



# Do You Trust Your Food?

Eating Local in Windsor/Essex  
County

*Once the last tree is cut  
and the last river poisoned,  
you will find  
you cannot eat your money.*

# Can We Trust Our Food?

- ❧ Food scares: tomatoes, spinach, meat
- ❧ 4/10 jars of honey contaminated

# Can We Trust Our Food?

- ❧ Corporate control (Tyson, Monsanto, Cargill, etc.)
- ❧ Flyer descriptions
- ❧ Confusing labels

*Should eating be this hard?*

# A Society of Convenience

- J.I.T.
- Gas shortage
- Road & border closures
- Food & health scares

*What would you do?*



# Can We Sustain Ourselves?

- ❧ Turn of the century farm could feed 6-8 people
- ❧ Today that same farm can feed 126 people
- ❧ But will we have farms left?

# Limited Natural Resource

- 56% of Canada's Class 1 farmland is in Ontario
- 1976-1996: lost 150,000 acres (18%) to non-agricultural developments
- 1996-2006: lost 600,000

# Land Stewardship

- ✧ Grow food
- ✧ Fertile soil
- ✧ Provide wildlife habitat
- ✧ Control flooding
- ✧ Protect wetlands
- ✧ Maintain air quality



# Farms Can Help Cities

- ❧ Farmlands more than pay for the municipal services they require, while taxes on residential use, on average, fail to cover costs.

# Polyface Farms Joel Salatin on Forgiveness

<http://www.youtube.com/watch?v=jHOYn6RjCLY>

# Animal Welfare

- Should we care about happy cows? Pigs? Chickens?
- Ethical eating
- Well-being, stress, treatments

# Benefits of Eating Local

- Economy (LCBO, Wal-Mart)
- Food miles
- Taste, nutrition, quality
- Transparency & safety
- Sustainability/traceability

# Our Great Bounty

- ❧ 14 wineries, 1 brewery, 2 spirits
- ❧ Windsor Salt, Dainty Rice, Heinz, Green Giant, Mastronardi/Sunset
- ❧ Maple syrup, 2 flour mills
- ❧ Pickles, canned tomatoes, pasta
- ❧ All-natural meat, fish, eggs
- ❧ Soft cheese, popcorn & more!



# Gaps in Local Food

- ❧ Education: eat seasonally
  - ❧ Winter locavore is possible!
- ❧ No dairy, hard cheeses, oil, vinegar, dried fruits, tea
- ❧ Ease of access for all
- ❧ Cost

# Is Cheap Food Everything?

- Once spent 1/3 of income on food; now 11%
- We spend more on things we value: lifestyle, specialty coffees, bottled water, car
- Cost of your health

# Ease of Access for Everyone

- ❧ Food banks can't always supply fresh food
- ❧ Access to local food is limited
- ❧ May need educational element

# Find Your Food

- ❧ Farmers' markets
- ❧ CSAs & box programs
- ❧ Delivery services
- ❧ Pick-your-own & farm stands

*Meet your maker.*

# Take Positive Steps

- Look for logos
- Ask for & frequent places that support local
- Plan 1 local meal per week

*Vote with your fork!*



# Take Positive Steps

- Make it part of your routine
- Do not underestimate the value of what you can do
- 1 more customer counts

*Buy close by.*

# Discussion Questions

- Is local cheaper? Consider the cost of your health or economy vs. the cost of your food, your budget, etc.
- Sometimes organic might not be available locally. When this happens, what do you choose? How do you feel about buying organic vs. local?
- Do you believe in food miles?
- Is Wal-Mart, LCBO, etc. bad for business? Businesses get large exposure but keep very little in return? Is it worth it?
- Studies show that even going meatless for 1 meal a week could help the environment. Can you go meatless?
- What changes do you think you will make at home or at work?
- Local or "locavore" doesn't have a set rule for distance. What is your interpretation of local? 100 miles? 100 km? 1 day drive? Ontario?

