

# **Local Food Sourcing Feasibility Study**

Includes:  
**Final Report**

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The Peterborough Festival of Trees

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Food and health are the main aspects in our lives that bring people together. With the Festival of Trees utilizing local food sourcing as a means to promote proactive health care in Peterborough, this will strengthen their current connection with the community. Food encourages greater social integration as it functions as a medium for social interaction and development. Human health and the environment have a substantial effect on contemporary human dietary habits. Nutritionally adequate diets through a sustainable food system aim to maximize community self-reliance. This hidden dietary crisis may result in food insecurity and unsustainable practices. It is crucial to recognize that the food provided at the Festival is not only unhealthy, but can also be associated with the reactive lifestyle that hospitals are trying to prevent. In order for the Festival to promote sustainable practices it has to first incorporate secure local food and community involvement. By doing so the Festival will also be helping local farmers support their businesses, as well as making the community more aware of the healthy food sources available to them. We feel these goals are very important aspects that the Festival should be aimed towards encouraging.

Our project involved the Festival of Trees and how we can help “green” it with sustainable practices for the following year. Since the Festival beneficiaries are healthcare organizations, we felt it was even more imperative that they promote and exercise healthy and sustainable practices. The “greening” process began in 2006 with a focus on waste reduction. The Festival of Trees was able to reduce their waste consumption from 8 bins to 1 bin of waste and 1 bin of cardboard. Continuing into 2007 and later emphasis on waste reduction while investigating local food sourcing are the main priorities we feel are necessary to examine. We examined the Preview Gala and attempted to locally source the food and beverages served at this event.

Given that the Festival beneficiaries are healthcare organizations, it is even more imperative that they promote healthy lifestyles. As proactive health care is an underlying issue in regards to the health of the community it is even more crucial that appropriate information and education towards proactive health care be included as an essential part of Festival of Trees. Some of the profits earned from the Festival should be geared towards education regarding local food sourcing and proper eating habits must be implemented in elementary schools years. They are the seeds of our future and we must be prepared to nourish them with proper knowledge and resources to ensure a sustainable living environment for all.

Another initiative for the Festival of Trees should be recognizing the environmental implications of outsourcing food and how this is connected to supporting reactive health care. In order for the Festival to overcome this issue they must utilize local food organizations in all aspects of the Festival. The Festival is attempting to

“green up” each year in regards to the environment and waste management. However we are suggesting to not only “green up” the Festival, but the community’s health as well. In order for the Festival and its mandate to fulfill this claim, it must implement other sustainable actions other than waste reduction. Supporting local food is another way the Festival can execute its environmentally sustainable goals. The Festival of Trees is a valuable asset in establishing strong relationships between the residents of Peterborough and surrounding areas.

The Preview Gala was originally held at the Convention Center. However over the years the organizers of the event felt it would be more beneficial if the event were held at the Memorial Center. This is where concerts, hockey and soccer are held so they thought it was a perfect place to hold such a large event. It transforms the hockey arena into a glittering winter wonderland that has not been attempted by any other organization or event ever before. This location is ideal for the Preview Gala because it draws the local community to the Memorial Center as well as transforms an everyday building into an elite party. The food and beverages served at the Preview Gala are provided by local restaurants and is prepared at stations at the Gala and then served to the guests. This helps local businesses advertise their products as well as create community participation in the event. Many types of food are served at the event but mainly appetizers such as pastries, meats and fancy dishes. This year there were homemade truffles from St. Anne's Spa that were served for dessert along with other sweets/desserts. There are 150 trees that create a winter wonderland with roughly 400 people attending the Preview Gala. There are about 20,000 people who attend the Festival of Trees on a yearly basis. It also takes three days for organizers and volunteers to put together this event as well as prepare for the Festival in general.

