

SAVOUR MUSKOKA – NOV. 20, 2010
SMALL GROUP REPORT FORM

Title of session: Gov`t Grant Opportunities

Who convened the session? Ken Inglis

Who attended? Dianne Dowling, Wave, Keith Miller, Steve Bacon, Sarah Copfer, Andrew Johnson, Sue Smith, Kay & Stephen, Katya Riley, Ken Inglis

Major issues discussed:

- **Government grant access for food safety, innovation**
- **Business plans**
- **Contact information for grants must be thorough & complete**

Interesting ideas that emerged:

- **Lobbying Provincial Gov`t to restore Northern status**
- **Sub committees could be formed to help collaborate and access funding**
- **Marketing our products as a co-operative effort between savour members**

Actions proposed:

- **Applicant to be proactive in accessing programs**
- **Lobby government more aggressively**
- **Information in savour newsletter regarding accessing funding programs**
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SAVOUR MUSKOKA – NOV. 20, 2010
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Title of session: Community Events

Who convened the session? Eyan Wheatley

Who attended? Joanne Osborne, Kim Fairhall, Sylvia Thompson, Nick Olson, Eileen Lee, Katya Riley, Reed Curry, LeaAnne Zielonko, Kim Scott, Hanna LBasso, Willow Hillman, Cynthia Simpson

Major issues discussed:

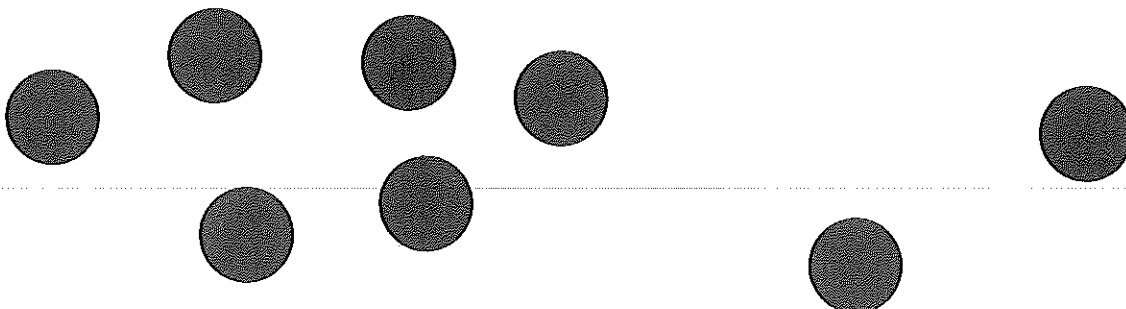
- **Facilities in the community (BMLSS – Sportplex, Brookland Farms, HHS how can we use these to promote healthy eating in our community**
- **Schools join with events such as SHSM events at hhs**
- **Socials such as the strawberry social are diminishing because people are too busy with our current culture**
- **Community is defragmenting – youth are not engaged as much in community as they are so busy with technology and self. How do we get them involved.**

Interesting ideas that emerged:

- **How can lower income families attend big ticket items on their lower incomes that have great ideas. How can we teach ppl to cook so that food is fun and doable**
- **Community co-op to join the community together.**
- **Day camps taking care of school community gardens during the summer**
- **Media has us feeling like it is too hard to cook local nutritious foods (mashed potatoes in a bag – yuck)**

Actions proposed:

- **Start a media campaign to combat the food is too hard to cook, such as Boil a Potato Campaign**
- **Family events to bring parents and children to learn about cooking**
- **Fundraisers around how to cook real food with families**
- **Expand what is in place to try and reach more families**
- **Starting to tie the youth into demonstrations to the community and their peers**
- **Nutrition in school policy moving forward into clubs like at HHS, continue to promote healthy eating**
- **Local food – flexible food ideas on how to cook various things at various times of the year.**
- **Gardening demonstrations at the local community gardens on how to garden from horticulturalists and move it forward through the process (several lessons through out the year) and culminate into a lesson on how to cook the food you just made.**
- **For events to be successful-don't just focus on low income- needs to be more broad spectrum.**
- **Where in our communities can we do small group lessons (church kitchens)**
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SAVOUR MUSKOKA – NOV. 20, 2010
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Title of session: Farm Sustainability

Who convened the session? John Dixon

Who attended? Tom Morrissey (recorder), Lynda Hutt, Pat Haufe, Marke Kunkel, Barry Mutton, Karen Harvey, Matt Richter, Ronald Karson, Melissa Hatford, Penny Tarrant, Wave, Dale Williams.

Major issues discussed:

- **What actions can people take to be more sustainable?**
- **Government Regulations are “One Size Fits All” It is unfair burden to the small producers.**
- **We need to educate consumers because they hold the VOTING power to direct food policy. Farmers have a very small voting base so we need to align with the consumers. Since everyone eats, we hold a product that everyone wants so, we have a BIG LEVER.**

Interesting ideas that emerged:

- **Co-operative action or community action is needed to be effective. Farmers are spread too thin time-wise and financially to move their farms to sustainable practices. For example: growing switch grass and sharing a local processing/pelleting facility to reduce on-farm energy costs and to grow a local market for this product.**
- **Farms chose crops due to ECONOMIC VIABILITY. To grow new crops, farmers need to have access to markets that give them a better return.**
- **There is a gap between supply and demand. Some farmers have beef to sell but no market. Others need more access to the markets to justify increasing their production. Joint marketing or distribution is an issue.**

Actions proposed:

