



CLOVERBELT LOCAL FOOD CO-OP



Connecting Food & Social Enterprise in Northern Ontario

Building a Healthy Local Food System

PREMIER'S AWARD FOR
AGRI-FOOD INNOVATION EXCELLENCE

Award Recipient



What is the Cloverbelt Local Food Co-op?

- A not for profit, local food distributor
- A 'connector' between producers and consumers
- Distribute 'local' food of Northwestern Ontario to population of Northwestern Ontario
- Based in Dryden, Northwestern Ontario



Welcome to Dryden Agriculture!

Dryden & Surrounds

- 7617 (2011) -7% from 2006
- Isolated
- Short growing season- Zone 2b
- Average age of farmer: 53.6 years of age
- Declining agriculture, low supply
- Producer reluctance to give up independence

Strengths

- Strong word of mouth
- Good community partnerships
- Good media relations
- No off-season competition



CONCEPT

Based on:

- Existing Locavore Box Program (NWHU/CCFM)
- Local Food meeting (NTAB/FRSN) – grain delivery, future of local food
- KDSCIA meetings
- 2011 Feasibility Study



DISCUSSION & INCEPTION

- Online model
- Payment and technical issues
- Surveys, media and Facebook
- Consultant suggested 130 members to start
- Initial board of Directors drawn for KDSCIA
- Over 85 Members before 1st order cycle December 2, 2013
- Non-profit, multi-stakeholder format
- Ideally create opportunities for Food entrepreneurs, and create jobs



Objectives

- Increase visibility & accessibility of local foods available for purchase
- To educate our community & surrounding areas about the benefits of eating locally
- To increase local food sales

Original Mission Statement

The Cloverbelt Local Food Co-operative aims to strengthen food security by encouraging diverse local food production, thereby enhancing overall rural sustainability.



CLOVERBELT LOCAL FOOD CO-OP

We strive to foster a thriving local food community by:

- cultivating & facilitating farmer-consumer relationships
- promoting the enjoyment of naturally grown, fairly priced, healthy food
- providing education & resources regarding environmentally sensitive agriculture

LOVE LOCAL

www.cloverbeltlocalfoodcoop.com

www.cloverbeltlocalfoodcoop.com

1. Year-round online access
2. Convenient: access anywhere
3. See what is available from home
4. Access multiple producers
5. Order what you want, when
6. Order Saturday-Monday
7. Pick up Tuesdays
8. YOU are an owner

190 items

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Dairy and Eggs – Cheese

Rainy River Meats

Ordering is currently closed



#410 – Maple Dale Roasted Garlic Cheddar

6 packages available. Order number of packages.

At Maple Dale, good cheese is what we are all about and have been for over 100 years. Purchased in 1987, Maple Dale Cheese is now a family-run business. Maple Dale has always specialized in Cheddar, especially aged cheddar. Made with 100% Canadian Milk Products.

Production not specified
REF

\$7.82/package

Grains, Flours and Pastas – Popcorn

Cloverbelt Local Food Co-Op

Ordering is currently closed



#459 – Coloured Popcorn (250g) - Purple Passion

24 packages available. Order number of packages.

Ontario Popping Corn - Sweet flavor, very tender eating and pops more yellow in colour. Good size pop. Very pleasing to the palate. Also, tested and proven to contain anti-oxidants.

All Natural
NON

\$2.97/package

Ordering is currently closed



#462 – Organic 500g - Ontario Popping Corn

24 packages available. Order number of packages.

Uncle Bob's Organic popping corn is one of a kind. It is certified organic and has its own rich texture and taste. Large butterfly variety that is pleasing to ones palate. Comes packaged in its own unique clothe sack with the nutrition facts clearly labeled. Give it a try it is hard to resist

Certified Organic
NON

\$4.50/package

Ordering is currently closed



#463 – Pop-a-Cobs with Seasoning (70g) - Red & Dill Pickle

7 packages available. Order number of packages.

Pop-a-Cobs with seasoning packets. A fun treat!

Strawberry Red Kernals & Dill Pickle

Very attractive in colour. Pops up very white with a red centre. Has a very crispy texture and a delicious flavour.

All Natural
NON

\$2.97/package



cloverbeltlocalfoodc



Consumers

- \$25 Lifetime Membership Fee
- Pay 10% fee towards operations (insurance, staff wages)
- Current payment types are electronic money transfer, cash or cheque.

