

# The Farm Produce Industry: a Problem and a CED Solution



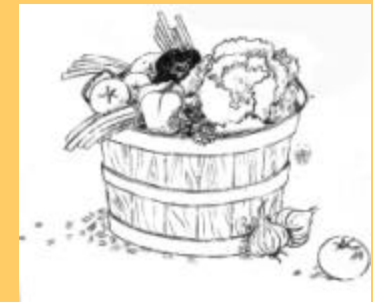
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Illustration : Marc Mongeau, from l'Envert de l'Assiette, Un enjeu alimen...Terre by Laure Waridel. - Art : Nathalie Lapierre.



# The Farm Produce Industry: A problem or a CED solution?

- 1 - The Québec Farm-Produce Industry: Some Problems
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## The Farm Produce Industry: A problem or a CED solution?

### 1 - The Québec Farm-Produce Industry: Some Problems



## 1 - The Québec Farm-Produce Industry: Some problems

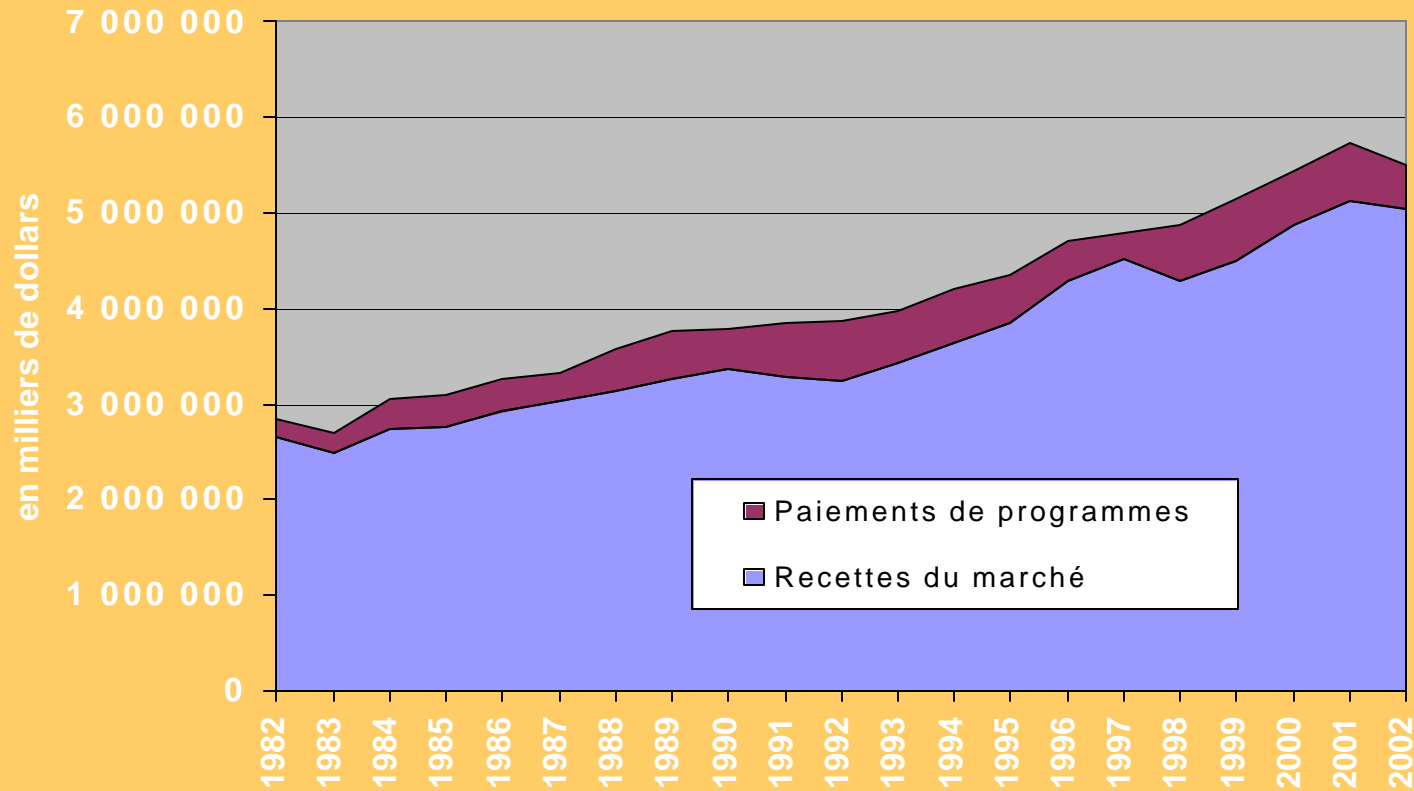
### 1.1 Production

- Number of operations and agricultural surface area (Québec)
  - In 1900: 200,000 agricultural operations;
  - In 1960: 100,000 agricultural operations, 53 hectares;
  - In 2002: 30,000 agricultural operations, 109 hectares;
  - In 2001, 1600 of the largest operations produce 35% of Québec's agricultural market value