- **8 farmers in the Powassan area are meeting as a group to write standard operating procedures to meet government requirements for their industry. Other groups could form to reduce the time consumed to meet the government regulatory burden. This might also help for grant proposal.**
- **Website preparation for local producers advertising their products and location. Savour might be the host agency or other?**
- **Karen Harvey offered to make video clips of farms for producers to post on You Tube or other sites.**
- **Convene a meeting of farmers to tackle the ethical and business issues of establishing a food distribution service. Farmers have trust issues that have to be addressed. Katya Rielly.**
- **Mentorship or education program could be initiated to develop the labour pool. John Dixon.**

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Title of session: Communication between regions in Northern Ontario

Who convened the session? Amy Hallman

Who attended? Cynthia Simpson (chef), Diane Wynberg (Winding Fences Inn), Barry Mutton (farmer), Keith Miller (farmer), Reed Curry (chef, butcher, farmer), Sarah Copley (Savour Muskoka), Ken Inglis (Savour Muskoka), Jack Hay (Moon Bay), Gord Mitchell (former ag. Rep), Amy Hallman (Eat Local Sudbury, FarmON), Fenton Flynn (Cannadore College Culinary Arts).

Major issues discussed:

- What about people on the fringes of marketing and geographical regions? How to bridge the gap? Especially where population is sparse, where do you sell?
- Farmers and chefs need to promote themselves and each other.
- There is a real politics of PLACE – regions don't necessarily communicate with each other. e.g. Parry Sound people do not want to be called Muskoka etc.!

Interesting ideas that emerged:

- Education is very important and to know about what each other is doing.
- Getting kids/youth on the farm is very important too.
- Health Knowledge magazine in Toronto already has a wide distribution base – could pay to have them produce a map of the greater Northern Ontario agriculture/food scene.
- Eat Local Sudbury and Savour Muskoka are both funded by FedNor and Trillium – we could definitely do more collectively through our funders.
- Could collaborate efforts for the Royal Winter Fair Northern Ontario pavilion.

Actions proposed:

- Start with linking three active organizations in the regions: Eat Local Sudbury, Savour Muskoka, and Near North Locavores (North Bay) – link the websites together
- Produce a collective calendar to highlight produce availability in all the regions, so that people can take advantage of other sources of a food when their source is done etc. Could collectively apply for a grant to produce this, but we'll start with linking our maps through google docs, google maps.
- Let's form a 'Savour Ontario North' network to cover the greater Northern region.
- Let's have a Northern regional conference in the area to cover issues specific to the North of Ontario.
- Appoint representatives to attend each other's meetings.
- Get regional OMAFRA reps to put our orgs and events on their OMAFRA Connects e-flyers etc.
- Also Ontario Soil and Crop Improvement Associations' publications.
- December 6th – next meetings of Savour Muskoka and Northern Lights Ass.
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Title of session: Blueberry Production

Who convened the session? Murray Johnston

Who attended? Murray Johnston, John Earl, Wendy Johnston, Elsie Curry, Cheryl Forth

Major issues discussed:

- **No local production, there is one small producer near Barkway (South west of Gravenhurst) Mr. Gerry Hopkins**
- **We do have a local market - 100,000 pounds plus**
- **Berries from Barrie (Maurice Gervais), Simcoe town imported**
- **Wawa – large producer in north-western Ontario**

Interesting ideas that emerged:

- **Challenges growing blueberries in Muskoka – e.g deer problems, labour involvement, setting up trials, research development, perfect pH soil conditions, ready market**
- **Must have two varieties for pollination**
- **Need irrigation system and good drainage**
- **Need mulch – can't use cedar mulch**

Actions proposed:

- **Contact Gord Mitchell, former agricultural information**
- **Contact north-western Ontario growers' association (Wawa)**
- **Talk to Gerry Hopkins (grower from Barkway)**
- **Talk to Ken and Katya Riley (Murray Johnston)**
- **Workshop proposed on growing blueberries (by Elsie Curry)**
- **Find more info on Maynooth grower**
- **Look into Maurice Gervais' operation and bring back ideas**

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Title of session: Increasing Production

Who convened the session? James Murphy

Who attended? Yves Gouchier, Ryan Decaire, Willy Horvath, Bill Spinney, Wendy Hogarth, Ken Riley, Gord Mitchell, Bob Norris, Arthur Robertson, Cheryl Forth

Major issues discussed:

- **Moving and Storing Meat**
- **Capital Cost associated with expansion and purchasing land**
- **Where does the surplus go? Meat production is very different than vegetable production**
- **Planning ahead (soil and know the land)**
- **There is a threshold to how to sell to the particular market in Muskoka, Muskoka is a desired market for local food during the summer months of June July and August**
- **Labour – local chefs seem to be the ones at the farm helping out, inventory of what is available.**

Interesting ideas that emerged:

- **Back end storage – a facility that has cold storage and has equipment to make added value products.**
- **Using surplus at the end of the season, public canning and preserving**
- **Distribution rather than increasing production, bring products in from out side of Muskoka to use within our market.**
- **Educating the community and marketing the products that are currently available**

Actions proposed:

- **Bus tour of chefs travelling to farms in the spring to meet with farmers. Day away program**
- **Find out what the different percentages of sales from farms (three areas farm gate, farmers market, restaurant chefs)**
- **Identify land available**
- **Create a resource – develop a platform where can people got to find what farms need help and where people (emerging farmers) can go to find out what land is available**
- **Social networking for farms and product that is available – make a better effort to let people find out what is available**
- **Develop a back up plan for product that is in excess at the end of the year**
- **Speak with Bob Norris developing and inventory**

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Title of session: Education of Youth

Who convened the session? Lea Anne Zielonko

Who attended? Lea Anne Zielonko, Mark Kunkel, Brenda Scott, Ryan DeCaire, Sylvia Thompson-Nicholson, Hannah Basso, Willow Hillman, Cynthia Simpson, Fintan Fltnn, Ken Inglis, Ken Scholz

