



OPEN FOOD NETWORK CANADA

A national not-for-profit

Our mandate is to develop open-source knowledge, code, applications and platforms that can help enable sustainable food systems in Canada.

At present our 'flagship' bilingual food distribution / e-commerce platform engages 966 farms, markets, food banks, food hubs and other community food initiatives across Canada

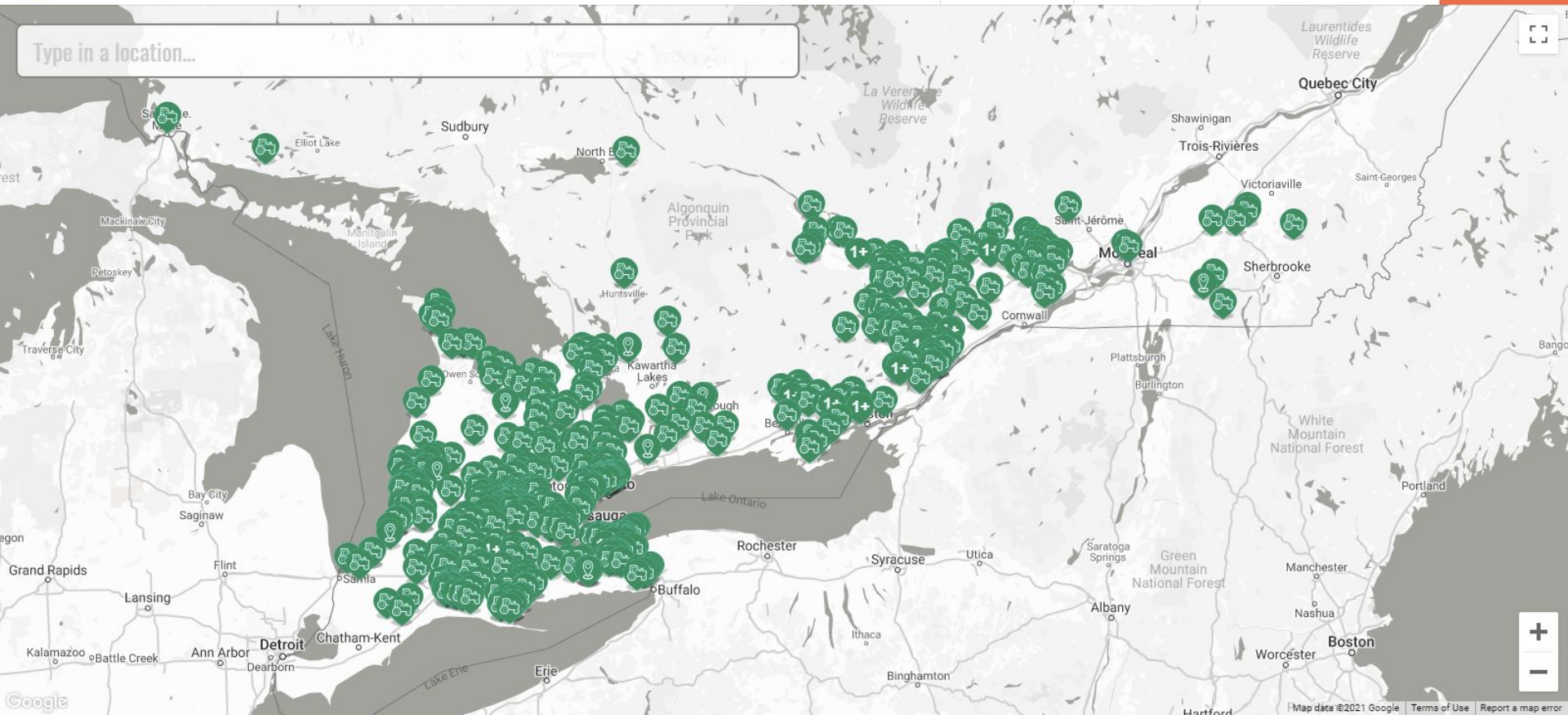
David Thomas

Operations Manager | Open Food Network Canada | david@openfoodnetwork.ca



Supporting +600 farms across Ontario

Type in a location...

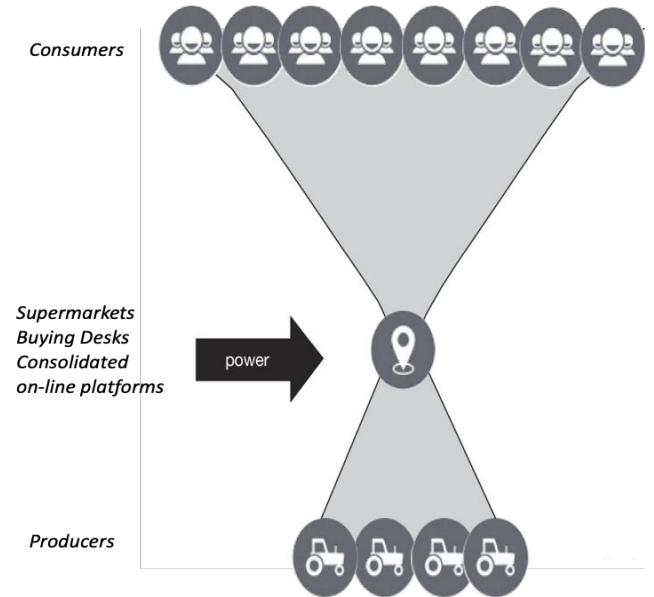




“When selling into commodity markets, the margins are small and farmers have little power. There is also incentive to "drive the land" harder than they would otherwise want to. (They have to to make ends meet.)

So Kirsten and I started in 2011 to think about systemic interventions in food distribution so we could scale up opportunities for regenerative farmers. We talked to leaders in alternative food distribution ... Everyone seemed to be having issues with software and sinking a lot of money into their own systems with no easy way to collaborate with others with the same problem...”

