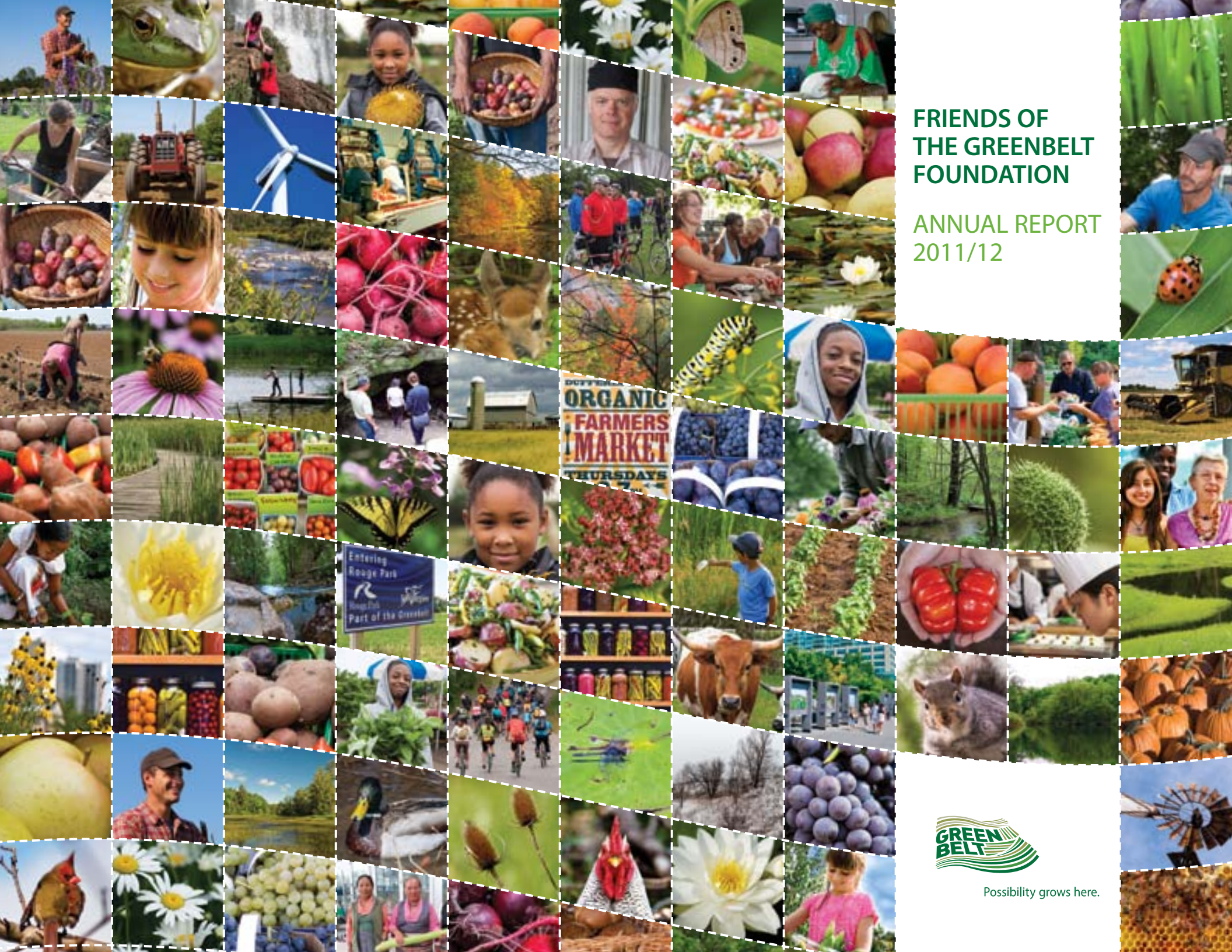




FRIENDS OF THE GREENBELT FOUNDATION

ANNUAL REPORT
2011/12



Possibility grows here.

**“ To me, the Greenbelt
is the greatest achievement of
any Ontario government in
our lifetime. ”**

Michael de Pencier
Entrepreneur



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THE FOUNDATION

The *Greenbelt Foundation* is an influential voice for change in Ontario and is critical to the future success of our Province. The Greenbelt has been recognized as a model for the world.

As a farming and environmental grant making organization, we've funded almost \$17 million in innovative grants since 2006. Together with our grantees we are successfully building sustainable food systems and economies, improving environmental farm practices, protecting essential ecological services and resources, and encouraging local tourism and healthy outdoor activities for all Ontarians.

But there is still much to do. The *Foundation* must continue its work to preserve and enhance our Greenbelt – its farms, greenspaces and communities – thus ensuring a prosperous and healthy Ontario.

OUR PEOPLE

The *Foundation* is fortunate to work with some of the best and brightest. Hailing from a variety of fields, we have a diverse range of professionals working as Advisors, Board, and Staff. With a range of specialties, the *Foundation* can make informed strategic decisions and carry out these ideas in fresh, creative ways.

BOARD OF DIRECTORS

Janice Whitelaw Chair, justenvironment
Rodney Northey Vice-Chair, Fogler, Rubino LLP
Mary Desjardins Treasurer, TD Friends of the Environment Foundation
Pamela Robinson Ph.D Secretary, Ryerson University
J. Alexander (Sandy) Houston George Cedric Metcalf Charitable Foundation
Seaton McLean Closson Chase Vineyards Inc. (*Until April 11, 2011*)
Rob MacIsaac Mohawk College of Applied Arts and Technology (*Joined December 13, 2011*)
Carolyn Milne Hamilton Community Foundation (*Until September 22, 2011*)
Robert Pasuta Hamilton City Council
Donna Lailey Lailey Vineyard Wines Inc.
Dr. David McKeown Toronto's Medical Officer of Health

ONTARIOFRESH.CA ADVISORY COMMITTEE

Cathy Gilvesy YU Ranch
Nancy Hewitt Greenhouse Vegetable Growers Association
Tom Coleman Algoma Orchards and Durham Farm Fresh
Kelly Hughes Metro Toronto Convention Centre
Paul Sawtell 100km Foods
Brian Burt Burt's Greenhouses and NFU Local 316
Jennifer Hyde Organic Meadow

GRANT ADVISORY COMMITTEE

Eric Bowman Gallery on the Farm
Jason Thorne planningAlliance
Jenn Miller Consultant in non-profit and philanthropic sector
Nicola Ross Woodrising Consulting Inc.
Robert B. Gibson University of Waterloo
Steve Holysh Conservation Authorities Moraine Coalition

STAFF

Burkhard Mausberg CEO
Kathy Macpherson Research and Policy Director
Susan Murray Communications Director (Maternity leave)
Shelley Petrie Program Director
Julienne Spence Acting Communications Director
Allison Decker Communications Manager (*Until July 2011*)
Elissa Hermolin Special Events Manager (*Until May 2011*)
Megan Hunter Communications Manager
Alla Kalaida Office Manager/Bookkeeper
Carla Balabanowicz Communications Coordinator
Amy Chan Executive Assistant/Project Coordinator
Jason Rombouts IT Coordinator
Bronwyn Whyte Program Officer
Olusola Ayodele Database Administrator
Emma Berrigan Communications/Executive Assistant
Tammy Dixon Executive Assistant, Research (*Until March 2012*)
Namgyal Dolker Executive Assistant, Grants
Melissa Fudor Communications/Executive Assistant (*Until April 2011*)
Ryan Hilborn Executive Assistant, Research
Bertha Kaupukwa Receptionist
Esther Lambert Program Assistant (*Until September 2011*)
Bo Peng Research Assistant
Sharon Sam Research Assistant (*Until August 2011*)
Katie Sandwell Program Assistant

THE GREENBELT

Covering 1.8 million acres, the Greenbelt includes the Niagara Escarpment, the Oak Ridges Moraine, and Rouge Park, offering a multitude of outdoor activities that increase our physical health and provide a vibrant lifestyle. In addition to its power to preserve land, the Greenbelt cleans our air and water, and improves the way we eat and live. It is also home to some of the most diverse ecosystems in North America, including more than 60 endangered species, and contains over one million acres of the richest farmland in the world.