Major issues discussed:

- **For youth it is too easy to accept pre-made and prepared food and not cook for themselves when the haven't been taught the difference between quality and convenience**
- **Using resources already in place for local food growth (eg. BMLSS greenhouse)**
- **Marketing local food and getting in the face of youth**
- **Start exposure early**

Interesting ideas that emerged:

- **Health benefits and concerns from youth are growing and sources questioned**
- **Start early with something as simple as a carrot to each student of a class of grade one students**
- **There can still be food safety with real food**
- **"Big Crunch" concept that has already been implemented in some places expanding**
- **Competitions (Youth are competitive) even if they cant be passionate, they can be competitive and learn passion**

Actions proposed:

- **"Green Garden Mentor" project expansion to address skill development and poverty (in place)**
- **Student parents helping out with healthy, local and homemade lunch in cafeterias**
- **Board of education changing cafeteria provider to local food providers**
- **20 year project starting with kids and moving up**
- **Implementing thing such as "The Big Crunch" more often**

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Title of session: Creating a Savour Trail in Muskoka

Who convened the session? Wendy Hogarth

Who attended? Wendy Hogarth, Cheryl Kelly, Eileen Lee, James Murphy, others whose names were missed *Reed Curry*

Major issues discussed:

- Need market ready businesses
- Need standards to ensure quality of experience
- Need branding – “Savour Trail” “Artisanal Trail”
- Need delivery – map, signage, website

Interesting ideas that emerged:

- There has to be some way of ensuring the product/delivery at each location is positive. Discussed how posting the trail on Trip Advisor would allow it to become self regulating
- Need to package the experience for the consumer – site, description, category, hours, services, products, etc.
- Brand the trail with a memorable name – consensus was the ‘Savour Trail’
- Signage makes it legitimate
- Creates a critical mass of attractions to lure the tourist to Muskoka
- Strength in numbers – while one business may not be able to individually attract significant tourist traffic, a trail can create that traffic
- Creates something tourists/consumers/residents can readily access when they are in the area
- Creates a market that non-market ready businesses can aspire to
- Creates a value-added market and allows farmers to sell retail rather than wholesale
- Restaurants on the trail would have to feature local ingredients – which creates additional demand for local produce
- A permanent trail (marked with signage, website, maps and brochures) would allow seasonal or event trails to emerge: i.e. a fall soup trail
- Question came up about including artists on the trail – suggestion was to build the trail and see if they express an interest in joining and deal with the issue then
- The trail could be translated for the emerging Asian market

Actions proposed:

- Inventory of market ready businesses
- Signage – standardized and approvals from all the different regulatory bodies
- Access government funding (RTO 12) in addition to an annual buy-in from the businesses on the trail – the buy-in will tend to limit participation to market-ready businesses without having to regulate
- Savour Muskoka has already created many of the pieces (inventory, map, etc) this would allow Savour to package the experience into something the consumer can access
- Use OCTA support

**SAVOUR MUSKOKA – NOV. 20, 2010
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Title of session: Inventory of equipment tools and skills

Who convened the session? John Dixon

Who attended? John, Dianne Kretchmar, Willi Horrat Ryan DeCaire Gerald Hopkins

Major issues discussed:

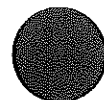
- **Production inventory of food**
- **Equipment tools – Rent, borrow, Sell**
- **Land available and facilities like greenhouses, accommodation**
- **Storage**
- **Mentorship**

Interesting ideas that emerged:

- **Co-operative planning of cropping to avail overproduction or underproduction.**
- **Equipment, implements, tools could be listed as rent, borrow, sell.**
- **Swap labour**
- **Horse drawn equipment**

Actions proposed:

- **Get to know each other**
 - **Talk about it at soils, crop meetings.**
 - **Kitchen table pot luck meal meetings.**
 - **Develop trust among neighbors.**
- **Set up structure for making a retiring farmers' land/resources available – legal contracts.**
- **Create form for inventory of equipment, tools, land, skills, custom work, information, mentorship on Savour website.**
- **Need more meetings at end of harvest to plan and develop trust.**



SAVOUR MUSKOKA – NOV. 20, 2010
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Title of session: Herbs and Seed Saving

Who convened the session? Penny Tarrant/Art Robertson

Who attended? Joanne Osbourne, Brenda Scott, Eyan Wheatley, Eileen Lee, John Dixon

Major issues discussed:

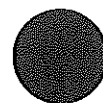
- **Re-introduction of herbs**
- **Bill C-51**
- **Encouraging small plots of land in many locations**
- **Keeping lakes clean without excessive watercraft use**
- **Transportation issues, creating a workable eco-friendly transportation for tourism and local traffic**
- **Education on the value of sustaining our environment**

Interesting ideas that emerged:

- **Getting involved in the watershed council**
- **Be ambassadors of conservation**
- **Learn about foraging and growing our own herbs**
- **Challenges of educators in staying within safe boundaries of information that can be delivered.**
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Actions proposed:

- **Becoming personally 'Aware' by taking back our own power**
- **Arrange workshops for brainstorming**
- **Organize a meeting of decision makers in Muskoka to offer suggestions**
- **Inform ourselves and everyone to contact Tony Clement to block the bill C-51 (Monsanto)**
- **Alert public via blogs and social networking**
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SAVOUR MUSKOKA – NOV. 20, 2010
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Title of session: Encouraging New Farmers

Who convened the session? Dianne Kreschmar

Who attended? Dianne, Lynda Hutt, Hannah Basso, Willow Hillman, Ken Riley, Ron Karson, Amy Hallman