-- Serenity Hill, Open Food Network

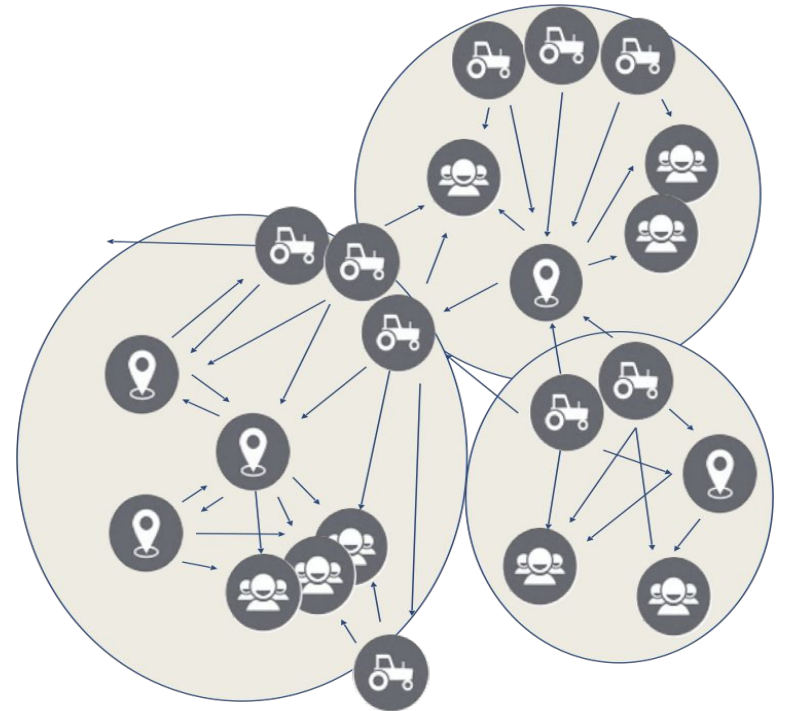




“We could also see potential for a networked approach, rather than software designed to support a single food hub (i.e. so farmers can list products being sold through multiple hubs).

We could see that a major problem with the existing food system was concentration of power in the supply chain, so a major and central design feature was to enable (price/source) transparency in a distributed system (and therefore a well functioning market).”

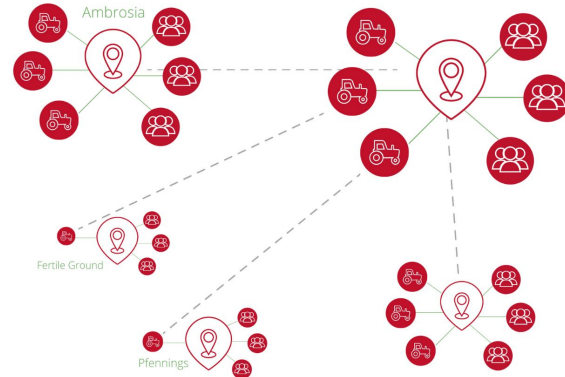
-- Serenity Hill, Open Food Network



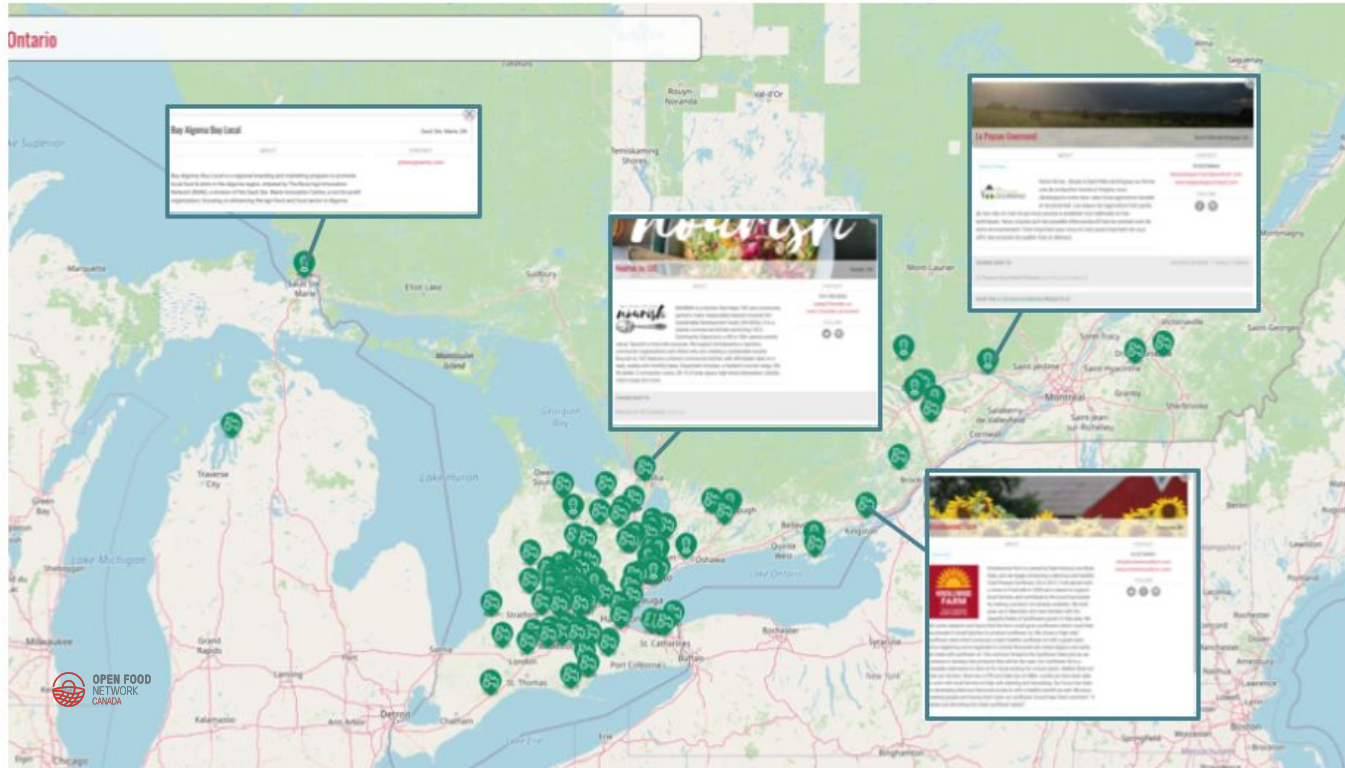
Local food systems and community food enterprises come in many forms. But they all need similar technical systems - many are still using spreadsheets and email

- Direct farm sales
- Community Supported Agriculture (CSA)
- Consumer-driven buying groups
- Informal producer collaboration: farm hub / mini-markets
- Processing cooperatives
- Farmers' markets
- Pop up markets e.g. community grocer
- Wholesale food hub
- Community food centres, coops, & food banks

- Diverse - but also patterns and similarities
- Networked – need **COLLABORATION** – marketplaces, not single farm stores



As a producer or market vendor or farmers market, I can have a, searchable mapped profile so people can find me and search for my products.



