



Did you know?

Ontario imports \$4 billion more in food than it exports. In an emergency... urban areas depending on imports are vulnerable to breaks in the food distribution chain. According to estimates... there are... three days worth of fresh food in Toronto at any time; the situation for smaller urban and more rural areas is likely more precarious. Strengthening the connection between Ontario's cities and towns and their surrounding food-producing regions could go some way towards reducing that vulnerability.

Source: *Food Connects Us All: Sustainable Local Food in Southern Ontario*, Metcalf Foundation, February 2008



Did you know?

Beyond beauty, colour and variety beets are one efficient whole food, 100% edible from stem to stern?

The roots are rich in folate and manganese, and a source of iron, potassium, magnesium, vitamin C and fibre?

The greens are packed with potassium, vitamins A, B1, C and K, manganese and magnesium, and offer 5% of the recommended daily intake for copper, iron, calcium, fiber and folate?

Source: Beets; <http://www.vhqfoods.ca/Veg-etable.aspx?id=52>



Alan Frew

Sneak Preview: 22nd Annual Networking Symposium & AGM

The thrill and excitement of the 2010 Winter Olympics and the first gold medals earned on Canadian soil were embedded in national consciousness with the song "I Believe."

CTV commentator Brian Williams summarized the experience: "I really believe these games have changed our country and the way we look at ourselves as Canadians and I believe this pride will continue well beyond the closing ceremonies."

Is it possible to separate the song from the inspiration of those games? Probably not—it is part and parcel of the entire experience, forever intertwined.

"I Believe" is something of a philosophy for songwriter **Alan Frew**. Former lead singer of Glass Tiger, Frew is an accomplished storyteller, public speaker, author, sports broadcaster, Grammy nominee, 5-time Juno and Canadian Classic awards winner—and the writer of that unforgettable song.

To hear what Frew has to say about belief, passion and action, you need to attend the 22nd Annual Networking Symposium on February 22nd and 23rd. He'll be sharing his recipe for success—"a practical guide for abundance?"—captured in his book *The Action Sandwich*.

If that isn't enough to motivate you to get off the farm and out mingling with like-minded colleagues, consider what **Linda Cook**, Manager of the Ottawa Farmers' Market might say about starting up a successful producer-based market. Or what Colleen Haskins from OMAFRA has to share about *Using Food Safety to Market Your Product?*

Can you really afford to stay blind to the power of social media? **Rebecca LeHeup** from the Ontario Culinary Tourism Alliance provides a jump-start with *Social Media 101*.

cont'd on page 2



Linda Cook

In this issue

- 1 Sneak Preview: 22nd Annual Networking Symposium & AGM
- 1 Did you Know?
- 2 The Manager's Office
- 2 Tools at Your Fingertips
- 2 Training Round-up: Take Advantage!
- Profile: Market Activist
- 3 MyPick® Update
- 3 MyPick® Profilers
- 3 The Vendor's Stall
- 3 FMO in Action
- 4 Tip of the Month
- 4 MyPick® Profile
- 4 FMO News
- 4 Contact Us

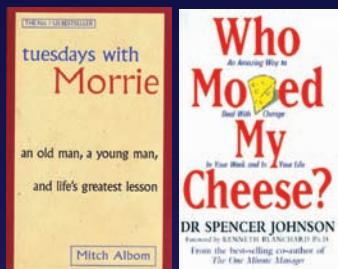
THE MANAGER'S OFFICE

Food for thought

Over the course of a cold winter's day, here are some books worth dipping into:

Tuesdays with Morrie by Mitch Albom

A true story about the power of mentorship and influence.

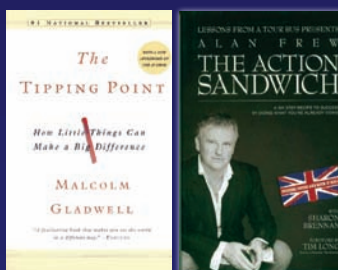


Who moved my cheese? by Spencer Johnston

Living with change in all walks of life.

The Tipping Point by Malcolm Gladwell

The tiniest things, the smallest actions can make a huge difference in life.



