

## The purpose of this project

This research is funded by Mohawk College, The Greenbelt Fund, and the Ontario Ministry of Agriculture, Food, and Rural Affairs. The project was initially spearheaded by Mohawk college, and its foundation is Mohawk College's earlier report: *Increasing Local Food Procurement at Ontario's 24 Colleges: The Evolution of Campus Foodservices*.

Fulfilling one of this report's recommendations, the Office of Sustainability has produced a local food fact-sheet and calendar. This document contextualizes these materials for the School of Hospitality, Recreation & Tourism's (HRT) curriculum. As stated in the Fact Sheet, this project uses the Foodland Ontario definition of local food, under which, most food products grown or produced in Ontario qualify as local.

Ultimately, we believe that these ancillary materials will make it easier for HRT to continually increase its use of local food products in its education, and will help to support the growth and continued availability of local food going into the future.



# How HRT can use this project



HRT students can use this project to educate themselves about local food, and to better use local food products their educations and careers. As demonstrated in the fact sheet, Canadian consumers support local food. They are increasingly aware of the practices of the food industry, and want to know how their food is produced.

Interest and demand for local food products in Canada is increasing, and sales of local food products have been steadily rising. One tangible example of the increasing enthusiasm Canadians have for local food is the increasing proliferation of farmers' markets in Canada. In order to address this growing demand for local food, it is important for HRT students and graduates to be equipped with a comprehensive understanding of local food issues.

Many HRT students will go on to work in the hospitality, food and tourism industries, where the popularity of local food is steadily increasing. Market research by the Provincial government indicates that Ontario consumers are interested in local menu items at restaurants, and that consumers are more likely to select menu items identified

as local. This project will create a new generation of chefs, restaurateurs, entrepreneurs, and hospitality and tourism professionals with an appreciation for Ontario agriculture, and a recognition of the diverse variety of ingredients available in Ontario. By showcasing the wide variety of local ingredients available in Ontario, and educating students and staff about local food, the fact sheet and calendar will prepare HRT graduates to use more local food in their future careers. Furthermore, many HRT graduates will be in a position to use this knowledge to influence purchasing decisions.

In addition, HRT students can also apply knowledge of local food in the emerging field of culinary tourism - "Any tourism experience in which a person learns about, appreciates, consumes or . . . indulges in food and drink that reflects the local cuisine, heritage, or culture of a place."

This is an industry with substantial growth potential, both in Ontario and worldwide. Local food is an essential component of culinary tourism, and Ontario consumers show strong enthusiasm for local food in a vacation setting. In Ontario, the city of Stratford, the District of Muskoka, Niagara Region, and Prince Edward County are key examples of places where culinary tourism is predominant. In the latter two areas, culinary tourism is also focused on local wines.



For more information visit: [www.humber.ca/sustainability](http://www.humber.ca/sustainability)  
Email us at: [sustainability@humber.ca](mailto:sustainability@humber.ca) for questions.

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