Major issues discussed:

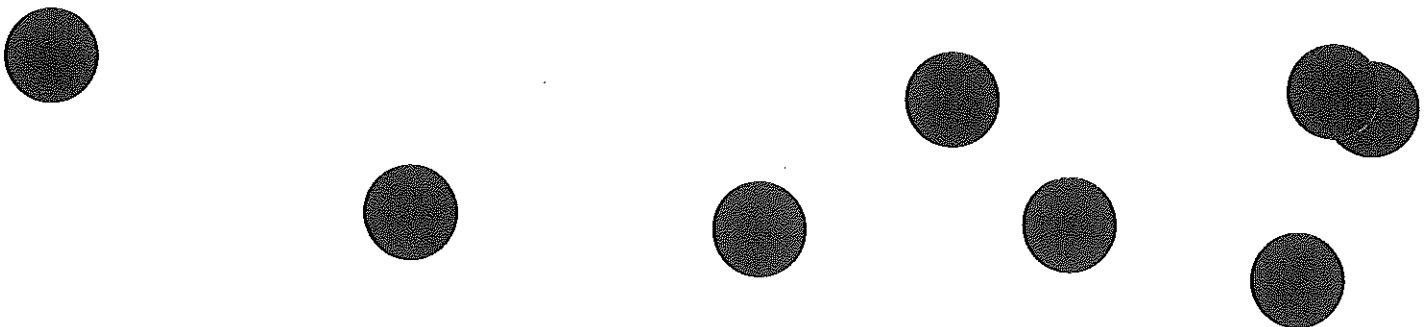
- **Average age of farmers is 58 yrs. old, new farmers needed.**
- **Food security requires local production**
- **Barriers to new farmers include: lack of access to land and/or capital, low income of farmers, the wide range of skills required to succeed, government policy encourages the large corporate fars.**
- **New farmers are not always young people. Many new farmers are over 30 years old.**

Interesting ideas that emerged:

- **School do not introduce the idea or option of farming as a career choice**
- **Direct marketing is the key to increases farm income**
- **Farmers need to know their niche and be diversified to succeed here**
- **District of Muskoka is now addressing agriculture in their new community plan. Government at each level needs to recognize the importance of agriculture to our region – economically, environmentally and tourism.**
- **Mentoring important.**
- **Resistance from established, full time farmers to encourage and welcome new farmers (often part-time). Eg. Soil & Crop Association traditionally has not allowed part time farmers.**
- **Sudbury has a regional group of producers that meet to plan their crop to avoid over production of one crop and they can also identify gaps in the market. This would be very beneficial for new farmers.**

Actions proposed:

- **Explore agricultural land trusts. Need to look at how to make it viable for a farmer to donate their land. Many farmers depend on the sale of their farm to support them in retirement. How can both needs be met?**
- **Providing education – Savour workshops and more. Perhaps education on the incremental steps required to set up a farm business eg. Business registration, taxes etc.**
- **Amy Hallman with Eat Local Sudbury is preparing a list of resources available to new farmers in the Sudbury region.**
- **Prepare an inventory of skills, land, tools and equipment that could be available to new farmers. Perhaps this could be a page on the Savour website.**
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SAVOUR MUSKOKA – NOV. 20, 2010
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Title of session: Preservation of Farmland

Who convened the session? Dianne Dowling

Who attended? Dale Williams, Ken Riley, Karen Harvey, Amy Hallman, John Earl, Brenda Scott

Major issues discussed:

- **Scarce resource being depleted by development***
- **Agricultural designations are being changed to rural use**
- **Keep restrictions on severances**
- **Ont. Provincial Policy on Land Use protects farmland, but needs to be reiterated in municipal office plans**

Interesting ideas that emerged:

- **Need broad public education on value of farmland**
- **Using land trust to preserve farmland – Ontario Farmland Trust**
- **Other countries have more protection**
- **District of Muskoka is likely to be behind preservation**
- **Educate councils, “don’t just tell them, show them!”**
- **Put a value on the “ecological services” provided by a property**

Actions proposed:

- **“Celebration of Farmland” video for politicians and public – positive side of economic development from farming**
- **Investigate “land trust” arrangements in other countries (i.e. Scandanavia)**
- **Push for re-evaluation of land classification in Ont. To reflect present day potential**
- **Get involved in the visioning process District of Muskoka is conducting**
- **Lobby newly-elected councils – mayors**
- **Savour Muskoka – become more active in advocating public awareness of the value of farmland**
- **Have a “farm advisory contact or a committee” that is consulted when there is a rezoning application e.g. Agriculture & Topsoil Panel – Sudbury District – representatives of farmers, university, planners, public**

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Title of session: Health promotion

Who convened the session? Joanne Osborne

**Who attended Steve Bacon, Sarah Copfer, Andrew Johnson, Kim Fairhall, Gord Mitchell,
PennyTarrant**

Major issues discussed:

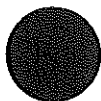
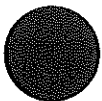
- **Local=health how do we get the message out**
- **Food industry-not interested in promoting health and the Health industry –has no regard over the food we eat**
- **Physician education inadequate in nutrition field**
- **Public institutions have no interest in local food scene-how do we change that**
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Interesting ideas that emerged:

- **Dieticians need a bigger role in the community-schools, hospital need to have influence?**
- **EDUCATION is the key to motivating the public at any age**
- **Educate the kids and they will educate the parents**
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Actions proposed:

