



Support Ontario, Buy Local

homegrownontario.ca

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May 5, 2009

ETP-E7-1

Mr. Emil Kolb
10 Peel Centre Drive
Brampton ON L6T 4B9
Peel Region

REFERRAL TO _____
RECOMMENDED _____
DIRECTION REQUIRED _____
RECEIPT RECOMMENDED _____ ✓

Regional Municipality of Peel
Office of the C A O
R E C E I V E D
MAY 07 2009
File Code _____

Dear Chair Kolb :

Homegrown Ontario™ is an alliance of Ontario Pork, the Ontario Veal Association, the Ontario Sheep Marketing Agency, Turkey Farmers of Ontario and the Ontario Independent Meat Processors. Homegrown Ontario™ is a brand that allows Ontario consumers to support Ontario farmers by purchasing Ontario produced meat and poultry. At the same time, the Homegrown Ontario™ program can truly provide the integrity and assurance Ontarians are looking for through our strict processor and supplier agreements.

Research from Canada's leading survey-based marketing research firm, Ipsos Reid, clearly indicates that Ontario consumers are eager to support Ontario farmers and the local economy by choosing meat and poultry products produced in Ontario. With the Homegrown Ontario™ brand and logo, the five associations are making it easy for consumers to do just that.

We gratefully acknowledge town and city councils who are trying to encourage the purchase of locally-produced food as it contributes to the creation of a sustainable environment. The Homegrown Ontario™ partners whole heartedly believe that the purchase of locally produced meat and poultry should be identified as a *local sustainable procurement practice*. That is why we are respectfully asking that the Regional Municipality of Peel consider supporting the Motion we put forth as attached. Although your community may not purchase meat and poultry products for municipally-run institutions, we are hoping municipalities across the province support the Motion in principle which will benefit producers, processors, retailers and consumers alike.

You can trust that Ontario farmers adhere to the highest quality standards set forth by the Canadian provincial and federal government regulatory boards. If you have any questions about the attached Motion or about Homegrown Ontario™ in general, please feel free to contact me for more information. We also request that you let us know if the motion is passed by your Council or whether other action is taken as we would like to track response to our request.

Thank you in advance for your support and I look forward to hearing from you soon.

Sincerely,

Jennifer Haley, Chair
Homegrown Ontario Steering Committee

Attachment

LEGISLATIVE SERVICES	
COPY TO:	FOR:
Chair	Committee
CAO	
Corporate Services	Council
Environment, Transportation and Planning Services	
Employee and Business Services	
Finance	
Health Services	File
Human Services	
Peel Living	

MOTION

Whereas the Regional Municipality of Peel supports practices that contribute to the creation of a sustainable environment;

AND whereas Homegrown Ontario™ is a brand that allows Ontario consumers to support Ontario farmers by purchasing Ontario produced meat and poultry;

AND whereas Ontario farmers adhere to the highest quality standards set forth by the Canadian provincial and federal government regulatory boards;

THEREFORE be it resolved that the procurement practice of purchasing meat and poultry products produced by Ontario farmers be identified as the preferred local sustainable procurement practice.

BE it further resolved that the purchase of all Ontario produced meat and poultry sourced locally requires the burning of less fossil fuel than food trucked or even flown in from hundreds, or even thousands of miles away.