1.8 million

acres makes Ontario's Greenbelt
the world's largest



- Ontario's Greenbelt
- Built-Up Area
- Highway
- Major road

scale in kilometres
10 0 10 20 30



Possibility grows here.

“

We are strengthening urban-rural connections, promoting the delicious fresh food grown in our region and celebrating the achievements and hard work of Ontario farmers.”

Anne Freeman
Greenbelt Farmers' Market Network



CONTRIBUTING TO THE ECONOMIC LANDSCAPE

161,000
Greenbelt-related jobs

This year we recognize and celebrate the economic value the Greenbelt provides. Created by provincial legislation in February 2005, the Greenbelt protects agricultural and environmentally significant land from development. It goes beyond protection and includes \$2.6 billion in natural capital value and \$9.1 billion in economic benefits for the Province. The Greenbelt's land base, farmland, and natural capital provide 161,000 direct and indirect jobs.

Now entering its eighth year, the Greenbelt continues to grow, providing new ways for us to work, eat, play, and live. Economic success in Ontario's Greenbelt has a bright future. We look forward to enhancing the value of the Greenbelt for families across the province – not just for today, but for generations to follow.



GROWING OPPORTUNITIES

Foundation grants demonstrate innovation in agriculture, economic development, and environmental stewardship. The \$20 million in funding we received from the Province has been critical to continue these grants.

CONNECTING ONLINE

Launched in November 2011, *Ontariofresh.ca* has 1,200 regular users so far and is becoming a valuable business-to-business tool that is revolutionizing the food value chain. The site is a powerful way to support local farmers and rural communities and make a difference to Ontario's economy.



HIGHLIGHTS

Want to know more? Turn to page 21 for additional details about this year's top ten highlights.

URBAN ROCK 'N' ROLL MEETS RURAL HEART AND SOUL

Named a top ten nationwide event in 2011, the day-long Greenbelt Harvest Picnic event was attended by over 6,000 people of all ages. The Picnic featured Greenbelt farmers' markets and highlighted the importance of local food.



THE WORLD CROPS PROJECT

With our funding, the Vineland Research and Innovation Centre continued to refine the list of world crops suitable for Greenbelt farms. So far, thousands of pounds of produce are being sold through various channels in the GTA.



THIS WAY TO THE GREENBELT

Greenbelt signs can now be found on all major highways and municipal roads. In our continued effort to create public awareness, six locations with nearly 100 *Greenbelt Walks* signs will be installed by Fall 2012.

ONTARIO'S LOCAL FOOD CHAMPIONS

This year's Champions report featured five local food trailblazers. Their hard work has generated outstanding growth in sales and volumes of local food served in public institutions.



FOSTERING NEW TALENT

Our internship program helps to foster and encourage bright environmentally minded individuals. The year-long program builds the essential bridge from graduate to professional that enables our interns to leave the *Foundation* well equipped to enter the working world.



2011 TOUR DE GREENBELT

In its fifth year, the Tour de Greenbelt continues to connect cyclists both young and old to the Greenbelt. The tour offers a unique opportunity for hundreds to cycle through the Greenbelt's lush countryside.



A YEAR IN RESEARCH

An important piece of work we do at the *Foundation* is asking key questions and undertaking research to answer them. This year our efforts led to four major published reports.



SPREADING THE WORD

In 2011, the *Foundation* continued to build upon the success of our cultural community paper partnerships and has garnered significant coverage from outlets such as the *Globe and Mail*, the *Toronto Star*, *Ontario Farmer*, the *Hamilton Spectator*, and *CBC*.



MESSAGE FROM THE CHAIR

As I approach the end of my term, as Chair and Board member of the Greenbelt Foundation, it is natural to reflect, consider lessons learned, and celebrate successes. One of the things I am most energized about is how much the Greenbelt increasingly makes dollars and sense.

With the economy continuing to be forefront in people's minds, our annual report embraces the Greenbelt and its economic contributions. This resource-rich region is more than wonderful trails and protected woodlands, wetlands, and habitat. It is a considerable contributor to the job market and leads to significant tax revenues for all levels of government, as demonstrated by recent reports such as *Evaluating the Economic Benefits of Greenbelt Assets*, authored by Dr. Atif Kurbursi of Econometric Research Limited; and the KPMG study on the *Ontario Economic Impact of Ontario VQA Wines*. That is why we are so pleased to have awarded this year's Friend of the Greenbelt Award to the LCBO, the Ontario Wine Council, and the Grape Growers of Ontario for their collaborative efforts and economic success.

Yet as we know, economic success is not just about jobs and contributions to regional and provincial GDP. There are other critical factors necessary to continue to build this economic value over time.

Economic success is about sustainability. The Greenbelt has been globally recognized as a successful land-use planning model. In the *Phase 1 Report: Development in the Inner Ring "Whitebelt"* Smart Cities Research Services notes the mutually reinforcing premises of the Greenbelt Plan and the Greater Golden Horseshoe Growth Plan, and that the remaining whitebelt is large enough to accommodate further changes in urban boundaries for several generations of official plans. David Suzuki Foundation's reports value the Greenbelt's ecological natural capital at \$2.6 billion in annual services, such as climate mitigation, flood control, and water and air filtration. Farmers continue to be on-the-ground leaders through environmental farm plans and numerous other land stewardship initiatives.

In addition, economic success is about innovation. Farms, practices, and even the crops are changing. Vineland Research and Innovation Centre partnered with other grantees and are currently testing growing ethno-cultural produce to meet the needs of Ontario's diverse population. Examples include long green beans, callaloo, okra, and fuzzy melon. The Greater Toronto Area Action Committee has developed a 10 year strategy and action plan to spur its renewal. Regional distribution hubs are being tested. Cohn Farms is taking a collaborative approach with other Holland Marsh farmers to co-pack their produce for the institutional market. Farmers' market networking results in sharing new ideas and promotions.

Economic success is, indeed, about developing new markets. Initiatives are underway to systematically increase local food in our daycares, schools, hospitals and long-term care facilities. We are also witnessing 'organic' and 'local' moving out of the niche, into the norm for households, restaurants, and other foodservice providers – growing sustainability and providing increasing consumer choice.

Ontario's world leading Greenbelt continues to demonstrate that possibility truly grows here!

Jan Whitelaw Chair
Friends of the Greenbelt Foundation

A VERY SPECIAL THANK YOU

Throughout my career I have been very fortunate to work with talented and dedicated people. This has never been truer during my time at the *Foundation*. In particular, our *Foundation* Chairs amaze me with their profound knowledge, experience, and thoughtful decisions. Which is why it is always bittersweet when the time comes for their departure. Our outgoing Chair, Jan Whitelaw, departs having made a tremendous impact on the *Foundation*.

Positive is the word I would use to describe Jan. Whenever ideas were introduced, however ambitious or unlikely, her positive outlook led to ways in which they would work and become successful.

Committed and upfront about her goals, Jan has played a key role when making decisions for a *Foundation* built on partnerships. The word “partnership” can often be misconstrued to mean “help us by taking our opinion.” With partnerships, Jan takes on the true meaning of the word: blending the strengths of several parties for the best outcome. Over the years, Jan has led the *Foundation* in creating numerous constructive and successful partnerships.