- **Need more local education about what the Family Health teams do-also they need ideas to promote local food culture/nutrition and how it relates to health**
- **‘Open Farms’ grass roots education-take the kids, see the produce, meet the farmers HAVE FUN**
- **Govt. items-ads on TV” what to do with a potato”-local food choices**
- **Retirement homes-raised beds, grow herbs and some produce to use in kitchens, this is social and spiritual beneficial**
- **Labeling- local food labels, make them more clear that product was grown here and manufactured here**
- **Savour Muskoka Maps-make available at Family Health Team offices, /MD offices**
- **Maps to include endorsement of Healthy eating on front- possibly Heart and Stroke and Diabetes logos**
- **Tourism-include local food/farms as an activity for active living/family fun/outdoors**
- **Ask your family Dr. if they promote eating locally/ benefits of local food**
- **Meals on Wheels/ Instructional Food- include some local ingredients in season**
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SAVOUR MUSKOKA – NOV. 20, 2010
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Title of session: Farm gate sales, farmers markets, marketing products

Who convened the session? John Earl

Who attended? Gord Mitchell, Melissa Halford, Tom Morrissey, Andrew Johnson, Keith Miller, Barry Multon

Major issues discussed:

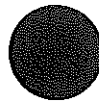
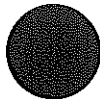
- **Politics in market, hard to access, should be free market**
- **How do we add value**
- **Competition at markets**
- **Unique marketing ploys (small potatoes, ½ pieces)**

Interesting ideas that emerged:

- **Establishing community kitchen for value added (need to be food-safe)**
 - **Visual impact of product (well represented and labeled as local area)**
 - **Building trust**
 - **Egg marketing**
 - **Consistency of quality of imported!**
- value added

Actions proposed:

- **Approach boards of markets re. policies**
- **SAVOUR as voice to education councils on conduct of market boards**
- **Smaller packaging portions/double income on smaller portions**
- **Boxing products – make into gifts**
- **Visit other markets/sellers to see what works**
- **Branding a dish ie. Hodgepog from NS**
- **Sell only highest quality at farm gate**



SAVOUR MUSKOKA – NOV. 20, 2010
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Title of session: Working with Govt and Selling to Public Institutions

Who convened the session? Linda Hatt and Matt Richter

Who attended? Stephen, Kay, Elise, Barry, Melissa, Jack, Margurete, Katya, Art, Tom, Ian, Sue

Major issues discussed:

Hospitals, and Schools, and other Govt Institutions not fully supporting local production and food growers

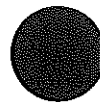
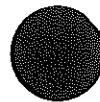
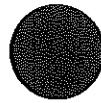
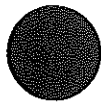
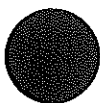
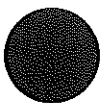
- **Public Dollars not used to support local growers and producers**
- **Public Institutions want local (fresh) product year round**
- **Govt has contradictions – District of Muskoka – although they advocate support local – do not support local – eg. The Pines does not buy local, because they think that the taxpayers dollar should not be spent on expensive local food.**

Interesting ideas that emerged:

- **We are not farmers – We should be called Professional Food producers.**
- **As individual producers we don't have the power to change Institutional buying. We have to pool our resources**
- **Identify buyers of the different Institutions and invite them to a meeting to educate them on their buying practices and advocate local buying.**
- **Lobbying efforts with Govt to change rules – we need to educate the Politicians.**
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Actions proposed:

- **Local Food Plus to come here and convene meeting to assist in selling to Public Institutions.**
- **Procurement policies. Savour Board members devise game plan to present food collection to Govt**
- **Savour Members. Some volunteer action required.**
- **Create committee to present ideas for implementation and reality**
- **Involve mayors/politicians/school boards/hospitals – procurement personnel/departments**
- **To address pricing – High Priority**
- **Timing is right to address the policy makers to support local food sources.**
- **Educate the leaders of local production ie. People in high level/govt decision making**
- **Seed money required to develop storage facility for year round local produce availability**
- **To start – set expectations low to begin.**
- **That farmers get involved directly into the political process (run for council, etc.)**
- **Would Savour Muskoka start the involvement process to begin???**



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Title of session: Food Universities/ Colleges

Who convened the session? Jack Hay

Who attended? Sarah Copfer, Marguerite Urban, Jack Hay

Major issues discussed:

- Is there need for an agriculture course in Muskoka?
- Is there a faculty?

Interesting ideas that emerged:

- Could SAVOUR sponsor:
- -lecture series and agro-talks (use of public libraries, or Nipissing, Red Leaves, etc)

Actions proposed:

- Contact post-secondary environments to look into programming, programming possibilities (Waterloo- James), (Georgian, Canadore- Sarah), (Nipissing- Jack).

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Title of session: People interested in joining the CRAFT (Collaborative Regional Alliance for Farmer Training) Northeast node (based in Sudbury)

Who convened the session? Amy Hallman

Who attended? Amy Hallman, Brenda Scott, Dianne Kretschmar, Cheryl Forth, Katya Riley (dropped in for a moment), Jack Hay.

Major issues discussed:

- Need to expand the definition of the 'Northeast' area, if we include Muskoka. There's a group near Barrie, that may start its own CRAFT node and include some of the farms currently in the overflowing SW node.
- Community/'urban' garden projects are part of our node, we've expanded the definition of farm for our purposes. We could include other projects like Brenda's idea of community garden training and have more of a part time internship opportunity.
- Also could run different types of internship programs outside of the CRAFT model.
- There is a lack of committed and passionate labour on the farm, and we need people committed to the area, that won't leave when they are finished their season here.
- So we could advertise outside of the Ontario CRAFT website that tends to only recruit young people from Southern Ontario. Think of creative ways to find people.
- Savour Muskoka's workshops this year were VERY successful (20 people each session) – doing 20 next year.

