



# HOMEGROWN ONTARIO NEWS

WINTER 2009

## *Did you Know?*

Homegrown Ontario now represents all Ontario meat and poultry – from bison, beef and bacon to chicken, rabbit and quail. To determine if your product qualifies to be part of the Homegrown Ontario program please visit [homegrownontario.ca/trade\\_home.php](http://homegrownontario.ca/trade_home.php) or contact John Iacobucci, trade specialist, at 416-840-0627 or [john@homegrownontario.ca](mailto:john@homegrownontario.ca).

Homegrown Ontario point-of-sale materials including on-pack stickers, price tag toppers, recipe booklets, labels and more is offered FREE to Homegrown Ontario supporters who have signed agreements.



## The 2009 Meat & Food Processing Expo

The 2009 Meat & Food Processing Expo took place February 20 - 22, 2009 in Hall 4 of the International Centre in Toronto. With more than 700 attendees, this Expo proved to be the perfect venue to reach out to processors and secure further support and sign-ups for Homegrown Ontario. Our corner booth showcased the Homegrown Ontario branded van while our trade liaison, John Iacobucci distributed information, signed up new processors and discussed the program with interested attendees.

## 2008 Highlights

2008 was a busy year for Homegrown Ontario. With new members, commodities, recipes and advertising, a provincial effort was launched to inform consumers and educate media on the importance of buying locally raised meat and poultry.

Homegrown Ontario welcomed two more commodities to the program in 2008. In January the Turkey Farmers of Ontario officially joined Homegrown followed closely by the Ontario Independent Meat Processors who came on board in early spring. The addition of these two new boards means that Homegrown now represents all fresh, frozen and processed meat and poultry, from bacon to bison, veal to venison and everything in between.

### New Sign Ups

A strong wave of support was also shown by Ontario retailers and processors in 2008. Right now more than 200 retailers and 115 processors are signed onto the program and continue to support the brand through point-of-sale displays and packaging stickers. Homegrown Ontario will continue to offer free point-of-sale materials including processor labels, price tag toppers, on-pack stickers, and danglers to all of our processors and retailers in 2009.

### Website

Homegrown Ontario's website, [homegrownontario.ca](http://homegrownontario.ca) was frequently updated in 2008 and now includes a new "where to find" section where consumers can search for their nearest provider of Ontario meat and poultry. The result has been more than 26,000 unique visitors logging onto the site and more than 316,000 page views for all of '08.

### E-News

Homegrown's first monthly e-newsletter was distributed in May 2008 to 584 subscribers. Since then the list has grown significantly through Homegrown Ontario's promotional efforts and is now sent out to more than 9,000 Ontarians. The e-newsletters offer timely content and recipes to people with an interest in supporting their local farmers. If you haven't already signed up to receive our newsletter we encourage you to do so by visiting [homegrownontario.ca](http://homegrownontario.ca) and clicking on 'sign up for our newsletter'.

### In the Media

Throughout 2008, Homegrown Ontario developed colourful, family-oriented full page ads that ran in issues of Canadian Living, Chatelaine, Reader's Digest and Food & Drink. Featuring simple but eye catching recipes and information

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# Contest Update

## Spot the Logo

During the month of November, Homegrown Ontario launched the 'Spot the Logo' contest. Homegrown Ontario's 8,000 plus e-newsletter subscribers were invited to take photos whenever they spotted the Homegrown Ontario logo and to upload their images onto [homegrownontario.ca](http://homegrownontario.ca) with information on when and where they spotted the logo. One lucky entrant received a Homegrown Ontario gift pack including an official Homegrown Ontario cutting board, apron, cooking utensils and a Casey's gift card – a prize pack valued at \$250!