Outside of being our Chair, Jan owns a small business, raises three sons, has two dogs, and volunteers her time generously. I really wonder how she does it all – and so well. Jan maintains a beautiful humanity and generosity and I am thankful for the opportunity to have worked so closely with her. She made me a better CEO.

So thank you, Jan. You have made a successful and lasting impression on the *Friends of the Greenbelt Foundation* and Ontario’s Greenbelt. I wish you all of the best.

Burkhard Mausberg CEO
Friends of the Greenbelt Foundation

MESSAGE FROM THE CEO

In celebrating the Greenbelt's seventh anniversary this year, Toronto Mayor Rob Ford declared February 28th officially "Greenbelt Day" for the City. This declaration is a sign that regardless of your political stripe, the Greenbelt is a beacon of value for Ontario. This year, we have uncovered another one that hits home with people: economic benefits and jobs.

According to a recent Econometrics study, the Greenbelt provides \$9.1 billion dollars in economic contribution to the Province. That equals almost \$1,000 dollars annually for each working person in Ontario. What's more, over 161,000 jobs are dependent on the Greenbelt, with work related to agriculture, tourism and other land-based sectors. That is greater than the entire provincial fish, forestry, mining, quarrying, and oil and gas extraction sectors combined.

Add this to the \$2.6 billion in ecological services provided and the Greenbelt is quickly becoming a significant economic engine. If the land were to be paved over with subdivisions, those annual economic benefits and jobs would be lost.

This links well with Toronto's high-rise boom, which has seen the largest number of tall buildings erected globally with over 130 in progress since 2011. This drive to higher urban density is also a key economic driver for the region, and combining higher density with the Greenbelt, results in a win-win in terms of economic performance.

The urban-rural relationship has been our focus from the beginning: supporting farmers and building economic viability in agriculture, while working towards greater urban access of the food grown and raised in the Greenbelt. We plan to continue on this path. There is a bounty of opportunity with new markets, whether with 'world crops' grown in the Greenbelt for our diverse population, or with making local food a part of this province's schools, hospitals, universities and colleges.

After all, this region of the world is fortunate. Our soil, climate and natural beauty give us economic opportunities and, together with plenty of individual drive and entrepreneurship, provide ingredients that lead to the substantial economic success. This is now recognized internationally, as other countries and regions refer to Ontario Greenbelt's success and want to emulate this model – in Quebec, in the Netherlands, in the San Francisco Bay area, and in other regions.

Economic success starts at home for the *Foundation*. We ask for charity rates from vendors and contractors, engage many volunteers, and are conservative spenders: we pay less than six per cent of our funds on operational expenses. Moreover, the *Foundation* made two per cent on our savings during the recent financial turmoil, when most other foundations lost money.

Our success is due to many people. I want to thank my industrious and talented staff, my thoughtful and trailblazing Board, and all those who have made the Greenbelt number one on the world stage once again.

It's Greenbelt season and economic opportunities are in bloom.

Burkhard Mausberg CEO
Friends of the Greenbelt Foundation

“

The Greenbelt provides the physical manifestation of Ontarians' desire to preserve the green and bountiful home that we know and love. ”

Dan McDermott
Sierra Club Ontario



NEW FUNDING

\$9.1 billion
per year in economic
contributions by the Ontario
Greenbelt land base

The *Foundation* helps champion a vast array of projects and approaches under the banner of one common goal: to make this immense landscape a dynamic and self-sustaining entity, rich with spirit and activity. The grants described below represent the creativity and vigour of our community and help realize the possibility that lies within the Greenbelt.

Environmental Defence: Ontario Greenbelt Alliance

Growing Greenbelt Support

\$400,000 | Two years

The Ontario Greenbelt Alliance works in communities across the landscape to protect the Greenbelt and embrace new opportunities to support its role in providing clean air, water, and food to the region. The Alliance also works with residents and municipal governments to expand the boundaries of the Greenbelt to include environmental features that cross its borders and will begin preparing for the 2015 review of the Greenbelt Plan.

www.greenbeltalliance.ca

The Living City Foundation

Implementation of the Golden Horseshoe

Food and Farming Action Plan 2021

\$210,000 | Two years

This project supports the implementation of the Golden Horseshoe Food and Farming Action Plan 2021 created by the Greater Toronto Area Agricultural Action Committee, City of Hamilton and the Region of Niagara. The Action Plan calls for a coordinated approach to support and grow North America's second largest food and farming cluster and major contributor to Ontario's economy, adding \$12.3 billion annually to the provincial economy through local food sales. It focuses on five opportunities that will support food and farming in the Golden Horseshoe:

1. Growing the food and farming cluster;
2. Strengthening the connections between food, farming, and health;
3. Supporting innovation and aligning policy tools to enable food and farming businesses to be more competitive and profitable;
4. Piloting new approaches to food and farming; and
5. Contributing to sustaining and improving farming viability in the Greenbelt.

www.gtataac.ca



A forest creek in Dundas (top left)



Julienne Spence at the 2011 Tour de Greenbelt (middle left)



The open road in Rouge Park (bottom left)



Wallowtail butterfly in Dundas (middle)



Enjoying blackberries at a Greenbelt Farmers' Market (left)



Bringing the whole family along at the Tour de Greenbelt (bottom middle)



Small covered bridge in Dundas (below)

Fawn having a rest in Dundas (bottom right)

FoodShare**Greenbelt Farmers' Market Network****\$150,000 | Two years**

Farmers' markets build healthy communities and sustain a local food system. Now in its third year, the Greenbelt Farmers' Market Network continues to provide support to over 80 farmers' markets and market managers in and around the Greenbelt. The Network advocates on behalf of all its markets, offers professional development to market managers, and supports best practices. This year the Network will focus on completing research that investigates the relationship between farmers' market attendance and healthy living practices.

www.foodshare.net

Credit Valley Conservation Foundation**Wetland Restoration Incentive Program: Evaluation of Landowner Environmental Preferences****\$60,000 | One year**

This project researches incentives that inspire and compensate Greenbelt landowners to maintain and restore wetlands on their property in the Credit River Watershed. As a first step in developing this program, Credit Valley Conservation is undertaking research to understand landowners' preferences for various types of compensation towards wetland stewardship activities. Developing such a program is crucial to maintaining and restoring wetlands that provide important ecosystem services like flood control, water filtration, climate regulation, and waste treatment.

www.creditvalleyca.ca

The Living City Foundation**2011 Tour de Greenbelt****\$53,000 | One year**

September 2011 marked the fourth annual Tour de Greenbelt. Hosted by the Rouge Park Alliance, this Tour featured five cycling routes that allowed participants to explore. Over 350 cyclists travelled through the Greenbelt, passing farmers' markets, agriculture, forests, meadows and wetlands. With the theme of "get ready, set, meander," Rouge Park and partners established nine 'Greenbelt Discovery Stops' to enhance the riders' experience and knowledge of the area. Following the ride, participants enjoyed a barbecue featuring Greenbelt food, live music, and activities.

