

# CREATING AN ONTARIO-WIDE FOOD MOVEMENT

September 14, 2020



# AGENDA

RESEARCH

STRATEGY

CREATIVE

YEAR ONE PLAN

BUDGET

DISCUSSION



*Objective*

# **CREATE AN ONTARIO-WIDE FOOD MOVEMENT**

## *The Opportunity*

**THOUGH VARIOUS ORGANIZATIONS ARE ENGAGING  
IN CONVERSATIONS WITH CANADIANS,  
THEY REMAIN FOCUSED ON THEIR OWN VERTICAL.**

**DEMONSTRATE TO ONTARIANS WHY THEY SHOULD  
SELECT ONTARIO-GROWN FOODS.**

# THE INSIGHT

**“SHARED VALUES ARE 3-5 TIMES MORE POWERFUL THAN FACTS WHEN IT COMES TO EARNING TRUST.”**

*- The Canadian Centre for Food Integrity*

We need to steer the conversation around **Ontarians' common values**, rallying behind a local food movement, and in turn presenting an opportunity to educate people about the food they buy and eat.

# WHAT CANADIANS VALUE

## CONCERNS ON LIFE ISSUES



*Rising cost of  
food*



*Keeping healthy  
food affordable*



*Rising health care  
costs*

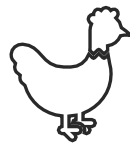
## CONCERNS ON FOOD SYSTEMS



*Food safety*



*Climate change*



*Humane  
treatment of  
animals*



*Having enough  
food  
to feed Canada*

Across life issues and food systems, there are three core concerns:

1. SAFETY
2. QUALITY OF LIFE
3. SUSTAINABILITY

A large crowd of people is gathered at a scenic overlook of a waterfall. The people are standing on a paved walkway with a metal railing, looking towards the waterfall. In the foreground, there are large green plants with red flowers. A large white bird is flying in the sky above the waterfall. The text "BUT WHAT DO ONTARIANS VALUE?" is overlaid in the center of the image.

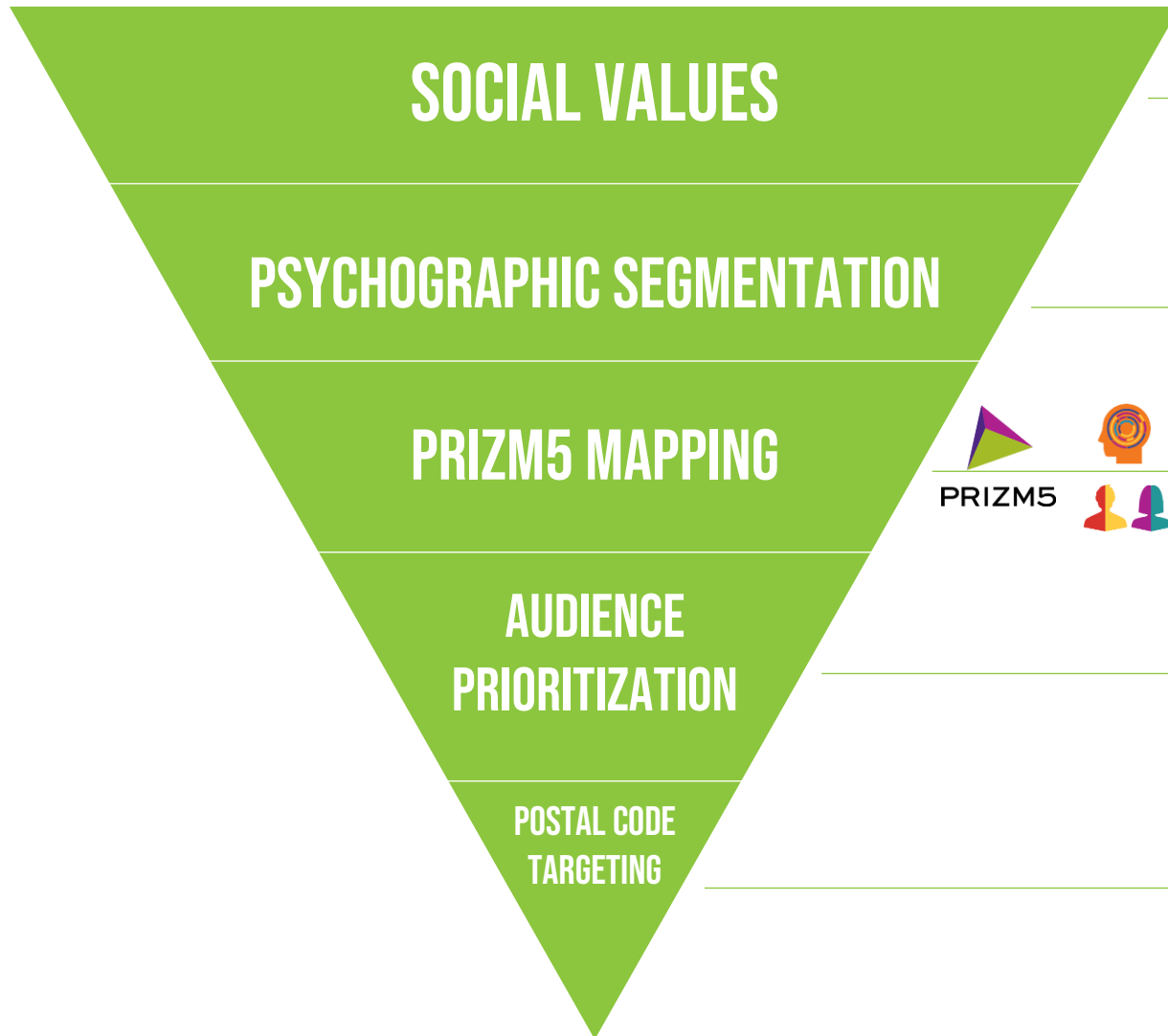
# BUT WHAT DO ONTARIANS VALUE?