# 1 - The Québec Farm-Produce Industry: Some problems

## Evolution of Québec agricultural income

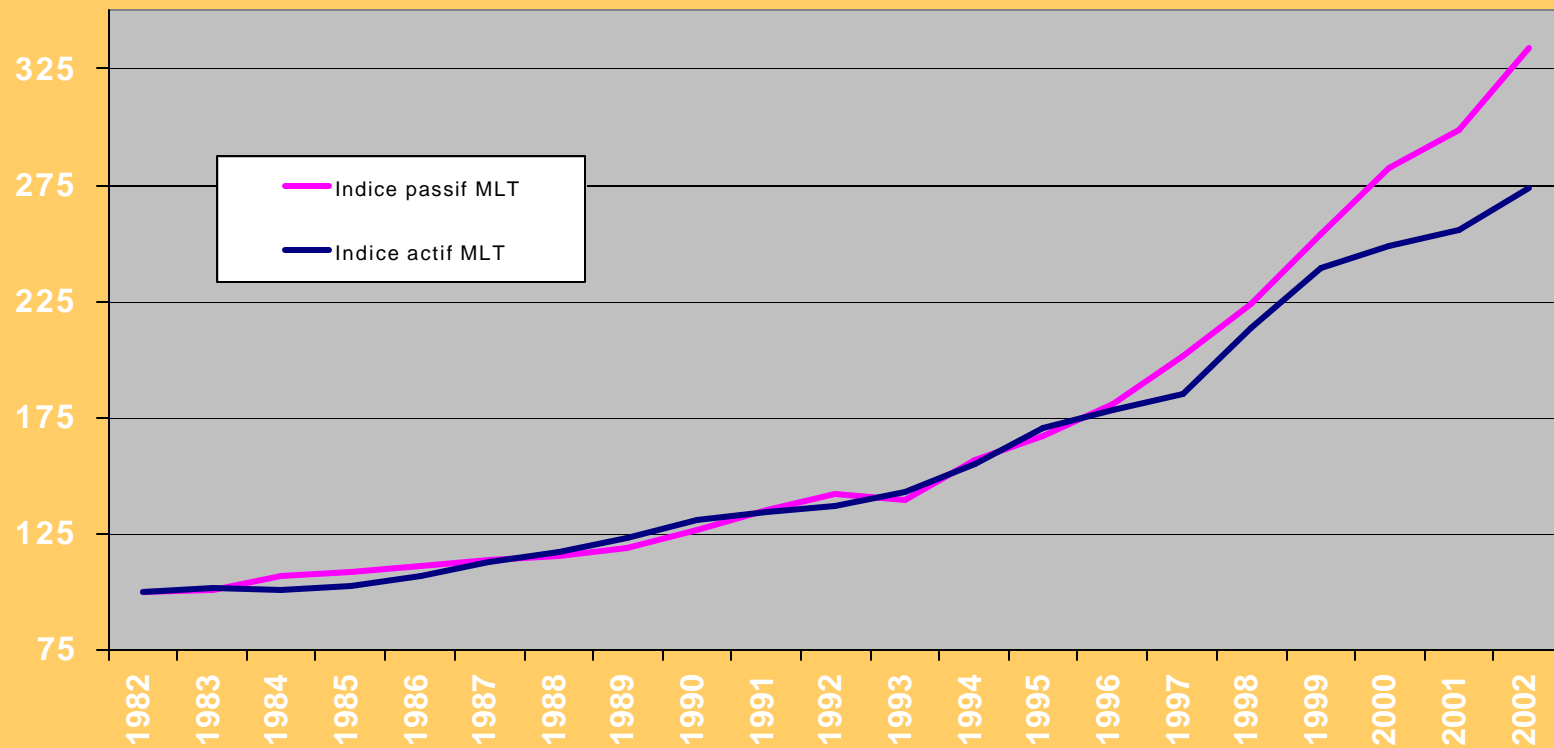


Taken from a presentation to the UPA regional council, November 19, 2003



# 1 - The Québec Farm-Produce Industry: Some problems

## Evolution of agricultural debt and assets in Québec

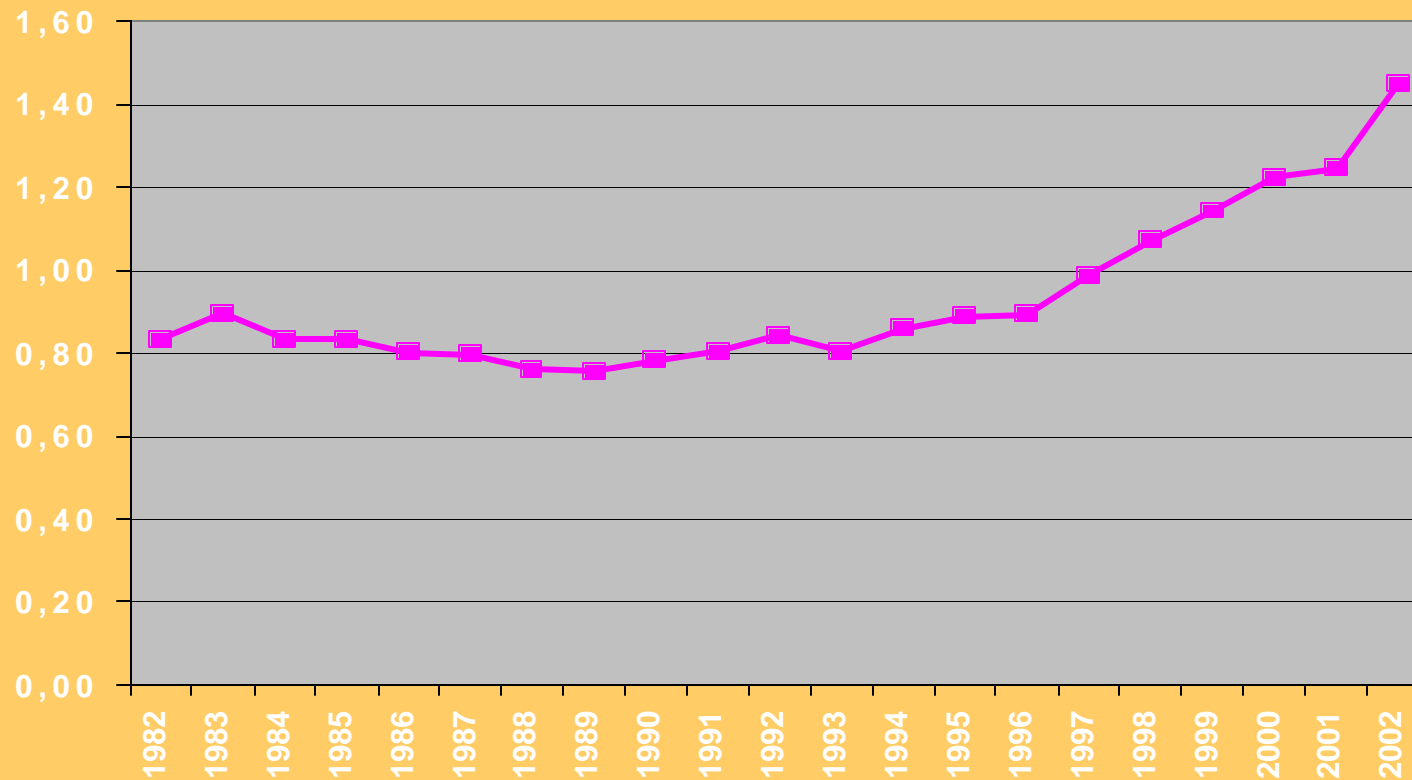


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## 1 - The Québec Farm-Produce Industry: Some problems

### Evolution of the agricultural debt/income ratio (Québec)



Taken from a presentation to the UPA regional council, November 19, 2003



## 1 - The Québec Farm-Produce Industry: Some problems

### 1.2 Distribution

- 82% of food sales in Québec are made by Métro, Loblaws and Sobeys;
- Impact on suppliers (ex.: after the purchase of Provigo by Loblaws, greenhouse produce comes now mostly from Ontario);
- A study by the Public Health Department reports that «dépanneurs» (convenience stores) are twice as common in low-income neighbourhoods in Montréal;
