

June 29, 2016

Sign Variance Committee  
Scarborough Civic Centre  
150 Borough Drive, 3rd Floor  
Toronto, ON M1P 4N7

*Sent via email to: [sbc@toronto.ca](mailto:sbc@toronto.ca)*

Dear Chair and Committee Members,

**Re: SB10.3 – Sign Variance Application on Ontario Food Terminal Site (Ward 5)**

The Ontario Food Terminal (OFT) is the largest wholesale fruit and produce distribution centre in Canada and the third largest in North America. The OFT provides more than 2,500 direct onsite jobs, empowers small and mid-sized Ontario farmers and serves as the backbone for neighbourhood and ethnic grocers as well as small and mid-sized food service businesses.

The Toronto Wholesale Produce Association (TWPA) is a non-profit association of wholesalers operating at the OFT. TWPA's members sell most of the fruit and produce at the OFT.

Built in 1954, the OFT facility is in need of major capital upgrades to strengthen its long-term competitiveness and the sustainability of its current location in the City of Toronto. From 1950's era recycling and waste facilities to inefficient heating and cooling systems to an inadequate farmers' market, capital upgrades are long overdue.

The OFT receives no government funding and is entirely self-funded through user fees. A dramatic fee increase would adversely impact the price of produce and TWPA's ability to sustain its operations.

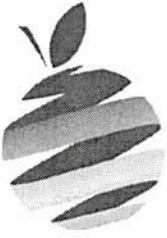
This sign variance application is an innovative approach to fund badly needed capital upgrades to the OFT. A partnership between the TWPA and the OFT Board, this application seeks to upgrade an existing second party sign to a digital third party sign.

If approved, the upgrade will create a reliable new revenue stream, allowing the OFT Board to invest in critical capital upgrades to ensure the long-term success and viability of the OFT at its current



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location.

The upgrade will also allow the TWPA to strengthen its longstanding charitable partnerships by providing revenue and screen time to its partners. Support letters from the Daily Bread Food Bank, Second Harvest, FoodShare and SickKids have been submitted alongside this application.

Thank you for your consideration of this important issue.

Sincerely,

Joe Da Silva  
President  
TWPA Board



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