The event was enhanced by the many great sponsors and partners, including the Toronto Zoo, Friends of the Rouge Watershed, Town of Markham, Toronto and Region Conservation Authority, Aeroplan, Enbridge, and Rouge Park's team of volunteers.

www.tourdegreenbelt.ca

90%

of the Province's vineyards are located in the Greenbelt

FoodShare**Inspiring Greenbelt Farmers' Market Growth****\$50,000 | One year**

The Greenbelt Farmers' Market Network is launching a New Products Micro-grant Program. The Program offers grants of up to \$1,200 to eligible farms to develop value-added product lines in an effort to increase the economic success of farmers and farmers' markets. Grants are awarded toward innovative ideas and technologies that will help increase the quantity and diversity of ready-to-eat and convenient foods at markets. They will also increase the availability of certain products through canning and other season-extending practices.

www.foodshare.net

\$2.6 billion

a year in ecological goods
and services provided by the
Greenbelt

Hamilton Conservation Foundation **Dundas Valley 50-Year Vision Early Stage** **Implementation**

\$50,000 | One year

The Hamilton Conservation Foundation received funds to begin realizing the goals of the *Dundas Valley 50-Year Vision*. Developed in 2008, the Vision will protect the Valley's ecological and cultural heritage, promote local agriculture, link conservation lands with community infrastructure, and provide sustainable recreation opportunities. To begin working towards these long-term goals, the Hamilton Conservation Foundation will develop a five year implementation plan, engage the public through electronic media and public foray, and secure a range of partnerships with community stakeholders.

www.hamiltonconservationfoundation.ca

Hamilton Conservation Foundation **Greenbelt Harvest Picnic**

\$20,000 | One year

On August 27, 2011 over 6,000 fans gathered to enjoy a day of great music in the Greenbelt at Christie Lake in Dundas Ontario in support of local food. People enjoyed the bounty of the Greenbelt by swimming, eating local food, fishing, and listening to twelve hours of non-stop music performed by some of North America's top performers like Daniel Lanois, Emmylou Harris, and Ray LaMontagne. As a local event, it was the first of its kind.

The event was designed to raise awareness about the importance of the region's local conservation lands, the arts, local agriculture, and horticulture.

www.harvestpicnic.ca

Tides Canada Initiatives: **Toronto Park People** **Linking Toronto's Ravines into** **the Greenbelt**

\$15,000 | One year

Toronto's ravines and parks are one of the city's most distinct features, and play an important ecological role. Tides Canada Initiatives – Toronto Park People are providing support to help the city and the province overcome challenges in growing the Greenbelt along the Humber and Don River Valleys, and engaging an excited public in designating Rouge Park as Canada's first urban national park.

www.parkpeople.ca

Alternatives Journal **Telling Greenbelt Stories**

\$12,000 | Three years

For more than 40 years, *Alternatives Journal* has been the publication of choice for Canadians interested in intelligent and informed environmental journalism. Over the next few years, *Alternatives Journal* will increase Greenbelt awareness and spur discussion about the Greenbelt by producing related stories.

www.alternativesjournal.ca

Bounty of colourful tomatoes (below left)

Forest creek, Dundas (bottom left)

Greenbelt water bottle at 2011 Picnic (right)

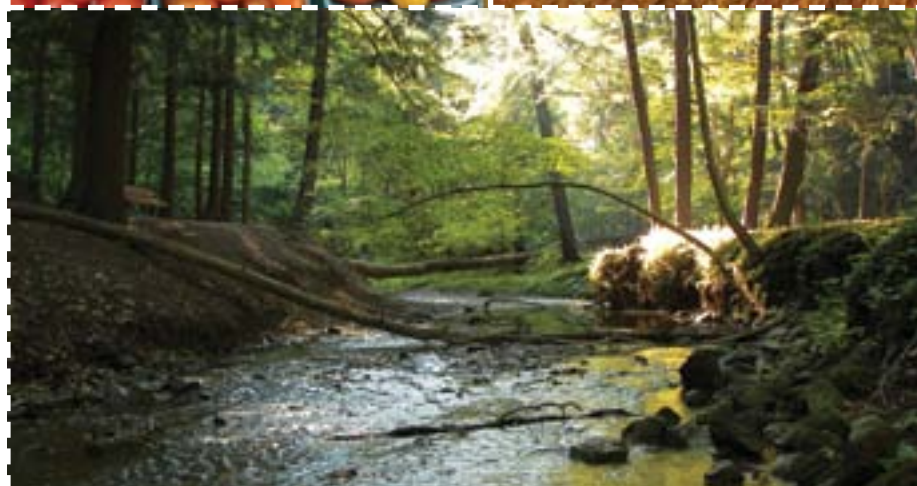
A variety of different tomatoes at the
Greenbelt Harvest Picnic (upper middle)

Fall farmland (middle)

A Caledon farm (bottom middle)

Niagara Escarpment stream (top right)

Sarah Harmer performing at the Greenbelt
Harvest Picnic (bottom right)



“ Living in the Dundas Valley, the Greenbelt means something very special to me. It goes beyond the legislation and policies of the Greenbelt Act; to me it speaks to the broader issue of quality of life. Being able to sit with family and friends in my backyard enjoying a glass of locally-produced wine surrounded by conservation lands, I cannot imagine living anywhere else in the world. ”

Joan Bell
Hamilton Conservation Foundation



THE YEAR'S TOP TEN STORIES

Each year, the *Foundation* participates in events, facilitates partnerships, produces thought-provoking reports, undertakes innovative projects, and communicates with Ontarians across the province. The following pages showcase our top ten accomplishments of the 2011-2012 year.

1. SUPPORTING GREENBELT VITALITY AND GROWING OPPORTUNITIES

This year, we provided almost \$800,000 in funding to Greenbelt projects. The 15 grants awarded demonstrate innovation in agriculture, economic development, and environmental stewardship.

The \$20 million in funding we received from the Province has been crucial to continue these grants. This significant contribution ensures that we can continue to fund projects that contribute to the long-term viability of the Greenbelt and that help reveal the full potential of protecting and enhancing such a unique and productive landscape.

Several new grants support the implementation of long-range plans and strategic visions for key Greenbelt areas and features:

- The Living City Foundation's *Golden Horseshoe Food and Farming Action Plan 2021*, works to ensure that the area remains one of the largest and most competitive farming clusters in North America.

- Hamilton Conservation Foundation will carry out key actions for the *Dundas Valley 50-Year Vision*. The Vision sets directions to protect this "Jewel in Hamilton's Crown" for future generations.

Grants were given to mature projects to ensure sustainability and long-term relevance:

- The Greenbelt Farmers' Market Network launched an innovative micro-grant program that helps eligible farmers develop new, value-added products they can sell at farmers' markets.
- The Niagara Culinary Trail found a permanent home with the Regional Municipality of Niagara. The Niagara region is filled with small artisan growers and producers that are protected by Ontario's Greenbelt.

Autumn in the Dundas Valley (top);
Exploring the waterfalls in the Dundas Valley (bottom)





Esther Lambert at the Greenbelt booth (top left); Emmylou Harris serenading the crowd at the 2011 Greenbelt Harvest Picnic (bottom left); Dawn and Marra love Ontario's Greenbelt (right)

2. GREENBELT HARVEST PICNIC

Last year, the *Foundation* was proud to be a part of the first ever Greenbelt Harvest Picnic. In partnership with the Hamilton Conservation Foundation and September Seventh Entertainment Ltd., the *Foundation* brought stars like Emmylou Harris, Daniel Lanois, Ray LaMontagne, and Gord Downie to the Greenbelt at Christie Lake Conservation Area.

Over 6,000 people of all ages attended the day-long event. The festival featured food from local farmers, work of local artisans, canoeing, fishing, swimming, cycling, and hiking activities. Attendees enjoyed the natural abundance the Greenbelt provides, while listening to world-renowned musicians in the outdoor acoustics of the natural surroundings.

Named a top ten nationwide event in 2011 by *The Globe and Mail*, the Picnic garnered significant media attention from the very first announcement. Following the event, popular blogs featured articles about the Greenbelt and the great event.

3. ONTARIOFRESH.CA

Launched in November 2011, *Ontariofresh.ca*, a new business-to-business website, is revolutionizing the food value chain. The site provides a set of tools to help farmers and buyers connect across the province to get more local food onto Ontario plates. The site was established with help from the Ontario Ministry of Agriculture, Food, and Rural Affairs.