Homegrown Ontario received several entries throughout the month which included snapshots of car bumpers, meat packages, magazine ads, Casey's menus (featuring the Homegrown Ontario Mojito Pork Chop), and even newspaper articles featuring Homegrown Ontario. Congratulations to Anita Archibald whose photo of the Homegrown Ontario winter advertisement in Canadian Living was chosen as the winner by a random draw from all the entries.



about the Homegrown program, these advertisements were a great success. Broadcast spots also ran on Breakfast Television, Sun TV and the Food Network resulting in more than 500,000 viewer impressions. The spots featured the Homegrown Ontario logo and website and encouraged viewers to support Ontario farmers by looking for the Homegrown logo when shopping for meat and poultry. In order to reach listeners across Ontario, Homegrown launched 10 and 30 second ads on radio stations in Hamilton, London, Guelph, Kitchener, Peterborough, Kingston and Barrie promoting the program.

Homegrown Ontario provided media with relevant and timely story and recipe ideas, which resulted in articles and recipes being published in more than 30 newspapers across the province including major dailies like the Toronto Star and Toronto Sun, as well as the London Free Press, Windsor Star, Sudbury Star, Ottawa Sun and the Guelph Tribune. With news of the Homegrown Ontario program spreading like wildfire, television producers started taking notice. Homegrown's meat experts Keely Schierl and food specialist David Zimmer were invited to appear on programs like Breakfast Television, OMNI TV, A-Channel London, Rogers Daytime Ottawa and Real Life with Sharon Caddy to conduct cooking demonstrations and educate consumers to encourage them to look for the Homegrown Ontario logo.

## Road Show

The Homegrown Ontario Road Show was another success in 2008. In order to increase awareness of the program throughout Ontario, the Road Show team spent each weekend from April through November travelling across the province stopping at fairs, festivals and retail locations. Armed with recipes, magnets, balloons and temporary tattoos, the Road Show team initiated discussions with consumers on buying local, supporting businesses within communities and encouraged people to sign Homegrown Ontario's flag as a show of support and thanks to all the meat and poultry farmers. Visitors at these events were quick to express their satisfaction with a program that helps consumers identify Ontario meat and poultry and especially appreciated that they can now sign onto [homegrownontario.ca](http://homegrownontario.ca) to find their closest Homegrown Ontario retailer. The Road Show will continue in '09 with in-store demonstrations, distribution of point-of-sale materials, recipe booklets and other fun materials. If you are interested in having the team visit your store please contact Debbie Boyce at 905-206-0577 ext. 245 or [dboyce@fayeclack.com](mailto:dboyce@fayeclack.com).

## Updated Recipe Booklet

With the addition of turkey and processed meat to the program, Homegrown Ontario re-designed its recipe booklets to include selections for the new commodities.

Featuring a sleek new design, the six page glossy booklet contains mouth-watering meal suggestions like Pork Pho, Veal Ragout Pasta, Lamb Burgers, Turkey Joes and Ultimate Meatloaf to name a few. Printed for distribution in the fall, the new booklets continue to circulate through the province with more than 15,000 already distributed.



# 2009 Consumer Media Kit

For the last two years Homegrown Ontario has been developing recipes for Ontario consumers that feature meat products covered under the Homegrown Ontario umbrella: pork, veal, lamb and turkey. Now in its third year, and with the addition of a new member, the OIMP, Homegrown Ontario will once again be developing recipes for Ontarians that feature all of the same meat products but that also include chicken, beef and processed meats.

As in previous years, the recipes will be distributed to media along with story ideas that offer fresh content and timely information. Previous media campaigns have garnered media coverage for Homegrown Ontario in daily and community newspapers, magazines, on television, radio and online. We hope to continue this momentum by developing recipes that appeal to Ontario consumers and that address current demand for economical, healthy and delicious recipes. It is our goal to continue driving traffic to

homegrownontario.ca while promoting the brand and consumption of Ontario meat and poultry.

Some of our new featured recipes include, Ontario Pork and Pineapple Stir Fry, Ontario Veal Skillet Stroganoff, Horseradish Braised Ontario Lamb, Crunchy Ontario Turkey Parmesan, Slow Cooked Balsamic Pot Roast and Wine Braised Ontario Chicken Thighs.



