



Foodland Ontario: *Marketing The Good Things*

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Business Development Branch
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What is Foodland Ontario?

Ontario Foods First – Anticipated, Identified and Chosen

Who We Are:	Marketing area of the Business Development Branch, Ministry of Agriculture, Food and Rural Affairs
Our Scope:	All Ontario food – fruit, vegetables, meat, deli meat, dairy, eggs, grains, honey, maple syrup and processed foods
Our Strategy:	<ol style="list-style-type: none">1. Create consumer demand2. Identify Ontario foods at retail and food service settings3. Reinforce consumers connection with local



Our Program Strategy and Objectives

Help consumers care about the good things that grow in Ontario

- Showcase the depth, breadth and variety of local food
- Communicate the size and diversity of the Ontario food industry
- Encourage and empower consumers to ask for Ontario food when they don't see it in grocery stores, markets and restaurants

“Build a connection in the minds of consumers between their food and the Ontario farmers who produce it”



Marketing To What Matters Most To Consumers

Today's Trend - People looking for food as close to home as possible



3 to 1

Prefer Ontario food over
Canadian or value priced

How Foodland Ontario Can Help

94%

Of Ontario's principal grocery shoppers recognize the Foodland Ontario logo*

80%

Of Ontario's principal grocery shoppers intend to purchase fresh Ontario food*

83%

Support the Foodland Ontario program*



*Source: 2012 Foodland Ontario Advertising & Awareness Tracking Study

Creating Awareness

Campaign Elements:

Television & Radio
Closed Captioning
OMNI TV
Billboards
Digital Media



Foodland Ontario Website

The screenshot shows the Foodland Ontario website homepage. At the top left is the Foodland Ontario logo, a green stylized leaf. To its right is a site search bar with a 'GO' button. Below the logo is a horizontal navigation menu with links: HOME, FOOD FACTS, AVAILABILITY, RECIPES, NEWS & EVENTS, KID'S CORNER, ABOUT FOODLAND ONTARIO, INDUSTRY, and EXTERNAL LINKS. Above the RECIPES link are links for MEDIA, CONTACT US, SITE MAP, and FRANÇAIS. The main content area features a large green banner on the left with the text 'Warm up this Winter with Foodland Ontario recipes!'. To the right of the banner is a large image of a pot of stew. Further right are two green boxes: 'Food Facts' with the text 'How to buy, store, bounty of fresh' and a 'Read more' link, and 'Find Recipes' with the text 'Recipes straight' and a 'Read more' link. Below the main content area are three sections: 'Calendar Recipes' with an image of a dish and the text 'January 2013' and 'View all Calendar Recipes >>', 'Seasonal Favourites' with an image of vegetable chips and the text 'Crispy Vegetable Chips' and 'View all recipes >>', and 'Buying Local' with the text 'How to add more Ontario food to your grocery cart:' and 'Learn more >>'. At the bottom right of the 'Buying Local' section are social media icons for Facebook, Twitter, and Pinterest. The footer contains four colored buttons: 'TV RECIPES' (blue), 'NEWS AND EVENTS' (yellow), 'GOOD THINGS GROW...' (red), and 'FOODLAND ONTARIO' (green).

Foodland
ONTARIO

SITE SEARCH [GO](#)

[HOME](#) [FOOD FACTS](#) [AVAILABILITY](#) [RECIPES](#) [NEWS & EVENTS](#) [KID'S CORNER](#) [ABOUT FOODLAND ONTARIO](#) [INDUSTRY](#) [EXTERNAL LINKS](#)

[MEDIA](#) [CONTACT US](#) [SITE MAP](#) [FRANÇAIS](#)

Warm up this Winter with Foodland Ontario recipes!

Food Facts
How to buy, store, bounty of fresh
[Read more](#)

Find Recipes
Recipes straight
[Read more](#)

Calendar Recipes

January 2013
[View all Calendar Recipes >>](#)

Seasonal Favourites

Crispy Vegetable Chips
[View all recipes >>](#)

Buying Local
How to add more Ontario food to your grocery cart:
[Learn more >>](#)

Follow Foodland Ontario on:

[f](#) [t](#) [p](#)

[TV RECIPES](#) [NEWS AND EVENTS](#) [GOOD THINGS GROW...](#) [FOODLAND ONTARIO](#)

- Average 1,700 visitors daily
- 15 million page views per year



Foodland Ontario shared a link via Sprout Social.