# DEFINE





# RESEARCH APPROACH AND METHODOLOGY



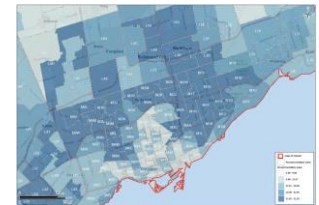
Social values were identified using an analysis of the current landscape, including relevant existing research to determine environmental, community, and societal values that matter to Ontarians which were included in our custom survey

A survey was conducted among n=1,000 Ontario residents, provincially representative, to understand their social values, opinions on agricultural issues, demographic and psychographic information

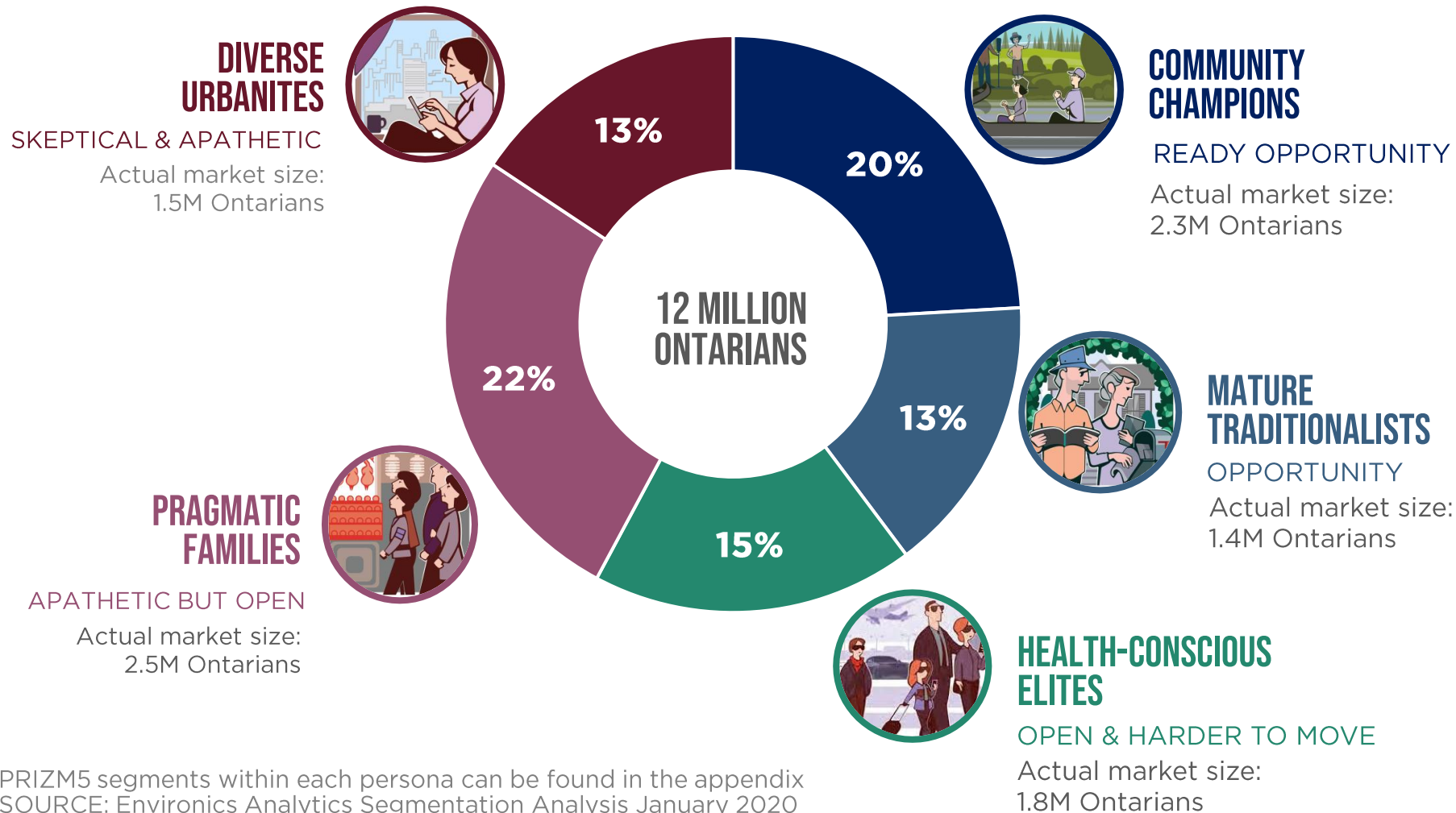
The survey responses were appended to 51 Environics PRIZM segments, or all PRIZM segments in Ontario, with relevant SocialValues and DemoStats appended. Based on the analysis, 6 audience segments were created