- In 1998, 35% of low-income households and 14% of medium-income households suffered from food insecurity.



## 1 - The Québec Farm-Produce Industry: Some problems

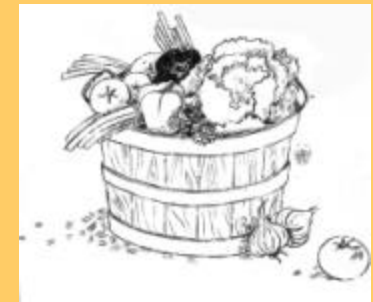
### 1.3 Processing

- In 1998, the 4 biggest businesses in the 4 main processing sectors (fresh milk, processed milk, fruits and vegetables, meats) represented more than 2/3 of the market.
- For each dollar spent on food in the United States, Altria (Philip Morris) makes 10¢ -- more than what all the farmers together make



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### **3 - The Québec Farm-Produce Industry: Some Solutions**



## 3 - The Québec Farm-Produce Industry: Some Solutions

### Community Supported Agriculture (CSA): What is it?

- Delivery, by the farmer, of a basket of local, organic fruit and vegetables, delivered in a neighbourhood, for 20 weeks
- Pre-purchase by the consumer of her or his share of the harvest



## 3 - The Québec Farm-Produce Industry: Some Solutions

### CSA : 4 Basic Principles

1 - Only local;