March 1

Maple syrup producers are having their provincial ceremonial tree tapping near Cornwall tomorrow. Find a maple syrup festival near you at <http://bit.ly/YOUHge>



Ontario Maple Syrup Producers Association (OMSPA)

<http://www.ontariomaple.com/>

The Ontario Maple Syrup Producers Association's (OMSPA) mission is to support the maple syrup production

Like · Comment · Share

72

543 people like this.

View 26 more comments



Janice Tiessen we are all ready now. just need the correct temperatures!

March 1 at 8:09pm · Like

- Over 116K “likes”
- Over 3,100 people talk about the Foodland Ontario Facebook page



Foodland Ontario

@FoodlandOnt

Look for the Foodland Ontario symbol when you're shopping. It's an easy way for you to identify Ontario foods in grocery stores and farmers markets.

Guelph / Toronto Ontario · <http://www.foodland.gov.on.ca/english/index.html>

 Follow

5,657 TWEETS

3,561 FOLLOWING

10,758 FOLLOWERS

Stay in touch with Foodland Ontario

Join Twitter today

Sign up

Tweets

Following

Followers

Favorites

Lists

Recent images



Tweets



Foodland Ontario @FoodlandOnt
[@inyourmouthTO](#) Check out some of our recent retweets for some farmer tweets about the weather.
 In reply to Ken Samuel



Mill Creek Farm @MillCreekPeas
 A classic weathered sign at The original "home farm"
pic.twitter.com/BlrN3Xj7
 Retweeted by Foodland Ontario
[View photo](#)



The Red Prince Apple @RedPrinceApple
 It's a beautiful day...For a [@RedPrinceApple](#)! Enjoy a delicious apple outside today.
 Retweeted by Foodland Ontario



Kirsten Richardson @RICHARDSONSFARM
 Started taking straw off the strawberries today! Pea ground worked up! Let's hear it for an early spring!
 Retweeted by Foodland Ontario



Brooklands Farm @BrooklandsFarm
 First day of spring and we are pulling our spiles!!! Maple syrup season is DONE for us!!
 Retweeted by Foodland Ontario



Andrew Douglas @adouglasnr

- Over 15,500 twitter followers since August '08
- 5.4 tweets per day (approx)
- Over 100 tweets per month



Pinterest

Add +

About ▾



Barb ▾



Foodland Ontario

Good Things Grow in Ontario. Look for the Foodland Ontario symbol when you're shopping to identify Ontario foods in grocery stores, farmers' markets, and on-farm markets.



Activity

360 Followers

164 Following

- Over 360 followers
- Opportunity to showcase the “good”
- Can “pin” to our boards and re-pin to increase exposure

Lunch
4 pins



Dinner
14 pins



Desserts
8 pins



Soups and Stews
7 pins



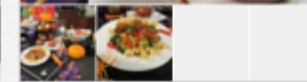
Our Recipe Booklets
4 pins



Products with Foodland..
30 pins



Halloween
3 pins



Food Sharing Board
36 pins · 466



Fresh Perspectives



Foodland
ONTARIO

Savour the flavours of summer

July | August 2012

WHAT'S INSIDE

Appetizers2 The Main Course3 Summer Sides.....4&5
Yummy Desserts... 6 Coolers & Cocktails ...7 Summer Entertaining ... 8

Canada Day desserts

Savour the sweetness of our country's birthday with delicious summertime desserts. With so many fruits in season right now, the choices are endless. Of course, you can't go wrong with Ontario blueberry, currant, sweet cherry or raspberry. Grunt, combine two of apricots and plums, strawberries, gooseberries, will make a dessert that is

Where to buy Ontario in season

Now that summer is here, there are plenty of places to buy Ontario foods today.