Interesting ideas that emerged:

- OMAFRA internship program exists, part of their new farmer initiatives.
- Also look at older people for internship and workshops, it's not just young people, it's retired and career changing individuals who would be interested as well.
- 5 or 6 shiitake growers in area, experimenting with more varieties, partnering with Nipissing University – Jack would be happy to offer workshops further North etc.
- IION (Innovation Ideas Ontario North), Rob Deline at Nipissing U as a contact
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Actions proposed:

- Take Savour Muskoka workshops on the road, find interested hosts and find instructors
- Partner between geographic areas – Savour Muskoka, CRAFT Northeast, Eat Local Sudbury workshops/
- Linking of websites a first step.
- Dianne wants to join CRAFT Northeast, Brenda and Amy will talk further about this.
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SAVOUR MUSKOKA – NOV. 20, 2010
SMALL GROUP REPORT FORM

Title of session: Distribution/Marketing of Northern Beef/Savour North of Muskoka

Who convened the session? Pat Haufe

Who attended? Wave, Keith Miller, Yves Gauthier, Cheryl Forth, Murray Johnston

Major issues discussed:

- **Muskoka has market and we have the production**
- **Marketing, sales, freezer beef – time to market takes away from farming**
- **Transportation costs**
- **What do we do with the unwanted cuts of beef – value added**

Interesting ideas that emerged:

- **Cooperative marketing, middlemen**
- **Value added to someone else**
- **Changing production schedules for future marketing**
- **Remove the risk factors**
-

Actions proposed:

- **Expanding savour into northern districts**
- **Support east/west Parry Sound areas - opportunities**
- **Establish links between producers & markets - networking**
- **Freezer storage facilities for beef and cranberries – public storage**
- **Value added producers encouraged**
- **Retail/wholesale distribution/ OFA lobby – cooperate & form business plan – work as a group**

SAVOUR MUSKOKA – NOV. 20, 2010
SMALL GROUP REPORT FORM

Title of session: 4 Season Gardening

Who convened the session? Steve Bacon

Who attended? Steve, Brenda Scott, Kim Scott, Joanne, Osbourne, John Dixon, Hannah Basso, Willow Hillman, Egan

Major issues discussed:

- Eating healthy needs to become a habit must be 12 months/year. How to do this with veggies
- How to economically address maintaining a greenhouse
- Personal use as well as commercial
- Fresh organic local produce year round

Interesting ideas that emerged:

- Harvesting in February snowstorms
- Crops @scissors thorough winter. By april greens come back
- In ground, no heat source, straw on walkways, 2 row cover layers, orientation of green house, snow piled on North side (SSW12-14)
- No weeds in winter/insects
- Use PVC pipe
- Straw bales and old windows
- Green house on rollers

Actions proposed:

- Lettuce, arugula, chard, carrots, onions, brussel sprouts, some spinach, kale
- Hurricane lamps in cold snaps/wood stove
- Row cover held above plant @wiles – each level of row cover = 1 zone – suspended over each other
- Planting aug/sept/oct. freeze at nights, thaw during day – don't grow much
- Clip over winter, when outside garden is producing, till under winter crops + put in tomatoes, roll up sides

SAVOUR MUSKOKA – NOV. 20, 2010
SMALL GROUP REPORT FORM

Title of session: Co-operative Farmer storage/distribution (marketing)

Who convened the session? Tom Morrissey

Who attended? Sue Smith, bob Norris, Yves Gauythier, Murray Johnston, Mark Kunkel, Kay McKean

Stephen McKean, Pat Haufe, Eileen Lee

Major issues discussed:

- **Distribution (truck) and storage for distribution.**
- **Will lower prices by joint distribution**
- **Reduce pollution by keeping less trucks on the road**
-

Interesting ideas that emerged:

- **Try using existing courier services**
- **Look into trucks and services who already deliver into the area (chain retail and grocery stores) –**
- **Use them to deliver out of the area.**
- **Look into picking and dropping without doubling the distance**
- **All products don't have the same shelf life or production time line.**
- **Bob Norris suggested a Co-op program will be difficult to start – will take at least 5 years.**
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Actions proposed:

- **Under Savour Muskoka flag – form a sub committee for distribution and storage**
- **Bob Norris to check if there are models of community storage and distribution**
- **Keep membership small and controlled for trust and sincerity.**
- **Present proposal to Savour Muskoka to allow a page that is open on the web site where members can communicate delivery schedules and other information. This last point was considered very useful**
- **And Bob Norris suggested that it should be followed through.**
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SAVOUR MUSKOKA – NOV. 20, 2010
SMALL GROUP REPORT FORM

Title of session: Community Gardens

Who convened the session? Kim Scott

Who attended? Kim Fairhill, Sylvia Thompson, Melissa Halford, Lea Anne Zielonko

Major issues discussed:

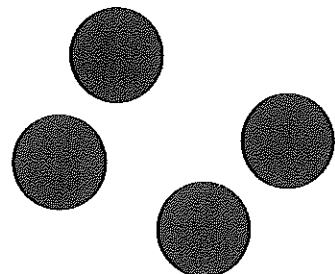
- **Supplies-rototillers- use of for a day in each of the major towns**
- **-accessible for all-location, wheel chairs, more communities,**
- **Water available, weeding**
- **Need mentors- one time a week at set hours**
- **Need wood to build raised gardens- good soil and manure need too**
- **Used tools wanted for donation**
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Interesting ideas that emerged:

- **Use of church/ synagogue properties**
- **Along Transcanada Trail- small gardens**
- **Youth grants**
- **Plants donated from those who have extras to the local community gardens**
- **Public Housing Units to have community gardens as part of their plan**
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Actions proposed:

- **Source for canning jars**
- **Excess produce to food banks/dinner programs**
- **Canning workshops with High school students and community**
- **Canning workshops in housing development**
- **Gardens in Seniors residence- link youth/families with seniors**
- **Approach Interval House and Chrysalis to help them start a veggie garden**
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SAVOUR MUSKOKA – NOV. 20, 2010
SMALL GROUP REPORT FORM

Title of session: Commitment by Local Chefs to Local Food.