As a consumer I can search products by location, product category, 'property', and delivery/pickup availability

Location



waterloo

Product Type



Filter by Type

Fruits	Vegetables	Prepared Foods	Pickles & Preserved	Dairy & Eggs
Meats & Proteins	Flowers	Candy & Snacks	Root Vegetables	Leafy Greens
Squash Family	Herbs & Spices	Frozen	Plants, Seedlings,	Greenery
Honey & Syrups	Edible Flowers	.	House & Home	Baked Goods
Beverages	Other	Pantry Items	Seedlings (Flowers)	Seedlings (Herbs)
Seedlings (Vegetables)	Seedlings (Tomatoes)			

Filter by Delivery

Delivery Pickup

Delivery/Pickup



'Properties'
(eg certifications,
growing
practices, etc)

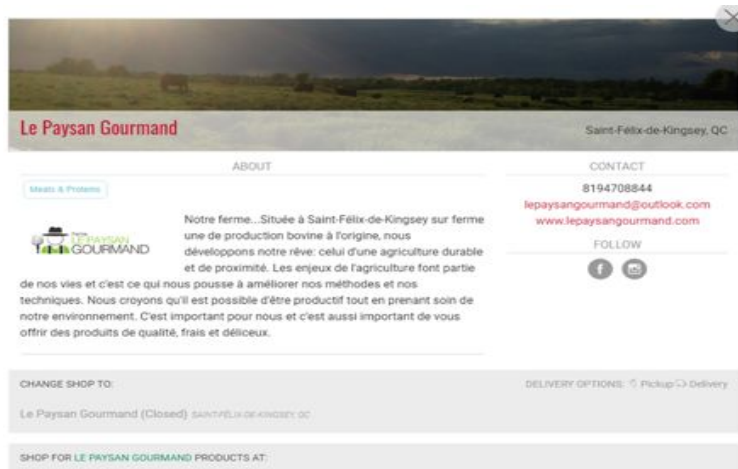


Filter by Property

Organic (Certified) Organically Grown Fair Trade Local GMO-Free Gluten Free Vegan Ethically Sourced Biodegradable No Spray Wheat Free IPM
Rainforest Alliance Certified Local

As a producer or market vendor I can have multiple online shops and sell directly to multiple customer groups

- ✓ Wholesale/Retail
- ✓ Members Only
- ✓ CSA store
- ✓ Multiple Distributors
- ✓ Multiple order 'windows'
- ✓ Multiple Pick Up Spots



Le Paysan Gourmand Saint-Félix-de-Kingsey, QC

ABOUT

Miscellaneous Products

CONTACT
8194708844
lepaysangourmand@outlook.com
www.lepaysangourmand.com

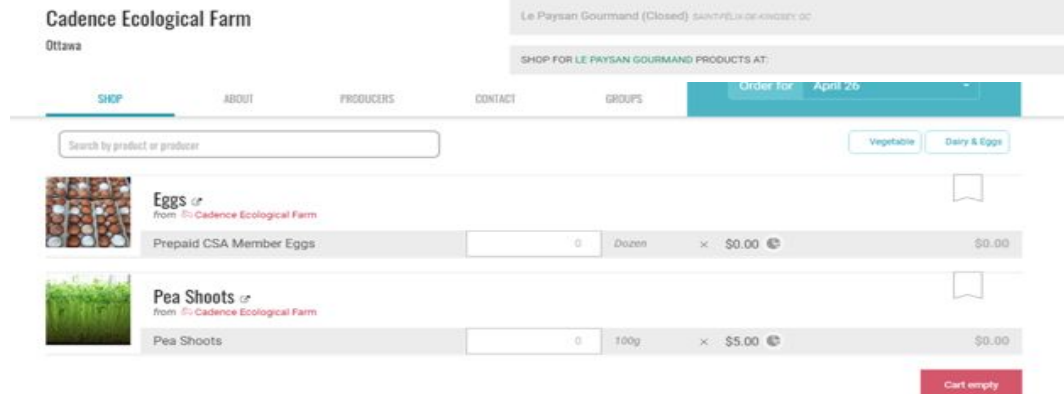
FOLLOW

de nos vies et c'est ce qui nous pousse à améliorer nos méthodes et nos techniques. Nous croyons qu'il est possible d'être productif tout en prenant soin de notre environnement. C'est important pour nous et c'est aussi important de vous offrir des produits de qualité, frais et délicieux.

CHANGE SHOP TO: Le Paysan Gourmand (Closed) SAINT-FÉLIX-DE-KINGSEY, QC

DELIVERY OPTIONS: Pickup Delivery

SHOP FOR LE PAYSAN GOURMAND PRODUCTS AT:



Cadence Ecological Farm
Ottawa

SHOP ABOUT PRODUCERS CONTACT GROUPS Order for April 26

Search by product, or producer

Vegetable Dairy & Eggs

Eggs from Cadence Ecological Farm

Prepaid CSA Member Eggs Dozen x \$0.00 \$0.00

Pea Shoots from Cadence Ecological Farm

Pea Shoots 100g x \$5.00 \$0.00

Cart empty



Bailey's On-Line Farmers' Market









These are the farms and artisans selling through Bailey's on-line farmers market. Contact us if you want to be a supplier.

Map About Us Our Producers Our Hubs

Our producers

Search by name or city

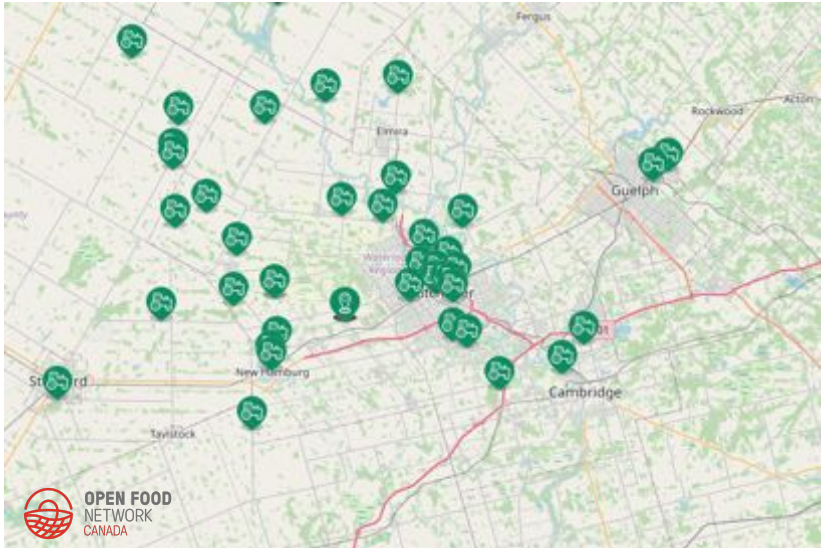
Filter by

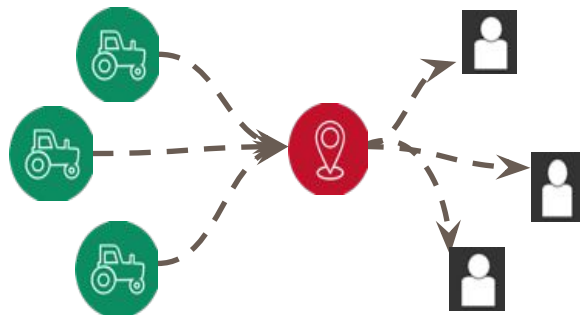
 Tonix Seed Oil	Kitchener	ON	▼
 Nerpy's Inc	Richmond Hill	ON	▼
 The Working Centre	Kitchener	ON	▼
 NewLeaf CEA	Cambridge	ON	▼
 Revive Teas	Kitchener	ON	▼
 Bridge Out Farm	Wellesley	ON	▼
 Appleflats	Wellesley	ON	▼
 Vibrant Farms	Baden	ON	▼

