



MINISTRY OF AGRICULTURE, FOOD AND RURAL AFFAIRS

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Broader Public Sector Champions Program

On March 18, 2019, the province announced the third aspirational goal under the Local Food Act to Remove Red Tape Barriers and Open the door for Local Food in the Broader Public Sector.

In support of the goal, the province has committed to awarding broader public sector institutions that achieve their local food targets with Certificates of Recognition from the Minister of Agriculture, Food and Rural Affairs.

The Broader Public Sector Champions Program provides the opportunity for institutions to voluntarily submit and then report back to the province on meeting their local food purchasing targets.

Who is eligible?

Generally, the broader public sector refers to the organizations that receive funding from the Government of Ontario. They are not, however, a part of the government itself. For the purposes of this program, examples of broader public sector institutions include, hospitals, municipal long-term care facilities, school boards, universities, colleges and municipal child care centers.

What is the process?

Beginning in April of each year, eligible institutions will be encouraged to voluntarily submit their current baseline for local food purchases and their target as a percentage increase for local food purchases in the current year.

In February, the ministry will then follow-up with each participating institution to report back on their progress made. Each institution will be encouraged to submit their final local food purchasing data for the current year to determine if they have met their original target.

Certificates of Recognition from the Minister of Agriculture, Food and Rural Affairs will be awarded to participating institutions each June during Local Food Week.

What are the timelines?

For 2019-2020, the Broader Public Sector Champions Program is operating from April 1, 2019 to March 31, 2020.

How do I participate?

To participate, please complete this survey: [Broader Public Sector Champions Program](#).

The survey must be completed by December 31, 2019.

Additional Resources

Food Origin Audit

Conducting a food origin audit is an effective tool for increasing the purchasing of local food. By identifying the origins of food and beverages served in your institution, the audit can be used to establish a baseline of local food purchases, assist in setting goals for local food procurement and then track and report on the progress being made by your institution. The following tools can assist in these efforts:

- [Mohawk College, Local Food Procure Framework - Audit Database and Product Origin Form Templates](#)
- [Conducting Food Origin Audits: A Step-by-Step Guide - St. Joseph's Health System](#)
- [Greenbelt Fund, Local Food Solution Papers Volume 3 - Identifying Fresh Ontario](#)

Food

- **Greenbelt Fund, Local Food Solution Papers Volume 4 - Identifying Processed Food Origin**

Defining Local Food

Almost 90 per cent of Ontarians recognize the Foodland Ontario logo. Foodland Ontario has a set of Ontario food definitions that have been developed in conjunction with industry, such as commodity associations, and tested with consumers. These definitions are credible and widely accepted as a proven way to help define local food as being from Ontario.

As an institution, use of Foodland Ontario's set of Ontario food definitions can help to set a clear definition for local food to assist conducting a food origin audit, determining a baseline measure for local food purchases, setting targets or goals for local food procurement and tracking food purchases over time.

For more information about the benefits of using and obtaining the Foodland Ontario logo, please visit here: **Foodland Ontario Logo - Broader Public Sector**.

Contact Information

If you have any questions, please contact **foodland@ontario.ca**.

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