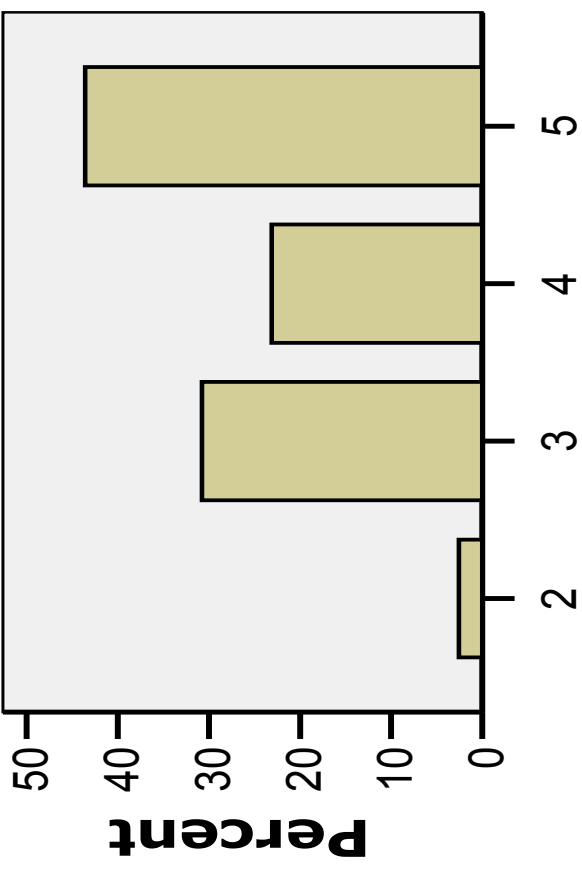
# Policies & Regulations

## Provincial Policies

## Health Regulations



Lickert Scale Rating

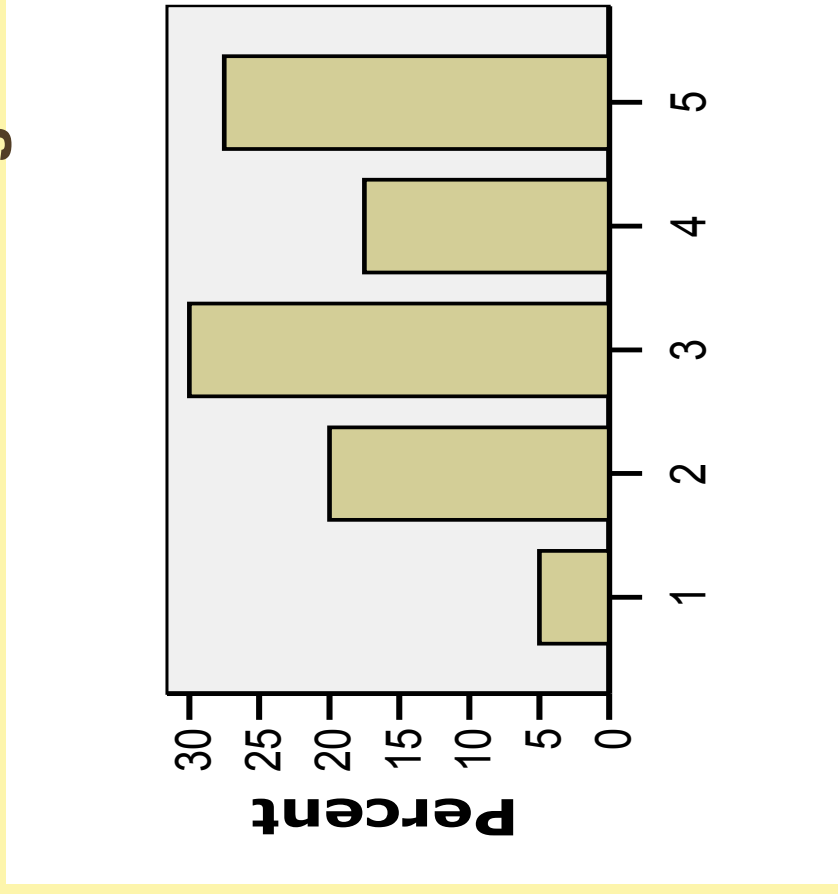


Lickert Scale Rating



# Policies & Regulations

## Rules for Labeling

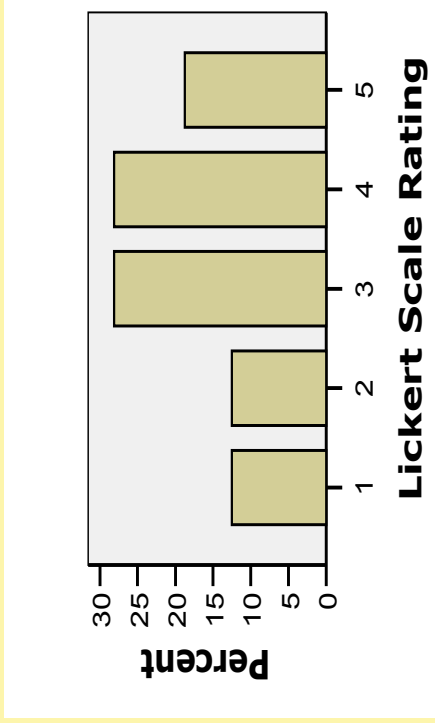


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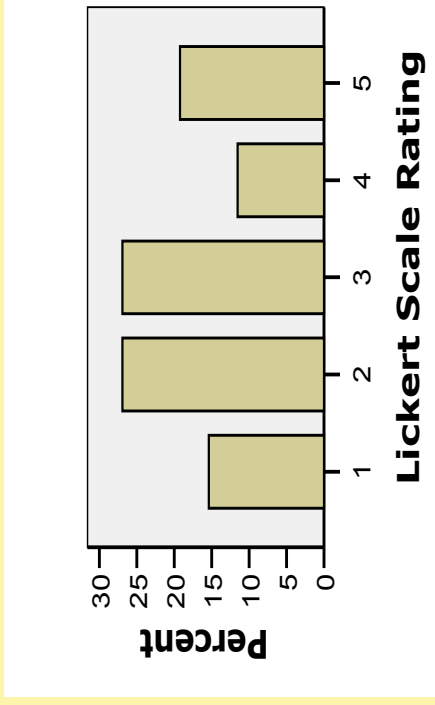


