

## C. Case Study

### Guelph Wellington Local Food – Taste Real

Guelph-Wellington Local Food in Ontario started a Taste Real program in 2011, an initiative to support local businesses, farms and producers. The program was designed as a stakeholder engagement initiative working to continually connect consumers and food tourists to these resources, making it easy to bring food directly to the table. 45 stakeholders were initially represented at planning meetings, with the explicit goals of: 1. Build upon the local food network through engagement; 2. Promote infrastructure and distribution network development; 3. Develop and deliver products, services, and experiences; and 4. Facilitate the transfer of knowledge, skills, and best practices.

The primary outputs of the program are a food map and a resource to help identify local food related events. The local food map is produced annually and is available in hard copy at a number of local businesses and is available online. The resource is a map of local food businesses and services including farms, farmers' markets, restaurants, retailers & distributors, catering & and prepared food, breweries, and wholesale. The map operates as an informational tool for the community on all food assets present, providing both their location, operational information, and services offered. Importantly, Taste Real manages an online [Ontariofresh.ca](http://Ontariofresh.ca) website portal, where food services are able to create a profile to showcase their local food to the community, and where the community is able to search for local food services. A number of success stories are available on the Taste Real website that explain how this type of community food mapping program is increasing food awareness, healthy eating, and benefitting local business

The following graphics show (a) some clippings from the Taste Real Local Food Map, and also (b) the tool for searching a database of local foods available in nearby communities.

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