The audience segments were analyzed based on their opinions on agriculture issues, social values, demographics and geographic locations and were then prioritized into support, persuadable and reach audiences

FSA information for each of the audience segments will be used for hyper-specific geo targeting



# THE FOLLOWING SEGMENTS HAVE BEEN IDENTIFIED BASED ON DIFFERENCES IN DEMOGRAPHICS, GEOGRAPHY, AND PERCEPTIONS TOWARDS ISSUES IN AGRICULTURE IN ONTARIO



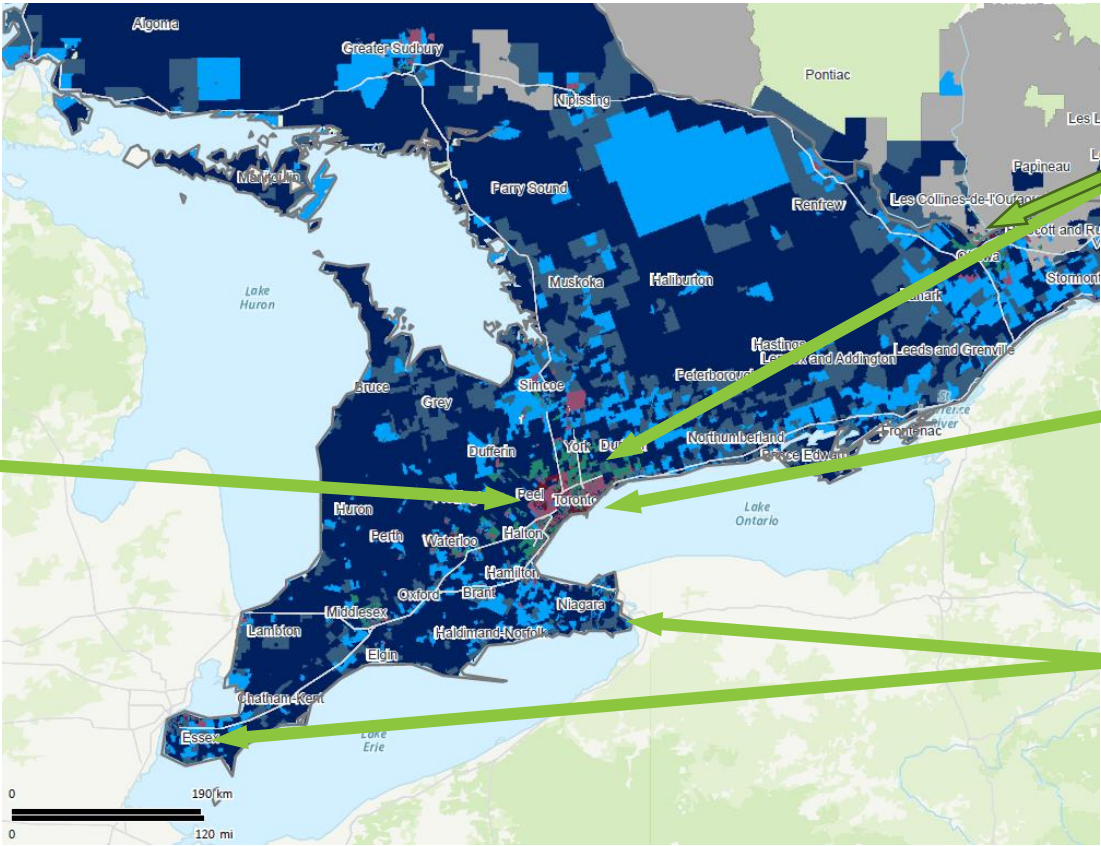
**83% OF ONTARIO POPULATION**

PRIZM5 segments within each persona can be found in the appendix  
 SOURCE: Environics Analytics Segmentation Analysis January 2020