The Preview Gala is the first event and the kick off for the Festival of Trees. It is the Festival beneficiaries, Festival sponsors/financial supporters, and the general public who pay \$75 per person and dress in formal attire that attend this prestigious event (Peterborough Festival of Trees, 2007). They go and enjoy hot and cold hors d'oeuvres, desserts, sip cocktails and enjoy live music and dancing. There are beautifully decorated trees, wreaths, stockings and vignettes that are all auctioned off as well as there are raffles with all of the proceeds going towards the Peterborough Regional Health Centre Foundation, St. Joseph’s Care Foundation, and Hospice Peterborough. Major sponsors of the Festival are introduced at this event while guests are also encouraged to wander through the Gift Shop and Candy Store. This event is great way to enjoy local culinary and musical talents as well as support a great cause. It is sponsored by RBC Dominion Securities Inc, STAR 93.3 and The Breeze 107.9 (Peterborough Festival of Trees, (2007). Local restaurants provide the food and prepare it at stations at Gala and serve it free of charge to the guests.

After speaking with Joan Hogan, the operational vice-chair for special events at the Preview Gala she informed us that budget for food was \$2,800. The Festival paid each chef \$200 to purchase ingredients for appetizers so that they would not approach other organizations for donations that could potentially hinder the money going towards

the Festival. We suggest that this money could instead be given to the chefs to purchase their ingredients from local farmers instead of supporting large businesses and corporations. This also decreases fossil fuel emissions because it creates local avenues for the chefs and community to work collectively. The beverages such as wine are purchased from Sobey's with an average of \$1,800 being spent there. There is a discount awarded to the Festival because they purchase such a large amount of wine at Sobey's. There is \$500 spent on liquor at the LCBO. Approximately \$250 is spent on beer that is bought at the local Beer Store. We then discussed various other local wine manufactures where the Festival could potentially purchase their products from that are featured at the event. For information regarding the other chefs featured at the Festival they are listed in the contact page.

Another issue we discussed was regarding what food is brought in for the volunteers and if it was a healthy choice. Little Caesars, Quaker Oats, International Blends, Weston's and Minute Maid supply the volunteers with pizza, snacks and beverages during the setup and cleanup of the event. We derived that there are not nutritional and organic food options at the Preview Gala. None of the food is donated because there is a budget provided for the chefs in order for them purchase their required ingredients from local grocery stores. There are not any restaurants that partnered with local farmers, however we have spoken to various individuals who are interested in organizing this for the following year.

We decided to research three other festivals and organizations and what they have done to reduce their ecological footprint. We examined other festivals because we want to utilize their ideas so that they can be easily be implemented into the Festival of Trees in 2008.

The first festival we studied was the Master Gardener programme that began in Washington State in 1972 in response to the overwhelming number of requests for gardening information. The objectives of the Peterborough Horticultural Society are to encourage interest and improvement in horticulture through a series of approaches (Peterborough Gardens, 2007). They hold meetings respecting the theory and practice of horticulture. Encourage the planting of trees, shrubs and flowers on public and private grounds. Promote outdoor art, public beautification, balcony and plot gardening. Arrange field trips, contests, competitions and exhibitions related to horticulture and awarding prizes. Distribute seeds, plants, bulbs, flowers, trees and shrubs. Interest youth and others in the study of horticulture. Promote the protection of the environment. Promote the circulation of horticultural information through any medium (Peterborough Gardens, 2007). Volunteers were trained in horticulture to provide gardening advice to the public. Master Gardener Programmes now operates in 45 states and 4 provinces in Canada. In the year 1985, the Ontario Ministry of Agriculture, Food and Rural Affairs reviewed ways to provide horticultural information to the public. Ontario's own Master Gardener Programme was thus adopted following the American model. The program was directed by a provincial steering committee and sponsored by OMAFRA and the Ontario Horticultural Association (Peterborough Gardens, 2007). Experienced gardeners were recruited by local horticultural societies where they were introduced to the

