

**MEET  
ONTARIO'S  
LOCAL FOOD  
PROCUREMENT  
CERTIFICATION  
PROGRAM**



# Hello!



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# ON THE AGENDA

- Introductions
- What is Feast On?
- Why Feast On?
- The Benefits
- The Process
- Great Taste of Ontario
- Questions



# WHAT IS LOCAL FOOD ANYWAY?





MADE HERE **VS** GROWN HERE



# WHAT IS FEAST ON?

Feast On® is a certification program that recognizes businesses committed to sourcing and celebrating Ontario grown food & drink.



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# We want more people to be sourcing, serving and celebrating Ontario grown food.

Last year, Feast On® Certified restaurants reported over

**\$30,340,000**

in Ontario food purchases directly from farmers, artisans and distributors who ensure they're sourcing and identifying locally grown and made products.

That's an increase of over

**\$5,000,000**

in Ontario Food & Drink purchases in 2019 compared to 2018. That's been the case year after year, since the program started in 2014.

The average percentage of Ontario food on a Feast On® restaurants menu is

**%54**

The percentage of local food versus other food has grown on average by %2 per year. Connecting chefs directly with farmers is a big part of this growth.

# FOODSERVICE BUSINESSES

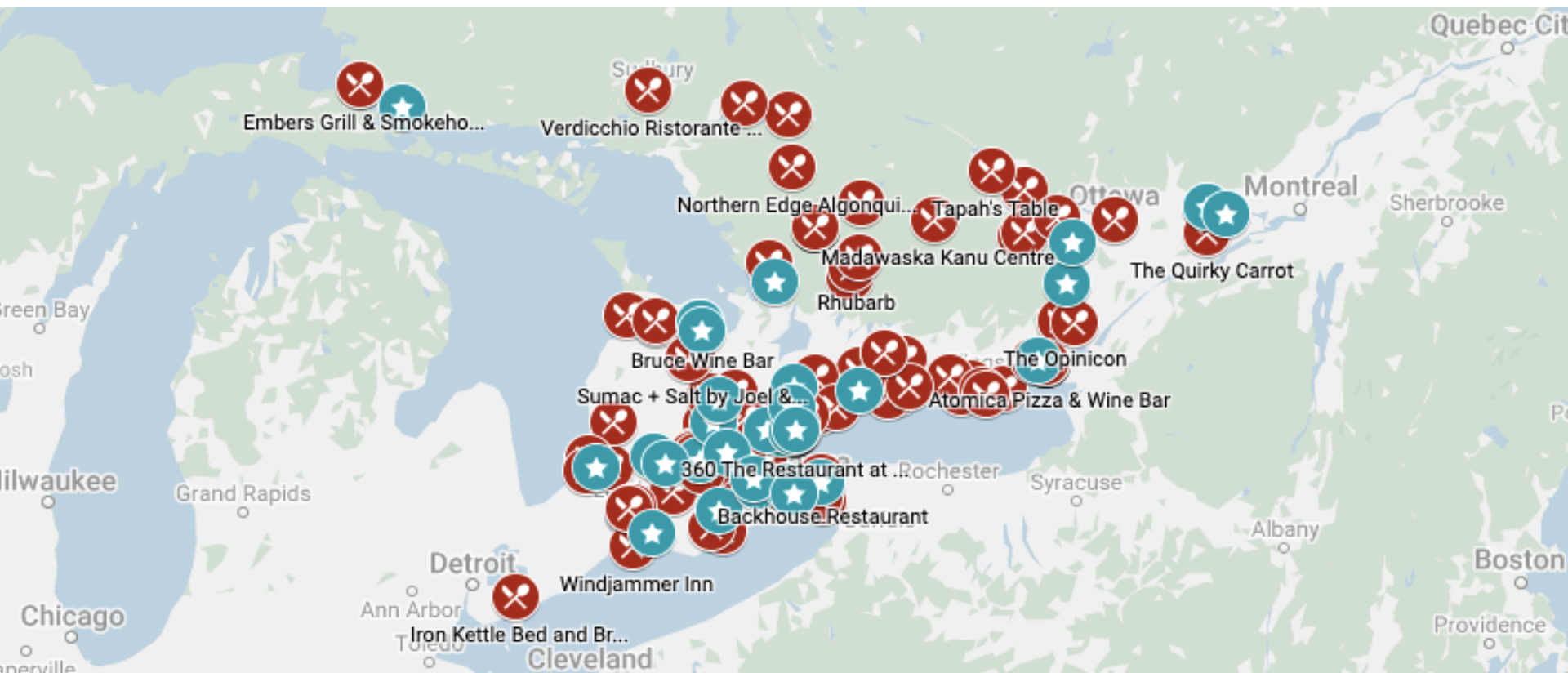
It's a program for  
restaurants, but also...

- Caterers
- Food trucks
- Pop-ups
- Hotels
- Experiences





# IT CAN HELP GET YOU ON THE MAP AND GET CONNECTED TO LIKE-MINDED PROFESSIONALS



# WHY FEAST ON?



*Brad Long, Chef & Owner  
Cafe Belong, Toronto*





# MANIFESTO

As a Feast On® Certified business, I commit to:

- Procure Ontario food and drink whenever possible
- Identify the provenance of Ontario food and drink on our menu
- Track and trace Ontario food and drink purchases
- Develop Ontario's culinary identity by championing local, seasonal products
- Educate the public about Ontario food and drink

# THE CRITERIA

Interested restaurants must agree to the Feast On® manifesto and provide proof that their procurement practices meet the following standards:

- 25% of total annual food receipts reflect Ontario grown and raised food purchases
- 25% of total annual alcohol receipts reflect Ontario made beverage purchases





## FOR BUSINESSES, WITH RESOURCES FOR CHEFS

Certification

- + Marketing benefits
- + Networking
- + Skill-building workshops



# SOME OF THE BENEFITS

- Unique online profile and content
- Certificate of designation
- Personalized intros to our network of Purveyors
- Feast On Logo rights
- Monthly industry newsletter
- Exclusive event opportunities
- Access to education and staff training programs





## IT TAKES A VILLAGE TO CREATE A MOVEMENT.

It's about connecting people across the value chain to strengthen our food system.

- PURVEYORS
- PROGRAM PARTNERS
- GOVERNMENT
- FOODSERVICE



# STEP ONE: FILL OUT THIS FORM

at [culinarytourismalliance.com/for-restaurants](http://culinarytourismalliance.com/for-restaurants)

Interested in getting your business  
Feast On® Certified?

Fill out the form below.

We'll be in touch with next steps and to set up a call shortly.

Contact Name \*

First Name

Last Name

Email \*

Phone \*

(###)

###

####

Restaurant Name \*

City/Town \*





# STEP TWO: SCHEDULE A CALL

POWERED BY  
Calendly

Valerie Keast

Welcome to my scheduling page. Please follow the instructions to add an event to my calendar.

## Feast On Application

Interested in applying for the Feast On certification program (<https://www.culinarytourismalliance.com/feast-on>) ? Gather your team for a group chat with me. We'l...

## Feedback Call

We're always happy to hear your feedback on how to ever better leverage our programming to support and celebrate our local food culture & the culinary tourism commu...

## 15 Minute Meeting

Please let me know what you'd like to discuss, share any information you'd like me to review prior, and whether you'd like me to call you directly or set up a confe...

## 30 Minute Meeting

Please let me know what you'd like to discuss, share any information you'd like me to review prior, and whether you'd like me to call you directly or set up a confe...



# QUESTIONS?

We're here to help.

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