By opening the door to local food in major institutions, the new website has built a community that both supports and expands the local food business. To acquire expertise and understand various needs, the *Foundation* formed an eight person advisory committee with industry-leading experts

Since launching this year *Ontariofresh.ca* has:

- made it easier for buyers to find Ontario staples like carrots and apples, as well as unique specialty products from quinoa and goji berries to Ontario vodka and locally milled flour;
- reached 1,200 regular users to date;
- hosted an institutional Buy Local Challenge, which resulted in universities and hospitals across the province increasing local food used in cafeterias;
- drawn national media attention as the first website of its kind; and
- received accolades from farmers and buyers alike calling the site a fabulous resource with the potential to become the "one-stop shop" for Ontario food.

Ontariofresh.ca is a powerful way to support local farmers and rural communities within the Greenbelt and beyond. Our large institutions and many distributors purchase food in sizeable volumes that can make a real economic difference to Ontario's farmers.



Katie Sandwell at the Bring Food Home Conference (left); Trekking through the field as a part of a conference (right)



Chinese red long beans at Vineland Research and Innovation centre (left); A delicious meal made with Greenbelt world crops (middle); Ontario Local Food Champion, University of Guelph Hospitality Services (right)

4. DIVERSIFYING AGRICULTURE AND CREATING NEW ECONOMIC OPPORTUNITIES

The World Crops Project reached new heights this year. The Vineland Research and Innovation Centre continued to refine the list of world crops suitable for Greenbelt farms.

By testing a number of crops like bottle gourd, round eggplant, callaloo, and okra, Vineland found an expanded range of world crops that grow well in the Greenbelt. Some of these crops have now penetrated GTA farmers' markets. Thousands of pounds of produce have been sold through various channels, including farmers' markets, Good Food Boxes and small to mid-size grocery stores.

The Canadian market for world crops is roughly \$800 million per year – in the GTA alone, value is estimated at \$61 million per year

In 2011, the World Crops Project went beyond the testing stage. The project demonstrated its potential to forge meaningful connections between the rural and urban communities through its World Crop Learning Gardens. Crops previously tested by Vineland – including yard long beans, okra, red and green callaloo – were chosen to be grown and tested in the urban and peri-urban Learning Gardens. The Learning Gardens acted as an excellent vehicle to communicate the overall project to the public.

5. ONTARIO'S LOCAL FOOD CHAMPIONS 2012: CULTIVATING CHANGE IN THE BROADER PUBLIC SECTOR

The 2012 Champions represent a wide-range of local food trailblazers in Ontario's public institutions.

This year's Champions include:

- School Food Action Coalition: Peel District School Board, Compass Group Canada (Chartwells), Peel Public Health, and EcoSource
- Nutrition Group at St. Joseph's Health System, Group Purchasing Organization and My Sustainable Canada
- Gordon Food Service Ontario
- Don's Produce
- University of Guelph, Hospitality Services

These Champions have overcome challenges to ensure more Ontario food is reaching the province's institutions. In just under a year we have witnessed outstanding growth in sales and volumes of local food served in public institutions. This award recognizes the hard work required at multiple levels of the food value chain to bring more Ontario food into the system.



Rouge Park soon to be Canada's first near-urban national park (left); Greenbelt Walks Sign – the first of its kind (right)

6. A SIGN OF THE TIMES

There are now Greenbelt signs on all major highways, as well as municipal roads. The next phase of signage highlights unique community features.

In collaboration with the City of Burlington, we installed community park signs in Lowville Park and Hidden Valley Park.

At the request of the township of Whitchurch-Stouffville, we installed Greenbelt branded lamp banners that feature landscapes and activities on Main Street. The banners were well received during the Whitchurch-Stouffville Strawberry Festival that draws over 30,000 attendees annually.

The *Greenbelt Walks* Hiking Initiative is also fully underway with locations in the Niagara Region to Clarington East and following the Escarpment to Tobermory. Through partnerships with the Ministry of Transportation, the Oak Ridges Trail Association, the Bruce Trail Conservancy, and six Greenbelt municipalities, this initiative highlights a variety of ecological attractions accessible by the hiking trails and encourages Ontarians to get out and get active in their Greenbelt.

Six new locations with nearly 100 *Greenbelt Walks* signs will be installed by Fall 2012

7. TOUR DE GREENBELT

Now in its fifth year, the Tour de Greenbelt continues to connect cyclists young and old to the Greenbelt by offering a unique cycling experience in the lush countryside.

The 2011 Tour de Greenbelt was held in Rouge Park – soon to be Canada's first near-urban national park. Discovery stops along the Tour route included: farms, agricultural heritage reserves, historical sites and wetlands. Rouge Park provided the opportunity for hundreds to cycle through the beautiful trails and experience the Greenbelt scenery very close to home.

Reesor Farm Market and Whittamore's Farm provided fresh, local Greenbelt-grown snacks. The ride closed with a Greenbelt barbecue for families to enjoy, along with arts and crafts and information booths from supporting partners such as the Toronto Zoo, Friends of the Rouge Watershed, Mountain Equipment Co-op, Enbridge, the Toronto and Region Conservation Authority, and Rouge Park's own team.

Riders gearing up for the 2011 Tour de Greenbelt (below)





Emma "Moe" Berrigan (top left); Alla Kalaida, Namgyal Dolker, and Esther Lambert (bottom left); Olusola Ayodele, Ryan Hilborn, and Bertha Kaupukwa (right)

8. FOSTERING NEW TALENT

While we aim to nurture the agricultural sector, promote smart development, and preserve natural habitats, we also realize that guardians of these causes are young bright graduates of today.

Our internship program helps to foster and encourage these bright environmentally-minded individuals. The program takes place over the course of a year and allows young professionals to help coordinate projects from start to finish, cultivating many useful workplace skills. By building the essential bridge from graduate to professional, our interns leave the *Foundation* well equipped to enter the working world. This year we have had the pleasure to work with: Emma "Moe" Berrigan in communications, Bo Peng in research, and Katie Sandwell for Ontariofresh.ca.

In addition to our internship program, we have ventured into new territories of opportunity this past year. By joining forces with Skills for Change, an organization

tailored to new Canadians looking to upgrade skills, and the Toronto sector of Ontario Works, the *Foundation* has been fortunate to hire some hard-working, dedicated staff to join the team. This year the *Foundation* welcomed: Namgyal Dolker as Executive Assistant for the Grants department; Tammy Dixon as Executive Assistant for the Research and Policy department; Olusola Ayodele as Database Administrator; Bertha Kaupukwa as Receptionist; and Ryan Hilborn as Executive Assistant for the Research and Policy department.

9. SOMETHING TO TALK ABOUT

In 2011, the *Foundation* put a focus on engaging the people who live, work, and play in the Greenbelt to start conversations around Greenbelt topics.

In the News

This year, facilitated by the *Foundation*, Ontario's Greenbelt has garnered significant coverage from outlets such as the *Globe and Mail*, *Ontario Farmer*, the *Hamilton Spectator*, and *CBC*.

Highlights included:

- The *Greenbelt Gift Guide* for holiday shoppers and *Romancing the Greenbelt*, a guide to romantic Greenbelt places.
- The Greenbelt Harvest Picnic at Christie Lake.
- The Greenbelt's seventh anniversary event held at Nathan Phillips Square in Toronto.

Connecting Communities: Engaging through Social Media

This year we truly embraced social media. By increasing the time that the *Foundation* spends online and producing engaging content in partnership with

the Greenbelt TV and Greenbelt Travels initiatives. Greenbelt TV gets staff out into the Greenbelt to take photos, videos and tell people's stories, while Greenbelt Travels helps us highlight and connect with local businesses in the Greenbelt. In addition, in 2011, the *Foundation* used social media and our flagship site to engage local radio stations to give away "Marketbucks" worth almost \$9,000 to over 60 Greenbelt farmers' markets. This effort helped to highlight local Greenbelt food, markets, and provided our community with new recipes.