programme at an orientation session, wrote an eligibility test, received local training on soil management, communication skills, pest and disease diagnostics and control as well as enrolling in the Horticulture Independent Study Courses from the University of Guelph (Peterborough Gardens, 2007). In May 1996, it was announced that OMAFRA would no longer fund the Master Gardener programme. In February 1998, the Master Gardeners of Ontario Inc. was formally incorporated as an independent not-for-profit charitable organization, Master Gardeners of Ontario Inc (MGOI.). There were 36 Master Gardener groups with over 800 active volunteers who were contributing nearly 35,000 hours of volunteer time to the programme (Peterborough Gardens, 2007). By the spring of 2005, there were 35 different groups that joined the Master Gardener programme in Apsley, Norwood, Indian River, Lakefield, Young's Point, Omemee, Port Hope, Cobourg, Gore's Landing as well as Peterborough (Peterborough Gardens, 2007). In September 2005, with the support of the Peterborough groups, ten of the members from the Port Hope, Cobourg and Gore's Landing areas formed the nucleus of the Northumberland Master Gardeners Master Gardeners of Ontario Incorporated developed the knowledge and the leadership skills to enable volunteers to provide balanced, scientific horticultural information to Ontario communities (Peterborough Gardens, 2007). The Peterborough Horticultural Society has been an active part of Peterborough life since 1890 and continues each year to encourage dedicated gardeners that enjoy volunteering their time and knowledge by provide gardening advice to the public.

Another festival that practices sustainable practices is the Peterborough Green EXPO. It began in February 2004 when the idea was thought to organize a mini exhibit displaying local sustainable companies throughout the region. Their initiative involves educating individuals and businesses on the increasing number of eco-friendly products and services available for building and everyday living (Green EXPO, 2005). This is accomplished through a one day event featuring a wide array of exhibits, educational presenters and other special events that aim to reveal the different aspects of living less costly and in a healthier, more sustainable manner (Green EXPO, 2005). In order for the product or service to be appropriately represented at the Green EXPO it must follow guidelines that include being sustainable, organic, all natural, energy efficient, made of recycled material, fair trade and products good for the earth. The Green EXPO appreciates the support of several organizations over the last four years. Without their contribution, this event would not have become the success that it has and grown to the level that it has today (Green EXPO, 2005). Local sponsors include The City of Peterborough, Big Tree Design, The Peterborough Examiner, Star 93.3, Enbridge for their continued past and valued support. The Green EXPO has grown significantly from the first year it being located in the Lions Club building to now entering the 5th year of the event and it being held at the Evinrude Centre for the third year in a row (Green EXPO, 2005). Original attendance was 250 people and last years total were around 1,500 participants. The last four years have seen different and exciting features that have added to the displays and informative speakers. These features have ranged from book signings to test drives to movie screenings to culinary demonstrations (Green EXPO, 2005). Optimistically the next year will contain educational and innovative attractions to further emphasize the necessity of promoting green and sustainable practices.

The last festival we examined was the Peterborough Folk Festival. This is a three-day festival in Peterborough that consists of music, workshops, food and craft vendors. This Festival is entirely volunteer organized and operated (The Peterborough Folk Festival, 2006). All of the sponsors and vendors are local which aid in the festival promoting local jewellery, artisan goods, food and crafts to the Peterborough community. Some of the sponsors include the Peterborough Arts Umbrella, Ecomum and the Kawartha World Issues Centre (The Peterborough Folk Festival, 2006). The Peterborough Arts Umbrella is a non-profit organization that provides on-going commitment and support to the creative life in the Peterborough community. They provide facilities and services for artists in all disciplines and stages of professional development. The PAU provides the means for our arts community to meet, collaborate, learn, discuss, create, and grow together. They exist because of the strong need for a creative space within the community, and the daily use and reliance on services by the public. Their ability to provide and maintain these services relies upon the generosity and encouragement of the contributors (The Peterborough Folk Festival, 2006). The Ecomum is dedicated to providing organic or reusable lifestyle and body care products for every member of the family. By promoting reusable and domestically produced products, and organic fibers, they encourage a sustainable ecological footprint. They offer ethically manufactured affordable organic infant, adult and home fashions from Sage Creek Naturals (The Peterborough Folk Festival, 2006). Kawartha World Issues Centre (KWIC) is a charitable global education and resource centre, established in 1989, serving the Peterborough and the Kawartha region. KWIC promotes dialogue and understanding of world issues to enable people to engage in positive social and environmental change through special events and educational programs (The Peterborough Folk Festival, 2006). The Peterborough Folk Festival has programming for youth of all ages, including a Youth Songwriters' Showcase, the Emerging Artist Award, Local-Vocal-Live and a Children's Village at the festival (The Peterborough Folk Festival, 2006). The Festival believes in investing in young performers, and in 2001 created an award to recognize emerging local talent that they thought deserved the attention and support of the community (The Peterborough Folk Festival, 2006). Judging by the careers of the past recipients, the Emerging Artist Award can be a step on the road to a life-long career in the music profession.

