

FOODLAND ONTARIO

Good Things Grow In Ontario

The Ontario Ministry of Agriculture and Food launched the new food promotion at the Royal Winter Fair.

The new Foodland Ontario symbol will now identify Ontario agricultural products in food stores, in restaurants and in advertising. The accompanying slogan, *Good Things Grow in Ontario*, will easily identify with the green symbol featuring the stylized Ontario Trillium denoting Ontario grown or produced products. The abstract form in green represents the different farm products growing in green fields.



PURPOSE OF FOODLAND

1. To help inform the consumer.
2. To help promote the significance of the agricultural industry.
3. To help the shopper identify products of Ontario.
4. To help encourage the purchase of Ontario products.

Over the next twelve months food products grown and produced in Ontario will receive advertising support and promotion from OMAF. Further sales promotion by the Ministry will provide planning and financial assistance to the Boards and Commodity Groups. The aim is to increase the effectiveness of the individual promotions.

In view of the fact that F.W.I.O. appoint representatives to this Section, it is up to each WI member to become better informed and back "Foodland." The Consumer Section has an active program of information and assistance to consumers which serves as a liaison between the food industry—the Ministry of Agriculture and Food—and consumers. It now becomes doubly important to increase consumer awareness of the wide variety of products grown and processed in Ontario. The whole purpose of the Consumer Section is to encourage understanding of the needs and con-

cerns of the Ontario consumer among all groups involved in the agricultural industry.

The Hon. Wm. G. Newman, Minister, Ontario Ministry of Agriculture and Food told about the development of the Food Festival over the last ten years at the Royal and their success in forming an identity with Agriculture from Commodity Groups through to Consumers.

The promotional campaign will provide an incentive to boost Ontario products as outlined in the speech from the throne, namely, create consumer awareness, to stimulate consumption of Ontario products and create an improved image.

Mr. Newman went on to say "We used to have that sort of loyalty in Ontario, but somehow our changing patterns of growth have eroded it. With the development of our image as an urbanized, industrialized, big business province, people tend to forget that this is also Canada's number one agricultural province."

Ironically, Ontario farmers can be too productive. They can provide us with so much food that the laws of supply and demand push the price down while costs spiral. The system for selling the goods is not as efficient as the system for producing it. The program being launched is designed to give farmers all the help we can.

Mr. Newman continued to say, Ontario farmers have been accepting lower profits and less government aid than farmers in any other industrialized nation in the world. That's why our food dollar buys more than it ever has. However, we know farmers' prices can be undercut by countries with lower standards, lower wages or tariff breaks.

No one is asking an Ontario shopper to pay more for Ontario products but because of Foodland Ontario we want all to know what foods are available through the use of the symbol. At the same time we want all to understand why consumer loyalty is so important to the agricultural economy.

As long as we're producing a commodity ourselves, we have a measure of control. If our farmers ever gave up because they couldn't earn a decent living, we'd be totally dependent on foreign suppliers.

Through the use of the symbol, the identification of Ontario food in the stores is crucial to the success of Foodland. In future watch for the green Foodland Ontario logo while shopping and in restaurants, keep in mind it's not just the farmers who will benefit but 20% of the population employed directly or indirectly in the food industry.

The ribbon-cutting ceremony by the Hon. Mr. Newman and Mr. John E. Moles, Secretary Manager of the Royal Agricultural Winter Fair concluded the opening. The group went on to enjoy a buffet of foods grown or processed in Ontario in the Tanbark Club.