# Physical/ Capital

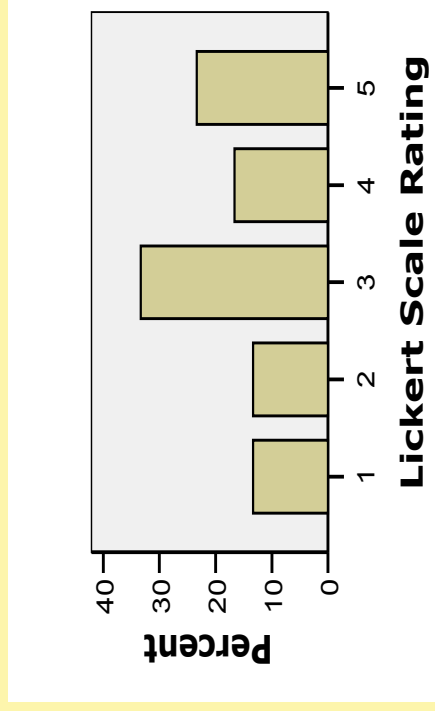
## Lack of Processing Facilities



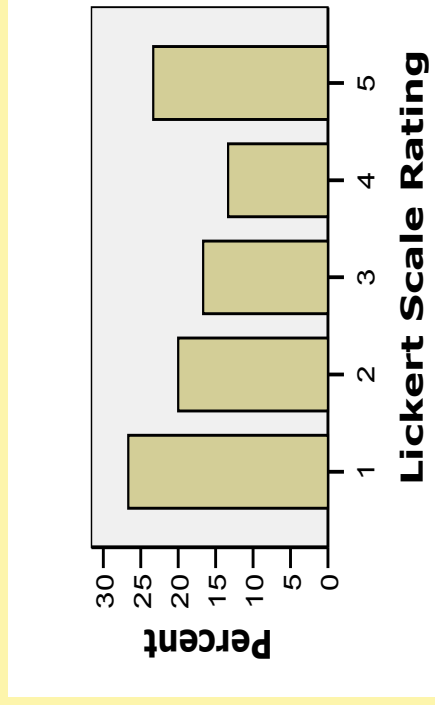
## Lack of Coops



## Lack of Capital



## Lack of Support from Banks



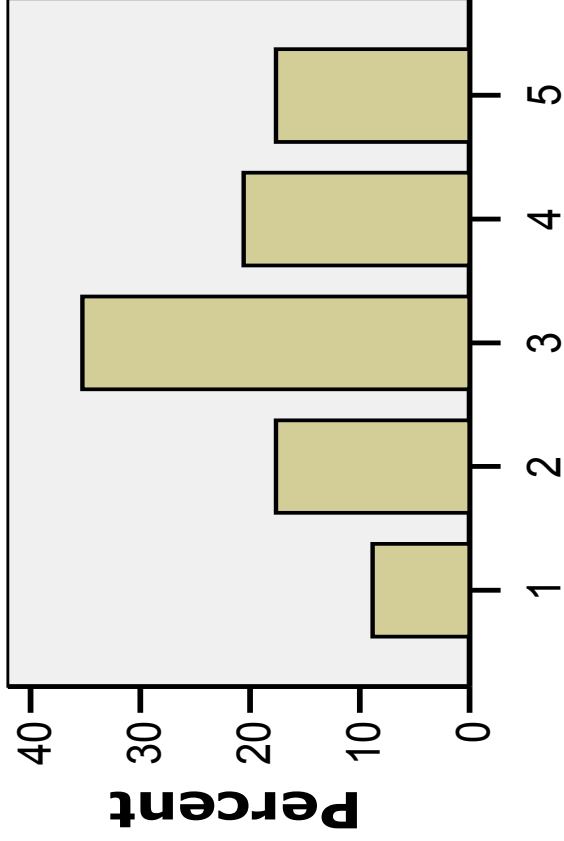




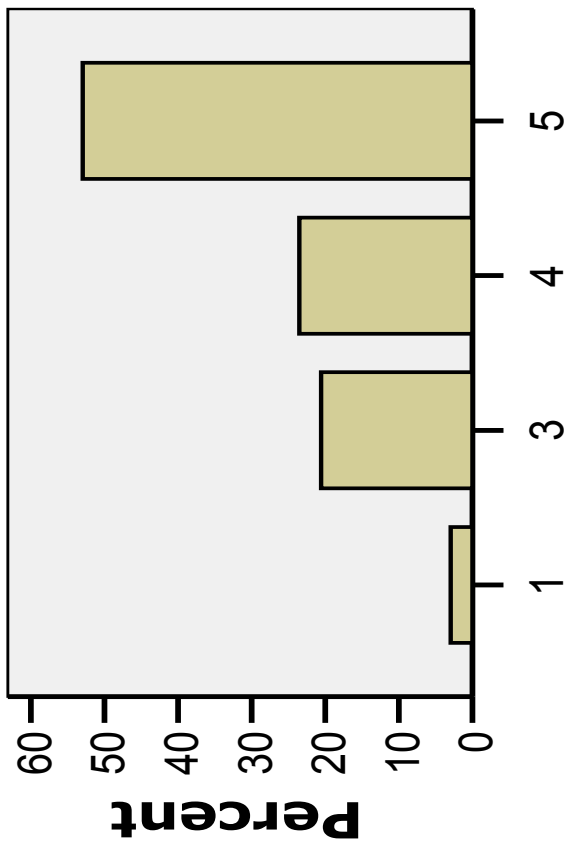
# Other

Inability to Produce at a Large Scale

Lack of Commitment from Other Players



Lickert Scale Rating

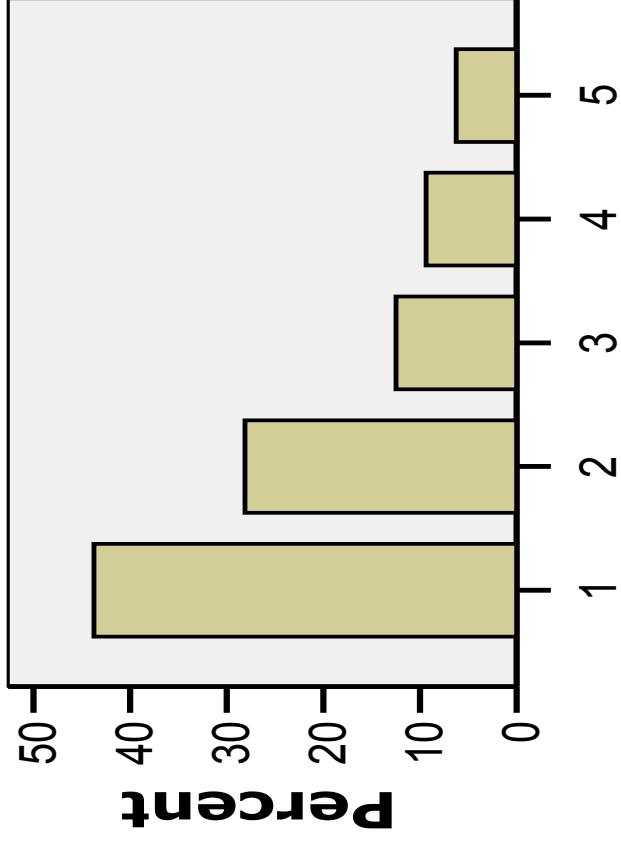


Lickert Scale Rating



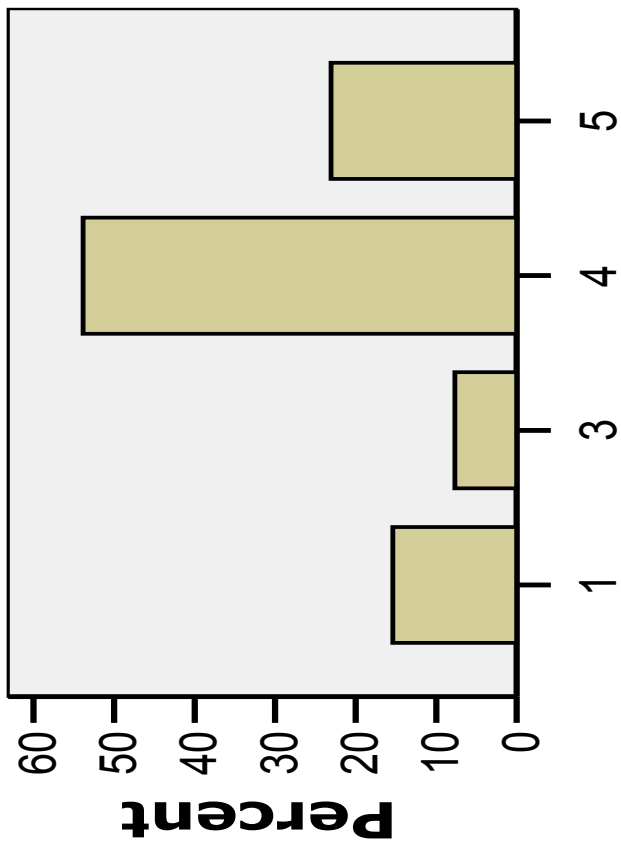
# Other

Lack of Consumer Interest



Lickert Scale Rating

Other Infrastructural Elements



Lickert Scale Rating



## **Would the Expansion of Value Added Products Strengthen the Local Food System:**

**Most participants felt that expansion of value added would strengthen LFS.**

**Participants also felt that LFS is important because:**

- **Local food is healthy**