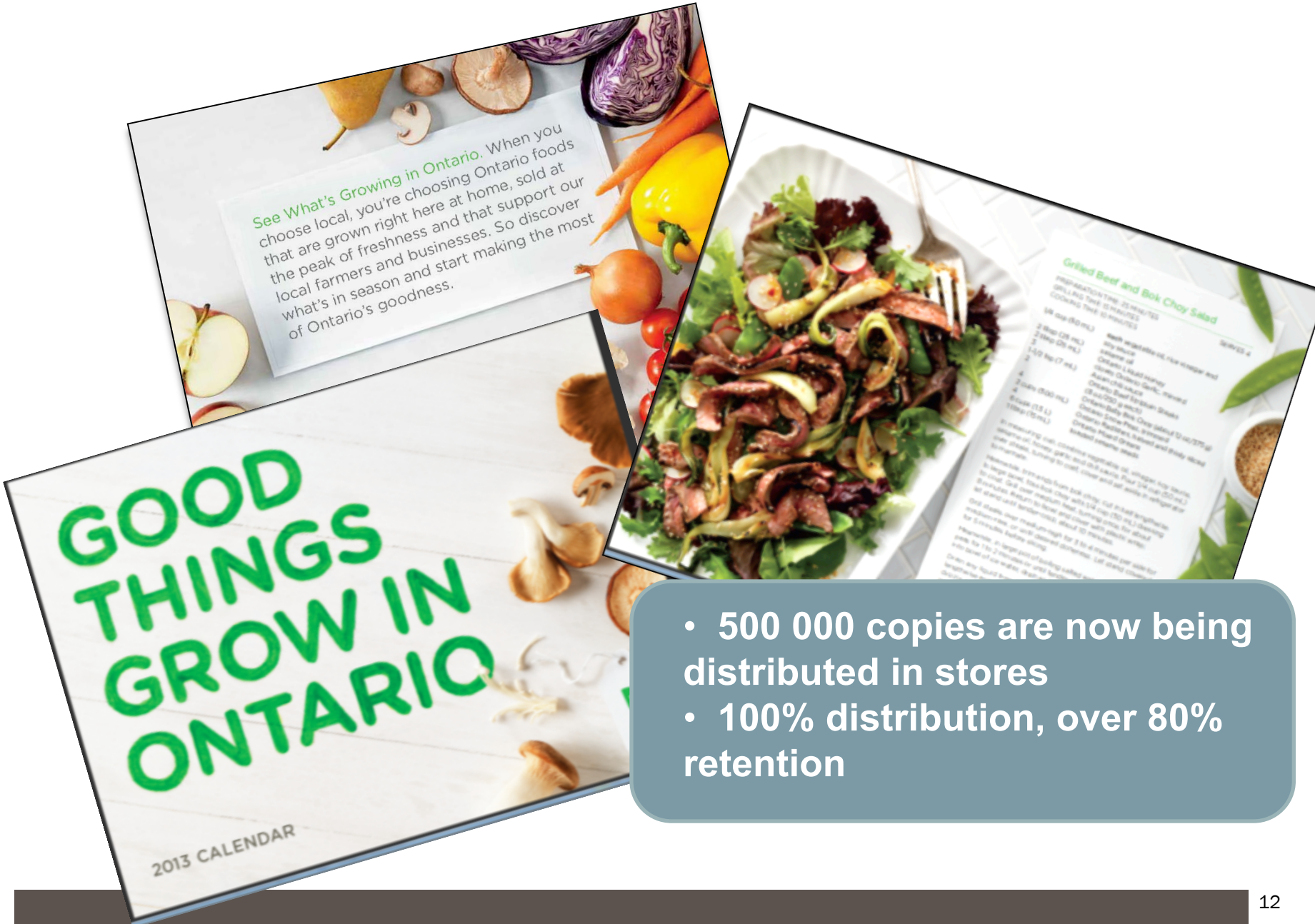
- **Farmers' markets:** There is nothing nicer than visiting a market on a summer day to pick up fresh, local fruits and vegetables, cheese and baked goods. There are 175 farmers' markets in Ontario; that's three times more today than there were 20 years ago. Visit farmersmarketsontario.com for locations of local farmers' markets.
- **Grocery stores:** They are a great source for local foods. When shopping look for the Foodland Ontario logo and creative displays of local fresh food. In your produce section you will find in-season local fruits and vegetables. Look for Ontario meats, poultry and eggs in your store's meat and dairy sections. Down the grocery aisles, pick up Ontario honey and maple syrup.