Who convened the session? Reed Curry & Katya Riley

Who attended? Reed, Katya, Cynthia Simpson, Cheryl Kelley, Finton Flynn, Elise Curry, Arthur Robinson, Winding Fences, Ken Shultz

Major issues discussed:

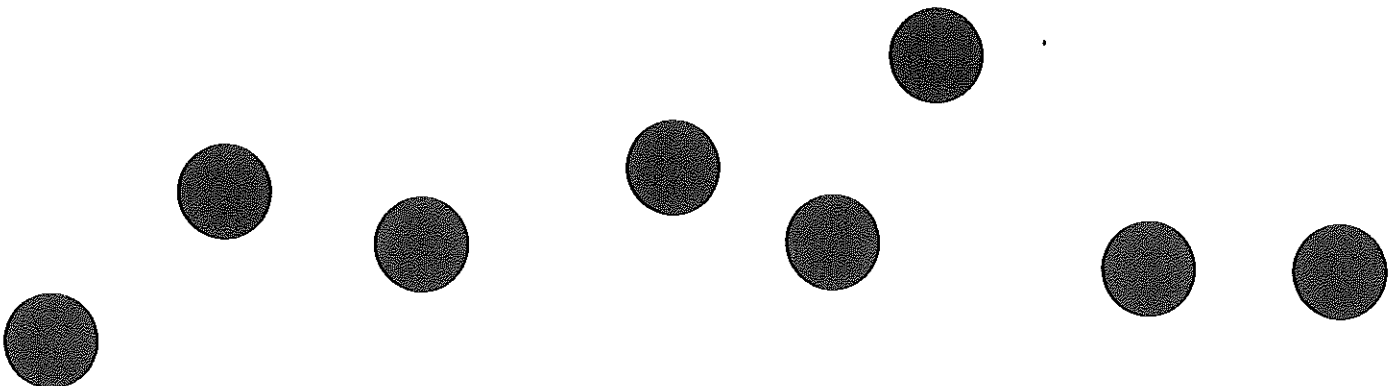
- **How do we create an environment for chefs to make them want to use local food?**
- **Regulating Savour Muskoka Members in terms of their usage and the percentage of local product**
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Interesting ideas that emerged:

- **Organizations such as Savour Muskoka bring chef and producers together. This relationship is key in increasing the usage of local food.**
- **Menu Flexibility, and chef skill have a lot to do with the amount of local product any kitchen can use.**
- **Flexibility and Understanding need to be at the center of the solution**
- **Focus on “The Triangle”, Producer, Restaurant, Consumer. Education at all levels.**
- **Credit for the use of local products**
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Actions proposed:

- **Community and Communication tools (exposure)**
- **Education: Seasonality, production methods and preparation methods**
- **A Wish List made by chefs as to what products they want with their names next to each item. Farmers can use this tool to not only sell product but also to plan for crops to come.**
- **A chef's challenge to use local ingredients on a seasonal basis with awards being given out for use of local product.**
- **A Calendar of the seasons in Muskoka and what is actually available from local farmers and when, along with recipes from local chefs on how to prepare the product. Thus educating the public, the chef and giving the farms a direct marketing tool.**
- **An acknowledgment system that recognizes the use of local product by savour members. i.e.: gold for 20% local product and platinum for 85% local product use on a menu.**



SAVOUR MUSKOKA – NOV. 20, 2010
SMALL GROUP REPORT FORM

Title of session: Co-operative Storage and Processing of Local Food

Who convened the session? Murray Johnston

Who attended? Mark Kunkel, Pat Haufe, Bob Norris, Tom Morrissey, Eyan Wheatley

Major issues discussed:

