



How to Increase Local Sales

We sent a survey to food producers, processors, distributors involved in local and sustainable food across Ontario, Canada.

We heard back from 187* operations connected to **food hubs**.

Here's what we learned about **how to increase local sales**

Food hubs are actual or virtual spaces that collect and distribute food to processors, retailers, restaurant and/or consumers.

Food hubs can also provide space for other activities including food preparation, handling, processing, education and/or training.

*Our overall sample was 187; response rates for each question may be lower or slightly higher

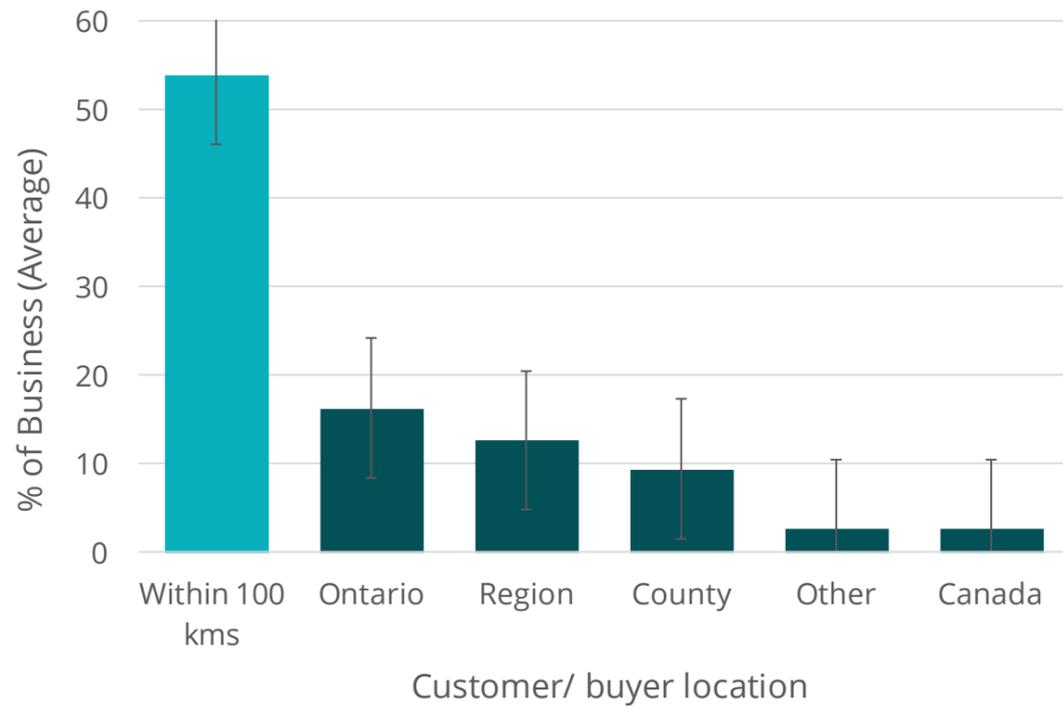
Almost all respondents wanted to **increase local sales**. (n=127)



Local sales are a key source of business

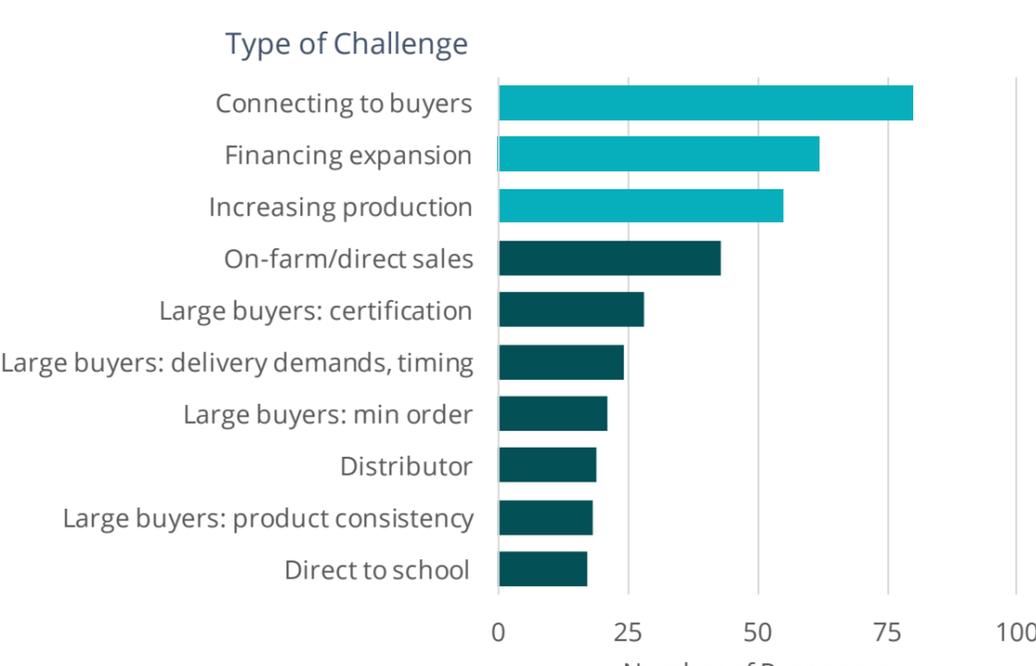
Across all respondents, **customers and buyers within 100km** provided about **half of all business**.

Province, region, and county were also important majority sources of customers/ buyers. (Based on n=122 responses)



There are challenges to local expansion and...

Greatest challenges in **expanding local sales** were **connecting to buyers, financing expansion, increasing production**.

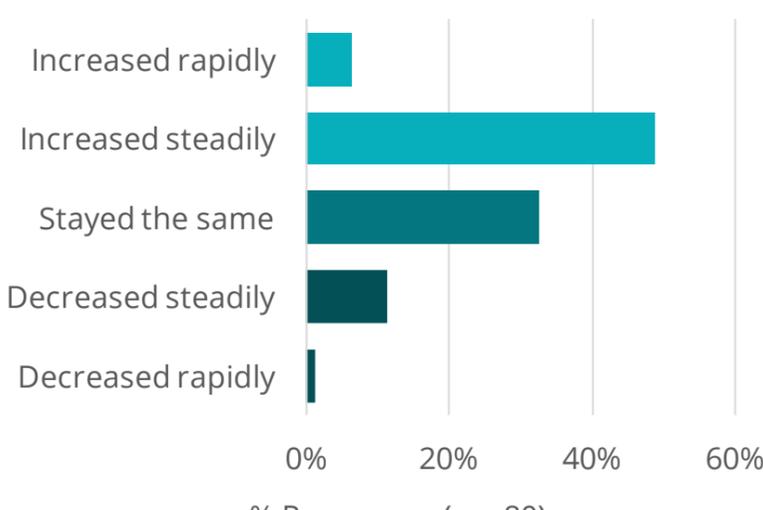


...emerging opportunities among small- & mid-size suppliers

Over the life of respondents' businesses, the **number of small and mid-sized suppliers** has:

- Increased** for about half of respondents.
- Stayed the same** for about a third.
- Decreased** for only for a minority.

of small and mid-sized producers, suppliers and buyers we purchase/procure from has:



Over the life of respondents' businesses, the **total value of purchases from large-scale suppliers** has:

- Increased steadily** for about 2 in 5 respondents.
- Stayed the same** for about half of respondents.
- Decreased** for only for a minority.

Learn more about Ontario food hubs and sustainable food:

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