# A CORRELATION BETWEEN URBANITY AND AFFILIATION TO AGRICULTURE

## Geographical Distribution

### ONTARIO



**COMMUNITY CHAMPIONS**



Found in rural areas

**PRAGMATIC FAMILIES**



Located largely in the GTA, but outside of Toronto

**HEALTH-CONSCIOUS ELITES**



Located in and around urban centres

**DIVERSE URBANITES**



Concentrated in Toronto

**MATURE TRADITIONALISTS**



Reside in smaller towns throughout the province

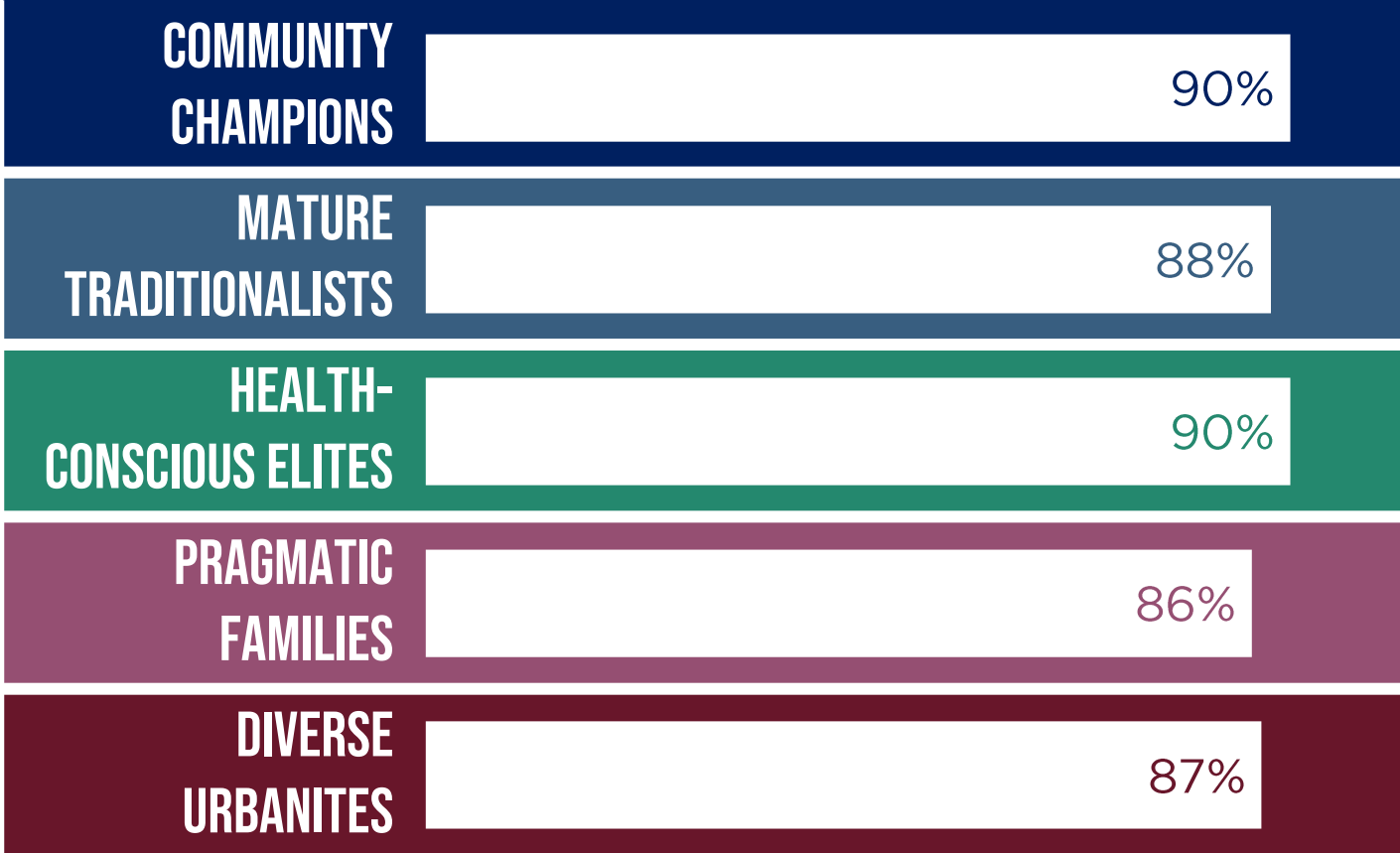
SOURCE: Environics Analytics Segmentation Analysis January 2020

# ONTARIANS ARE PROUD OF THEIR PROVINCE – AND THIS IS TRUE OF ALL SEGMENTS

## Ontario Pride

9 in 10  
Ontarians  
are proud  
to live in  
Ontario

[88% strongly/somewhat agree]



STRONGLY/  
SOMEWHAT  
AGREE

Base: Total sample (n=1001)  
Q9. Please indicate how much you agree or disagree with the following statements about the agriculture industry in Ontario.  
[5-pt scale: Strongly agree - Strongly disagree]