CONTACT
[Email us](#)
[Visit our website](#)

CONTACT
 Waterloo Ontario

As a producer or market vendor I can set up a group or network with other producers and form an online farmers' market



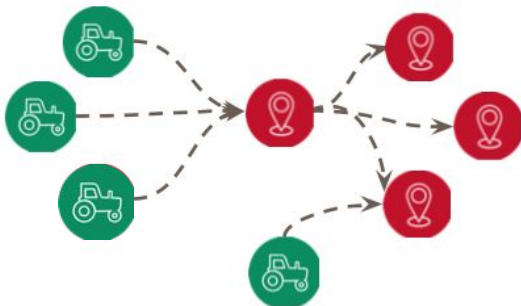


As a store, hub or farmers' market, I can draw on products from producers and/or wholesalers, aggregate them and modify them for re-sale online



The Local Flower Collective

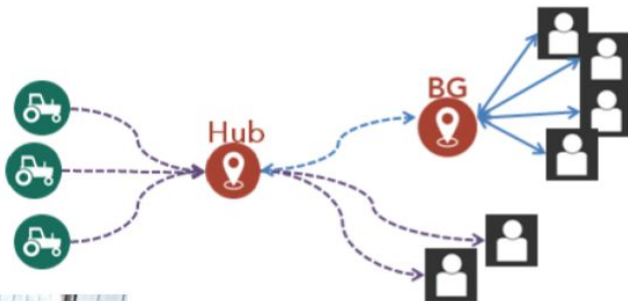
A collective of local flower farmers and designers in Ontario



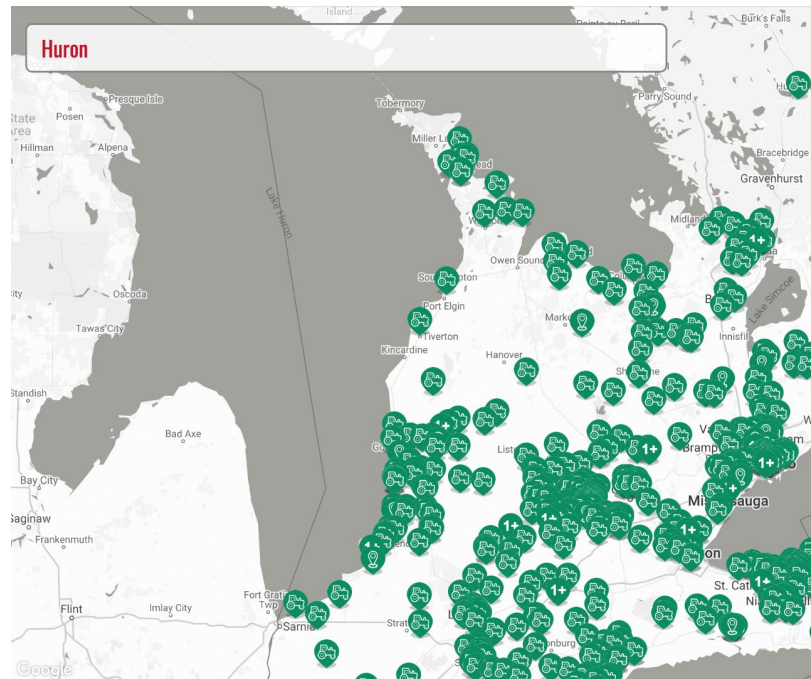
As a hub, store or farmers' market, I can coordinate a network with community access points and distribute different 'offerings' to them



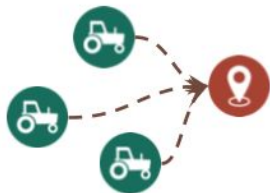
As an eater, I can form a buying group (BG) with my family, friends and neighbours, and directly source the foods I want from local producers. I can attach this to a hub, a store, or a farmers' market.



Building maps/directories to help community food initiatives source products



Infinite Combinations . . . “relationships”



Multiple Producers
marketing and distributing
through one farmers'
market, hub or store



Farmers' market, hub or store with multiple
outlets or distribution points, or with buying
clubs



Producers, artisans and
makers selling in
multiple farmers'
markets, hubs or stores
simultaneously

- Bilingual
- Source-identified products, transparent supply chain, traceable to source
- Unlimited networks - Sell in any number of shops or farmers' markets
- Diverse shop types - set up as a producer, farmers' market, co-op store, food hub, buying club or food distribution program
- Unlimited products, customers & customized pricing
- Full menu of customer support features
- Back end reports
- Real-time inventory management
- Order management & invoicing
- Customer account dashboard
- Multiple payment options & management, Stripe & Paypal integration
- Bespoke integrations with all major accounting packages, route planners, pick-up schedulers, etc.
- Currently pursuing Square integration to provide more payment splitting options





Ontario Trillium Foundation Project (2018-2020)

With funding support from the Ontario Trillium Foundation, we helped 12 women develop and launch social enterprises that focused on sourcing and distributing local food and farming products in three different kinds of Ontario community:

- a mid sized urban/rural community
- a large urban community
- a primarily rural community



Ontario
Trillium Foundation

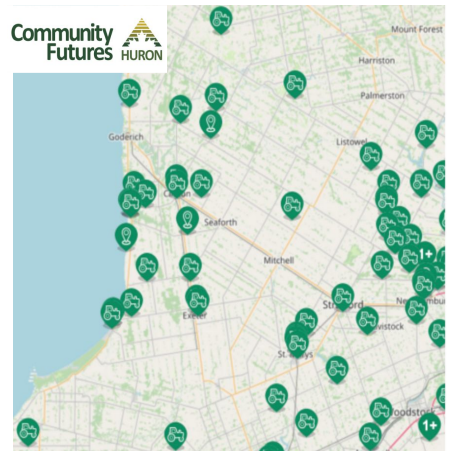




RURAL COMMUNITY

Huron County

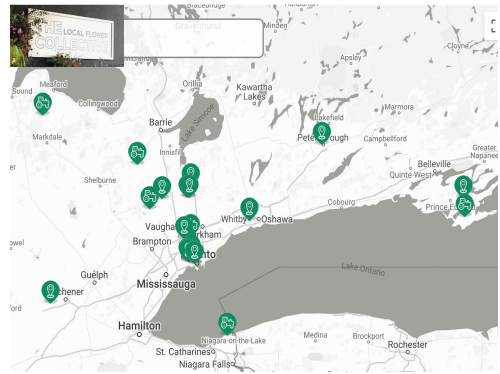
A project to link rural food system with community support organizations and food banks



