

March 1, 2012

Opportunities Waterloo Region (Opportunities) is an incorporated registered charity, with a region-wide poverty prevention and reduction mandate. We act as a regional convener, engaging multi-sectors of the community and facilitating the efforts necessary to develop and implement comprehensive, community-owned solutions to complex challenges. Our goal is to provide people with opportunities to prosper and reach their fullest potential while strengthening the community in which we live.

In December 2011, Opportunities received funding from the J. W. McConnell Family Foundation to conduct a Waterloo Region Food System Assessment. **The purpose of the assessment is to scan the current “farm-to-table” food chain in the Region - which includes producers, processors, distributors, consumers, educators, and policy makers – to determine both the existing and the potential demand for locally-produced, healthy food.**

Working in conjunction with the Region of Waterloo’s Department of Public Health, the Wellington-Waterloo Community Futures Development Corporation, and other significant partners, Opportunities is now conducting 40-minute telephone interviews with key informants to collect data for this assessment.

Please review the following questions prior to the telephone interview. We encourage you to be as open and forthcoming as possible. We assure you that while the information you provide will be included in our report, we will not be attributing specific remarks to any one person. If you cannot answer a specific question because you are not familiar with that particular topic or issue, just move on to the next question.

Name: _____

Title: _____

Organization: _____

Do we have permission to include your name and organization on a List of Contributors that may appear in the Appendix to our report? **YES** _____ **NO** _____

Let’s Talk About Demand

- (1) Based on your knowledge and experience, what are the current demands in Waterloo Region for healthy, locally-produced foods?

What individuals, groups, institutions, or conditions are driving these current demands?

- (2) Based on your knowledge and experience, are there buyers in Waterloo Region who could influence future demand for healthy, locally-produced foods?

If yes, who are the individuals, groups, or institutions that might drive this increased future demand?

- (3) Based on your knowledge and experience, what will future demand for healthy, locally-produced foods look like?

What types of products will be in demand? Where will these products need to be sold? Will buyers be willing to pay more for them?

Let's Talk About Supply

- (4) Based on your knowledge and experience, in order to meet future demand for healthy, locally-produced foods, what changes need to take place in terms of products and suppliers?

Will shifts in production, processing, distribution, training, financing, licensing, or marketing need to take place to supply consumers with what they will want in the future? If yes, what will those shifts look like?

Will policy, regulatory, or zoning changes need to take place along the supply chain? If yes, what will those changes look like?

- (5) Based on your previous answers, do future development projects come to mind?

Do business opportunities exist whereby social enterprises and small-to mid-sized enterprises could be started or expanded along the supply chain?

Let's Talk About Partnerships

- (6) What sectors within Waterloo Region (from amongst business, government, non-profit organizations, community groups, and individuals) need to work together to meet future demand, and what would those collaborations look like?

Who should lead those collaborative processes? Who should finance them?

Final Questions

- (7) Is there anything related to developing Waterloo Region's food system that we haven't asked about, but you would like to comment on?
- (8) Are there other individuals or groups we should interview? If so, who should we interview and why?

Thank you for your contribution to this exciting project. We appreciate both your time and your input.

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Opportunities Waterloo Region ignites community action and leadership to create bold solutions that reduce and prevent poverty through multi-sector collaboration, advocacy and education.

A Vision for Waterloo Region.... A Community of Opportunity!

We have a vision of a caring community with social and economic well-being for all.... where people care about each other; children are cherished; diversity is valued; food, housing and health care are secure and affordable; employment is meaningful and adequately compensated; education and training are available life long; opportunities for participation in community life are accessible and abundant. It takes an entire community to make the vision a reality. Residents, businesses, voluntary and public sector organizations create innovative opportunities and solutions. We all have a part to play.