*Make your choice Homegrown*

For recipes and information visit [homegrownontario.ca](http://homegrownontario.ca)

*Ad News*

Keep an eye out for our new spring ads appearing in Canadian Living and Canadian House and Home.



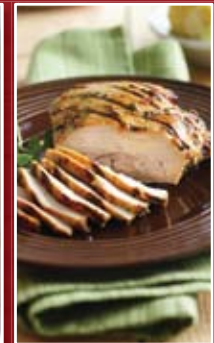
Fig BBQ Glaze



Veal Tenderloin with Grilled Tomatoes



Mediterranean Lamb Skewers



Grilled Butterflied Turkey Breast

**Support Ontario and buy local.**

Ask your butcher for Homegrown Ontario™ meat and poultry.  
Brought to you with pride and care.



## One of a Kind Christmas Show

From Thursday, November 27 to Sunday, December 7 the One of a Kind Christmas Show and Sale took place at the Direct Energy Centre, Exhibition Place, Toronto. In keeping with the focus on Canadian artisans that has come to characterize the One of a Kind Show, Homegrown Ontario sponsored the Flavours Section at the 2008 Show. Chefs from various Ontario inns were present to conduct cooking demonstrations using Ontario meat and poultry and to speak with audiences about the importance of purchasing Ontario products. Some of the recipes prepared at the show are now available at [homegrownontario.ca](http://homegrownontario.ca).

A special thanks goes out to the amazingly talented Chefs who participated:

Chef Matthew Foote, The Elora Mill Inn

Chef Thomas Riding, Sam Jakes Inn

Chef Paul Torrance, The Breadalbane Inn

Chef Glenn O'Rourke, Deerhurst Resort

Chef Kevin Maniaci, Inn on the Twenty

Chef Tim D'Souza, Idlewyld Inn

Chef Peter Sanagan, The Falls Inn

Chef Joseph Watters, The Little Inn of Bayfield

Chef Chris Smythe, Riverbend Inn & Vineyard

Chef Michael Sullivan, Merrill Inn

In the November issue of Homegrown Ontario's consumer e-newsletter we offered our subscribers a chance to win tickets to the One of a Kind show. The contest was a huge success with more than 650 entries. Three lucky winners were chosen and given the opportunity to attend the show with a guest.

## 2009 Foodservice Initiatives

Homegrown is well on its way to implementing Ontario meat and poultry into foodservice establishments throughout Ontario. In 2008, several Ontario restaurants signed onto the program as a way to support Ontario farmers.

Keep your eyes out for the new foodservice section on [homegrownontario.ca](http://homegrownontario.ca) which will include recipes developed specifically for chefs and information on Homegrown's official foodservice suppliers.

Do you supply Homegrown Ontario meat and poultry to foodservice establishments? If so, we would love to include your company's contact details on our website and promote your offerings through our foodservice initiatives! Contact Jacquie Sullivan at [jsullivan@fayeclack.com](mailto:jsullivan@fayeclack.com) for more information on how to sign up.



## Interested in joining Homegrown Ontario?

Are you a retailer, restaurant, processor or supplier that wants to be confident that you are offering your customers Ontario meat and poultry? Join the more than 315 retailers, foodservice establishments, processors and suppliers who are doing just that. Homegrown Ontario has established strict criteria with respect to what can be defined as Homegrown Ontario meat or poultry. Those wishing to participate in the program must sign agreements promising to abide by the established criteria. Retailers and foodservice establishments wishing to label meat as Homegrown Ontario must ensure that the product was purchased from an approved Homegrown supplier.

For more information please visit the trade section of our website at [homegrownontario.ca](http://homegrownontario.ca) or contact John Iacobucci, trade specialist, at 416-840-0627 or [john@homegrownontario.ca](mailto:john@homegrownontario.ca).

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[homegrownontario.ca](http://homegrownontario.ca)