The Action Sandwich by Alan Frew

A simple recipe for living an abundant life based on the singer/songwriter/author's research, experience and ability to transform his circumstances.

Don't miss the opportunity to see and hear Alan Frew in person at the 22nd Annual Networking Symposium & AGM on February 22nd and 23rd.

Source: <http://www.onlinedclasses.org/2010/01/17/100-inspirational-books-everyone-should-read/>

Symposium - cont'd from page 1



In addition, **Barb Smith** delivers the goods on Foodland Ontario while **Professor Koc**, from Ryerson talks about *Farmers' Markets as a Food Security Strategy*.

FMO has partnered once again with **Bill Doyle Insurance/The Co-operators** to provide substantive travel grants for MyPick® vendors and northerners to attend. See *FMO in Action*, in this issue for details about the seven \$400 and five \$650 grants being offered.

Philip Powell from the City of Ottawa Markets will provide an update on the MyPick® program and **Chuc and Linda Willson** from Manitoulin Island will talk about their "Kids Can Grow" program. **Margaret Walton** of Planscape will feature the highlights of an *Economic Multiplier Study for Farmers' Markets*, while award-winning author **Lynn Ogrzyzlo** winds up the Symposium.

Ogrzyzlo's recent book, *The Ontario Table*, is a runaway Canadian bestseller. Beyond showcasing the bounty of Ontario farms and the author's sumptuous recipes, *The Ontario Table* issues *The \$10 Challenge*. "If every household in Ontario spent just \$10 of their grocery budget on local foods each week, there would be a \$2.4 billion influx into the provincial economy each year!"³⁷ Hear Ogrzyzlo's inspiring tale of how Ontarians are rising to the challenge.

In 2012, as in years past, FMO is partnering with the **Ontario Fruit and Vegetable Convention**. Both events are located at the Scotiabank Convention Centre in Niagara Falls, with FMO's agenda unfolding in room 206 over the course of both days. For complete convention and registration details, visit <http://www.ofvc.ca/registration.html>.

Together, the Ontario Fruit and Vegetable Convention and the 22nd Annual Networking Symposium & AGM offer phenomenal value and first-class information while the trade show and receptions provide excellent opportunities to meet and greet fellow growers.

Hope to see you there!

1 CTV's final "I Believe" montage/Brian Williams Closing Comments, YouTube http://www.youtube.com/watch?v=vX_dndXEGHl&feature=related&noredirect=1

2 Alan Frew's website: <http://www.alanfrew.com/meet-alan.aspx>

3 *The Ontario Table* by Lynn Ogrzyzlo, page 14

Tools and training at your fingertips:

Food Safety Posters/Resource Review

Did you complete last issue's survey? If not, please go to <http://www.surveymonkey.com/s/FR6S2V7> now. We really want your feedback.

Note that **new Food Safety Posters** are available through OMAFRA, free of charge. There are 10 posters to choose from, and they are available in English/Spanish or French/Spanish. (Alas, not English/French.) All posters are rip-resistant and weatherproof for durability. View them at <http://www.omafra.gov.on.ca/english/food/foodsafety/producers/posters.htm>. Order them at 1-800-424-1300 or by emailing them at: advantage@ontario.ca.

As you take time to replenish and rejuvenate over the winter months, review the resources FMO has created for your Marketing Toolbox. They are free, colourful and packed with information. Everything from professional photos for your website to tips on table displays is at your fingertips on the FMO website. Visit www.farmersmarketsontario.com/ and scan the Photo Gallery on the far left for pictures to download, or log in at the Member link on the right to view Manager or Vendor Tools.

MANAGERS: now is the time to choose from the free ad copy and layouts on the website and plan your next season's promotional campaign. Could we make it any easier?

VENDORS: if you do nothing else, go to the site and scan the tools. The pictures alone will get you dreaming about next year's displays, but there's plenty of material worth printing and downloading.

Training Round-up: Take Advantage!

End of season blues? Are you looking forward to a more leisurely pace at this time of year, or is your calendar already full? Make room in your schedule for these OMAFRA training opportunities and book early—sessions are free for producers, and you can attend some from the comfort of your own home!

