

# Transition Barrie



From Oil Dependency to Local Resilience





## LOCAL FOOD MYTHS



### Local food means just fruit and veggies

Ontario produces as wide a variety of food and beverage products as almost any area on the planet. Meat, dairy, vegetables, fruit, grains, wines and spirits.



### Local food is not convenient

We live in a land of extreme seasons so some products are not as readily available at all times. Commercial greenhouses, cold storage and various preserving techniques increase availability in the off season. Local foods can be found in diverse locations from roadside stands to farm stores to farmers markets to our local supermarkets.

### Local food is more expensive

We force our farmers to compete with factory farms where we have no control over labor conditions, Human and animal rights, quality and safety standards or environmental stewardship. Our local farmers sell their products at fair prices based on true market cost. And they spend their money locally, reinvesting in our local economy.

### Local food procurement policies contravene International trade agreements

There is no precedent to suggest that communities cannot choose to support their local agriculture industry. Many jurisdictions in Southern Ontario have had local food procurement policies in place.



# Local Food Facts

Local produce is picked at its peak increasing both taste and nutritional value.



30% of global pollution can be attributed to processing, packaging, preparation, transportation and disposal of food.

Disruptions in source and supply chains due to natural disaster, emergencies, food contamination and adverse weather conditions present a security risk in direct correlation to our communities' dependence on imported food supply .





## **Common Sense Makes Economic Sense**

**\$10 per week for each Ontario household spent on local food represents \$2.4 billion retained in our economy every year. Keeping that money in our local economies generates \$3.6 billion in economic activity and creates 10,000 jobs.**

**A strong local farming community contributes to Barrie's economy. The average small farm in Ontario has over \$250,000 in operating expense. Much of that is spent at local suppliers and businesses.**

**The Roger Brook's branding of Barrie's Downtown as an 'Indie' centre focuses on the concept of 'homegrown' businesses and products. A city initiative to buy local serves as a significant role model.**