URBAN COMMUNITY

The Local Flower Collective

A field-to-vase buying group connecting local flower farmers with Toronto-area designers

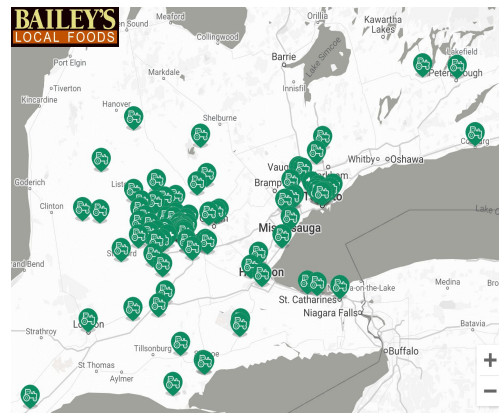


MIXED URBAN-RURAL COMMUNITY

Bailey's Local Foods

An

online Farmers' Market bridging urban and rural areas (hub supplied by 80 farmers and makers)



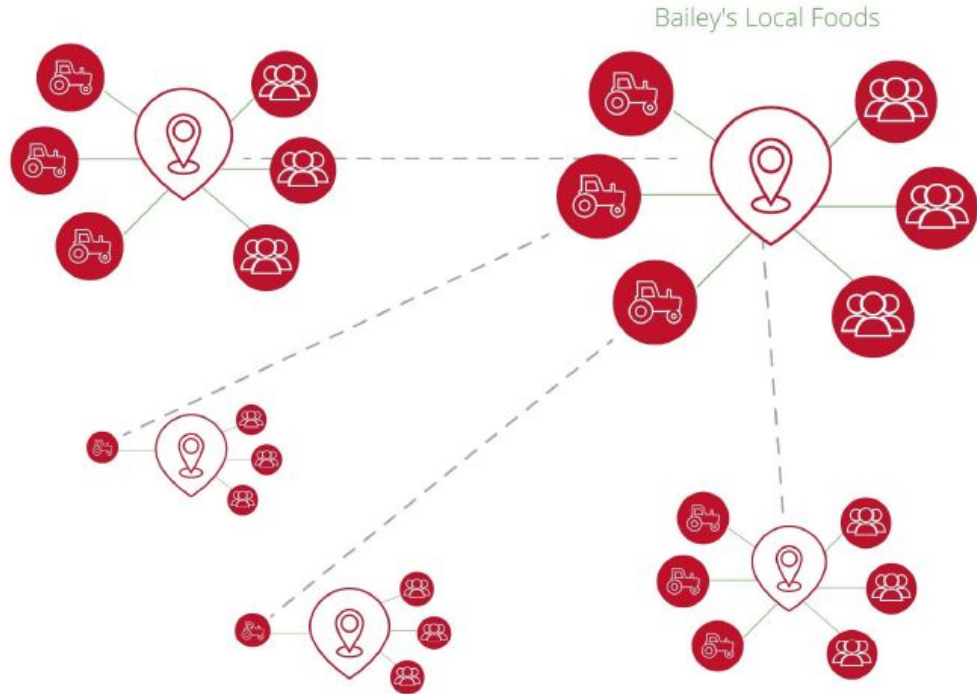
Mid-Sized Urban-Rural Network

Address challenges of aggregating supply, and administration burden

Main 'hub' first to aggregate from rural areas

'Daughter' hubs - smaller hubs in 'everyday' locations connect and customize for their neighbourhood

Suppliers/farmers start to spin off their own networks too

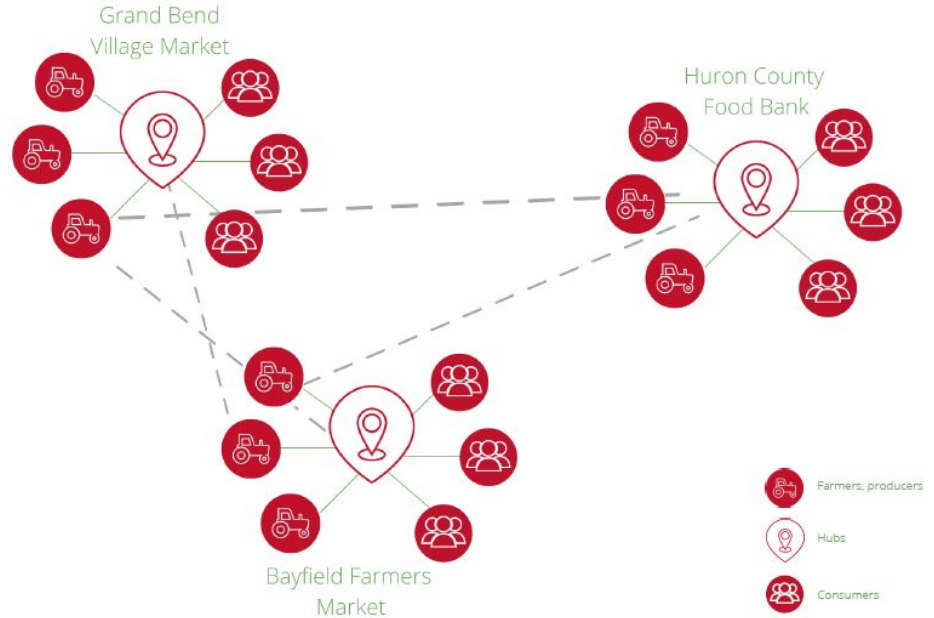


Rural Community Network

Many farms and suppliers, but lack of networking and collaboration

Also addresses food insecurity issues in rural areas - where suppliers want to integrate with local food redistribution programs

Multiple scaled suppliers can all collaborate on a level playing field





Collective Impacts

Growing local food and farming networks | Our tech-enabled hubs acted as catalysts for the formation of food distribution networks. In our 2 communities, we concluded with 13 entrepreneurs, who in turn networked 190 other enterprises for collective impact

Increasing access to local, sustainably produced products | Through this project 677 different customers accessed 8,622 different local food and farming products