# PURCHASING LOCAL IS IMPORTANT TO COMMUNITY CHAMPIONS, WHILE DIVERSE URBANITES FIND ENVIRONMENTAL PROTECTION TO BE THE BIGGEST ISSUE

## Key Defining Issues

	COST & AFFORDABILITY	ENVIRONMENTAL PROTECTION	FOOD SAFETY	SUSTAINABILITY & FOOD SUPPLY	LOCALLY PRODUCED <small>(influences food choices)</small>
<b>COMMUNITY CHAMPIONS</b>	61%	67%	48%	28%	<b>52%</b>
<b>MATURE TRADITIONALISTS</b>	54%	58%	61%	33%	38%
<b>HEALTH-CONSCIOUS ELITES</b>	57%	63%	57%	28%	40%
<b>PRAGMATIC FAMILIES</b>	52%	61%	60%	24%	39%
<b>DIVERSE URBANITES</b>	55%	<b>83%</b>	49%	27%	35%

Q4: Which of the following issues surrounding agriculture are the most important in Ontario?  
 Q6: Please indicate which, if any, of the following considerations influence your food and beverage choices.  
 SOURCE: Environics Analytics Segmentation Analysis January 2020

INDEX LEGEND				
<80	80 - 90	91 - 109	110 - 120	> 120
Below Average	Average	Average	Above Average	Above Average

# UNCOVERING THE RIGHT OPPORTUNITIES

To help move Ontarians from a state of mind where they know little about agriculture and food production to where they can confidently make informed choices, we recommend prioritizing the following audiences.

← ADVOCACY

*Segment Prioritization*

EDUCATION →



**COMMUNITY  
CHAMPIONS**



**MATURE  
TRADITIONALISTS**



**HEALTH-CONSCIOUS  
ELITES**



**PRAGMATIC  
FAMILIES**



**DIVERSE  
URBANITES**

A woman with long brown hair, wearing a red and white plaid shirt and dark pants, stands in a field of tall, golden-brown grass. She is looking towards a herd of black and white cows in the background. The scene is set during sunset or sunrise, with a warm, golden light. The word "STRATEGIZE" is overlaid in large, white, bold, sans-serif capital letters across the middle of the image.

# STRATEGIZE



# OUR KEY BARRIERS

1. A growing disconnect between Farmers/Producers and consumers, which is heightened with proximity to urban centers
2. Our diverse population presents challenges to connect with consumers on an emotional level



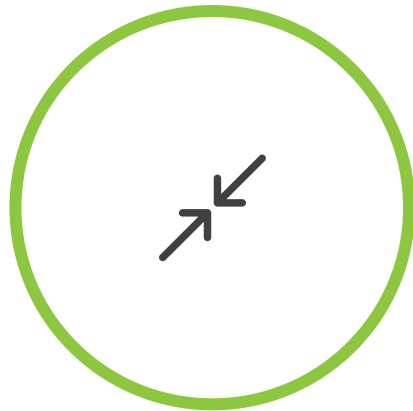


# OPPORTUNITIES

1. Bridge the relationship gap between farmers and food producers, to consumers
2. Connect with our target segments on an emotional level

# STRATEGIC APPROACH

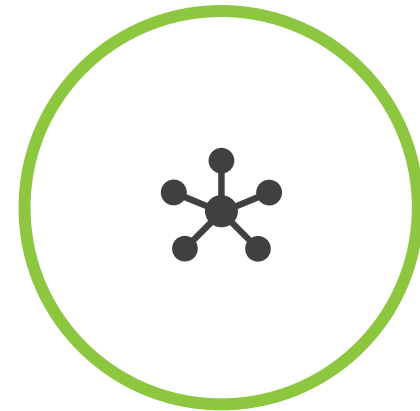
We'll leverage these opportunities through a three-pronged approach.



**BRIDGING THE GAP**



**TELLING OUR STORY**



**DISTRIBUTING OUR STORY**

*The Brand*

# BRIDGING THE GAP

# BRIDGING THE GAP

With only 1% of Ontarians working in the farming and food processing sector, the majority of Ontarians are disconnected from how food is grown and processed. But they are interested in learning more. And they want to hear this directly from the farmers and food producers.

We need to bridge the relationship gap between farmers and food producers with all Ontarians.

We will build a brand that makes Ontario farmers and food producers more relatable to the Ontarian consumer through our shared pride of Ontario. We will show how they are active contributors to the Ontarian culture.

# HOW WE'LL BRIDGE THE GAP

How we'll show Ontarians that their local farmers & food producers are active participants in the Ontarian community:

- Humanize farmers and food producers by showcasing the full lives that they lead, both off and on the farm
- How made in Ontario food is enjoyed by the community in grocery stores, restaurants, across the whole province

*Social Values*

# TELLING OUR STORY

# TELLING OUR STORY

Our research has identified the 3 core social values most Ontarians care about. And these are the social values we will use to relate Ontarians with farmers and food producers of Ontario.