Producers

- \$50 Lifetime Membership Fee
- Pay 5% of sales towards operation costs
- Modern, innovative
- Wholesale volume sales at close to retail prices
- One weekly drop off
- Set their own product prices
- Retain ownership of product
- Choose when and how much to sell
- Increased efficiency
- No commitment or minimum volumes

Explosive Success

1000 members
& over 100 producers
from all over NWO

\$200,000 in turnover in first
Financial year (2014)

New Hubs in Ignace, Upsala
and Sioux Lookout (2015)



To educate our community & surrounding area about the benefits of eating locally

- Community Events & workshops
- Newsletters
- Website
- Social Media (Facebook/Twitter)
- Marketing Co-ordinator (LFF/CDP)
- Education Co-ordinator (NOHFC/PACE)



Open Roads School Class Visit



Meet the Producer, Dryden



Community Greenhouse

Increase supply of local food

Educate: school tours & workshops

Rent plots to members & schools

Act as central place to share skills

Invest in future producers



NWO Mapping & Distribution Project (www.nwofoodmap.com) PACE Contribution



Map Gallery



Meet Your Northwestern Ontario Producers



Restaurants that use Local Suppliers



Add Local Food to Our Map



Add Restaurants who use Local Suppliers to Our Map

Regional Food Mapping and Distribution

On December 18, 2014, Kenora MP and Minister for FedNor, the Hon. Greg Rickford, announced \$50,000 in federal funding to develop an online local food mapping and distribution network. The goal of which is to increase the visibility and accessibility of local foods, and identify opportunities for business growth in the regional food distribution system.

So what does that mean for you? If you're a farmer looking to expand, it means you will be able to go online and see what other producers in Northwestern Ontario are already doing – so you can identify underserved markets. If you're a consumer, you will be able to look at our map and see just how much is being produced right in your own back yard!

To find out more about Cloverbelt Local Food Coop and other projects they are working on click the button below:

System type map

Meet Your Northwestern Ontario Producers

visit cloverbeltlocalfoodcoop.com

Introduction Stakeholders Meet the Producers By Produce Type **By System Type**

This map represents the type or category of the Local Food System the local supplier is part of in Northwestern Ontario. In order to accomplish this the system types are broken down into three categories - Producer, Processor, and/or Distributor.

A **Producer** has been defined as a person or business that grows or harvests raw products. A farmer that grows carrots or a farmer that raises beef or chicken are examples. **Producers** are the basis of agriculture.

The **Processor** is an individual or business who collects the raw agricultural ingredients from producers and uses them to create something special. From breads to cupcakes to preserves, the **Processor** uses as many local ingredients as possible to create their product. A **Processor** can also be a farmer that processes their own raw products. A farmer that slaughters and cuts their own animals is an example. Someone that grows beets and then pickles them for sale is another.

The **Distributor** is the person or organization that gathers all the products from the **Producers** and **Processors** with the aim of moving this product to the wider consumer market.

A colour point guide to the **Producers, Processor or Distributors** in Northwestern Ontario can be seen at the right of the map when you click **LEGEND**. Each point can be clicked on to provide information as to who they are and

Producers

visit cloverbeltlocalfoodcoop.com

By Produce Type **By System Type**

WALLS PORK SHOP

Email	Twall143@hotmail.com
Phone	807-937-2457
System Type	PRODUCER, PROCESSOR
Cloverbelt Member	YES
Transport to Market	YES
Transport Type	OWNER OP
Transport Required	FREEZE, REFRIDGE

Produce Type Map

Meet Your Northwestern Ontario Producers

visit cloverbeltlocalfoodcoop.com

Introduction Stakeholders Meet the Producers **By Produce Type** By System Type

This map represents the same local suppliers in the Meet the Producers tab - but classifies them by food type.

Food Categories were broken down into several groups, as can be seen by the colour coded Legend on the right of the screen.

If you click on a point, it will provide information as to what specific foods the producer provides.

Some producers are in several categories. The popup will give information as to the other groups the particular producer might be involved with.

LEGEND
Local Food by Produce Type

- Grain Products & Processed Goods
- Vegetables/Fruit
- Meat/Poultry/Fish
- Forest Goods
- Dairy
- Non Food
- Other

If you click on a point, it will provide information as to what specific foods the producer provides.

