

**real food
for real kids™**

**From Local Farms
to Local Tummies**



Who we are

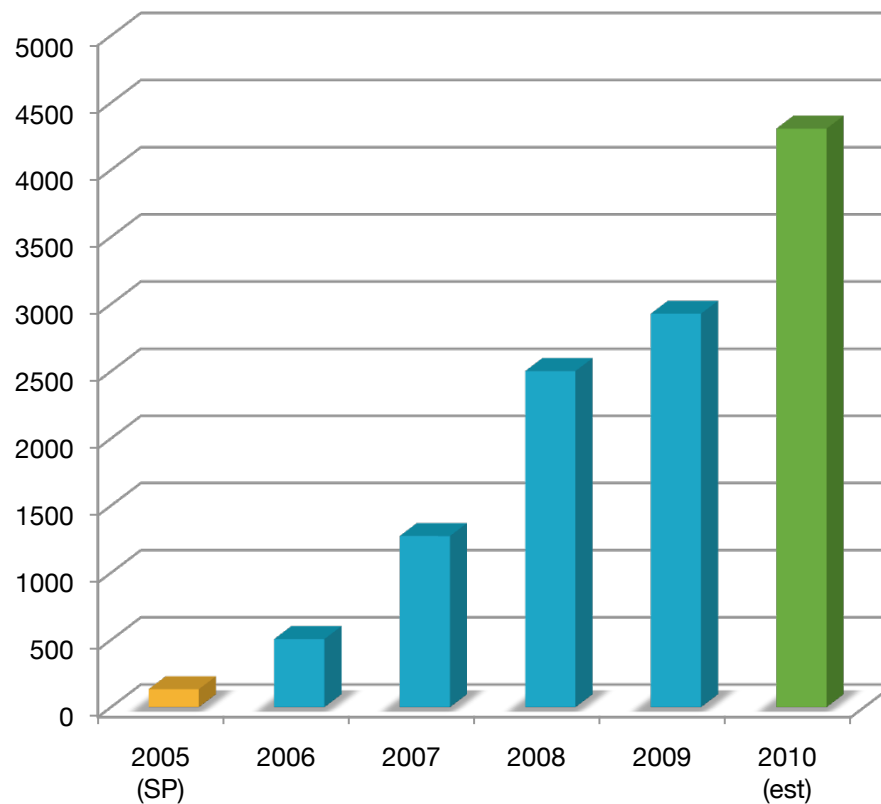


- Small, family-owned company based in Toronto, ON
- Team of **amazing people** who share a vision
- **community of local farmers and producers**

A small company, growing quickly

**real food
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RFRK Annual Revenue (K\$)



116
centers

5574
kids/day

29
local growers
& producers

50
employees

served in 2009
943,000
snacks
614,000
lunches

1428
free lunches
school year
2009/10

What We Do

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Catering for Childcare
Centres