Reaching Diverse Communities

In 2011, we continued to build upon the success of partnerships with multicultural newspapers. The *Foundation* printed a ten-part series featured in seven of the largest papers in Canada. The articles focused on local food, the health benefits of the Greenbelt, and the many family activities the Greenbelt offers. Versions ran in the *Phillipine Reporter*, the *Caribbean Camera*, and *Ming Pao*, among others.



10. A YEAR IN RESEARCH

An important piece of work we do at the *Foundation* is asking key questions and undertaking research to answer them. This year our efforts lead to four published reports.

Inside and Out: Sustaining Ontario's Greenbelt Smart Cities Research Services

This study provides evidence that the area between the Greenbelt and urban growth boundaries to the south, also known as the "whitebelt", contains enough land to accommodate development for many generations.

The study, completed by Smart Cities Research Services, notes that the expansion plans for the next 20 years in the regions of Durham, York, Peel, Halton, and the City of Hamilton only allow use of at most 17 per cent of the whitebelt for development, leaving at least 83 per cent of the whitebelt, or 120,000 acres of land untouched.

The authors investigated a wide range of issues that will continue to influence growth management in the inner and outer ring of the Greenbelt. To address the issues, the report provides suggestions to ensure effective implementation of the Growth Plan's vision and principles including ways of supporting the development of compact and transit oriented communities with a variety of housing types.

Evaluating the Economic Benefits of Greenbelt Assets Econometric Research Limited

The Greenbelt is renowned for its vibrant countryside, fertile farmland, and environmentally-sensitive areas. Its non-market ecosystem services are estimated to be \$2.6 billion annually. But it's not just about natural capital. A new study by the Econometric Research Limited shows that the direct economic contributions of the Greenbelt's land base exceeds \$9.1 billion. This includes three sectors: (i) agriculture, (ii) forestry, trapping and fishing, and (iii) tourism, and recreation. These activities also provide 161,000 Ontarians with jobs every year.

The study estimates the economic impact of the selected Greenbelt-related sectors for the regions in and adjacent to the Greenbelt:

- In Niagara Region, the center of tender fruit production with a booming industry, the three Greenbelt-related sectors contribute over \$500 million and 22,000 full-time equivalent jobs directly to the provincial economy annually.

- In Halton/Hamilton Regions, where the Bruce Trail welcomes hikers, mountain-bikers, fishers, and cross-country skiers, over \$1 billion dollars and 32,000 full-time equivalent jobs are contributed to the provincial economy every year.
- In York Region, home of the Holland Marsh, the Greenbelt has a \$547 million direct impact on the provincial economy and creates more than 26,000 full-time equivalent jobs every year.
- In Durham and Northumberland Regions, as the heart of livestock production in the Greenbelt, over \$674 million is contributed annually to the Ontario economy with more than 30,000 full-time equivalent jobs.

“

The Economic Benefits study reveals the Greenbelt as a major economic contributor to the Province and country. Continued protection of the Greenbelt, not only preserves natural resources, but also substantial economic activity.

”

Dr. Atif Kurbursi
Report author



Climate Change Adaption: Ontario's Resilient Greenbelt *Smart Cities Research Services*

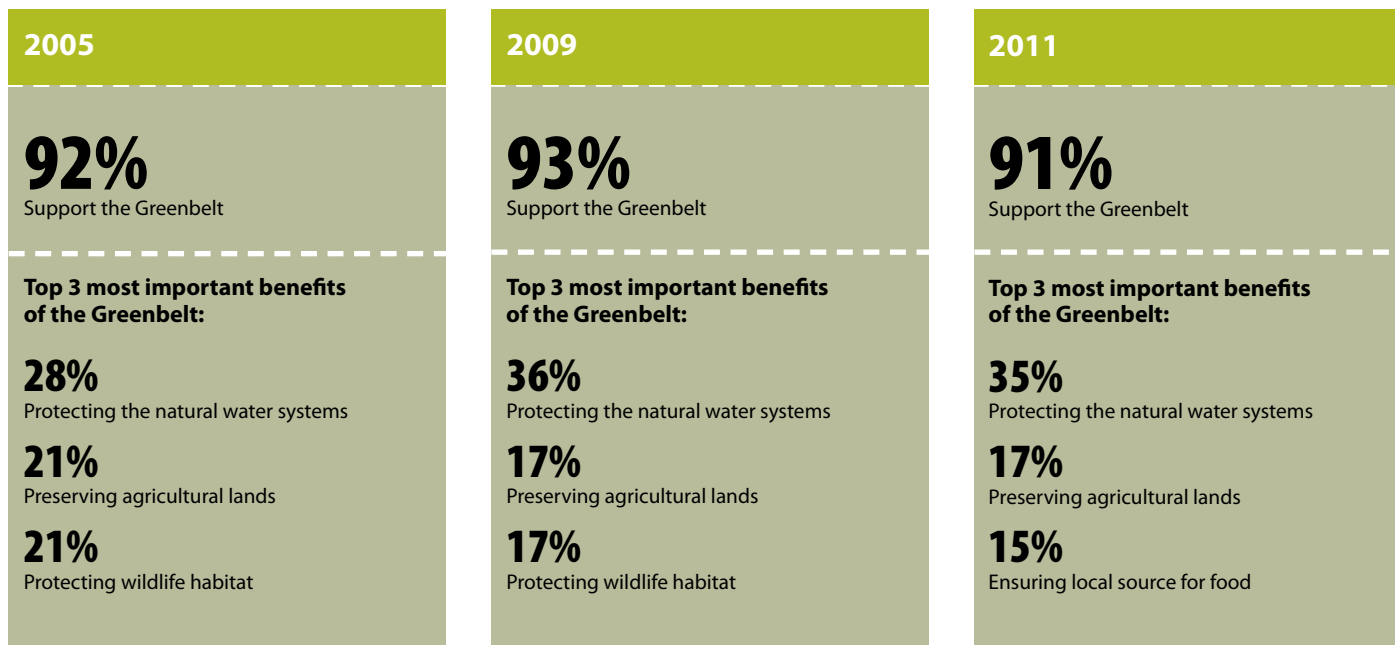
Despite the uncertainty of the nature and extent of climate change in the Greater Golden Horseshoe, an emerging consensus is that by mid-century, the average temperature will be higher by a few degrees and the climate will become considerably more variable than today. The report "Climate Change Adaptation: Ontario's Resilient Greenbelt" by Smart Cities Research Services notes that the Greenbelt plays an important role in protecting natural and human systems from the negative impacts of climate change by limiting environmental stress due to urban development.

The report examines the potential impacts of climate change on the natural environment, infrastructure, agriculture, and recreational activities in the Greenbelt. It identifies a suite of proactive and reactive measures to help in adaptation and stresses the importance of policies that would enhance the adaptive capacity of the Greenbelt's systems to retain and enhance their resiliencies in the face of a changing climate.

Measuring Greenbelt Support: Greenbelt Polling *Environics Research Group*

In order to assess the impact our work is having on the people benefitting from the Greenbelt, we conduct a yearly opinion poll with Environics Research Group. This poll helps us identify areas to focus on and the areas in which we excel.

The chart below provides a glimpse at some of the major results we use to determine growth and support for Ontario's Greenbelt over time:



Over 83%
of whitebelt land is still available
for protection or development
past 2031

“

The Greenbelt is important to Ducks Unlimited Canada because it sets a great example of progressive policy that reduces impacts on wetlands while still enabling growth and development.”

