



# Regional Review

ECONOMIC DEVELOPMENT AND TOURISM DEPARTMENT

## Capturing local food opportunities in Durham Region

Area farmers, food retailers, direct marketers and stakeholders recently gathered to participate in a forum examining the issues, opportunities and challenges in supplying Ontario-grown produce and products to retail outlets.

“From the Earth’s Floor to the Retail Store: Capturing Local Food Opportunities” took place at the Scugog Community Centre in Port Perry on Dec. 4, attracting more than 60 individuals from Durham Region and beyond. The event was presented by The Ontario Rural Council (TORC), in conjunction with a partnership of government and non-profit organizations. The workshop provided valuable information on the local food retail sector, in addition to trends and research to support creating local food networks. As one of the partners of TORC, the Economic Development and Tourism Department assisted in the planning and organization of the successful event.

The day-long event featured presentations on retail sector trends and current research on buyer patterns that engaged participants and opened up the floor for further discussion. The event also featured an informative roundtable discussion regarding innovative approaches to creating an effective distribution network and identification of potential next steps to assist in overcoming barriers.

“The debate in the United Kingdom about food miles – the distance our food travels to get to the dinner table – has really spilled over into North America, and now raises questions about the environmental merits of long-distance food,” noted Elbert van Donkersgoed, Executive Director of the Greater Toronto Area Agricultural Action Committee (GTAAAC), and a member of the forum planning committee. “The word ‘locavore’ is now used to promote the practice of eating a diet consisting of food harvested close to home. One-hundred mile diets are being tried everywhere, and entrepreneurs are launching 100-mile food shops.”

The workshop brought attention to a number



Cathy McKay (right) of Nature's Bounty Farm in Port Perry, with Tom Coleman of Algoma Orchards, who participated in the workshop's roundtable discussion.

of challenges that local food networks face, including access to the appropriate channels in order to distribute food to the retail sector.

So how can we encourage individuals to buy local?

“Convenience to the consumer remains important,” explained Marlene Werry, Rural Economic Development Officer for the Durham Region Economic Development and Tourism Department. “Links between the farmer and the consumer need to be strengthened in order for

this system to be effective.”

The forum was organized by The Ontario Rural Council (TORC) in partnership with the Greater Toronto Area Agricultural Action Committee (GTA-AAC), Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA), The Regional Municipality of Durham, Region of Halton, Ontario Stewardship (MNR), Agricultural Adaptation Council (AAC) and Town of Caledon.

For more information, visit [www.torc.on.ca](http://www.torc.on.ca)

## MAKING BUSINESS HAPPEN

### Economic Development encourages area manufacturers to find success in Alberta's oil sands

Durham Region's Economic Development and Tourism Department continues its partnership with the Canadian Manufacturers and Exporters (CME) to deliver valuable and timely information about Alberta's oil sands to area businesses.

More than \$153 billion in oil sands and infrastructure projects are positioned for investment between 2005 and 2015 in Alberta. These investments have the potential to generate over \$1 trillion in new business activity for Canadian manufacturers and suppliers.

CME's Alberta Oil Sands 20/20 SMART session, “Oil Sands 101 – How to do Business in Alberta”, will be held at the Regional Municipality of Durham Headquarters in Whitby on Jan. 9, outlining the steps that area businesses should take to help increase their chances of succeeding out west.

“Right now there are significant business opportunities for Durham Region manufacturers in Alberta,” explained Liisa Ikavalko, Senior Economic Development Officer for Durham Region. “However, to break into that market, your company has to be serious about making a long-term commitment to doing business in Alberta. This includes building an effective marketing strategy and implementing it – that's what this seminar is all about.”

The workshop will summarize Alberta's current business scenario, existing opportunities for manufacturers, and the challenges associated with entering Alberta's oil sands market space and how to overcome them. The workshop will also outline how to develop effective marketing tools that are key to business success.

“Businesses in Durham Region are known to be leaders in high-quality manufactured goods,” said Ikavalko. “It is this factor that makes them very capable of supplying Alberta's booming industry.”

For more information on Alberta's oil sand opportunities, please contact Liisa Ikavalko at 905-668-4113 ext. 2605.

## City of Oshawa wins prestigious international award



From left to right: Stewart Wheeler, Counsellor Political Affairs and Public Diplomacy Division, Government of Canada High Commission; Mayor John Gray; Bill Slute, Manager of Parks; and Tom Hodgins, Development Services Commissioner.

Congratulations to the City of Oshawa, for its recent gold award at the 2007 International Awards for Liveable Communities. The city was recognized for being in the top 15 per cent of sustainable and liveable communities worldwide.

The LivCom awards are supported by the United Nations Environment Program, which focuses on the management of the environment and leadership in the enhancement of quality of life.

Competing against communities in Australia,

Canada, England, Hungary, Japan, Spain and the United States, Oshawa presented an impressive multimedia presentation at the final stage of LivCom's Whole City Awards 2007 in London. The city was named as a gold-award winner in late November.

“I am so very proud of our city,” said Mayor John Gray. “To compete on a global stage and win a gold award at these highly esteemed international awards is a testament to the dedication, ongoing commitment and achievements of the City of Oshawa and our community.”

Oshawa's delegation team included Mayor John Gray, Development Services Commissioner Tom Hodgins and Manager of Parks, Bill Slute. A presentation featuring over 350 photos showcasing the community highlighted the city's enhancement of landscape, heritage management, environmentally sensitive practices, community sustainability, healthy lifestyles and planning for the future, as per judging criteria.

## Oil Sands Marketing Workshop

If your company is interested in building an effective Alberta oil sands marketing strategy, join us at the Canadian Manufacturers and Exporter's Alberta Oil Sands 20/20 SMART session.

**What:** Oil Sands 101 – How to do Business in Alberta

**When:** Wednesday, January 9, 2008

**Where:** The Regional Municipality of Durham Headquarters  
605 Rossland Road East, Whitby

**Time:** 8 a.m. to 12:30 p.m.  
(Registration 7:30 a.m. to 8 a.m.)

**Cost:** \$75 for CME or iCosmos members; \$150 for non-members

**Registration:** [www.cme-mec.ca](http://www.cme-mec.ca) or  
**e-mail:** [marie.morden@cme-mec.ca](mailto:marie.morden@cme-mec.ca)



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