

10

THINGS YOU NEVER KNEW YOU WANTED TO KNOW ABOUT LOCAL FOOD



**10 THINGS YOU NEVER
KNEW YOU NEEDED TO
KNOW ABOUT LOCAL
FOOD** ebook is produced by
The Ontario Table.

Producer: Lynn Ogrzlo
Executive Editor: Tracy Bordian
Agricultural and Food
Photography: Jon Ogrzlo
For editorial or publicity inquiries
or for permission to quote or
use copyright material, please
contact Lynn Ogrzlo through
www.ontariotable.com.

**10 THINGS YOU NEVER
KNEW YOU NEEDED TO
KNOW ABOUT LOCAL
FOOD** is copyright © 2013 by
Lynn Ogrzlo. All rights reserved.
Photographs copyright © 2013
Jon Ogrzlo. All rights reserved.
All recommendations are made
without guarantee on the part
of **The Ontario Table**.

The Ontario Table disclaims any
liability in connection with the
use of this information.



When I'm at a book signing event, I'm approached by the loveliest people who want to chat, to talk to me about local food issues. It warms my heart and is incredibly encouraging.

I hear many well meaning comments like this; "I can't wait until summer so I can buy local food again!" It's a common misconception. It appears to me that most consumers have a view of local food that focuses around freshly harvested, seasonal fruit and vegetables. If they can conceive of it growing in the ground in the fields around them, they know it's local.

However, if there is one fact that I want everyone in Ontario to know is that we live in Canada's richest agricultural province and the food we grow, raise, produce and process is incredibly vast - I mean it!

Ok, that may have been two facts, but know that in true agricultural form, this book is about planting seeds. It's about offering up a broader definition for local food than the majority of consumers now hold. It's about common sense when it comes to food and it's about supporting the food system around us so it can grow and flourish - don't you think that is good for us?

So who wins when we educate ourselves about the food around us? You do, I do and yes, so does our community and the farmers and culinary entrepreneurs. It's called a win-win. If you're still not convinced, go directly to page XX to read how some of our local food leaders feel about our local food system.

LYNN OGRZLO

Before we start...

At **The Ontario Table**
we start every new
day with this thought.



The \$10 Challenge

We hope you will too.

The \$10 Challenge

If every household
in Ontario spent
\$10 a week on local
food, we'd have an
additional **\$2.4 billion**
in our local economy
at the end of the year.

The Billion Dollar Impact

You can make
a difference!

Keeping our money circulating grows those dollars to
\$3.6 billion and creates **10,000 new jobs.***

Now that we are on the same
page, let's continue...



THE FIRST THREE THINGS

HOW TO BUY LOCAL

The 3-step **Ontario Table** plan to successful local buying.

STEP 1: First, take an inventory of the foods you already have in your kitchen that are local. Read labels on packages, jars, bags and boxes – butter, eggs, chicken, jam, condiments, etc. You'd be surprised at how much local food you're already buying.

STEP 2: Know that there are very few limits to the variety of local food available to you. Limits include tropical fruit, spices, coffee, chocolate and seafood. The other limit is seasonality, but don't be fooled. Ontario has a great greenhouse industry that brings fresh tomatoes, cucumbers, eggplants and peppers to our grocer shelves 11 months of the year. Think of local food this way – almost ANY food you can buy fresh, in a can, bottle, bag or jar, you can find a local equivalent.

STEP 3: Now with your existing inventory of local food and new understanding of the expansive variety of local food, grow your inventory by \$10 a week. Check the isles of your grocery store for more local food. Once you're comfortable with your new purchases, try to grow your inventory of local food by another \$10 a week. Keep going until you're happy that your local food purchases have grown to dominate your imported food purchases.

THE NEXT SEVEN THINGS

TIPS TO SPENDING \$10 A WEEK

1. Shop at a farmers' market when you can. Meet the farmers and discover how personal shopping for local food can be. Farmers' markets create communities out of food buying activities. Look for one near you at www.farmersmarketsontario.com.

2. Shop at a farm. Go to www.ontariofarmfresh.com for a listing of all the on-farm markets in Ontario. Find one near you and enjoy a country experience from your shopping excursion – it's where your food is grown and raised!

3. Browse **The Ontario Pantry** ebook. Learn which locally produced foods come in tins, boxes, jars and bottles and where you can get them. **The Ontario Pantry** is full of interesting local food facts. For example, White Rose Cake and Pastry Flour is all Ontario; Unico and Primo are not Italian brands, they're Ontario and their tins of tomatoes are 100% Ontario; Sifto and Windsor salt are Ontario products. You can easily find these products and more on grocers' shelves making it easy to spend your \$10 a week.



4. Eat seasonally. Use **The Ontario Table \$10 Challenge**, *A Year of Eating Local* ebook to find local foods that are available each month. The ebook features the local foods you should be looking for and enjoying each month. Click here to discover it.

5. Buy greenhouse produce year round. Ontario's greenhouse industry is centred around but not exclusive to the Essex-Kent growing region. These giant greenhouses supply Ontario grocery stores from small independents to large chain stores. There is a feature story on Ontario greenhouse products in **The Ontario Table \$10 Challenge** ebook. Learn about it so you can ask for it in your grocery store throughout the winter months.