Kevin Rich
Ducks Unlimited Canada

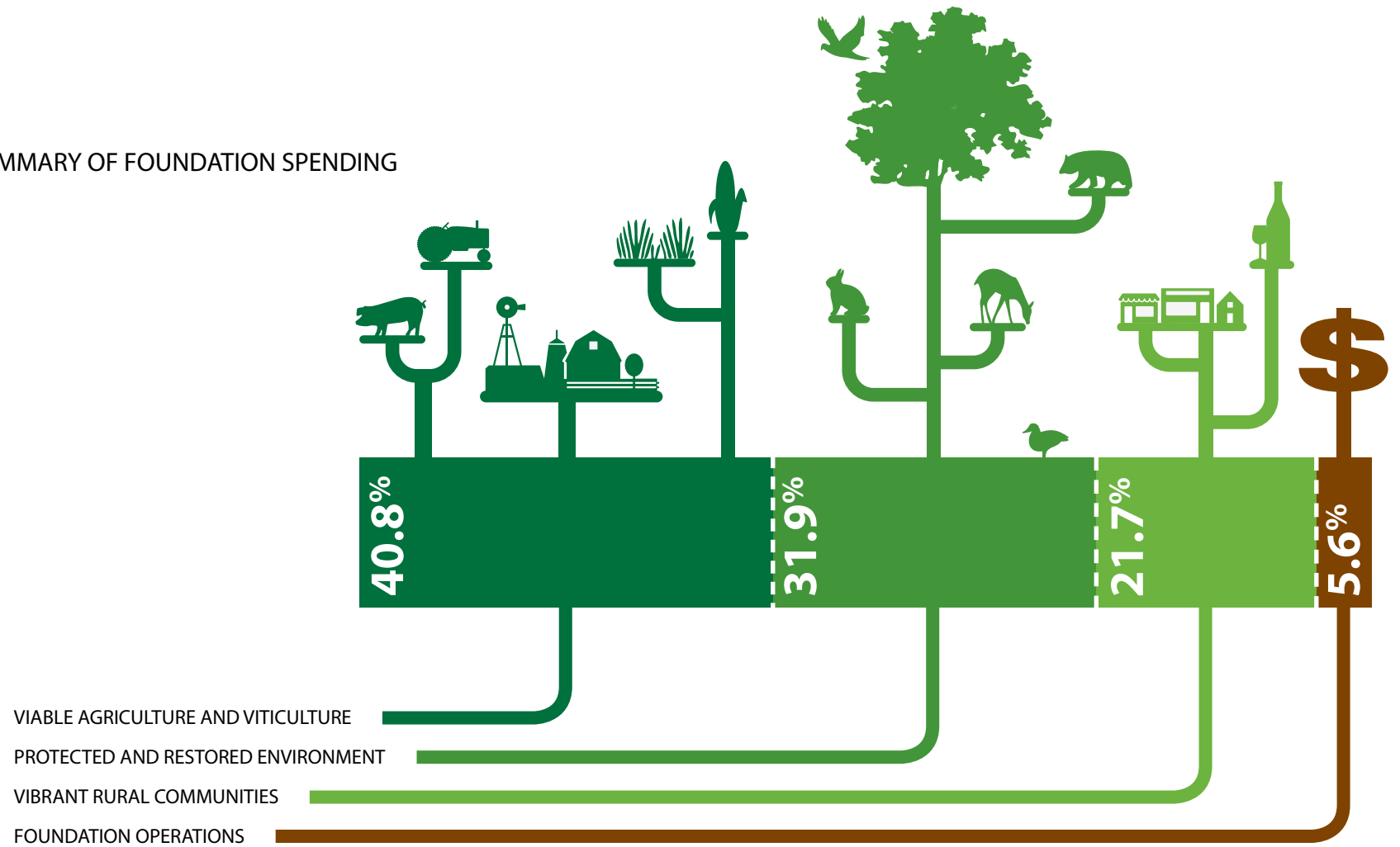


FINANCIAL REPORT

In 2011, the Province of Ontario recognized the value and impact the work of the *Foundation* has achieved for Ontario's Greenbelt. As a result, the Province provided \$20 million in funding to the Friends of the Greenbelt Foundation to continue enhancing, protecting, and evolving the value of Ontario's Greenbelt for its citizens.

Almost \$17 million
in grants issued since 2006

CUMULATIVE SUMMARY OF FOUNDATION SPENDING Since 2005



CUMULATIVE SUMMARY OF FOUNDATION ACTIVITIES

June 15, 2005 to March 31, 2012

Program Areas	Amount 2005-2012	Percentage of Cumulative Spending
Viable Agriculture and Viticulture	\$ 12,080,209	40.8%
Protected and Restored Environment	\$ 9,430,097	31.9%
Vibrant Rural Communities	\$ 6,414,285	21.7%
Foundation Operations	\$ 1,665,718	5.6%
Total	\$ 29,590,309	100%

CONDENSED STATEMENT OF FINANCIAL POSITION

For the year ending March 31, 2012

Income	
Program Funding	\$ 20,572,500
Investments	\$ 290,398
Personal & Corporate Contributions	\$ 45,453
Total	\$ 20,908,351

Expenses

Awareness & Education	\$ 1,429,417
Grants & Program Expenses	\$ 943,497
Human Resources	\$ 746,782
Operating Costs	\$ 231,519
Professional & Legal Fees	\$ 48,273
Total	\$ 3,399,488

“

To me, the Greenbelt is both a vision and reality, it is people, and it is inspiration. It inspires me to eat fresh, nutritious food grown by Greenbelt farmers and to work to protect natural spaces that clean Toronto's air and water... ”

Franz Hartmann
Toronto Environmental Alliance



Over 90%

of Ontarians support the
Greenbelt

CONFLICT OF INTEREST POLICY

In accordance with our practice of reviewing this policy once per year, the Board adopted the updated March 2011 Conflict of Interest and Code of Conduct Policy. The new policy is not substantially different from the previous edition, yet extends its high standards and is industry leading.

Our members, staff, and associates are active in their communities, so from time to time, conflicts of interest, or the appearance of such conflicts, may arise. All members, staff, and associates are asked to sign the Conflict of Interest and Code of Conduct policy. It is the responsibility of all individuals associated with the *Foundation* to identify when a real or potential conflict may exist, and to inform the Board of such situations when they arise. The Board will assess declared real and potential conflict. When it is confirmed that there is in fact a conflict, that member, staff, or associate will excuse themselves from any discussions and decisions related to the item in question.

All declarations of conflicts of interest, and the subsequent treatment of such declarations, are recorded in the Minutes of the *Foundation* meetings. The Board will periodically review this record to ensure conflicts have been dealt with effectively.

A THANK YOU TO OUR SUPPORTERS

To all of our sponsors, partners, and vendors for all that you have provided and the dedication you have shown the *Foundation* this year, thank you.

Province of Ontario | In 2005, the Province funded the Friends of the Greenbelt Foundation for the first time with \$25 million. After seven years of enhancing the Greenbelt through grants, education, research, and communications, in 2011, the *Foundation* was funded for the second time with \$20 million. This will allow us to continue enhancing and protecting Ontario's Greenbelt. The Board and Staff of the *Foundation* are thankful and excited to continue great work for the future of our Province.