To resonate with our audience on a personal and emotional level, we will target content to our different segments based on their unique social values.



**MATURE  
TRADITIONALISTS**



**HEALTH-CONSCIOUS  
ELITES**



**PRAGMATIC  
FAMILIES**



**DIVERSE URBANITES**



**COMMUNITY CHAMPIONS**

Quality & Safety

Environment

Local Economy

# QUALITY & SAFETY



MATURE  
TRADITIONALISTS



HEALTH-CONSCIOUS  
ELITES



PRAGMATIC  
FAMILIES

- Ontario's growers and producers are confidently feeding their families with locally grown foods
- Growers and producers are diverse, delivering quality through a positive and safe work environment
- Our food system is backed by a strict regulatory system that ensures our food is safe and the environment is protected
- Animals are being raised in an adequate and safe manner, leading to better quality food for your family



# LOCAL ECONOMY

- Connecting farmers and food producers in the community
- Support Ontario farm families by buying local food products
- How Ontario's growers and food producers can support a local food diet



COMMUNITY  
CHAMPIONS

# ENVIRONMENT

- Ontario farmers are stewards for the land they farm on.
- Ontario's farmers and food producers can support a range of diets
- New precision agriculture tools allow growers to monitor crops, equipment and the water - leading to a healthier planet and more sustainable agriculture.
- Technology innovations like AI are helping growers reduce food loss



**DIVERSE  
URBANITES**

# THE OUTCOME

Now that we have engaged our segments on the social values most relevant to them, we will move to our final job to be done: helping Ontarians understand why they should consume Ontario-made.

- Educate Ontarians about the different types of food grown and produced in the province across different seasons
- How consumers can identify and where they can find locally grown foods.

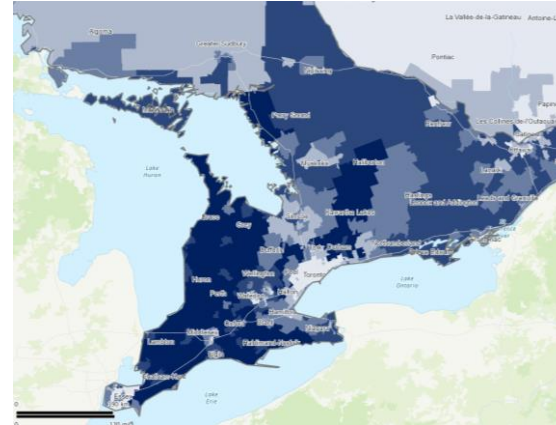
The ultimate outcome will be:  
“I can feel good about buying Ontario-grown and produced foods as they align with my own social values.”

# DISTRIBUTION STRATEGY

Geo-targeting is at the core of our campaign, and how we will activate our content with our identified segments.