Lunch Clubs in
Elementary Schools

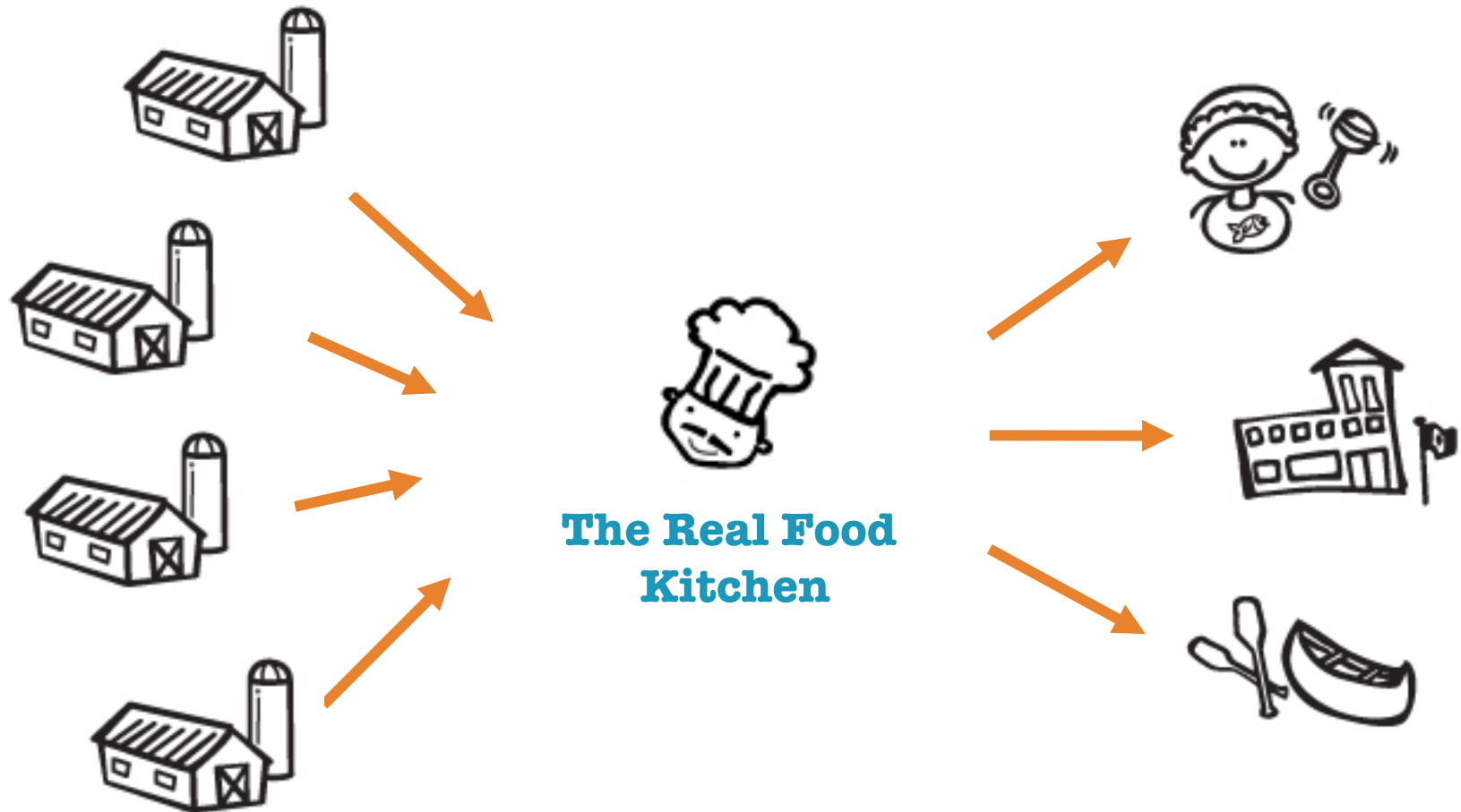
Catering for Camps

Educate

Share

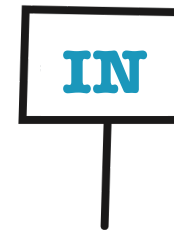
How We Do It

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Fast Food off-site
catering services



Real Food cooked
fresh from scratch

Why It's Working

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Society is demanding it



Scientific studies prove it



Media sources are on top of it



**Principles of sustainability
govern it (and us)**

Local Partners

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**Local Agencies
like Local Food Plus**



**Dynamic Distributors
like AJ Lanzarotta**

Paul Farms - Ayr, ON



Benefits

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**Money
staying in
local living
economies**

**Creating
local jobs**

**Preserving
local
farmland**

**Investing in
kids' health**

**Inspiring
others**

Our Challenges

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High cost of organic and fresh foods

Ubiquity of cheap, ready to eat foods

Our senses are easily fooled

People are confused by nutrition claims

Absence of food education

5 questions

Why won't this work for you?

What do we stand to lose?

What do we stand to gain?

Is local food processing the
next consumer demand?

Can we feed Canada without artificial
ingredients & factory farming

The Future

Be unafraid to challenge the status quo.

