



Annual Report

Réseau
Agroalimentaire
de l'Est
ontarien



2024

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EOAN Profile

We are a non-profit dedicated to supporting the development, growth and sustainability of local food and agricultural initiatives.

Why do we do it?

- To increase access to and availability of locally produced, fresh food
- To contribute to the success of local business owners
- To help create economic resilience, social cohesion and regional identity
- To contribute to environmental sustainability, reducing carbon emissions and regeneration of the soil
- To boost regional wealth
- To facilitate promotion and education regarding regional food
- To create a support network and partnership opportunities for members
- To boost consumer confidence
- To promote the value of quality, nutrient-dense, local foods
- **To increase impact via a louder voice and wider reach for local producers**



What is SavourEastOn?

SavourEastOn is managed by EOAN and is used to promote all things local food in Eastern Ontario.

How do we use it?

The full brand is available to EOAN members and can be used on signage, product labels, menu items, socials, and so much more!



How does it help our producers?

SavourEastOn is the platform that allows our members to reach far beyond their normal channels. It's a marketing powerhouse that gives Eastern Ontario an identity they can rally behind, and a sense of community true to our roots.



Vision

The EOAN's vision is well-connected, supportive, and thriving agri-food sector within Eastern Ontario, creating economic, social, and environmental growth in the region.

Mission

The EOAN's mission is to support the development, growth and sustainability of local food and agricultural initiatives.

Our pillars and objectives:

Marketing

Increase the production, marketing, and consumption of local food products by connecting consumers directly to producers through events, programs and online channels.

Capacity Building

Provide support, training, and tools to local agri-food producers, businesses, and operations. Connect food producers, the local food value chain, and agri-food stakeholders for collective action and problem solving.

Championing

Understand the needs and represent the broad agri-food sector in the region on matters of public policy, regulatory affairs, sector development.



Our Team

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Permanent

- 01. Louis Béland
- 02. Juliette Ozorak
- 03. Eric Collard
- 04. Tom Manley

Short-term

- 05. Floris Mutoni
- 06. Ahlame Assadi

A word from our President

Sylviane Dutrisac

Now more than ever, Canadian producers and agrifood transformers are in the spotlight. Amidst these politically precarious times, the EOAN is poised to highlight our members' position as the backbone of our communities.

Let's ask our loved ones to reflect on how we can take this "movement" and turn it into a habit. Our local food systems not only need influxes of support in times of crisis, but a collective shift in perspective and local supply chain infrastructure. Let's show our families, friends, and local communities that they have the power to directly sustain this with their dollars. Let's inspire them to focus on hyper-local and to invest in our region's economic development and community health.



Alongside our new Executive Director Eric Collard and our dedicated member services coordinator Juliette, we are ready to deliver a strong year, both for our members with the launch of our Learning Platform and for the consumers, who will discover even more producers Eastern Ontario along our wonderful trail of farms and agrifood sites during this year's enhanced Savour the Field event.

You are all hyper-local champions and I'm excited to rise up to the challenge alongside all you.

A word from our Executive Director



Eric Collard



I want to take an opportunity to thank all of the EOAN members and partners for the warm welcome. Even if I already met some of you from my previous lives, I feel like I've known the bulk of you for quite some time now, and for that I'm grateful.

It's been a short time at the helm, so far, but it's been busy. From events to our big project, we're also planning ahead for the biggest year yet. If you haven't heard about our plans, you sure will soon.

Change is abound everywhere these days. It can be said that agriculture and small producers have seen many changes (and big ones too!) in the past few years and with the changing geo-political landscape, it's only bound to continue.

We must embrace the opportunity and showcase why Eastern Ontario is so precious. So many different communities, entrepreneurs and partners bringing value to the region and showcasing all that it has to offer. That's what we pride ourselves on.

I'll end by saying I expect a big year for EOAN in 2025, and that means a more active membership and renewed interest in the value we bring to our region.

Here's to stepping up to the challenge!



2024 Highlights

1 EOAN Website

the EOAN has kept its redesigned website, offering improved accessibility with a clean, streamlined look for faster access to information. Visitors can explore EOAN membership, over 50 news articles, projects, grants, funding opportunities, and other valuable resources.

2 SavourEastOn Website

EOAN built and launched a website dedicated to promoting local agri-food producers and events.

- 95 local agri-food producer profiles
- 26 agri-food events promoted
- over 15,000 website views



2024 Highlights



3 Newsletters

EOAN sent out 24 newsletters to enhance the accessibility of key information. The 2 brands were used, with EOAN publishing member exclusive information, and SavourEastOn promoting events and producers to a wider audience.

Key statistics:

- Over 1500 recipients
- an average of 45% open rate
- and average of 15% click-through rate



4 EOAN Events

EOAN hosted 5 events to provide networking opportunities for producers and enable both producers and locals to discover the local business gems in their area.

- Vankleek Hill Vineyard
- Vans Blacksmithing
- Vergers Villeneuve
- Brauwerk Hoffman
- Lunch and Learn
- Savour the Field : Au coeur du champ



2024 Highlights



5 Savour the Field : Au coeur du champ

20 Participants

- Bischoff Orchard
- Brighter with Blooms
- Bonville Garden
- Càb Café
- Café Joyeux
- Café sur la Rive
- Cedat Barn Homestead
- Ferme Butte et Bine Farm
- Fraser Creek Pizza Farm
- Garden Path Homemade Soap
- Gibbs Honey
- Kirkview Farms
- Les Fruits du Poirier
- Les Vergers Villeneuve
- Kyan Cuisine
- Simply Baked Catering
- Smirlholm Farms
- Springfield Farm
- Tom's Pantry
- Vankleek Hill Vineyard

6 Community Awareness

EOAN greatly increased its visibility in the community by wrapping the Executive Director's truck. The added visibility and recognition of the Savour East Ontario brand throughout PR, SDG and Cornwall creates significant awareness for EOAN and the local agri-food sector.

Additional statistics:

- 30 partner events
- over 4,500 people reached directly
- Over 3,500 seed packets distributed





Administrative Review

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Grants and Other Funding

Desjardins - Community Development Fund (\$500)

This grant, approved in 2022, was successfully completed in 2023 and allowed EOAN to create 14 producer videos, and supported the development and launch of our new Savour East Ontario website.

Canada Summer Jobs Grant (\$5,203)

EOAN was partially successful with Canada Summer Jobs Grant, which extended employment for one of our coop student throughout the summer.

Ontario Trillium Foundation - Resiliency Grant (\$89,300)


Trillium released it's final grant in the Resiliency Stream at the end of 2023. EOAN applied for an extensive Learning Centre project, which includes staffing, building the online platform, and creating the first 10 training modules. The application has been submitted and we are awaiting response.

Prescott-Russell (\$35,000)

We are grateful to the United Counties of Prescott and Russell for their support in providing this funding.

Stormont, Dundas and Glengarry (\$35,000)

We appreciate the support of the United Counties of Stormont, Dundas, and Glengarry for providing this funding.



Partnerships



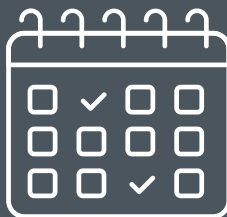
2025 *Preview*

Learning Centre



A virtual learning centre dedicated to agri-food producers with modules ranging from soil health to e-commerce.

Events



Savour the Field: Au cœur du champ is a signature large-scale culinary event, to celebrate and promote EOAN members.