Improving small farm livelihoods | Though relatively small scale, the collective impact of our entrepreneurs is significant, returning over \$902,000 to the pockets of local, small scale, ecological growers and artisans annually

\$1.2 M

estimated annual sales



8.6 K

different products sold



190

enterprises networked



670+

customers served



OMAFRA New Directions Research (2019-2020)

In partnership with researchers at University of Guelph, we spearheaded a multi-year research project to explore how platform technologies are reshaping local food marketplaces in Onatio

- Interviews, workshops, and focus groups with 180 farmers
- Surveys with 26 food hub/farmers' market managers, 46 consumers, and 42 farmers
- Supplemented this research with findings drawn from our direct experience onboarding farms and markets into OFN platform





Success Factors

For markets & hubs the key success factor is the time and organizing capacity of a designated 'manager'

For vendors, the biggest success factor was the ability to sell across multiple sales channels simultaneously

Emerging challenges

Market fragmentation: increasing competition in ecommerce space presents 'interoperability' challenges

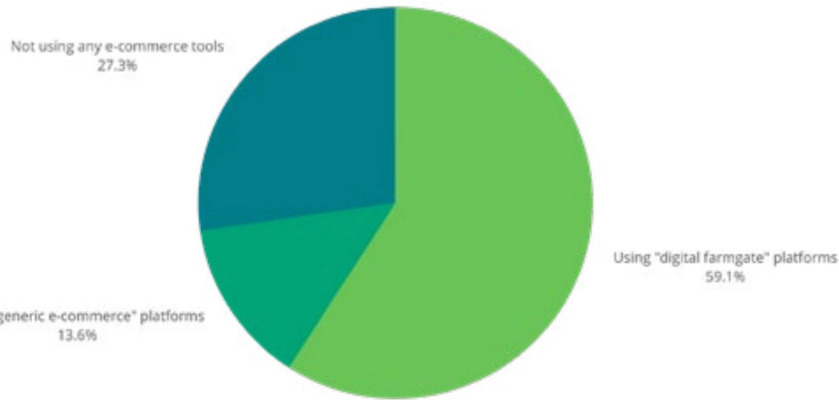
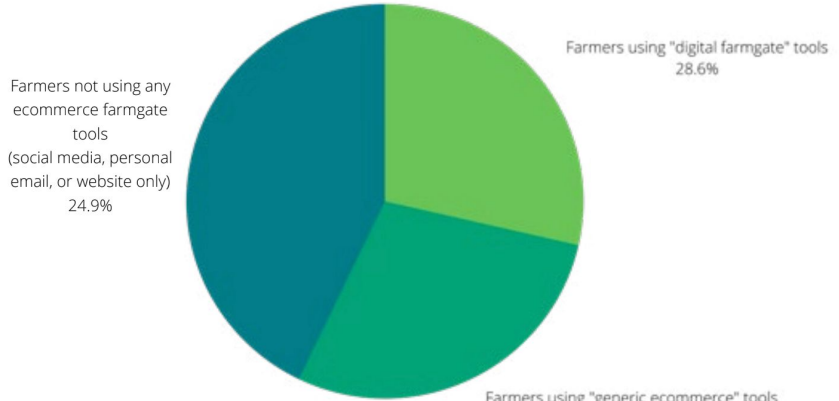
Differing tech needs & platform preferences for farms and food hubs

Digital skills gaps

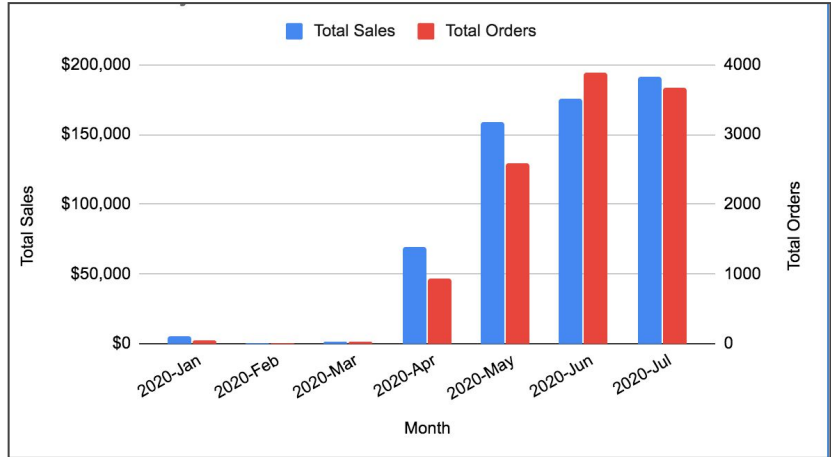


The different tech preferences of farms & hubs

ES&P



The Lockdown Effect



DATA FOOD CONSORTIUM (DFC)

A collaborative data project co-founded by OFN-France

An Open Data Standard enabling cross-platform sales and interoperability – via creation of a common data “language”

One that allows farms to sell goods via multiple platforms using a single login

Helping small scale farms and other short supply chain players collaborate at scale

"We are a Farmers' Market, and each Farmer/Vendor is a separate business. We need a platform that can integrate all these different businesses for the purpose of creating a "one stop shopping" experience for our shoppers Some vendors use other platforms and our provider can't (yet?) integrate with other platforms."



DATA FOOD
CONSORTIUM



Ministry of
Agriculture, Food &
Rural Affairs



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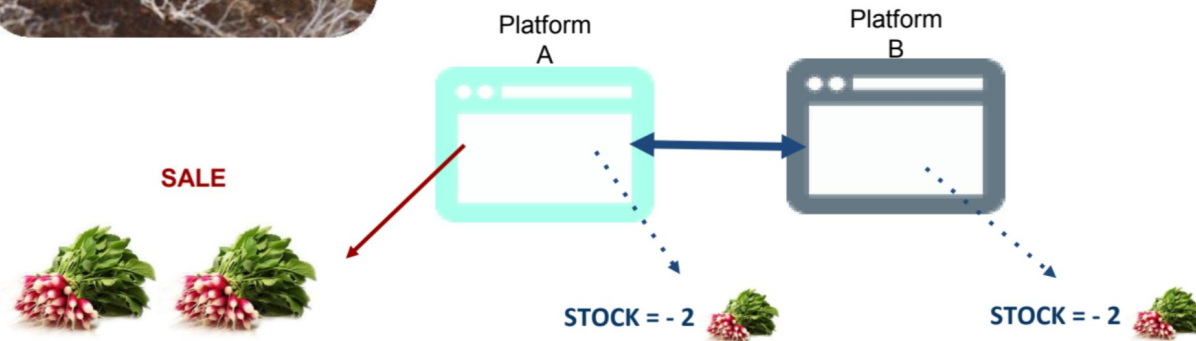
OPEN FOOD NETWORK CANADA

The solution : interoperability



Interoperability :

Ability of several computer systems to communicate, share and use common information



3 different ways of accomplishing “interoperability”

1. Connect each platform to another (1 to 1) with an API
2. Agree on an already existing standard
3. Or create an open standard in the center (chosen solution)



The Data Food Consortium | Creating an 'open standard'

Open standard



- Invent a new and fair language in a collaborative way
- A common way to describe the production, the distribution and protocols to share data
- Doesn't prevent us from using existing standards to describe specific parts of our model



Open Food Network - Integrations with Generic Ecommerce

- Bridging the gap between ecommerce/tech needs of farms and hubs
- Building a prototype integration that would allow Shopify farm stores to sell directly into OFN hubs and buying groups, with automated reconciliation of inventory etc
- Monitoring outcomes – does this result in greater sales for farms, more suppliers for hubs?



