



Unpacking Food Literacy

The Ontario government is spreading the word about local food to help increase the demand for the good things that are grown, harvested and made in Ontario. In this context, OMAFRA will present on the Local Food Act and the development of the recently announced aspirational food literacy goals in relation to local food.

Ontario's Local Food Act and Food Literacy Goals

Tuesday March 31, 2015

11:30 am – 12:00 pm

Sherry Persaud, Ministry of Health and Long-term Care



Sherry Persaud is a Policy Advisor with the Ontario Ministry of Agriculture, Food and Rural Affairs. She received her Bachelor of Arts Degree in Economics from York University and an Ontario College Graduate Certificate in Corporate Communications from Sheridan College Institute of Technology and Advanced Learning. She has been with the Ontario Public Service since 2006, working for the Ministry of Transportation and Ontario Ministry of Agriculture, Food, and Rural Affairs. She has worked within the ministry's Communications Branch, Minister's Office, Policy Division and various executive offices. Sherry is currently working in the Economic Development Policy Branch and one of her areas of responsibilities includes local food.



Ontario's Local Food Strategy

**Ontario Public Health Association
March 31, 2015**

Ontario : A Long-Standing Local Food Champion



Ontario's Local Food Strategy

- **VISION:** Ontario consumers enjoy local food more often – and in more places.
- **MISSION:** Increasing the consumption of local food in Ontario.
- **GOALS:**
 - Ontario consumers are aware of, value and choose more local foods.
 - Local food is identifiable and widely available through a range of distribution channels.
 - Ontario's agri-food sector is competitive, productive and responsive to consumer demand.



Local Food Act, 2013

- Defines local food as food produced or harvested in Ontario, including forest and freshwater food, and food made in Ontario if they include ingredients produced or harvested in Ontario.
- Requires the Minister to set voluntary/aspirational **goals and targets** around food literacy, access to local food and increased use of local food by public sector organizations – in consultation with stakeholders;
- Enables the province to work with public sector organizations on goals and targets, and **share information on progress** and results;
- Requires the government to produce an **annual local food report**;
- Proclaims a “**Local Food Week**”, beginning the first Monday in June;
- Creates a **tax credit** of 25 per cent for farmers for **donations of agricultural products** to eligible community food programs.



Tax Credit

- The Local Food Act, 2013 includes amendments to the Taxation Act, 2007 to provide farmers with a 25 per cent non-refundable tax credit for donations of certain agricultural products to eligible community food programs, including food banks and student nutrition programs.
- The tax credit regulation prescribes two key rules for the credit: the meaning of agricultural product and conditions that must be satisfied by an eligible community food program.
- Eligible products:
 - Fruits and vegetables
 - Eggs and dairy
 - Meat and fish
 - Grains and pulses
 - Herbs
 - Honey and maple syrup
 - Mushrooms
 - Nuts



Tax Credit cont'd

- An **eligible community food program** is a person or entity:
 - that is engaged in the distribution of food to the public without charge in Ontario, including as a food bank, and
 - that is registered as a charity under the Income Tax Act (Canada).
- An **eligible community food program** must also be a person or entity:
 - whose primary purpose for distributing food to the public without charge in Ontario is to provide relief to the poor, or
 - that oversees or operates one or more student nutrition programs that provide meals or snacks to students enrolled in an elementary or secondary school or an alternative learning program.
- Farmers can keep their receipts and claim the credit on their income tax return for donations made on or after January 1, 2014.
- For more information visit ontario.ca/FoodDonation

Food Literacy

- In the fall of 2014, the government consulted with stakeholders to develop three aspirational local food literacy goals to increase knowledge about local food.
- On January 28, 2015, the Minister of Agriculture, Food and Rural Affairs established the following aspirational food literacy goals:
 - **Goal 1:** Increase the number of Ontarians who know what local foods are available.
 - **Goal 2:** Increase the number of Ontarians who know how and where to obtain local foods.
 - **Goal 3:** Increase the number of Ontarians who prepare local food meals for family and friends, and make local food more available through food service providers.
- The goals are applicable to all Ontarians and it is recognized that improving food literacy has the potential to support the health of Ontarians.

Measuring Progress

- The ministry is committed to measuring progress on the goals established under the LFA.
- Since the food literacy goals were established and announced on January 28, the ministry has been working on developing a scorecard, including:
 - capturing baseline data
 - reviewing and analyzing an inventory of stakeholder supported activities, and aligning the activities with the appropriate goal to draft indicators
 - investigating additional data gathering opportunities
 - finalizing a plan for stakeholder input on the scorecard
 - meeting with interested stakeholder organizations to discuss input on development of performance measures.

Local Food Act –opportunity for input

Establishing aspirational/voluntary goals and targets:

- The government used the Food Literacy requirement as the first step in a phased goal-setting approach that also includes, when proclaimed:
 - Encouraging increased use of local food by public sector organizations; and
 - Increasing access to local food.
- The Ontario Public Health Association participated in the development of the food literacy aspirational goals.
- There is a role for the health sector in future goals especially in the area of “increased use of local food by public sector organizations.”
- Draw on the OPHA’s experiences and information in this area along with advice on the best ways to stimulate increased used when we begin consultations.

Thank You!

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MINISTRY OF HEALTH AND LONG-TERM CARE

OPIHA
Ontario Public Health Association
l'Association pour la santé publique de l'Ontario
Established/Établi: 1989



Sleep, Food Intake, and Obesity in Kids



Thursday April 23, 2015 | 12:00 pm – 1:00 pm