

Perth County Regional Food Summit

March 22, 2010

Distribution in Perth County

Scope of research:

Conducted from October 2009 to February 2010

18 farmers and producers interviewed

Range of fruit, vegetable, meat, cheese and artisan production

Product inventory website: www.savourstratford.com/producers

Allows you to order directly from the website

Keeping your microsite up to date is key, serves as a starting point for new, innovative distribution systems.

Savour Stratford allows you to search by product, producer, season. Hyperlinks will be allowed to link directly to official website.

Aimed to encourage people to work together and cooperate to find distribution solutions. Restaurants should continue to ask their current producer to distribute local, Perth County products.

Stratford Farmer's market as a drop off and pick-up point.
100-MileMarket now serving Perth County

Comment- There are health regulations and requirements that hinder distribution. For example, shipping meat in the winter is no problem, but a 45 minute drive in the summer will change it; and also, driving in the winter, you must still be conscious about temperatures. There are distribution issues, it's the volume of the costs. They are minor issues that will continue to grow.

You have to keep a consistent internal control, freezer packs, otherwise you compromise your product. Protect the consumer.

Possibilities: Seeing if other producers have trucks, and to be able to search on Savour websites for other producers with freezer trucks that can be used in tandem.

100 Mile Market – Farmer driven company of 120 producers for whom the company performs the sales, marketing distribution, and logistics functions. If a chef buys, they can buy farm-specific, they feel strongly that you are dealing with that individual farm.

Case study for Langton Hall, Cambridge

100 Mile Market: Toronto, London, K/W, Norfolk, Niagara

235 Erdell Ave. Main distribution system in K/W

There are no federal inspections unless going to grocery stores or leaving the province.

All of the contact information for the 100 Mile Market is available on the website, allowing users to contact sales reps, and specific departments.