Ministry of
Agriculture, Food &
Rural Affairs



**OPEN FOOD
NETWORK
CANADA**



OPEN FOOD NETWORK CANADA

Open Food Network <> LiteFarm

- LiteFarm: farm management software designed *specifically for* small-scale, ecological farmers
- “Quickbooks for ecosystem services accounting”

- Manage on-farm production, inventory, distribution, marketing seamlessly
- Creating seed-to-table data systems to help regen farms access carbon offset markets



OPEN FOOD
NETWORK



L I T E F A R M

Open Food Network <> LiteFarm

This partnership promises to deliver significant food system breakthroughs, such as:

- Enhanced access to consumers for regenerative / agroecological farmers
- Greater resilience in regional and provincial food systems through stronger local ties
- Enhanced field-to-fork traceability for consumers, members associations, governments, and researchers
- Greater confidence for consumers in the quality and source of their food
- Efficient and affordable certification processes for small and medium scale farmers
- Effective evidence-based soil management strategies for farms and local and provincial governments
- Improved quantification and documentation of ecosystem data for farmers, researchers, and governments (including SDG impact measurement)
- Rapid implementation of Payments for Ecosystems Services programs for farmers
- Easy access to carbon credit markets for regenerative farms



L I T E F A R M

LiteFarm Features

- Create unlimited custom crop varieties, building from our new database of over 375 different crop types
- Create crop management plans for hundreds of annuals and perennials, including special considerations for cover crops, wild harvested foods, succession planting, and agroforestry practices
- Create and assign tasks for many different farm activities to anyone working on your farm and keep track of when tasks are completed in real time
- Upload documents and receipts from a file or directly from your smartphone's camera to LiteFarm in order to keep your finances and organic certification documents organized
- Export organic and agroecological certification documents containing your farm map, crop, input, and cleaning agent records, as well as receipts and supporting documents you've uploaded throughout the season



L I T E F A R M

Certifications

Record D- Seed and Planting Stock

OPERATION NAME: Farm2 Date Completed:

Reporting Period: From: 2021-07-01 To: 2021-07-31

List ALL seed and planting stock used during the reporting period. Please note:

1. Ensure that purchase receipts, labels, tags and organic certificates for all seed/stock is available for review during inspection.

2. Where non-organic seed/stock is used, the following documentation is required to be available at inspection:

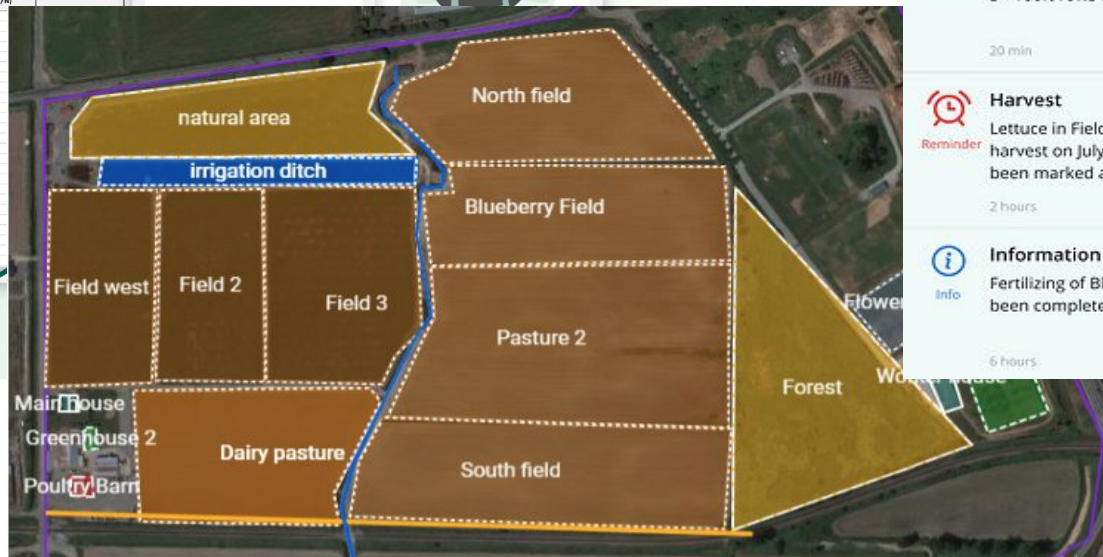
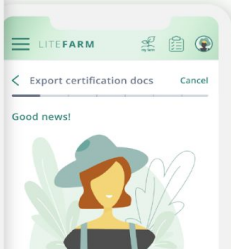
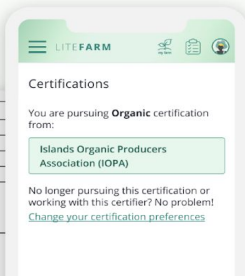
A. Commercial Availability Search per COS 5.3 (Record D1 or equivalent)

B. Documentation confirming non-GM status

C. Documentation confirming that any treatments, such as inoculants or seed treatments are PSL compliant (note: NOP compliance is not sufficient)

