

Grey Bruce Food Distribution Alliance

Project Title:	Grey Bruce Food Distribution Alliance
Project Abbreviation:	2015GBFDA
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Project Lead:	Collaboration of producers in Grey and Bruce county
Project Sponsor:	Growing Forward II
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Theme and objective

In Grey and Bruce County, the lack of distribution infrastructure limits the ability of producers to scale up their production, while the lack of sufficient supply also limits the economic sustainability of a distribution system. Amongst producers and food system advocates, this conundrum is known as the "chicken and the egg" problem of rural areas. To overcome this, production and distribution constraints have to be overcome simultaneously, such that producers have a venue for an increase in the volume of production while distributors have sufficient revenue to be viable.

In this collaboration, a core team was formed consisting of two producers and two processors. Two already have experience in distributing goods in this area, through a CCSA or with direct orders. Together, we are interested in scaling up production and developing a distribution system for our goods. The collaboration wants to explore the potential to enter a new market by delivering healthy food to three target groups

- the increasing population of retirees that are moving to Grey and Bruce and
- professionals that would like to eat healthier but have too little time to shop and cook for themselves on a regular basis
- local restaurants and retailers

The project aims to develop a group business plan with three main lines of work:

- A market analysis of the customer base
- A group business plan for implementing the distribution alliance, including
 - Mapping of production capacity (current and projected) and post-harvest handling infrastructure
 - Implementation options
 - 5 year implementation strategy
 - Scaling up needs assessment at the producer level

The business plan was finalized in 2015, and put to a test. In 2016, Eat Local Grey Bruce incorporated and started operations in July (see website: eatlocalgreybruce.ca). The original business plan can be downloaded at <https://drive.google.com/open?id=0B6ieiWPahqUZSXBnTGQ2Q1BGNUU>. Most aspects are still relevant and this plan provides a good guidance for start-ups.