What better way to warm up after morning chores on Valentine's Day? Curl up with a cup of joe and cosy up to the hearth to learn about Pre and Post Harvest Water Use (10:30 to noon). You do need an internet and phone connection. Registration is open until February 13 at 1-877-424-1300 or online at <http://omafra.webex.com>. For a one-on-one session with a food safety advisor call 1-877-424-1300. Sessions can be held over the phone and by email, or you can meet to discuss your questions in Guelph.

If you would like a food safety workshop tailored to your producer group's needs, visit <http://www.omafra.gov.on.ca/english/food/foodsafety/producers/workshops.htm> and select the topics of interest. Mix and Match Workshops need a minimum of 10 participants and are held in person. If your group hosts, advertises and provides food for the sessions, the cost is free to participants. If OMAFRA is the host, the fee is \$45 plus HST per person. Either way, take-home materials are provided.

All training is provided through the Advantage Team at OMAFRA.

MyPick® Profilers: Shirley Smyth and Marion Taylor

Over the past few years, Shirley Smyth and Marion Taylor from Mopani Communications have helped MyPick® vendors write up their marketing profiles for posters and cards. Here's what they have to say about the experience:



Shirley Smyth

"Intriguing, informative and inspiring are words that best describe my contact with farmers over the past 4 years. It has been my privilege and pleasure to chat with folks whose passion for agriculture and commitment to the rural lifestyle often makes the phone line sizzle! Afterward, while writing the 'Profiles', my belief in the paramount role that farmers play in sustaining a safe, local food supply is constantly reinforced. Shopping at farmers' markets offers everyone the opportunity to meet and appreciate those who plant, cultivate and harvest that food. For me, there's a huge bonus. Sometimes I'm able to personally greet some of the people who have informed and inspired me."



Marion Taylor

"The farmers I chat with are the most interesting people I've ever met. It's a privilege and an education to hear their personal stories—they are a constant source of inspiration. And though each tale is unique, they seem to share uncommonly generous helpings of passion, knowledge, dedication and humour. My food awareness increased about a thousand fold after a bout with cancer and writing the profiles is like having an inside track on staying healthy. If you want to grow a better tomato, navigate the pace of change, overcome adversity, learn about the environment, understand value, improve your animal care or share a laugh talk to a farmer."

MyPick® Update: Speedier materials delivery in 2012

Over the winter months the MyPick® team will be overhauling the profile and production process to make it more efficient for 2012. A late season start and technical difficulties created delays in getting materials out to some participants this year. We'll be working hard to resolve any issues and make it quick and easy to join up or reorder materials in 2012.

FMO in action: Travel Grants for MyPick® Farmers and Northerners

Farmers' Markets Ontario® and Bill Doyle Insurance/The Co-operators have joined forces to help MyPick® vendors—as well as northern Ontario market leaders, managers and vendors—attend FMO's 22nd Annual Networking Symposium/AGM as well as the Ontario Fruit and Vegetable Convention and Trade Show at the Scotiabank Convention Centre in Niagara Falls on February 22nd & 23rd, 2012.

MYPICK® FMO SYMPOSIUM SCHOLARSHIP PROGRAM GRANTS: Seven \$400 grants are available to MyPick® Verified Local Farmers wishing to attend the Symposium/AGM and Convention & Trade Show. Each grant covers \$250 for hotel accommodation and \$100 for the Convention registration fee plus taxes.

NORTHERN ONTARIO TRAVEL GRANT PROGRAM: Five \$650 grants are available to Northern Ontario market leaders, managers and vendors wishing to attend the Symposium/AGM and Convention & Trade Show. Each grant covers \$250 for transportation, \$250 for hotel accommodation and \$100 for the Convention registration fee plus taxes.

How to apply: Write to Farmers' Markets Ontario, 54 Bayshore Road, Brighton, ON, K0K 1K0

Deadline: Applications must be received or postmarked on or before January 5, 2012

Information: Call Catherine Clark at 1-800-387-3276 or write fmo@farmersmarksontario.com

Note: If there are more applications than grants available, a draw will be held on January 10, 2012.