6. Stock an Ontario pantry. Buy Ontario products that come in bags, boxes, tins and bottles. Stock them in your pantry so you have them on hand. You can find unique products at farmers' markets and on-farm markets and traditional products on grocers shelves.

7. Know that there is a local food equivalent to almost anything you buy. You can find it with these tips and resources.

What to do now...

Now that you know the
10 THINGS YOU NEVER
KNEW YOU WANTED TO KNOW
ABOUT LOCAL FOOD, here are a
few more thoughts to chew on.

Without food we are nothing. In Ontario we are extremely lucky. The land we inhabit is fertile. There are movements happening in communities all over Ontario, and the public is beginning to actively weigh options when purchasing food for themselves and their families. The private, public, and not-for-profit sectors are working together and their messages are the same - "buy local", it just makes sense!

*Simon Brothers
Powerline Films*





What the experts are saying about local food...

Ontario Culinary Tourism Alliance: The **Ontario Culinary Tourism Alliance** is a website where Ontario growers, chefs, culinary entrepreneurs and people who love fresh and flavourful local food meet, engage and discover. If it has anything to do with local food from carrots to vacations, and events-to jobs, you'll find it at www.ontarioculinary.com. Subscribe to their newsletter.
Rebecca LeHeup

Edible Toronto: The best local food magazine in Ontario is **Edible Toronto**. A cross between investigative reporting and local food issues, this quarterly magazine is a must read for anyone who cares about the food industry in Ontario. Look for the beautiful glossy magazine at most local food stores or subscribe on-line at www.edibletoronto.com.
Gail Gordon-Oliver

Sustain Ontario: The best local food magazine in Ontario is **Edible Toronto**. A cross between investigative reporting and local food issues, this quarterly magazine is a must read for anyone who cares about the food industry in Ontario. Look for the beautiful glossy magazine at most local food stores or subscribe on-line at www.edibletoronto.com.
Carolyn Young

Local food resources

ONTARIO TABLE BOOK

The *Ontario Table* is Ontario's one and only award-winning, Canadian best-selling, local food cookbook and agricultural guide that inspires everyone to buy local. Each recipe is accompanied by a grower story to introduce you to the people who grow your food. You'll also find 20 culinary travel stories that describe where our food grows best and why. Included as well are wine pairings, culinary resource maps, and a chapter on The Ontario Pantry that sources local food in grocery stores. Last but not least, it includes the \$10 Challenge that calls for everyone to work together for a better food culture. Click on the book for buying information. \$29.95



BUY LOCAL TEDx TALK

Ontario Table author Lynn Ogryzlo talks on TED.com about how buying local makes sense for our health, our family, our community and the economy. Listen to how one person can make a difference - \$10 at a time. Click on the TED icon to listen.



\$10 CHALLENGE EBOOK

Beginning in January 2012, *The Ontario Table* launched the \$10 CHALLENGE: A Year of Eating Local ezine, a complement to the bestselling, award-winning cookbook and agricultural guide. Now the ezine has been compiled into an ebook. Click on the book below for buying information. \$7.95



ONTARIO PANTRY EBOOK

In *The Ontario Table*, Canada's bestselling, local food cookbook and agricultural guide, there is a chapter called "The Ontario Pantry." This chapter lists local foods you're likely to find in grocery stores that come in bags, boxes, bottles, and tins. Now this popular resource has been expanded into an ebook. Click on the book below for buying information. \$2.95



Further investigating

"Local food is personal. Here's your chance to meet the people who grow your food!"

Watch this:

Good Food Ideas Videos: Sustain Ontario and Powerline Films have teamed up to create a series of short videos. They're all about where our food comes from and who is growing it. Each one is by region and/or by food so you get a good sense of where our food is grown and the diversity of food cultures across our province. Just click here and you'll get straight to them at www.ontariofoodvideos.ca.

"Get involved with your food! Find everything from a farm dinner or a job in local food on this amazing site!"

Subscribe to this:

The **Ontario Culinary Tourism Alliance** is a website where Ontario growers, chefs, culinary entrepreneurs and people who love fresh and flavourful local food meet, engage and discover. If it has anything to do with local food from carrots to vacations, and events to jobs, you'll find it at www.ontarioculinary.com. Subscribe to their newsletter.

Read this:

The best local food magazine in Ontario is **Edible Toronto**. A cross between investigative reporting and local food issues, this quarterly magazine is a must read for anyone who cares about the food industry in Ontario. Look for the beautiful glossy magazine at most local food stores or subscribe on-line at www.edibletoronto.com.

"Read about local food issues, the latest crops and food products coming out of Ontario."

Spread the word!

“Like” the Ontario Table facebook page and you can use this icon on your website to show your support of local food!





Every year, all year round, it's important to buy local. And it doesn't stop with food...

Stay connected with **The Ontario Table** wherever you are!

Find us on  ontariotable.com/blog

Find us on  facebook.com/ontariotable

Find us on  [@ontariotable](https://twitter.com/ontariotable)

Find us on  pinterest.com/ontariotable