2 - Only organic;

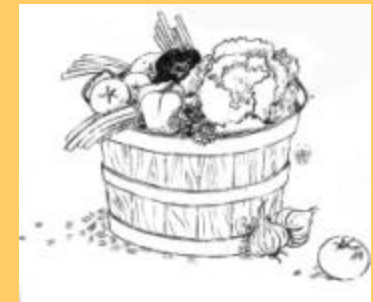
3 - Shared risk and benefit;

The consumer pre-pays;

The producer commits to do what's required to produce quality, abundant, diversified produce and to deliver it;

4 - Social Commitment

Various activities are planned to build a relationship of trust and based on solidarity.



## 3 - The Québec Farm-Produce Industry: Some Solutions

### CSA: An overview of the Network's evolution

- 1995: 1 farm and 25 partners
- 1996: 7 farms and 250 partners
- 1997: 15 farms and 500 partners
- 1998: 27 farms (including 2 associates) and 1300 partners
- 1999: 32 farms (including 6 associates) and 1600 partners
- 2000: 46 farms (including 8 associates) and 2300 partners
- 2001: 53 farms (including 13 associates) and 4000 partners
- 2002: 53 farms (including 9 associates) and 4000 partners
- 2003: 67 farms (including 17 associates) and 4200 partners
- 2004: 84 farms (including 15 associates) and 6000 partners



