



## Golden Horseshoe Food and Farming Alliance

October 16, 2023

Members of Toronto City Council,

The Golden Horseshoe Food and Farming Alliance strongly supports the efforts of the City of Toronto to strengthen the network of public markets in Toronto and build the skills of the vendors in those markets to serve their customers and support their families.

The Golden Horseshoe Food and Farming Alliance (GHFFA) is a partnership between economic development and planning functions at the regional municipalities in Niagara, Peel, Halton, York, and Durham, and the cities of Hamilton and Toronto, the Ontario Federation of Agriculture, and the Friends of the Greenbelt Foundation, Conservation Authorities, the University of Guelph and Durham and Niagara Colleges. The GHFFA supports growth in the food and farming cluster in the Golden Horseshoe, one of the largest in North America.

Through the International Public Markets Conference, hosted by the City of Toronto this year, participants from around the world were able to see the diversity of this city and the variety of public markets that serve the various communities of the city. They saw that our models helped newcomers and long-time residents alike to market their food, art, clothing and crafted goods. Many of these micro-businesses will eventually evolve into stand-alone enterprises that help serve the unique needs of the community and support the family unit. Markets are also community hubs that gather the community together for more than purchases – for connection, food security, play and laughter. Toronto was able to showcase its' best at the conference.

We encourage the City to build on the momentum of the International Public Markets Conference to enhance the market network, build capacity with the entrepreneurs and help community members to gain better access to fresh, local and culturally appropriate food products. The Alliance looks forward to the opportunity to continue to pilot and expand market projects like ScarbTo as a partner.

Sincerely,

A handwritten signature in blue ink, appearing to read 'A. Witteveen', with a long horizontal flourish extending to the right.

Albert Witteveen  
Niagara Regional Councillor  
Chair, Golden Horseshoe  
Food and Farming Alliance