



School of Nutrition
Faculty of Community Services

October 23, 2023

City of Toronto
Chair Alejandra Bravo
Economic and Community Development Committee

My name is Andrea Moraes. I am a Limited Term Faculty Assistant Professor at the School of Nutrition at the Toronto Metropolitan University. I am also a member of the Centre for Studies in Food Security and the Canadian Association of Food Studies, and a 1st generation immigrant to Toronto. I am pleased to support marketcityTO request for the development of the first City of Toronto Public Market Action Plan.

Toronto boasts over 105 public food markets, bolstering over 2,500 urban and rural entrepreneurs (2019 data). This number has likely increased as the COVID-19 pandemic fueled a surge in start-ups, particularly among millennials, launching businesses from home. Though long-treasured by city-dwellers as a way to connect to local growers and traders while surrounded by a festive atmosphere, entertainment and access to arts, crafts, street food and fresh produce, the widespread benefits of public food markets still need to be discovered and appreciated. As such, many public markets exist on the margins.

Public Markets hold enormous potential in regards to access to healthy and local foods as well as economic opportunities and equity, diversity and inclusion of newcomers. Furthermore, Public markets are spaces of negotiation of Canadian identity and cuisine.

Toronto has an opportunity to be a leader again in sustainable food and inclusive economies. Since 2015, a group of public market organizations and market managers, supported by the Toronto Food Policy Council, have been advancing the work required to increase awareness and understanding of Toronto public markets and their role in city-building. It is now the time to have an Action Plan that allows city staff, Councillors, market managers, vendors, the private sector, academia and the not-for-profit sector to work together and build the sector for the benefit of the markets, regulators and the city at large.

Please feel free to contact me directly at amoraes@torontomu.ca if you would like to discuss my support of this initiative further.

Sincerely,

Andrea Moraes

Limited Term Faculty – Assistant Professor
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