THE VENDOR'S STALL

Consumer Reading List

Here's a start on a reading list for your customers. (You should read these books too, so you can recommend them.)

Animal, Vegetable, Miracle by Barbara Kingsolver

One family's journey on the road to understanding food provenance and eating locally.

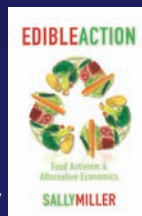


Good News for a Change by David Suzuki & Holly Dressel

There is a spontaneous, global response to the environmental crisis that paints a future of possibility for the planet. The understanding, technology and will to turn things around exists now.

Edible Action by Sally Miller

Food and food initiatives such as farmers' markets, fair trade purchasing, direct marketing and more are well-situated to redress unjust socio-economics.



See last page for how to order.

The Ontario Table by Lynn Ogryzlo

Spend \$10 a week on local food to strengthen Ontario's local economies and build food security. Delicious recipes and Ontario farms and restaurants featured throughout.

Source: <http://beyondfactoryfarming.org/get-inspired/books/inspiring-books>

MARKETING TIP OF THE MONTH:

Claim your credentials

Modesty is admirable but it has no place in marketing.

Let consumers know if you follow an Environmental Farm Plan or are food-safety certified. Display your standard farm/business practices—and be willing to back up claims with proof! Keep laminated copies of certificates on hand in a binder for the curious.



Share your tips here:

Email us your ideas along with your name, address, market's name and (if applicable) a photo. Not only will we give you credit – we'll send you some FMO merchandise to say thanks!



MyPick® Verified Local Farmer® Profile: Lukas Lister-Stevens , Back 40 Veg



Clockwise from top: Lukas Lister-Stevens and brothers Noah, Rhys and Edan



Lukas Lister-Stevens combines a passion for growing with hard work and enough drive to keep his three brothers engaged in Back 40 Veg, a one-acre market garden he tends organically. At 12 years old, Lukas has six years of experience under his belt. He caught the gardening bug when his family purchased a heritage farm instead of a cottage. Under the guidance of Vicki Emlaw, Lukas learned to grow food naturally, started saving seeds and experimenting on his own. The garden and the business grew from there.

Lukas starts the season by working with Vicki for a week, and takes his pay in seeds and seedlings. His taste for home-grown tomatoes inspired him to start 75 plants in 2010, and the crop was so abundant he sold his harvest in front of a park in Toronto. Today Lukas sells his produce at the farm gate and at various markets in Picton and Toronto. He loves the market experience, and attributes his success to great parental support. Brothers Rhys, Edan and Noah help him in varying degrees and Lukas is gaining insight into managing people in the process.

As for marketing, his professional approach and tasty product have enticed several Picton and Toronto area restaurants to feature his food, and he's exploring the possibility with the Royal York Hotel. Passion and a need for pocket money have transformed Back 40 Veg into a thriving enterprise, but this is no overnight success. Lukas and his family have worked at it consistently for six years, growing it in keeping with his natural interest and dedication.

FMO News: Fundraising opportunity

The Ontario Table by Lynn Ogrzyzlo is a full-colour, 320-page cookbook, guidebook and agricultural storybook that offers farm and market retailers a high return. The book retails at \$29.95 with a wholesale price of \$17.95. To order, write to ogryzlo@sympatico.ca. Find out more by visiting www.ontariotable.com.

Retail price: \$29.95
Wholesale price: \$17.95



Contact Farmers' Markets Ontario®

Farmers' Markets Ontario®
54 Bayshore Rd., RR# 4, Brighton, ON K0K 1H0
Toll-free: 1-800-387 FARM (3276)
Phone: 613-475-GROW (4769)
Fax: 613-475-2913
Email: fmo@farmersmarketsontario.com



Learn about the MyPick® program at MyPick.ca

Over to you. Please tell us:

1. What are your main challenges as a vendor or manager?
2. What would you like to ask another manager or vendor?



This is supported through the Ontario Farmers' Markets Strategy, part of Growing Forward, a Federal-Provincial-Territorial Initiative.

