

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

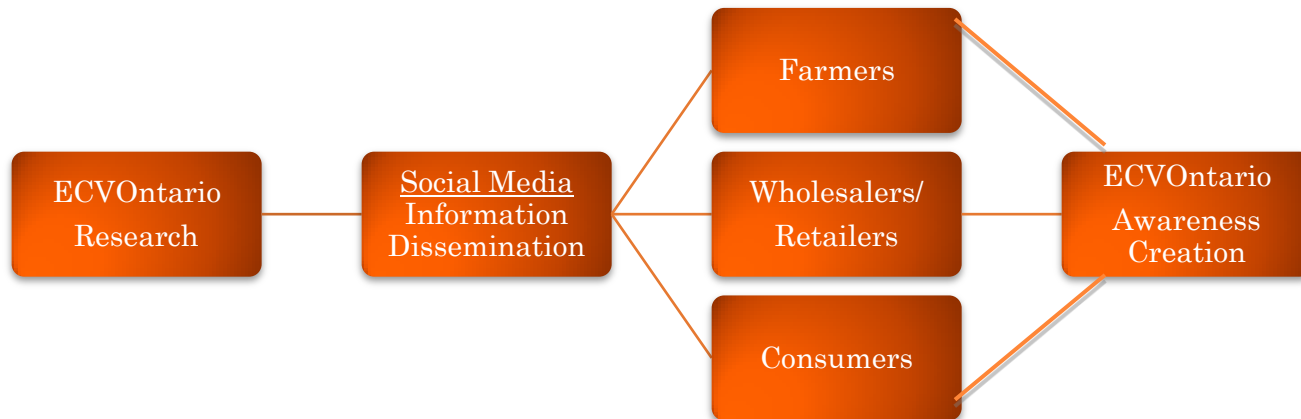
*Steve Gitu

SOCIAL MEDIA

- **ECV face bookpage**
<http://www.facebook.com/#!/profile.php?id=100002038796632>
- **twitter: @ECVOntario**
<https://twitter.com/#!/ECVOntario>
- **blogspot: <http://evcontario2011.blogspot.com/>**
- **You-tube channel: <http://www.youtube.com/watch?v=8qreKuI-M7Q>**
- **Documentary Trailer: <http://youtu.be/8e8VJ90OF1g>**



KNOWLEDGE TRANSLATION & TRANSFER*



*Steve Gitu



RADIO AND PRINT MEDIA

- Radio Interviews conducted on CFRU, CKNX and Country107.3
- 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

- Adekunle, B., Filson, G. C., Sethuratnam, S. and Cidro, D. Fall 2011. **Acculturation and Consumption: Examining the Consumption Behavior of African Descendents in Canada.** *Journal of Agriculture, Food Systems, and Community Development.* 2 (1): 1-17.
- Filson, G. C., Adekunle, B. and Sethuratnam, S. , (Bloom, S. And Young, C., eds.) 2011. **Exploring the Demand for Culturally Appropriate Foods: Preferences for Ethno-cultural Vegetables in the Greater Toronto Area.** Guelph: FarmStart .
- Adekunle, B., Filson, G. and Sethuratnam, S. forthcoming 2012. **Culturally Appropriate Vegetables and Economic Development: A Contextual Analysis, Appetite.**
- **Systemic KTT Approach:** Azadi, H. and G. C. Filson. 2010. **Comparative Study of Agricultural Extension Systems: A Systemic View, Outlook on Agriculture.** 38(4): 337-347.