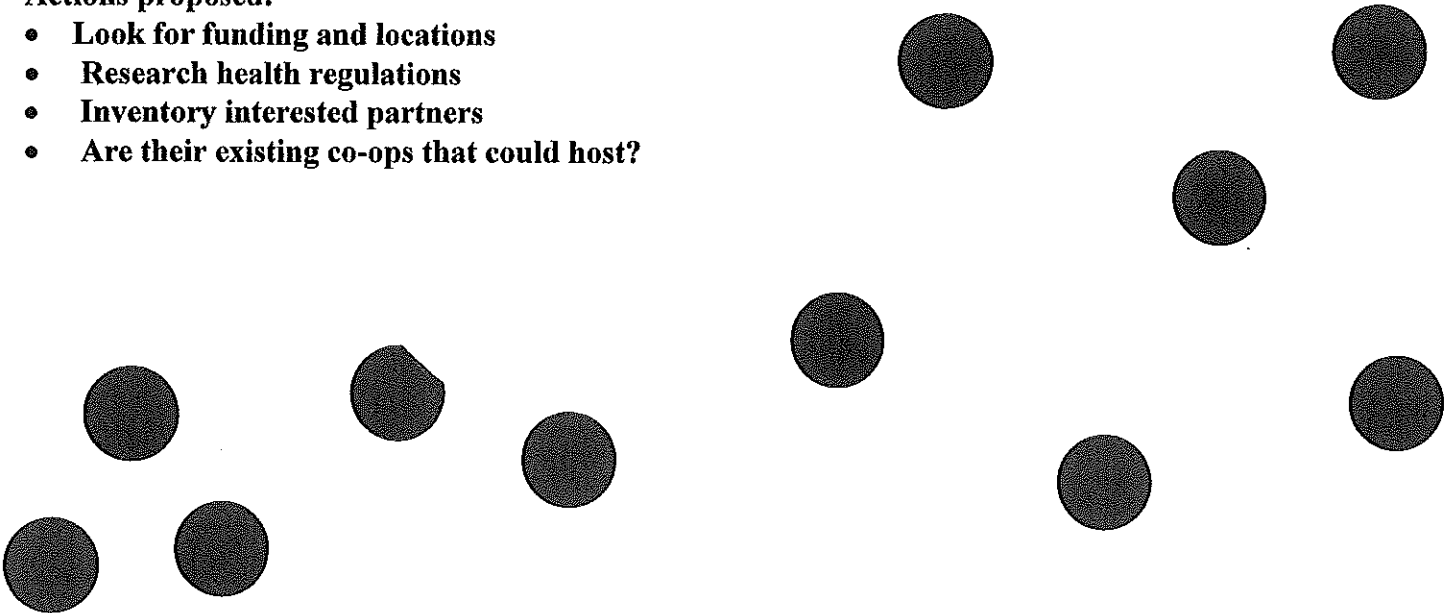
- **Idea of community cold storage, freezer and commercial kitchen available for local producers**
- **Creates a year-round market potential for producers**
- **Creates the ability to create a year-round 100 mile diet for consumers – catering to their needs and not potentially losing them to the grocery chains after the fresh season is over**
- **Long term, this could create a depot from which distribution could happen or even a 100 mile store**
- **Milk Industry – storage and processing now an on-farm option, 8 producers in Parry Sound/Nippissing**
- **Beef – 150+ producers – need storage and distribution**
- **Cranberry producers – 2 producers need local freezer storage and distribution**
- **Other producers could benefit – Gay Lee, Thornloe Cheese, etc., etc**

Interesting ideas that emerged:

- **Health regulations – CFIA – need to be investigated for storage and processing**
- **Funding available – Muskoka cannot access northern Ontario provincial funding – Parry Sound and other northern locations can access both federal and provincial money**
- **Community kitchen – would allow processing of local food into value-added products. Most producers can't afford a commercial kitchen individually**
- **Cold and freezer storage would help market year round food year round**
- **Could existing community kitchens be used? Local high school and/or community centre kitchens?**
- **Discussion that farm markets need over 50% producers and kitchen would facilitate more producers at farm markets resulting in a number of benefits**
- **Discussion around safe kitchens also being an issue for farm market vendors**

Actions proposed:

- **Look for funding and locations**
- **Research health regulations**
- **Inventory interested partners**
- **Are their existing co-ops that could host?**



SAVOUR MUSKOKA – NOV. 20, 2010
SMALL GROUP REPORT FORM

Title of session: Soil, Air and Water Sustainability

Who convened the session? Penny Tarrant/Art Robertson

Who attended? Ken Riley, Melissa Halford,

Major issues discussed:

- **Green composting**
- **Landfill issues/collecting kitchen compost**
- **Encouraging small plots of land in many locations**
- **Keeping lakes clean without excessive watercraft use**
- **Transportation issues, creating a workable eco-friendly transportation for tourism and local traffic**
- **Education on the value of sustaining our environment**

Interesting ideas that emerged:

- **Getting involved in the watershed council**
- **Be ambassadors of conservation**
- **Stretch the usage time of landfills**
- **More greenhouses and local gardens can spring up**
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Actions proposed:

- **Creating healthy soil by utilizing composting initiatives implemented by the municipalities**
 - **Arrange workshops for brainstorming**
 - **Organize a meeting of decision makers in Muskoka to offer suggestions**
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SAVOUR MUSKOKA – NOV. 20, 2010
SMALL GROUP REPORT FORM

Title of session: Farm Labour

Who convened the session? Dianne Kretschmar

Who attended? James, Dianne, Eyan, Andrew, John Early, Lynda Hutt

Major issues discussed:

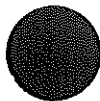
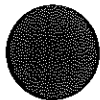
- **Finding a qualified labour force**
- **Seasonality, make no money, CRAFT**
- **Recognize farming as being an actual trade and viable way of life**
- **Transportation and accommodation for part time and full time co-op**

Interesting ideas that emerged:

- **Volunteer hours need to be filled by Highschools students**
- **Registry of land and work that is available should be made accessible to the community**
- **Focus on trades at Highschools**
- **Have faith the right person will be found**
- **Need to access people who want to have a second job and people looking for income**

Actions proposed:

- **Newsletter and social twittering could be used through SAVOUR Muskoka**
- **Ad in the newspapers and newsletters with content**
- **Ministry of training college and universities**
- **Getting chefs to send staff to farms**



SAVOUR MUSKOKA – NOV. 20, 2010
SMALL GROUP REPORT FORM

Title of session; Edible Fungi

Who convened the session? Jack Hay

Who attended? Jack, Kay, Stephen, Fintan, Penny, Cheryl

Major issues discussed:

- **Bears, slugs (Shiitake)**
- **Need more education on value of wild mushrooms, and what can be eaten**
- **New strains of cultivated Shiitake and other fungi**
- **Blewit, Enoki, Pid Pinno (Poplar trees), not tried locally – need education**

Interesting ideas that emerged:

- **Education versus production??? Can lead to market saturation.**
- **Rob Deline, ION, - North Bay – for support**
- **Need Govt grants and connections for education and production**
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Actions proposed:

- **Lecture to Canadore Culinary Class (Fintan Flynn)**
- **More Shiitake growers north of Muskoka**
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