- **Good, safe, local food is going to be in greater demand in the future**
- **People are interested in knowing where their food is coming from**
- **Provides local employment**
- **Critical to upcoming culinary tourism products and initiatives being developed in Ontario**



## **What kind of support do farmers require in order to start taking on value-adding?**

- 1) Government Support:**
  - Less government interference
  - Cooperation from municipalities
  - Help with bureaucracy/ policies/regulations

- 2) Financial Support:**
  - Low interest loans
  - Incentive programs from government

- 3) Consumer Support:**
  - Education campaigns: Local is better
  - Fair pricing



## **Particularly interesting comments....**

**“Honey shouldn’t be treated the same as milk, often the one size fits all from CFIA makes no sense when they try to transfer from one product to the next, they may be getting better at that..”**

**“The only thing our government is committed to doing is shutting down all small abattoirs, cheese factories with all their red tape” .**

**“We produced cider for 10 years till the Region of Durham Health Department cut us off, even though we had yearly federal and provincial inspections. To produce again we need new facilities, a new press and a pasteurizing system. Is this investment worth it?”**



# **Recommendations:**

- **Developing alternative policies: risk based approach to regulation and inspection**
  - **Better coordination of policies**
    - **Creation of LFS Coordinator**
  - **Coordination among provincial agencies**
- **Municipal Level: evaluation of policies**



# Thank You

I would just like to acknowledge and thank all the folks who took the time and participated in this study. You have helped me graduate!

