



April 12, 2021

To: Mayor Sandy Brown and Members of Orangeville Council

Re: HEADWATERS FARM FRESH GUIDE 2021

On behalf of Headwaters Food and Farming Alliance (HFFA) , we would like to thank you for your contribution in making our 2020 Headwaters Farm Fresh Guide a great success.

We are writing to you on this first anniversary of the COVID-19 pandemic. Little did we all know that last year's letter requesting funds for our guide would be so quickly outdated. With your help and in spite of everything, we were very successful with the 2020 Farm Fresh Guide. We added new farms, new information such as order online, and successfully distributed 45,000 copies in the summer issue of In the Hills magazine with an small overrun for further distribution.

Here is the Pandemic Paradox. The guide became an even more important tool for many people to source their food. The pandemic brought to the surface issues with food security and access. More people wanted to know where their food came from, who their local farmers were and how to acquire fresh, healthy food safely during COVID-19.

Some clever farmers in your area stepped up early on in March and April last year to provide food to their customers. They set up online stores, sourced food from neighbouring farms and created food boxes for contactless pick up. Many worked day and night to feed their communities and their growing demand. When the initial rush calmed down, they found that new customers were hooked on buying local.

The guide has become more essential than ever. Signe Ball of In The Hills Magazine, who publishes the guide and hosts the online version, reports that the number of page views on [headwatersfarm-fresh.ca](https://headwatersfarm-fresh.ca) spiked 174% in 2020 (4,970) over 2019 (1,817) with the pandemic. So far, 2021 appears to be on track to set another record. More people are discovering the Farm Fresh Guide and continue to source food there.

With all that good news and the explosion in local interest in local food, we are respectfully requesting \$500 to help cover the costs of an overrun of 5,000 print copies of this essential community asset.

---

**Headwaters Food and Farming Alliance**  
**% Headwaters Communities In Action 246372 Hockley Road, Mono, ON L9W 6K4**  
**info@hffa.ca**

If you have any questions, please do not hesitate to contact us by emailing [info@hffa.ca](mailto:info@hffa.ca).

Please find attached more information below about Headwaters Food and Farming Alliance and their many projects to create a safe, healthy and knowledgeable local food system, including our Farm Fresh Guide and how it came to be.

We thank you for your support and look forward to collaborating with you in the coming years on local food and farming initiatives.

Yours sincerely,

Marci Lipman  
Co-chair of HFFA

Karen Hutchinson  
Member of HFFA Coordinating Hub

Headwaters Food and Farming Alliance (HFFA) is a community based collaborative project that is focused on creating a healthy and sustainable food system in Dufferin County and the Town of Caledon since 2012. HFFA is a project of Headwaters Communities in Action (HCIA). It is managed by an organizing committee with representatives from: Agricultural & Food Sector (3 votes); Business, Culture & Tourism (3 votes); Community Representatives (2 votes); Education (1 vote); Environmental Specialist (1 vote); Headwaters Communities in Action (1 vote); Municipal council representative (1 vote); Public Health (1 vote); and Stakeholders at Large (4 votes). HFFA has a number of projects including: Headwaters Food Charter and Action Plan launched in 2017; Farm to School Programs launched in 2014; Headwaters Farm Fresh Guide; a bi-monthly newsletter and various events and fundraisers. Our work is built on a strong foundation that includes: Headwaters Food Summits in 2012 and 2013 resulting from HCIA's Community Well-Being Report priorities; a commission report on *Growing the Food System within Headwaters Region* in 2013; and, a lengthy public process to develop the Food Charter and Action Plan from 2015 to 2017. Visit [headwatersfoodandfarming.ca](http://headwatersfoodandfarming.ca)

As part of HFFA's mandate and commitment to promote the Headwaters Food Charter, we are currently working on the 2021 edition of the Headwater Farm Fresh Guide. This essential community initiative supports the local producers and food businesses in Headwaters. The guide has been in existence since 2011 when it began as the Dufferin Farm Fresh Guide organized by Marci Lipman. It joined with Headwaters Food and Farming Alliance (HFFA) and then in 2017 with In the Hills Magazine under Signe Ball. In 2017, it became the Headwaters Farm Fresh Guide and was expanded to include all of Headwaters. A copy of the guide has been included in the summer issue of In The Hills Magazine since 2017, with an additional number of stand-alone copies printed and distributed to farms, markets and other key drop points. In addition to print copies, the guide is web and mobile friendly and hosted by In The Hills. Visit [headwatersfarmfresh.ca](http://headwatersfarmfresh.ca)

---

**Headwaters Food and Farming Alliance**  
**% Headwaters Communities In Action 246372 Hockley Road, Mono, ON L9W 6K4**  
**[info@hffa.ca](mailto:info@hffa.ca)**