



Buying Ontario grown fruits and vegetables: Fresh, local and always in season

When is Ontario grown produce available?

If you look closely, you'll be able to find many of the great Ontario grown fruits and vegetables you love year-round at your local grocery stores, on-farm markets and farmers markets.

Thanks to advancements in growing practices and storage technology, Ontario growers provide a consistent supply of quality apples and root vegetables, such as potatoes, carrots, onions and more throughout most of the year. Greenhouses across Ontario provide fresh cucumbers, tomatoes, peppers, strawberries, egg plant and lettuce year-round that are fresh, nutritious and full of flavour.

In the frozen and canned section in stores there are many Ontario or Canadian grown products like corn, peas, beans, Brussels sprouts and more. Additionally, tomato products like canned tomatoes, paste and ketchup are widely available.

Given Canada's colder climate, some fruits and vegetables are more seasonal. [Check out Foodland Ontario's availability guide to see when your favourite fruits and vegetables are at their peak.](#)

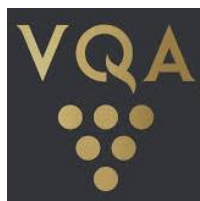
How do I know it's Ontario-grown?

Look for logos

The Foodland Ontario logo is your go-to symbol for knowing when you're buying local produce. This logo helps you easily identify Ontario-grown fruits and vegetables where you buy your fruits and vegetables.

If you're a fan of wine, look for the VQA Ontario (Vintners Quality Alliance) label on bottles to enjoy some of the best wines from Ontario's vineyards.

For the cider lovers, be on the lookout for this logo from the Ontario Craft Cider Association.



Check the label

Not all products will contain a logo or label on packaging or the product itself, such as the Foodland Ontario one. Be sure to give the package, label or the price sign a careful read to look for "Product of Ontario" or "Product of Canada" if it's not obvious where the produce was grown.



Ask the seller

If you're ever unsure about where your produce was grown, simply ask the staff where you purchase your produce. They're responsible for ensuring the country of origin is displayed correctly for all the produce they sell.

If you don't see any Ontario grown options, then ask that they carry local when in season. Let them know you're looking for Ontario-grown items and they'll likely be happy to assist.

If you're at the farmers market, ask the vendor! They're the experts on their produce and likely will be thrilled to share with you where and how the produce was grown. Many Ontario farmers market have a verification program identifying those vendors that offer locally grown options.

Additionally, when you're thinking about dining out and supporting local look for the Feast On® symbol or signage. This is a local food certification program that recognizes businesses across the food tourism value chain committed to sourcing Ontario grown food and drink.

Why does buying Ontario produce matter?

Food security

Food security is about having reliable access to nutritious and affordable food. Food sovereignty goes a step further, ensuring that we can control our own agricultural production. The more we can grow ourselves, the less vulnerable we are to potential disruptions in the food supply, both domestically and globally.

Economy

Ontario's agriculture sector is massive, and the fruit and vegetable industry is a key contributor. Over 125 different fruit and vegetable crops are grown on 245,000 acres of land in Ontario with an estimated annual farm gate value of more than \$3.16 billion. The sector generates more than \$4.2 billion in economic activity annually, representing more than a third of Canada's fruit and vegetable production.

Despite this success, Ontario still imports over \$5 billion worth of fruits and vegetables each year, presenting a significant opportunity for growth. By choosing fresh, local produce, you not only enjoy delicious food but also support job creation and contribute to Ontario's ongoing economic prosperity.

Sustainability and environment

Buying local produce means a shorter journey from farm to table, which reduces emissions and minimizes food waste. Plus, you're supporting the Ontario farmers who are using a wide range of environmentally friendly practices that support sustainable production. This includes investments in technologies and practices that support more efficient use of water, energy and fertilizer.

Healthy and tastes great

The connection between food and health is undeniable. A nutritious, balanced diet can have significant positive influences on human health, from fighting inflammation to reducing the risk of conditions like heart disease, diabetes and even cancer.



Fruits and vegetables are a leading sources of important nutrients like fibre, vitamins and minerals and are healthy options regardless of whether they are fresh, frozen or canned.

Other resources to locate Ontario fruits and vegetables near you

- <https://agritourismontario.com/ontario-farm-map/>
- <https://www.farmersmarketsontario.com/find-a-farmers-market/>