## 3 - The Québec Farm-Produce Industry: Some Solutions

- **CSA: Impacts for Citizens**
  - Access to high quality, fresh produce;
  - Means to eat organic at an affordable price (+10% compared to regular supermarket prices);
  - Direct relationship with the “family farmer”;
  - A daily contribution to local development;
  - Strengthened community ties and discovery of organic agriculture;
  - **Limitations**
    - Pre-payment (shared risk)
    - Standard basket
    - Set delivery time and location



## 3 - The Québec Farm-Produce Industry: Some Solutions

- **CSA: Impacts for Producers**
  - Planned and guaranteed market for the season;
  - Income early in the year = financial security;
  - Reduced losses in the field;
  - CSA model adapted to the diversification of production;
  - Shared risks and benefits with citizens;
  - Community bond with citizens;
  - Belonging to a network of CSA farms.
  - **Limitations:**
    - Diverse and extended harvest
    - Communication efforts
    - Organization of deliveries



## 3 - The Québec Farm-Produce Industry: Some Solutions

### CSA: A Wide Variety of Farms

- Land surface / surface dedicated to market gardening: 9 to 80 ha / 0.5 to 9 ha
- Number of full-time workers: 0.2 to 6
- Years of experience in organic agriculture: 1 to 25
- Price/week of a basket (2 people): \$18 to \$25
- Number of shares/farm: 15 to 450.





## 3 - The Québec Farm-Produce Industry: Some Solutions

### CSA: What Does Équiterre Do?

- Public Information
  - Annual launch of the new list
  - Answers for media
  - Presence in conferences, expositions and trade fairs
- Information for partners
  - Publication of the liaison newsletter
- Start-up support and follow-up with farmers of CSA projects
  - Start-up meeting
  - Evaluation
  - Organization of information meetings and farm visits
- Coordination of the network
  - Establishment and control of criteria
  - Development of tools



## 3 - The Québec Farm-Produce Industry: Some Solutions

### Organic Daycares: What are they?

- A food-based connection between farms and Early Childhood Centres;
- A pilot project involving:
  - Farm visits
  - An educational kit for centre workers
  - Information for parents
  - A drop-off point for parents





## 3 - The Québec Farm-Produce Industry: Some Solutions

### Organic Daycares: Problems addressed by the project

- Children are more vulnerable to pesticides;
- The connection between urban dwellers, their food and agriculture is diminishing in a context of increasing concentration;





## 3 - The Québec Farm-Produce Industry: Some Solutions

### Organic Daycares: Evolution of the Project

- 2002: 5 Early Childhood Centres (ECC)
- 2004: 14 ECC, of which 3 will also be drop off points for families





## 3 - The Québec Farm-Produce Industry: Some Solutions

### Organic Daycares: Impacts

#### For the ECCs

- Marginal additional costs (0% à 4%);
- Fits well with their educational mandate

#### For the children:

- Better understanding of where their food comes from (fruits and vegetables) and the usefulness of insects in agriculture;
- Knowing their family farmer;
- Reduced consumption of food contaminants.

#### For the farmers:

- Rewarding for producers, adding to the value of their work;
- Allows for the possibility of a food connection with the parents via the ECC.





## 3 - The Québec Farm-Produce Industry: Some Solutions

### Organic Daycares: Diversity of ECCs and Équiterre's role

- Diversity:
  - Home-based daycares (9 children)
  - ECCs with 45 children
  - ECCs with 200 children
- Équiterre's Role
  - Facilitate the establishment of the food connection (accompaniment)
  - Develop and distribute educational tools
  - Produce a guide (document the experience) and distribute it
  - Media relations





# The Farm Produce Industry: A problem or a CED solution?

## Équiterre

- **Mission:** Contribute to building a citizen movement by promoting individual and collective choices that are both ecological and socially just.
- **Équiterre's programs**
  - Ecological Agriculture
  - Fair Trade (North-South economic relationships)
  - Energy Efficiency
  - Sustainable Transportation



**Thank you for your attention and  
participation**

