

Opportunities for Organic Farmers in Local Food

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Abstract

This paper examines how and why the local food market has taken off in North America and how organic farmers and producers can use this market to their advantage. Three marketing case examples from Ontario, Canada, are examined to make this point. The first one is Local Food Plus, a local, sustainable, ethical food label for institutional, restaurant, and retail food purchasers used throughout the Province of Ontario. The second one is Grown in Peel, a farm-fresh marketing guide and Web site for the Region of Peel. The third one is an Eat Local Caledon, a program to encourage an increase in local food purchased by residents, restaurants, and shops in the Town of Caledon.

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