728 Print articles

109 TV
appearances

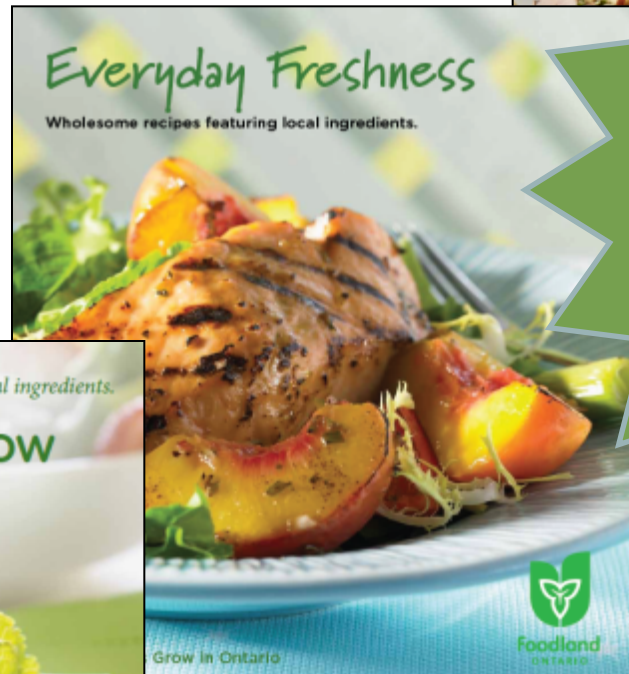


2013 Foodland Ontario Calendar



- **500 000 copies are now being distributed in stores**
- **100% distribution, over 80% retention**

2013 Recipe Brochures



Coming soon....
Spring, Summer and Fall
Recipe Brochures

Sampling All The Good Things Grown in Ontario



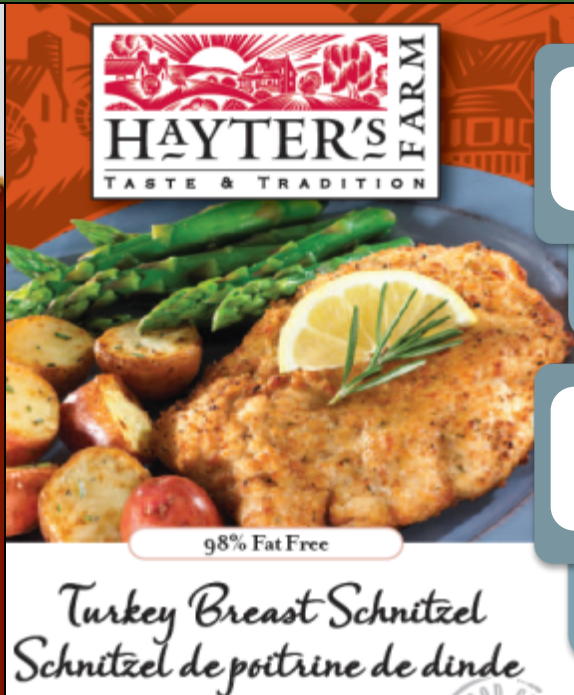
Coming soon...

Sampling program in 300 venues including retail, farmers' markets and on-farm markets

Showcasing the depth, breath and variety of Ontario

Tentatively starting May and run thru summer to mid-September

Local Food Marketing – Building Partnerships



240%


Increase in Foodland Ontario logos since March 2007

45%

Of Foodland Ontario logos holders that are non-produce



Local Food Marketing – Building Partnerships




Look for this in-store!

fresh & in season asparagus



Vanez family, Asparagus growers
Ditch Farmer
Langdon, Ontario

supporting
ontario's
farmers
since 1956



Meet our Growers

FIFTH TOWN ARTISAN CHEESE

Being personally owned and environmentally and socially responsible is just one of Fifth Town's advantages. They are a niche producer of fine handmade cheese using fresh, locally produced goat and sheep milk with over 20 acres of agricultural land on the eastern ridge of Prince Edward County. Their first batch of cheese was made on July 2nd, 2004 and since then they have won over 20 awards.



Foodland Ontario

Sobeys is committed to great Ontario producers.

www.sobeys.com/foodiefeature



metro
Food at its best.

