



Feasibility of local food use in Toronto's food truck industry

What is the issue?

The food truck industry is relatively new but is continually growing both in Toronto and beyond. As interest in local and organic food sourcing practices increase, it is important to identify the extent to which the use of local and organic is used within this new sector.

What did the researcher do?

The researchers conducted semi structured interviews with 33 Ontario based food trucks. The study was conducted between September to November 2016. Participants were asked a number of questions about their use and procurement of local and organic foods, their current market and to what degree their operations were impacted from the use of local and/or organic food.

Why is this research Useful?

Consumers are becoming increasingly informed and conscious about local food availability and purchases. Food trucks are echoing this this choosing to support small local suppliers. This research is useful for the food and beverage industry as it will help food trucks better understand the benefits of promoting local food to their customer. In addition, it will help assist farmers and local suppliers in developing long-term relationships that benefit both business and consumers.

What were the outcomes?

The findings established that local food use and sourcing is essential to food truck operators (96%). Although 39% of food trucks sourced over 50% of their food locally, it was determined that 69% of food trucks did not promote their use of local food, thus impacting consumer awareness.

Increase in freshness and quality was the prominent factor for sourcing locally whereas high cost and seasonality of local food were the biggest challenges.

About the Researchers

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