NEW MARKETS, NEW MODELS: ASIAN AND AFRO-CARIBBEAN VEGETABLES

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PARTICIPATORY SYSTEMS KTT MODEL

- **FarmStart**: requested information on the demand for Ethno-cultural Vegetables (ECV);

- Held focus groups and meetings with FarmStart, GTAAAC, TFPC who helped elaborate our purpose;

- OMIF (OMAFRA) & above groups funded a study of demand for ECV’s & KTT project to promote production and consumption of ECV
Research Projects

2009 OMIF Survey: interviewed 250 South Asian + 250 Chinese + 250 Afro-Caribbean random Consumers, Project a Demand of $61 million/mo. for whole of GTA.

2011: Price point checks of 8 stores in the GTA, Ontario Food Terminal in different seasons (Kajumba MSc thesis);

2011: Interviews and focus groups with Supply Chain members (farmers, wholesalers, retailers) (Nawaratne MSc thesis)
RESULTS: HIGHLY PREFERRED VEGETABLES

South-Asian Canadians:

1. Okra

2. Asian Eggplant – Aubergine, Brinjal – Various varieties based on colour and shape identified.

3. Bitter Melon / Bitter Gourd
HIGHLY PREFERRED VEGETABLES

Chinese Canadians:

1. Bok Choy / Pak Choy/Baby Bok choy: Chinese Cabbage – Bok choy (Cantonese), Xiao bai cai/ Bai cai (Mandarin), Taiwan Bok Choy

2. Chinese Broccoli – Gai lan/Kai lan/Gai lon, Chinese Kale

3. Chinese Eggplant – Various varieties based on colour and shape identified.
HIGHLY PREFERRED VEGETABLES

Afro-Caribbean Canadians:

1. Okra – Lady finger

2. African Eggplant – Garden Eggs

3. Smooth Amaranth
KNOWLEDGE TRANSLATION AND TRANSFER

**Purpose:** to create awareness about the demand for Ethno-cultural Vegetables by discovering the barriers and opportunities that exist.

Must understand the Value Chain; work with OFVGA, FarmStart, GTAAAC, VRIC, SRC, OMAFRA, etc.
Social Media in Knowledge Transfer and Translation*

ECVONTARIO: Eat Local, Taste Global

*Steve Gitu
SOCIAL MEDIA

- **ECV face bookpage**

- **twitter**:  [@ECVOntario](https://twitter.com/#!/ECVOntario)
  [https://twitter.com/#!/ECVOntario](https://twitter.com/#!/ECVOntario)


- **You-tube channel**:  [http://www.youtube.com/watch?v=8qreKuIM7Q](http://www.youtube.com/watch?v=8qreKuIM7Q)

- **Documentary Trailer**:  [http://youtu.be/8e8VJ90OF1g](http://youtu.be/8e8VJ90OF1g)
Knowledge Translation & Transfer*

- ECVOntario Research
- Social Media Information Dissemination
- Farmers
- Wholesalers/Retailers
- Consumers
- ECVOntario Awareness Creation

*Steve Gitu
Radio and Print Media

- Radio Interviews conducted on CFRU, CKNX and Country 107.3
- Coverage in Guelph Mercury, @Guelph, U of G website, Agri-Food Link, Ontario Grower, Ontario Farmer; Mentioned by Toronto Star, Globe and Mail, Maclean’s
ETHNO-CULTURAL WORKSHOP, 9AM-5PM, FEB. 17, 2012

- Challenges and Opportunities of the Ethno-Cultural Vegetable Market

- Location: Eccles Centre, South Ring Road, Maritime Residence University of Guelph

- Speakers: Farmers, Store-owners, VRIC, FarmStart, Horticulturalists, Ontario Food Terminal, etc. (To attend, please RSVP by February 5, 2012 at http://ecvontario.eventbrite.com)
CONCLUSIONS

- Demand for ethno-cultural foods is very strong.

- Potential to grow during ON’s Spring/Summer season.

- Niche markets exist for ethnic vegetables.

- Better market linkages and awareness required.

- More trials are needed.

- Must understand value chain better.
PUBLICATIONS