Each of these events supports sustainable practices as well as community involvement throughout the Peterborough region. The Master Garden programme encourages horticulture practices through a series of approaches. They hold meetings, promote the protection of the environment and hold field trips regarding horticulture and encourage the public to create gardens of their own for planting flowers and trees. They also provide horticulture and gardening advice to the public. The Peterborough Green EXPO is another event that organizes exhibits and education presenters to reveal the different aspects of living less costly and in a healthier, more sustainable manner. Their initiative involves educating individuals and businesses on increasing environmental products and services used in everyday life. Lastly there is the Peterborough Folk Festival that is a three-day festival that encourages local music, food and crafts. This Festival is also operated and run by volunteers. All of the sponsors and vendors from these events are local which aid in these festivals promoting local food and crafts to the

Peterborough community. With the initiatives of the events mentioned, it is obvious that it is possible to locally source food and beverages for the Preview Gala and at large the Festival of Trees. If the Festival takes these events suggestions and incorporated them into their event, they could too support the local community and at the same time protect the environment for future generations.

Currently the Festival of trees is sourcing their wine from the local LCBO. The wine offered here is imported from different parts of all over the world. As our mandate states we are suggesting ways for the festival of trees to locally source the products they are serving at their food events. There are a number of local farms and estates that brew wine from the fruit harvested from the land they live on. Other than wine products these local farms also offer jams, jellies and non-alcoholic beverages such as apple and strawberry cider. We think it would be very beneficial for the festival to partner up with estates such as these and source the wine that is used at the festival as well as use the cider and other beverages for the children's events. It is important for the festival to recognize local farmers and this would give them a chance to advertise their products as well as help out the festival.

The Applewood Farm Winery is located minutes from the 404 on McCowan Rd allowing for easy access from the city as well as other surrounding areas. Applewood Farm Winery has been operating since September of 2000 and has a large "tasting bar" where individuals are able to sample their award winning wine and have a chance to speak with the wine maker and bring up any questions or concerns about the wine (Applewood Farm Winery, 2004). Applewood has a large selection of fruit wine that is made from the fruit harvested directly at the farm. They offer jams, jellies and even gift baskets that are perfect for the holidays and many other occasions. There is also a large strawberry patch on the property where individuals are able to harvest their own strawberries and have a chance to try Applewood's own famous Strawberry Cider. The picking season runs from mid June and mid July (Applewood Farm Winery, 2004). Other than strawberries, Applewood Farm Winery also has an apple orchard available for visitors. There are a large variety of apples available such as Macintosh, Red Delicious, Spencer, Spartan etc. The picking season runs from September right until pumpkin season making apples available for a variety of goods such as Macintosh Dinner wine as well as Mac Meade Apple cider. All products offered at Applewood Farm and Winery is stamped with a Quality Certified Product label (Applewood Farm Winery, 2004).

Other than Applewood Farm Winery there is another estate local to Peterborough, in Bowmanville called Archibald Orchards and In A Nutshell. They're information can be found on our reference page.

