



# Increasing local and sustainable food sales

We sent a survey to food producers, processors, and distributors involved in local and sustainable food across Ontario, Canada.

We heard back from 125\* operations connected to **food hubs**.

Here's what we learned about **how to increase local sales**

### What is a food hub?

Food hubs are actual or virtual spaces that collect and distribute food to processors, retailers, restaurants, and/or consumers.

Food hubs can also provide space for other activities including food preparation, handling, processing, education, and/or training.

### What do we mean by "sustainable food"?

Sustainable food systems demonstrate varying degrees of economic viability, social justice/equity, and ecological regeneration from seed to plate.

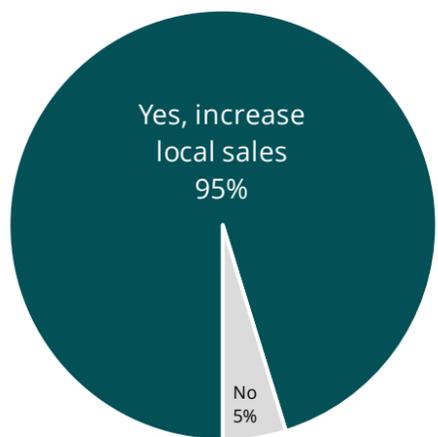
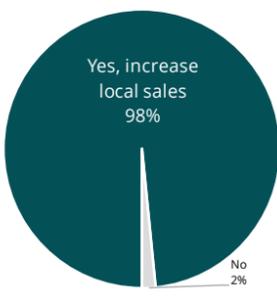
\*Our total sample was 125; response rates for each question may be lower.

## Increasing local sales is an ongoing priority



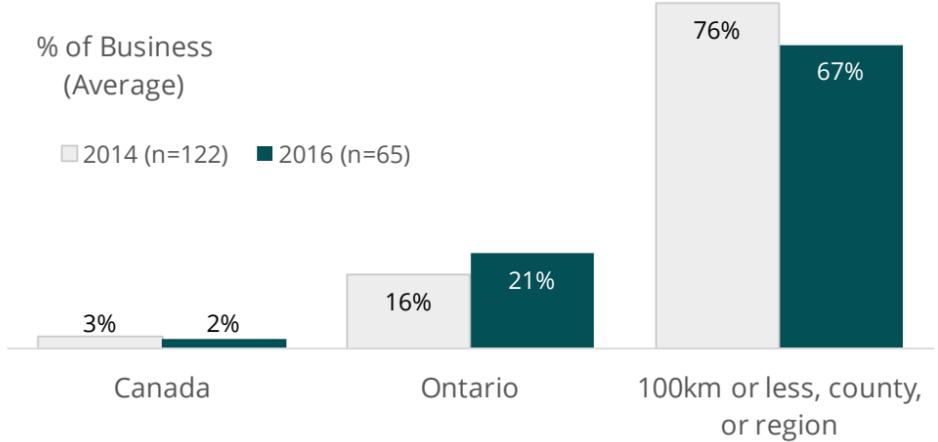
In **2016**, almost all respondents (95%) still wanted to increase local sales. (n=63)

In **2014**, almost all respondents (98%) wanted to increase local sales. (n=127)



## Local sales are a key source of business

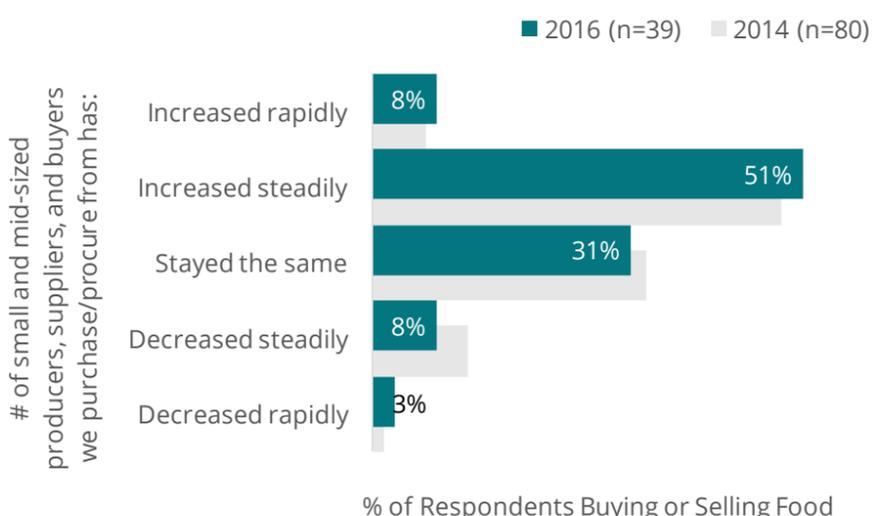
Across all respondents, **customers and buyers within 100km provided about half of all business**. Trends suggest that provincial customers may be increasing as customers within 100km decrease.



## There are emerging opportunities among suppliers

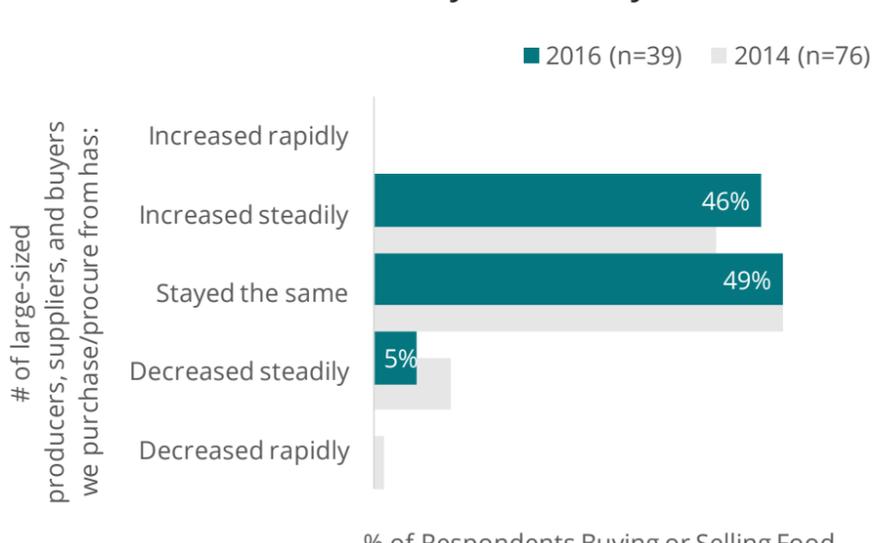
With similar results in 2014 and 2016\*, over the life of respondents' businesses, the **number of small and mid-sized suppliers** has:

- Increased steadily** for about half of respondents.
- Stayed the same** for about a third.
- Decreased** for only a minority.



Over the life of respondents' businesses, the **total value of purchases from large-scale suppliers** has:

- Increased steadily** for about half of respondents.
- Stayed the same** for about half of respondents.
- Decreased** for only a minority.



\*Limitation: differences in sample from year to year mean these results may not be fully comparable.

Learn more about Ontario food hubs and sustainable food: [FLEdGEResearch.ca](http://FLEdGEResearch.ca) @FLEdGEResearch

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