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Meet Your Northwestern Ontario Producers

visit cloverbeltlocalfoodcoop.com

Introduction Stakeholders Meet the Producers **By Produce Type** By System Type

WALLS PORK SHOP

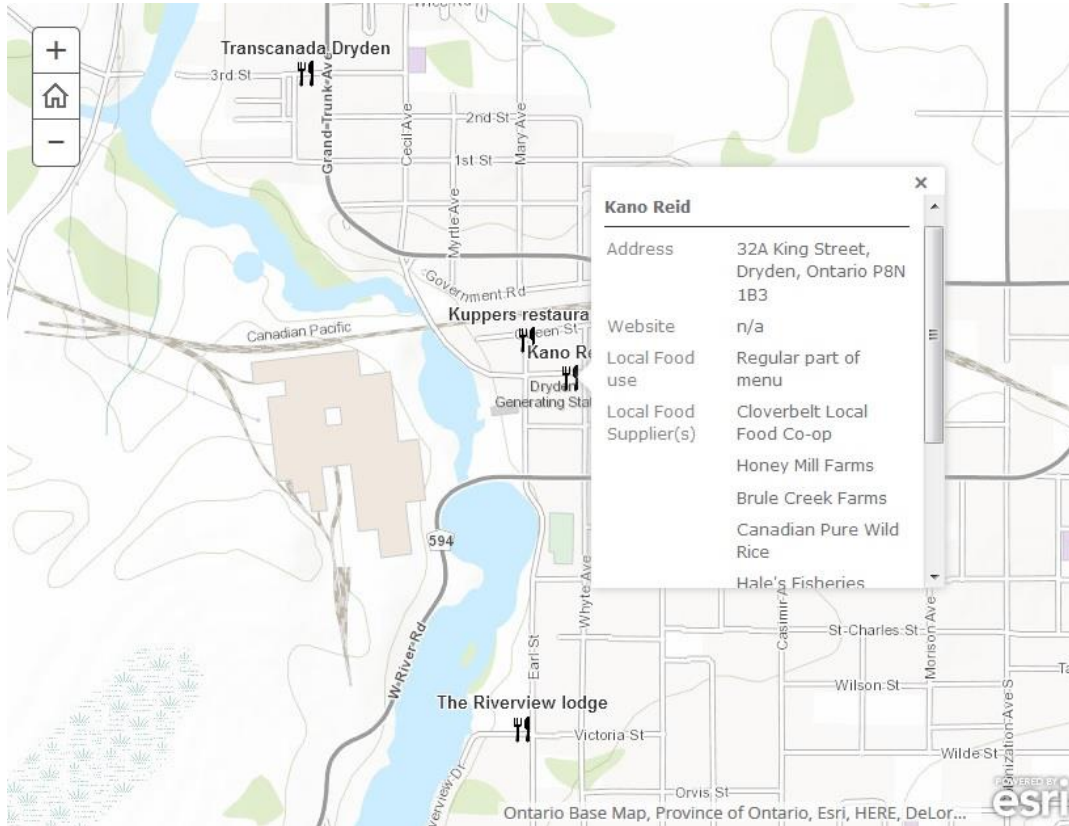
System Type	PRODUCER, PROCESSOR
PRODUCE	VEGETABLES/FRUIT
Products	pork, cured products, potatoes, carrots, kohlrabi, parsnip, radish, beets, onions, lettuce, pickling vegetables, corn, swiss chard, beans
Cloverbelt Member	YES
Other Produce	VEGETABLES/FRUIT

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Esri, © OpenStreetMap contributors, HERE, DeLorme, FAO, NOAA, USGS, EPA, NPS, AAFC, NRCAN

Restaurant Map



No issues detected

Restaurants using Local Suppliers

Lets eat Local!

This map represents restaurants that not only make exquisite food, they use Northwestern Ontario produce to do so.

We are proud of establishments that have taken the time to source local ingredients for their menus.

We at Cloverbelt thought it fitting that they should be given their own platform to be promoted due to their love and use of local produce. The more people that populate these establishments, the more locally sourced food consumed.

Click around, visit their websites, see what they make, try them out!!

If you are part of, or know of a restaurant that uses Northwestern Ontario



Moving Forward

Agricultural Co-ordinator

- Building producer capacity
- Institutional procurement
- Restaurant wholesale

Hub Expansion

- Rainy River District (Emo)
- Thunder Bay
- Red Lake
- Transport Implementation

Thank you!

www.cloverbeltlocalfoodcoop.com

www.nwofoodmap.com

