



ARRELL FOOD INSTITUTE AT THE UNIVERSITY OF GUELPH
Guelph • Ontario • Canada • N1G 2W1 • (519) 824-4120
www.arrellfoodinstitute.ca

Standing Committee on Agriculture and Forestry
Senate of Canada
Ottawa, ON, K1A 0A4

RE: Bill C-281 National Local Food Day Act

Dear Members of the Committee,

It was my pleasure to meet many of you in March 2019 during your visit to the University of Guelph (U of G) to learn about what makes us Canada's Food University.

I am writing to you now regarding Bill C-281, National Local Food Day Act, which is currently before the Senate Standing Committee on Agriculture and Forestry. As the Director for the Arrell Food Institute at the U of G, I am in support of positive campaigns that aim to promote local Canadian food and aim to increase food sustainability.

I am concerned, however, of the potential for confusion and duplication as a result of the legislation given that Food Day Canada in early August already exists. For fifteen years, Food Day Canada has been the pre-eminent national event that promotes and showcase local Canadian food and cuisine. Driven by grassroots volunteers and participants, Food Day Canada is now a nationally recognized event that draws in large numbers of the public across the country. I have been participating in Food Day Canada for many years and have watched the event grow into what it is today – an inclusive grassroots campaign that is bringing public awareness to the delicious local food that exists in our own backyard.

Bill C-281 is well-intentioned but I am concerned could have a negative impact. Food Day Canada has built up incredible public recognition and starting from scratch on another date in the calendar could diminish the efforts of both. Instead, we should be aligning these two campaigns by helping to strengthen an existing initiative, rather than competing.

I would recommend to the committee members to amend C-281 to recognize National Local Food Day in early August every year.

Yours truly,

A handwritten signature in black ink that reads "Evan Fraser".

Evan Fraser, PhD
Director and Canada Research Chair