

*From the Earth's Floor to the Retail Store:*  
**Capturing Local Food Opportunities**

Tuesday, December 4, 2007 • Scugog Community Centre • Port Perry, ON  
1655 Reach Street

**AGENDA**

- 8:30 a.m. Registration**
- 9:00 a.m. Welcome and Opening Remarks**
- Harold Flaming, Executive Director, TORC
- 9:15 a.m. - 10:30 a.m. Setting the Stage**
- What's Happening in Retail: *Helen Prinold, OMAFRA*
  - Trends and Current Research: *Elbert van Donkersgoed, GTA-AAC*
- 10:30 a.m. – 10:45 a.m. Refreshment Break**
- 10:45 a.m. – 12:30 p.m. Making it Happen – Success in Reaching Retail**
- Matt Duke, Terza Farms, *Thornloe*
  - Evan MacDonald, Village Grocer, *Unionville*
  - Tom Coleman, Algoma Orchards, *Durham Region*
  - Chef Roberto Fracchioni, The Millcroft Inn & Spa, *Alton (Caledon)*
- 12:30 – 1:30 p.m. Lunch**
- 1:30 – 3:00 p.m. Innovations – Rebuilding the Middle**
- Mark Trealout – Kawartha Ecological Growers
  - Peter Katona – Foodlink Waterloo Region
  - Wayne Brittenden - University of Guelph
  - Dan Taylor – Local Food System Project, *Prince Edward County*
- 3:00 – 3:45 p.m. Roundtable Discussions**
- Facilitated roundtable discussion
- 3:45 – 4:00 p.m. Wrap Up**