Corporate site | Site map | FAQ | Contact us | Québec

My recipe book | My grocery list | Weekly menu | Flyers | Publish my recipe

Home > Promotions and Events > Contests > Favourite Family Recipe Contest

FAVOURITE FAMILY RECIPE Contest

metro PROUD PARTNERS WITH Foodland ONTARIO

You could **WIN \$500** in Grocery Gift Cards

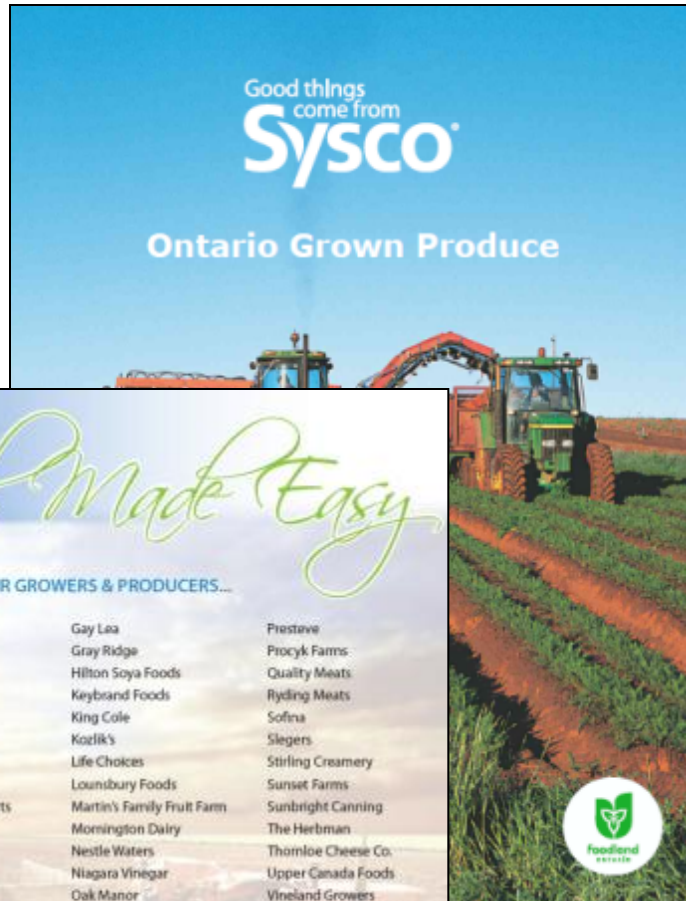
Submit your Favourite Family Recipe with the seasonal Ontario Fresh Feature ingredient for your chance to win. See entry.



Harvest from home

PROUD PARTNERS WITH Foodland ONTARIO

Local Food Marketing – Building Partnerships



Local Made Easy

JUST SOME OF OUR GROWERS & PRODUCERS...

Arla Foods	Gay Lea	Prestave
Backerhaus Vint	Gray Ridge	Procyk Farms
Bay Growers	Hilton Soya Foods	Quality Meats
Beretta Farms	Keybrand Foods	Ryding Meats
Black Angus	King Cole	Sofina
Black River Juice Co.	Kozlik's	Slegers
Bonduelle	Life Choices	Stirling Creamery
Boots Farms	Lounsbury Foods	Sunset Farms
Burkhart's Maple Products	Martin's Family Fruit Farm	Sunbright Canning
Carron Farms	Mornington Dairy	The Herberman
Chudleigh's	Nestle Waters	Thornloe Cheese Co.
Cohn Farms	Niagara Vinegar	Upper Canada Foods
Conestoga Meats	Oak Manor	Vineland Growers
Country Herbs	Parmalat	Willowgrove Hill Farms
Delft Blue	Persall Fine Foods	Windmill Farms
Earthfresh Farms	Pine River Cheese Co.	Yorkshire Valley Farms

ntario's
WINE
New World Vineyard

Foodland
ONTARIO

GFS
gfs foodland

For more information contact your local GFS Sales Representative at 1-800-268-0139

