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The LFP Approach: What’s In It for Farmers?

- Leverages consumer values to open new and higher value markets
- Provides recognition for efforts to increase on-farm environmental and social sustainability
- Creates consistent multi-year demand for local sustainable food
- Gives farmers more power in the marketplace through product differentiation, segmentation, and branding
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The LFP Approach: What’s In It for Purchasers?

- Positions a purchaser at the forefront of emerging market trends
- Responds to client concerns
- Demonstrates the purchaser’s responsibility to the larger community and the environment
- Creates a market advantage
- Provides a concrete way to reduce greenhouse gas emissions
- Contributes to food security for future generations
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Leveraging Institutional Procurement

- Institutions provide large-scale, stable markets

- Institutional procurement (municipalities, colleges, hospitals, corporate cafeterias, etc.) is a huge untapped opportunity

- Institutional procurement policies leverage the power of institutions to influence multinational food service companies

- Partnering with institutions allows us to deal with large-scale distributors to resist globalized supply chains and to rebuild local ones
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Local Food Plus: What’s In It for Eaters?

- Offers food that is fresher
- Offers a way for eaters to support local sustainable farmers and processors
- Offers a way for urban people to counteract urban sprawl
- Offers a way for eaters to reduce greenhouse gas emissions through their food choices
- Offers a way for individuals to take collective action
The LFP Campaign Theme

LET’S GO
THE DISTANCE
so our food
doesn’t have to.

WHEN YOU CHOOSE
LFP CERTIFIED FOOD, YOU...
✓ Enjoy fresh food from Ontario.
✓ Support environmentally responsible farming.
✓ Conserve energy and cut greenhouse gases.
✓ Ensure fair conditions for farm workers.
✓ Provide humane care for livestock.
✓ Preserve farmland and wildlife habitat.
✓ Foster a strong local economy.

www.LocalFoodPlus.ca

Certified
Local
Sustainable
Ontario
localfoodplus.ca