Seed Crop/Variety or Planting Stock	Source / Supplier	Lot # (where applicable)	Seed/Stock Status - Certified Organic (Y/N)	If Non-CO Seed/Stock, is a Search completed (Y/N)	List seed Treatments (If Any)
Black pepper, test crop, with plar Rau's apriss			N	Y	
Black pepper, test crop, with plar Rau's apriss			N	Y	
Black pepper, test crop, sin plar: Bill's clovers			Y	N/A	
Blueberry, new, test crop sin plar: Candice's com			Y	N/A	
Parais Parsipis	Parais		Y	N/A	
Parais Parsipis	Parais		Y	N/A	
Blueberry, non cover crop	Burt's berries		N	Y	
Blackberries, non cover crop	Burt's berries		Y	N/A	
Clover, Cover Crop	Bill's clovers		Y	N/A	
apricot, non cover crop	Rau's apriss		Y	N/A	
Mama's sweet celeriac	Those excellent celeriac providers		Y	N/A	
Grapefruit	Sweetums		N	Y	
Sure is sour Lime	Leon's limes		Y	N/A	
Full of water	HDD melons		Y	N/A	
Ship ear	Angie		Y	N/A	
Sweet seeds	Senders seeds		N	N	
Lupinis, cover crop	Lupin's lupine		Y	N/A	
Clover, Cover Crop	Bill's clovers		Y	N/A	
Mama's sweet celeriac	Those excellent celeriac providers		Y	N/A	
Beans, new test	N/A		N/A	Y	
Blueberries	N/A		N	Y	
UNKNOWN	N/A		N	Y	
UNKNOWN	N/A		N	Y	
apricot, non cover crop	Rau's apriss		N	Y	
apricot, non cover crop	Rau's apriss		Y		

Automatically generate forms and export supporting documents



Notifications

Mark all as read

All Unread

TODAY

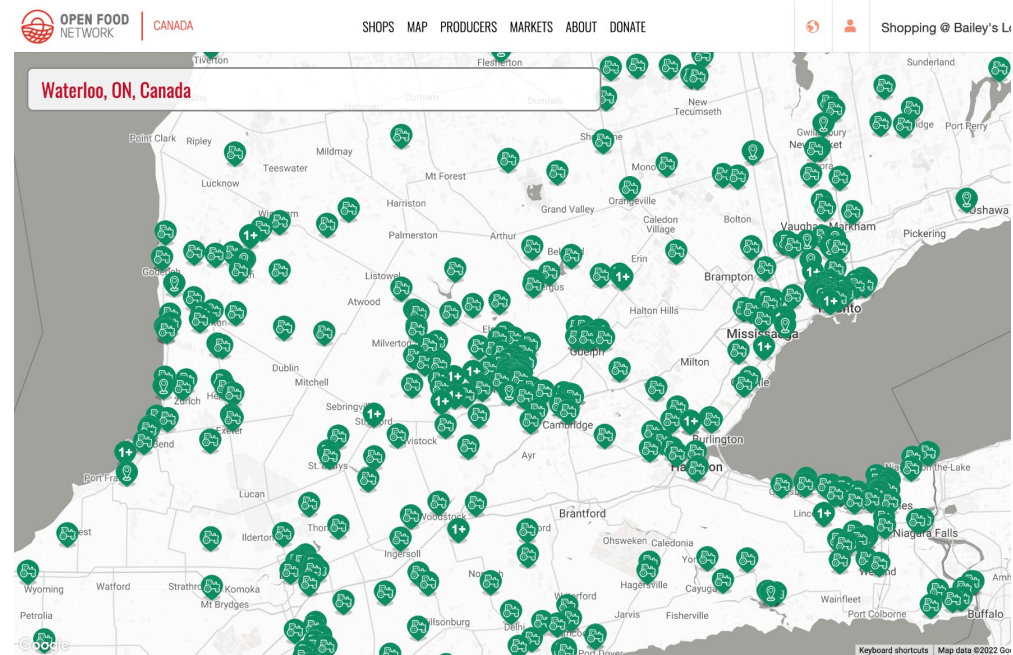
Seeding
Task
Carrots are scheduled to be seeded into 3 - 100ft rows in Field #7
20 min

Harvest
Reminder
Lettuce in Field #4 was ready for harvest on July 12th and has not yet been marked as completed
2 hours

Information
Info
Fertilizing of Blueberries in Field #9 has been completed
6 hours

Improving local food access & affordability

- Enhancing our online discovery tools (building interactive maps, directives, and databases) so that food banks, pantries, and community food centres can use our platform to search for local food that is available locally for donation and/or wholesale purchase.
- Developing training resources and mentoring programs to help community volunteers organize and promote wholesale buying clubs and local distribution hubs where food is available at reduced prices



CURRENT PROJECTS | Local Food Infrastructure Fund

Northern Food Hub

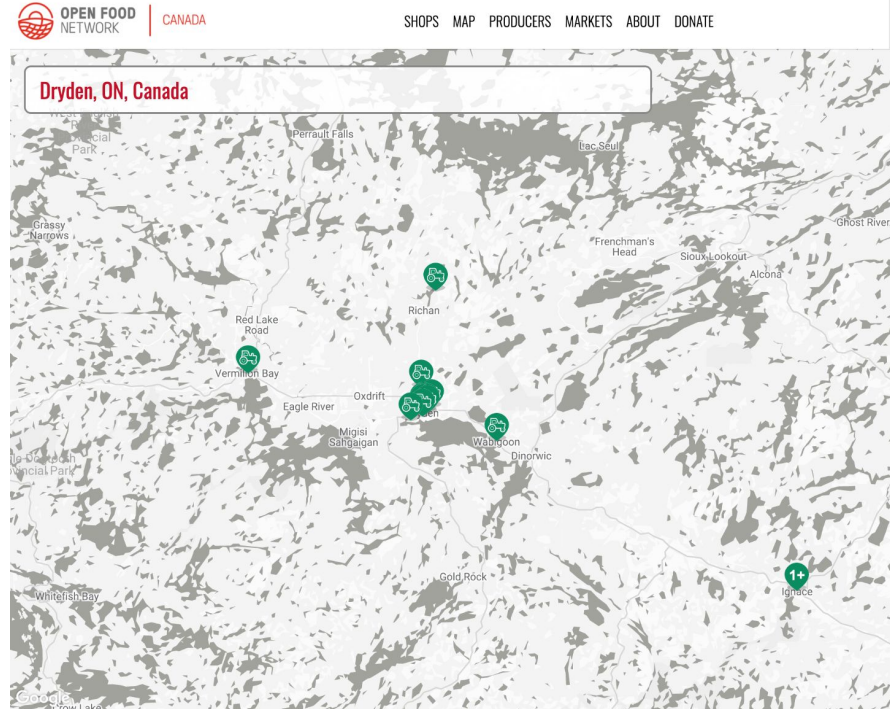
Working with Kenora-based 807 Food Cooperative in NW Ontario to model food security solutions for Northern Ontario communities

Digital distribution system that links together a network of micro-food distribution points, in order improve local food access in geographically isolated areas

Solidarity Buying Clubs

United Church, Peel Food Action Council, St James Coop, Port Rowan Buying Club

Also seeking partnerships with student groups, food councils, and food security advocacy organizations





openfoodnetwork.ca



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twitter.com/OFNCanada



instagram.com/ofncanada/



guide.openfoodnetwork.org



david@openfoodnetwork.ca

Photo by Viktor Forgacs