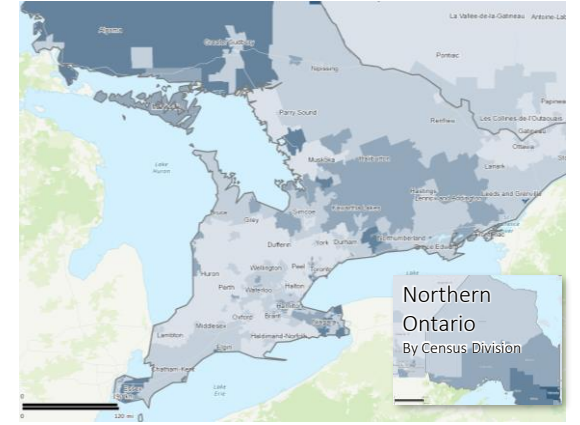
### COMMUNITY CHAMPIONS

rural areas predominantly in SW Ontario



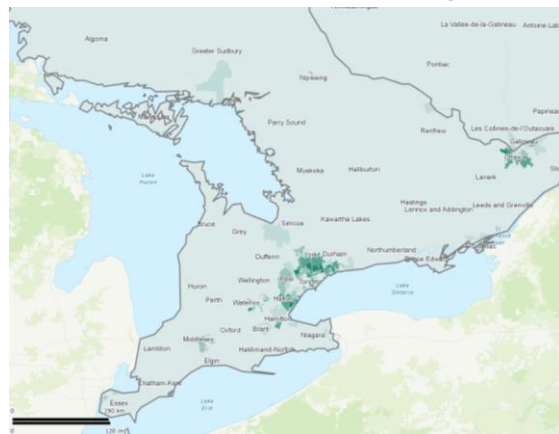
### MATURE TRADITIONALISTS

second cities and rural communities



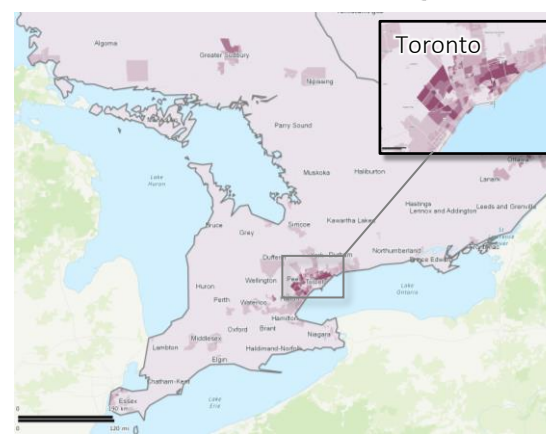
### HEALTH-CONSCIOUS ELITES

urban centres & surrounding suburbs



### PRAGMATIC FAMILIES

GTA-centric suburban neighbourhoods

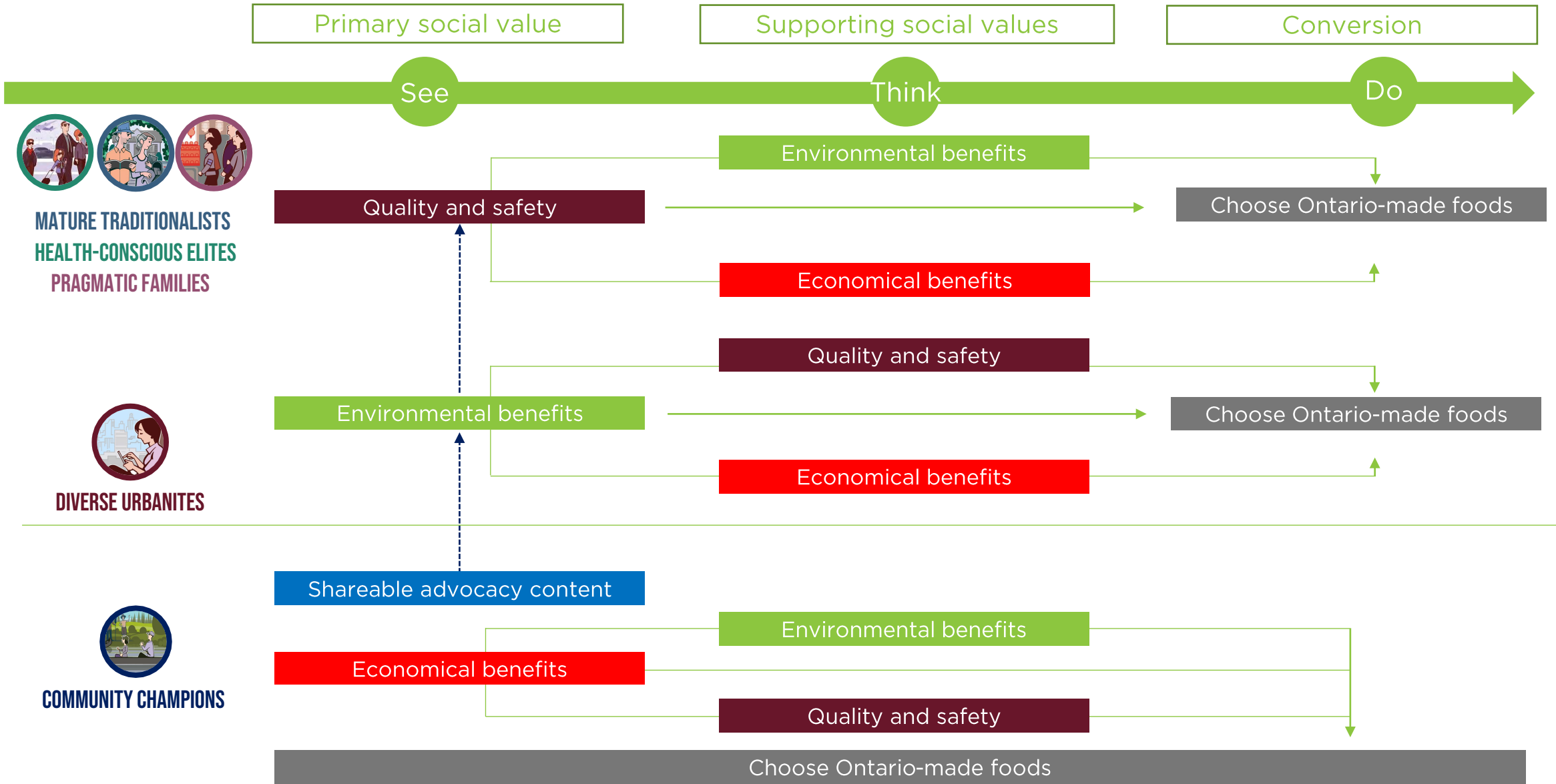


### DIVERSE URBANITES

major urban centres (Toronto/Ottawa)



Target Group Penetration by FSA (%)	
	0 - 9.9
	10 - 24.9
	25 - 39.9
	40 - 59.9
	60+



# CREATIVE APPROACH

To build an emotional connection between our target audiences and the people who produce their food, we'll establish a new brand that can live on over multiple years.

