

Ministry of Agriculture, Food and Rural Affairs

Selling Food to Ontario

Offering a workshop in your community

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What is Selling Food to Ontario?

A hand is shown holding a rustic wooden crate filled with fresh, organic produce. The crate contains several large, dark purple beets with their leafy tops, several bright orange carrots, and a bunch of green leafy vegetables, possibly Swiss chard or spinach. The background is a soft-focus outdoor setting with green foliage, suggesting a farm or market environment. The overall tone is natural and wholesome.

A workshop to create new opportunities for farms & food businesses

The sessions focus on how to expand into new markets such as farmers' markets, food service, retailers and other wholesale buyers.

Topics covered can include:

- market channel opportunities (who buyers are, how they purchase food and what they expect)
- basics of food safety and regulations
- retail market readiness
- food labelling
- mega trends in the food industry – risks and opportunities
- Learning from retailers about local procurement programs

How Does it Work?

OMAFRA works with a local host community

- Together we design a program that will meet the needs of the local businesses



Roles and Responsibilities

OMAFRA

- Help source the right speakers
- Develop the agenda
- Develop the participant materials
- Follow up with businesses who inquire

Local Host

- Advise on most relevant topics
- Provide a venue and caterine
- Charge fees or get sponsors if needed
- Market the session locally

Past Workshops

Partnership with Aboriginal Labour Force Development Circle and Mohawks of the Bay of Quinte



Selling Food to Ontario Workshops

Are you a farmer or food processor? Or looking to explore new opportunities for your farm or food business?

Part One, March 5, 2019, Mohawk Community Centre, Tyendinaga—\$15
Part Two, April 2, 2019, Quinte Sports and Wellness Centre, Belleville - \$15
Register for both for \$25

- Pre-Registration is required. To register click [HERE](#) .

Part One: Breaking Ground in Local Food: What You Need to Know—March 5, 9am to 4 pm, Mohawk Community Centre

Learn from food producers, food buyers, and industry experts about the many different ways that local foods make it onto Ontario consumers' plates and the opportunities that await your local food business. From food trends to financial fundamentals, this session will help equip you with the knowledge and networks you'll need to get your food product market-ready.

Part Two: Tending to Vending: Scaling up Sustainably—April 2, 9am to 4pm, Quinte Sports and Wellness Centre

A one-stop-shop for everything you need to know about food regulations and the facilities and support services to help you scale up your food business. Learn from food entrepreneurs about creative solutions to overcome the hurdles to growth and marketing strategies to fuel successful growth.

For more information go to www.eastontlocalfood.ca or contact Renee Brant at renee@mbq-tmt.org or Amber Darling at adarling@trenval.on.ca



Interested? Reach out to your local advisor



OMAFRA Advisors

- Covering all regions of the province
- Helping to support communities in accessing programs and services
- Not sure who your advisor is? Find out at:
 - 1-877-424-1300
 - Ag.info.omafra@Ontario.ca