Aeroplan | Contributed over 2 million Aeroplan points to the inaugural Greenbelt Harvest Picnic and the 2011 Tour de Greenbelt. These points allowed the *Foundation* to fly in musicians from across the globe. Aeroplan has also been a continued sponsor for the Tour, providing points for necessities to ensure a successful cycling event and family barbecue. aeroplan.com

Toronto Star | Donated one full-page ad space in the GTA section of *the Star*. The *Foundation* used this to promote the Greenbelt Harvest Picnic and give it a higher profile in the Toronto market. thestar.com

Exclusive Advertising Inc. | Exclusive has supported outreach for the Tour de Greenbelt for the past four years. In getting Tour de Greenbelt posters up in the GO Trains throughout the region, these ads have contributed to great attendance. exclusivead.com

George Cedric Metcalf Foundation | Enhanced our involvement in the Teau campaign through funding work on water policy. metcalffoundation.com

Enbridge | Enbridge has been with the Tour de Greenbelt, from the start. Providing various services over the years, in 2011 they donated both gas for barbecues for the family lunch, as well as attendants to work them. enbridge.com

Mountain Equipment Co-op | A supportive sponsor that has been with the Tour from the beginning, they are our "on the trail heroes" for many participants by providing bike repair services free of charge. In addition, each year they arrange a pick-up bus from the downtown location where they also promote the Tour to customers. mec.ca

Town of Markham | Markham, the city closest to last year's Tour de Greenbelt, helped Rouge Park organizers and the *Foundation* by making a cash donation to make the 2011 Tour in the Rouge a great success. markham.ca

Whittamore's Farm | For years now, Whittamore's has been a part of many *Foundation* events. Most recently, they provided healthy snacks for Tour de Greenbelt participants. whittamoresfarm.com

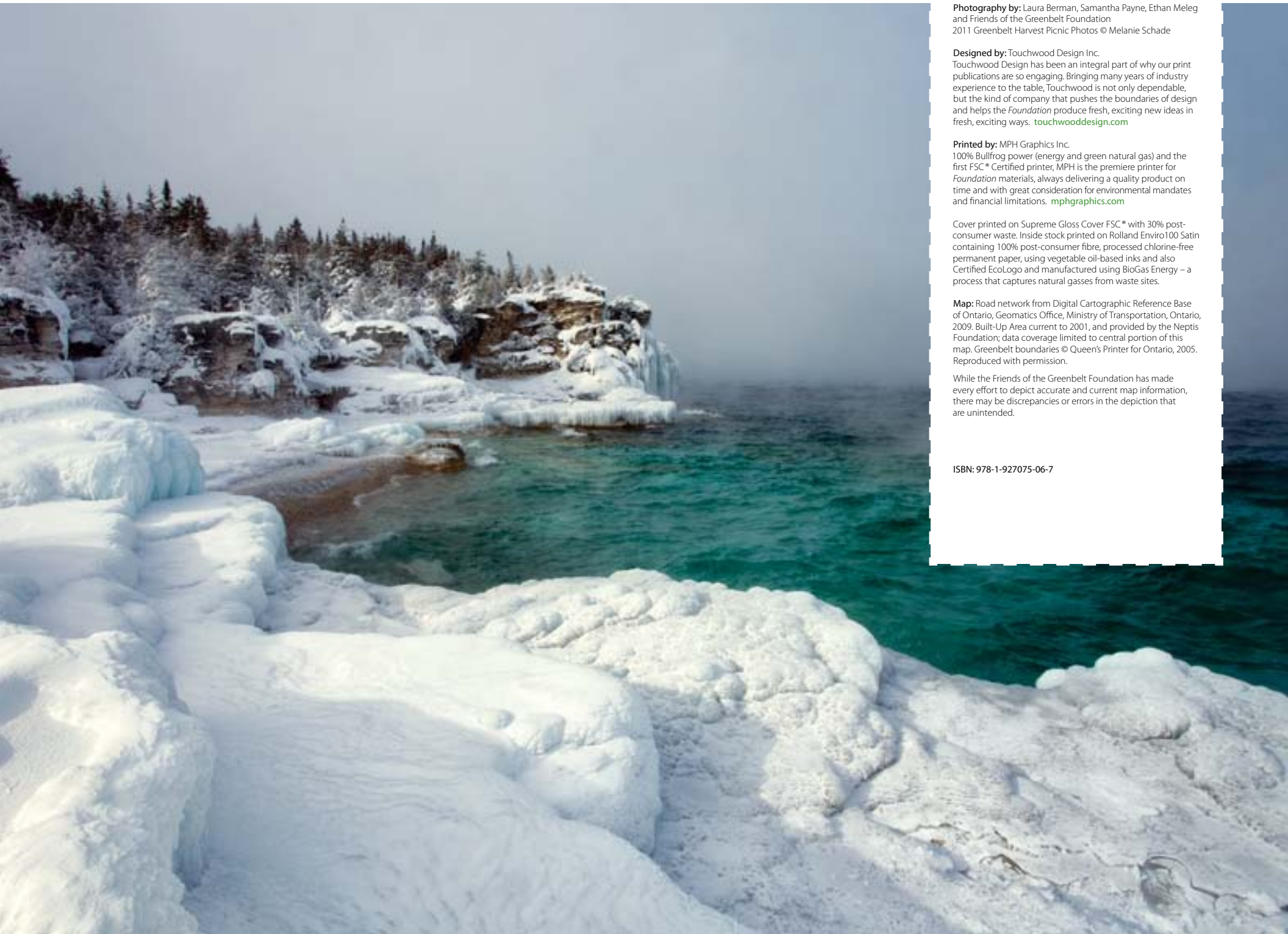
Reesor Farm Market | During the 2011 Tour de Greenbelt, Reesor's provided participants with delicious and energizing snacks along some of the designated routes. reesorfarm.com

RBC Foundation | Helped the *Foundation* by contributing funding to our work on water policy. rbc.com/community

Algoma Orchards | In February 2012, the Greenbelt celebrated its seventh birthday; Algoma Orchards was there to support the *Foundation* in celebration by donating bushels of apples. These apples were used in a grassroots event at Toronto City Hall and given away to passersby along with a little Greenbelt knowledge. www.algomaorchards.com

City of Toronto | Helped the *Foundation* by waiving the regular fee it would have cost to shut down roads for the Tour de Greenbelt participants. toronto.ca





Photography by: Laura Berman, Samantha Payne, Ethan Meleg and Friends of the Greenbelt Foundation
2011 Greenbelt Harvest Picnic Photos © Melanie Schade

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Touchwood Design has been an integral part of why our print publications are so engaging. Bringing many years of industry experience to the table, Touchwood is not only dependable, but the kind of company that pushes the boundaries of design and helps the *Foundation* produce fresh, exciting new ideas in fresh, exciting ways. touchwooddesign.com

Printed by: MPH Graphics Inc.
100% Bullfrog power (energy and green natural gas) and the first FSC® Certified printer, MPH is the premiere printer for *Foundation* materials, always delivering a quality product on time and with great consideration for environmental mandates and financial limitations. mphgraphics.com

Cover printed on Supreme Gloss Cover FSC® with 30% post-consumer waste. Inside stock printed on Rolland Enviro100 Satin containing 100% post-consumer fibre, processed chlorine-free permanent paper, using vegetable oil-based inks and also Certified EcoLogo and manufactured using BioGas Energy – a process that captures natural gasses from waste sites.

Map: Road network from Digital Cartographic Reference Base of Ontario, Geomatics Office, Ministry of Transportation, Ontario, 2009. Built-Up Area current to 2001, and provided by the Neptis Foundation; data coverage limited to central portion of this map. Greenbelt boundaries © Queen's Printer for Ontario, 2005. Reproduced with permission.

While the Friends of the Greenbelt Foundation has made every effort to depict accurate and current map information, there may be discrepancies or errors in the depiction that are unintended.

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Friends of the Greenbelt Foundation
661 Yonge St. Suite 500
Toronto, ON M4Y 1Z9

Tel 416.960.0001 Fax 416.960.0030
info@greenbelt.ca | greenbelt.ca

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