Featuring Pasta with Ontario Turkey Sausage

\$

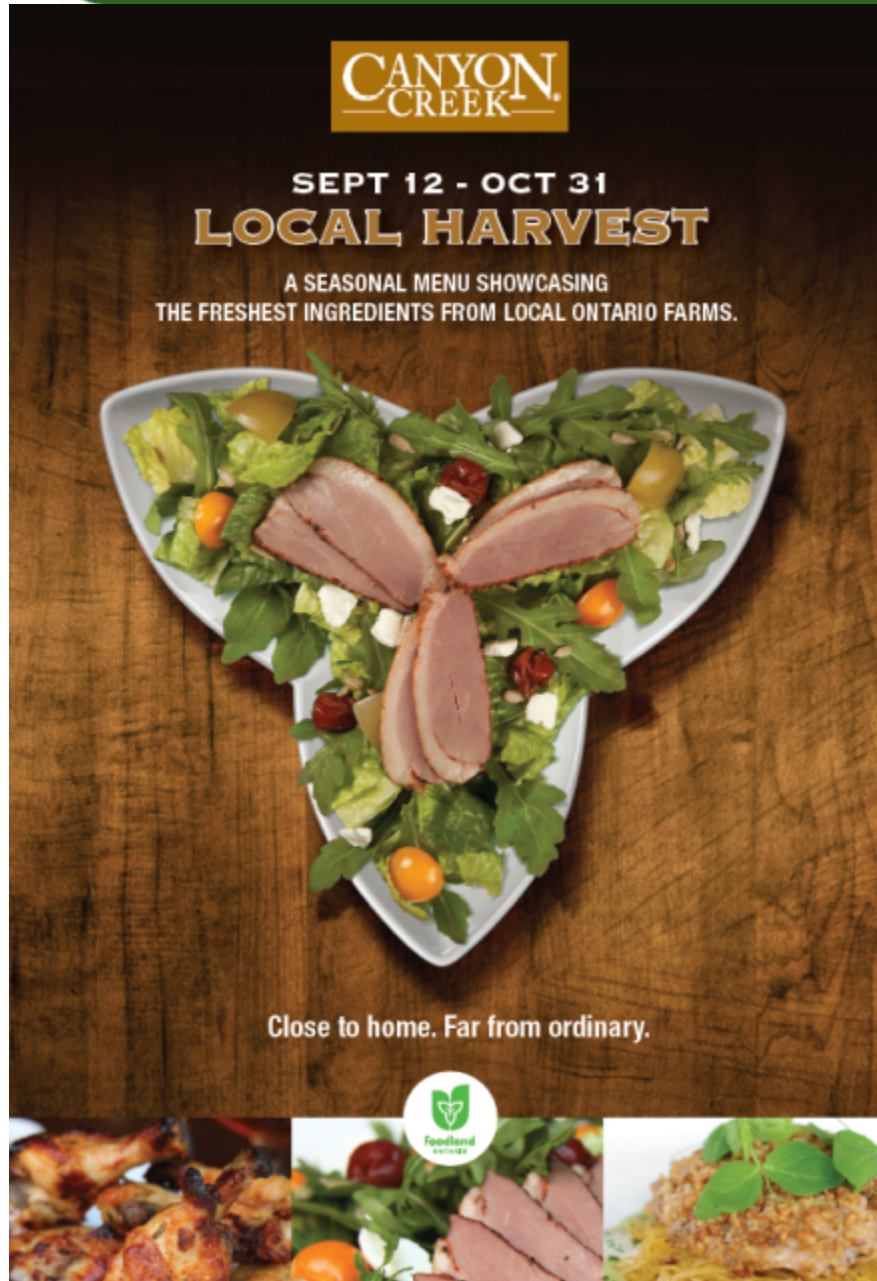
MAKE IT A COMBO!
Add a Side Salad & Beverage:

\$

Foodland
ONTARIO

ONTARIO
TURKEY
MADE IN CANADA

Local Food Marketing – Building Partnerships



“The positive reaction from our guests tells us we are going in the right direction”
- Patrick Armstrong, Casino Rama

Three Simple Steps

1. Ensure your product meets the Consumer and Industry approved definitions of Ontario Food Products www.foodland.on.ca
2. Prepare an email, letter or fax describing your products and your intended use of the Foodland Ontario logo to our Client Services Officer

sandra.jones@ontario.ca

1-888-466-2372 ext.63947

3. Sign the Foodland Ontario logo agreement



Thank you