Through speaking with Chef Jay Bolton from the Holiday Inn in Peterborough, we learned that they each year local farmers and chefs are partnered up. This creates a new menu that consists of locally produced agricultural products through Kawartha Choice. This year in November and December they are turning their entire menu over to local recipes within a hundred mile radius (Agricultural Adaptation Council, 2007). We think this is important to examine this process in order to gain additional insight on how

to appropriately organize community involvement in the production of local healthy and sustainable food. Kawartha Choice is a local initiative focused on promoting the wide variety of agricultural products grown and produced in the Kawartha region (Agricultural Adaptation Council, 2007). Their purpose is to create branding to identify these products for consumers, who are eager to support local farmers. Their initiative is designed to support local producers, and the companies that sell their products, by providing marketing tools such as signage, and a website. The goal is simply to help citizens of the Kawartha region clearly identify local products (Agricultural Adaptation Council, 2007). This is why the Holiday Inn supports and utilizes services from Kawartha Choice in order to promote food that can be bought and produced locally. This is where the Festival of Trees could emulate them. If the Preview Gala created a partnership with the Kawartha Choice, then they too could produce food at the event that is nutritional and sustainable for the environment.

After contacting Karen Jopling, a major contact from Kawartha Choice we had discovered that there are many local restaurants and farmers who are currently donating to the Festival of Trees. We discussed that this generosity needs to be recognized more so at the Festival to increase the awareness of our local farmers in Peterborough and the goods they have to offer. A suggestion for the Preview Gala in years to come is small comment cards on the tables stating the farmers, businesses and restaurants who have donated their time and energy into the meals. There must be more emphasis on the fact that the food being served as hors d'oeuvres and the main courses is sourced from local facilities and that it is available to the public. Karen was mentioning the need for fundraising money for advertisement on CHEX radio as another way the community can increase its awareness of the farmers in the Peterborough community. Karen's office and phone number can be found on the contact page and she is very willing to collaborate with the Festival committee members for ideas next year on ways to further incorporate Kawartha Choice into the Festival of Trees.

We spoke with Brad Hunt, the owner of the local Burnham Mansion Restaurant. This restaurant is affiliated with Kawartha choice. Brad had mentioned that he purchases all his meats from local farmers in the surrounding area; chicken is purchased from Kloostermans Farm located in Peterborough and the meat is purchased from Otonabee Meats. The Burnham Mansion Restaurant has donated to the Festival of Trees in the past for many years to events such as the Preview Gala. Brad noted that he is more than happy to collaborate with the Festival in coming years and enjoys donating his time and products to such an event. His information is provided on the contact page.

Human beings share an intimate relationship with the food they consume. It is this relationship that is not only essential to the human existence, but more importantly to the quality and outcome of our lives. We have the ability to control food locally and globally and therefore should be making healthier and more sustainable choices. We also must understand food as a different kind of commodity and appreciate it as a social and cultural good (Winson, 1993). The fact that we consume food and take it into our body gives it a special significance that most people forget to acknowledge (Winson, 1993). Throughout the years we have distanced ourselves more and more from the roots of our



food. This is the main issue surrounding food today, in that people do not know where their food is coming from or what chemicals and pesticides it may contain. It is difficult to eat nutritionally and have a well-balanced diet, yet if we want to live a healthier lifestyle, events such as the Festival of Trees should focus on re-establishing the intimate relationship between food and our bodies.

The Festival of Trees supports three local organizations promoting reactive health care. We feel that since the Festival beneficiaries are healthcare organizations, it is even more imperative that they promote proactive health care initiatives. If more information and education was provided encouraging proactive health care, the Festival of Trees could target education regarding local food sourcing and proper eating habits throughout the Peterborough community. We also suggest that local restaurants partner with local farmers in order to produce nutritional food at the Preview Gala. This will highlight particular farms, organic farmers, regional restaurants and organizations with the community as well as contribute to environmental sustainability and support local food.