With a meaningful platform to build on, we'll have ample opportunity to engage and educate and Ontarians for years to come.



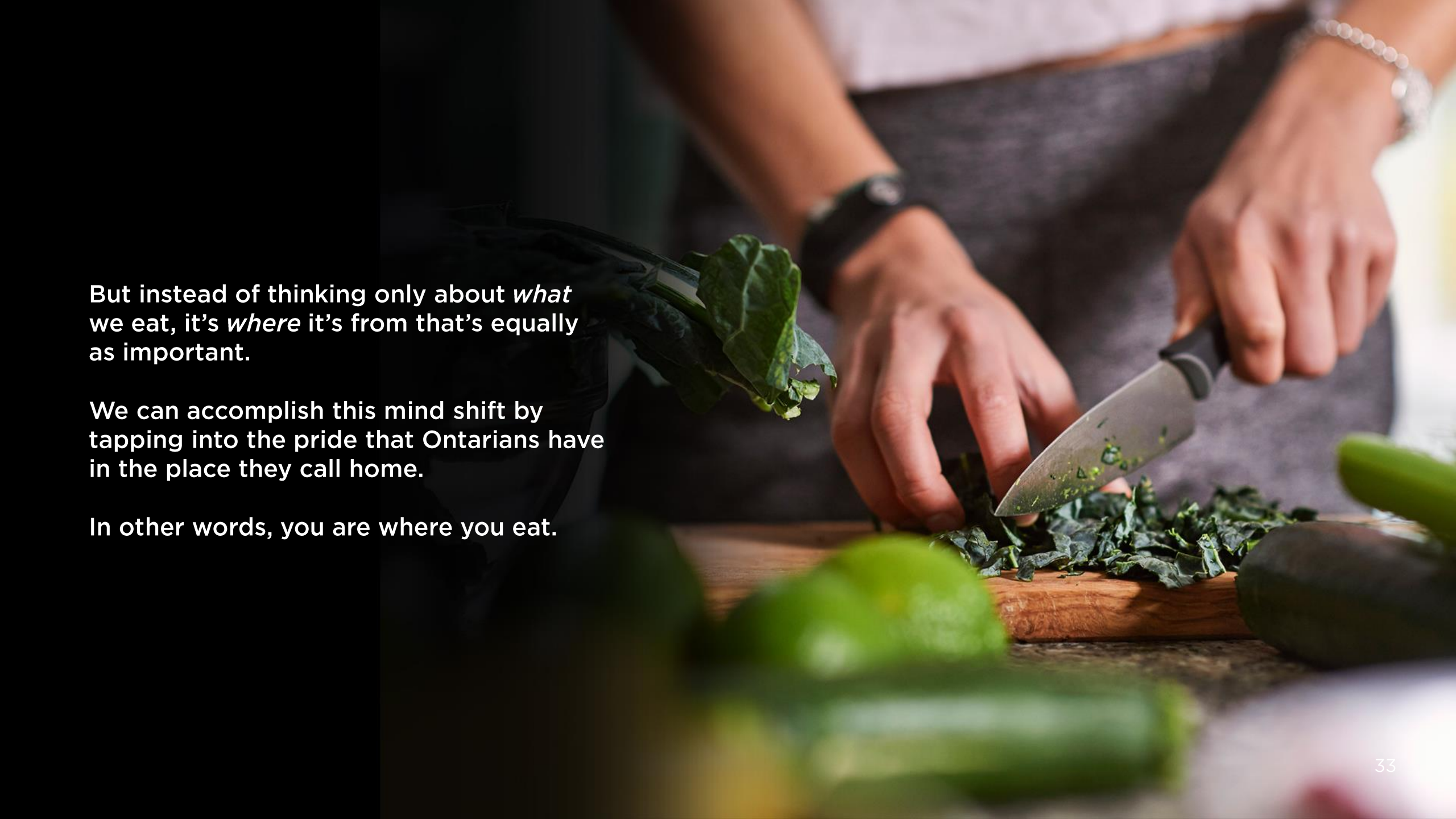
# THINKING



As Canada has developed, we've become more physically distant from where our food is being produced.

Partly because of this, our relationship with food has changed. From people trying to look better through fad diets, to specific types of eating that hold the promise of making us healthier, we all have reasons for eating what we do.





But instead of thinking only about *what* we eat, it's *where* it's from that's equally as important.

We can accomplish this mind shift by tapping into the pride that Ontarians have in the place they call home.

In other words, you are where you eat.



# GROWN FROM HOME

# THANK YOU

