



Local Food:

Past, Present and Future





The Last 50 Years: Farm View

1960	2010
550,000 farms	210,000 farms
21% of pop on farm	1.6% of pop on farm
33% of food dollars to farms	18% of food dollar to farms





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Item	1960	2010	50 yr X
Minimum wage	.75cents	\$10.25	13X
Loaf of bread	.15 cents	\$2.50	16X
wheat	\$2.00/bu	\$4.50/bu	2.5X
Cake mix	10 cents/14 oz	\$5.27/ 14 oz	52X
apples	.20cents / lb	.80cents / lb	4X









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The Last 50 Years: Consumer View

1960	2010
Population: 17.5 M	Population: 34 M
18% of income on food	11% of income on food
Food Freedom Day: March 10	Food Freedom Day: Feb 12





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The Last 50 Years: Other Trends On the Farm:

- Decline in environment
- Decline in rural orgs and businesses
 - Increase in farm debt load
 - Increase in off farm income

At Large:

- Decline in knowledge of food
- Decline in physical activity: rural and urban
 - Increase in corporate involvement
- Increase in obesity and nutrition based diseases





The Farm Crisis: Still need convincing?

Agriculture Canada (April 25 2010):

Ontario Net Farm Income, 2009: --\$330,000,000

Ontario Net Farm Income, 2010: --\$500,000,000





Turning the Corner on 50 Year Trends Can We Do It?

- We need more farmers, who make more money
- We need more processors who make more variety
- We need more retailers committed to local food
- We need more citizens making good food choices





What Choices Have We Got

Grey Bruce spends \$7.5M per week on food
((\$50 per person))

Less than 5% of that goes for local food
((\$1 per person))

If we could grow the local food system from
<5% to >50% of our food dollars, what
would it look like?





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Local Food Players: (little guys)

CSAs

Farmers Markets

Local Food Stores/Independents

Selected Restaurants

Abattoirs/Processors





Local Food Non Players: (Big Guys)

Large Food Corporations/Supermarkets

Franchises: restaurants and food shops

Institutional Kitchens: retirement homes, cafeterias

Upper Tier Governments

Hospitals/medical profession

Education Institutions





Buck the Trend: Support Local Food

Grey Bruce Agriculture &
Culinary Association

www.foodlinkgreybruce.com