To generate a more sustainable and community oriented event additional efforts must be executed in order for the Festival of Trees to become a more socially and environmentally sustainable event. Communities such as those exhibited in Peterborough have the opportunity to embrace the principles of sustainable development in order to create a new future and in turn, reduce global warming (Winson, 1993). Events such as the Festival of Trees emerged as a community-based event, which has grown to incorporate the local residents and industries in attempt to celebrate Peterborough's charity organizations. In order for Peterborough to evolve as a community and create a sustainable future the primary mandate must also encompass rebuilding the community cohesion (Winson, 1993). This commitment is significant because it aids in the overall social well being of the community. Engaging and building relationships will give people the desire to want to be involved in determining their future through recognizing and promoting community planning and sustainability. The Festival of Trees has begun this process and it is crucial that it continues this progression. Fostering and incorporating community involvement is primitive in creating a prosperous future and maintaining regional sustainability.

Encouraging environmental strategies must be implemented in terms of preserving and maintaining a community and its environment is crucial (Andree, 1997). The Festival of Trees has shown this through incorporating local restaurants into its events and by reducing its waste production in attempts to decrease its ecological footprint. Long-term management approaches must also occur because short-term management options do not always last long enough for effective results to be obtained. The Festival of Trees gives farmers the opportunity to engage with the community as well as highlight their produce to local residents. With these sustainable efforts, maintaining an environmentally friendly event and reducing the ecological footprint of the Festival of Tress is an easy task to achieve. With maintaining local food and involving the community results in reducing environmental effects on the environment are very capable of obtaining in the short and long-term.

For more information regarding chefs, restaurants, organizations and other festivals the Festival of Trees may contact any of the listed contacts to obtain additional information and guidance towards creating a more ecologically friendly event.

## References

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## Contact information for other local organizations

### A Moveable Feast.

Lisa McCay  
442 George St. N.  
Peterborough ONT .  
Phone: (705) 740-9919

### Applewood Farm Winery

12442 McCowan Rd.  
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L4A 7X5  
Winery Phone Number: (905) 642-4720  
Berry/Apple Hotline: (905) 640-5357  
Email Addresses: info@applewoodfarmwinery.com  
Website: <http://www.applewoodfarmwinery.com/>

### Archibald Orchard Estate Winery

6275 Liberty Street North  
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Phone: (905) 263-2396  
Fax: (905) 263-4263  
Email: archibaldds@idirect.com  
Website: <http://www.archibalddswinery.com/>

### BE Catering

Elaine McCarthy / Bonnie Kubica  
188 Hunter St. W. # 6  
Peterborough, ON  
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Phone: 705-750-1265 Fax: 705-750-1505  
Email: [info@becatering.com](mailto:info@becatering.com)  
Website: <http://www.becatering.com/>

### Black Honey Desserts & Coffee House

Lisa Dickson  
221 Hunter Street West  
Peterborough, ON  
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Phone: (705)750-0014

### Burnham Mansion Restaurant

Brad Hunt  
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Email: [burnhammansion@sympatico.ca](mailto:burnhammansion@sympatico.ca)  
Website: [www.burnhammansion.com](http://www.burnhammansion.com)

The Electric City Gardens

Toby & Susan  
373 Queen Street  
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Holiday Inn Peterborough- Waterfront

Jay Bolton  
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In A Nutshell

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Kawartha Choice FarmFresh

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Website: <http://www.kawarthachoice.com/index.php>

Mexicali Rosa's Peterborough

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Fax: 705.876.9969  
Email: General Inquiries: [info@mexis.ca](mailto:info@mexis.ca)  
Catering: [catering@mexis.ca](mailto:catering@mexis.ca)

Old Bridge Inn

Evan and Kelly Pod  
2057 Old Highway #28  
Young's Point, Ontario  
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Phone : (705) 652-8507  
Phone : (877) 613-6693 (toll free)

Parkhill on Hunter

Cuisine: Steak House  
180 Hunter Street West  
Peterborough, ON  
K9H 2L2  
Phone: (705) 743-8111

Schuberts Fine Foods LTD.

685 Walkerfield Avenue  
Peterborough, Ontario  
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Shish-Kabob Hut

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Ward Street Grill

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