

OPEN FOOD NETWORK CANADA

ANNUAL REPORT 2024

**Building an open,
equitable food future**



A word from our Director

“As we reflect on the past year, I am proud and inspired by what we have accomplished together. In partnership with regional food and farming initiatives across the country, Open Food Network Canada is strengthening local food and agriculture systems—supporting farmers, artisans, and food organizations while building the digital and physical networks needed to drive change. By advancing open source technology, data sovereignty, and decentralized infrastructure, we are helping to create a more transparent, interoperable, and community-driven food economy.

This work is more than a mission—it is a movement toward a fair, open, and resilient food future. Thank you for being part of this journey! Each connection we build brings us closer to a stronger, more equitable, and more sustainable food system.”

DAVID THOMAS

EXECUTIVE DIRECTOR, OFN CANADA

Photo acknowledgement



Thank you to Craig Conoley of CELLebrate for photos used throughout this report.



**Putting local
food and flowers
on the map**



**Connecting
community and
technology**

About OFN Canada

Open Food Network Canada is a nationally incorporated not-for-profit organization. For the past 10 years, we have supported farms, artisans, and community food organizations across the country. Through open source technology, research, and community partnerships, we help food and farming enterprises connect and scale—expanding access to regenerative and climate-beneficial food and flowers.

Our Vision & Mission

At its core, Open Food Network Canada exists because we believe in a future where diverse food systems, agroecology, and healthy communities are the norm. We advance this vision by building open source digital infrastructure, equipping communities with essential tools and insights, and conducting research to strengthen local food systems. By addressing market barriers and supporting cooperative models, we help build a food system that is fair, inclusive, and regenerative.

HIGHLIGHTS OF 2024

The past year saw OFN Canada launch, wrap, and continue diverse projects, while reaching more people than ever.



Women Leading Change

This documentary video series introduced some of the varied local distribution networks that are thriving across Canada, led by women entrepreneurs with a vision for change.

Open Flower Network

Open Flower Network is an exciting new initiative focused on helping women and gender diverse farmers connect, scale, and succeed in the specialty cut flower sector.

Open Ag Technology

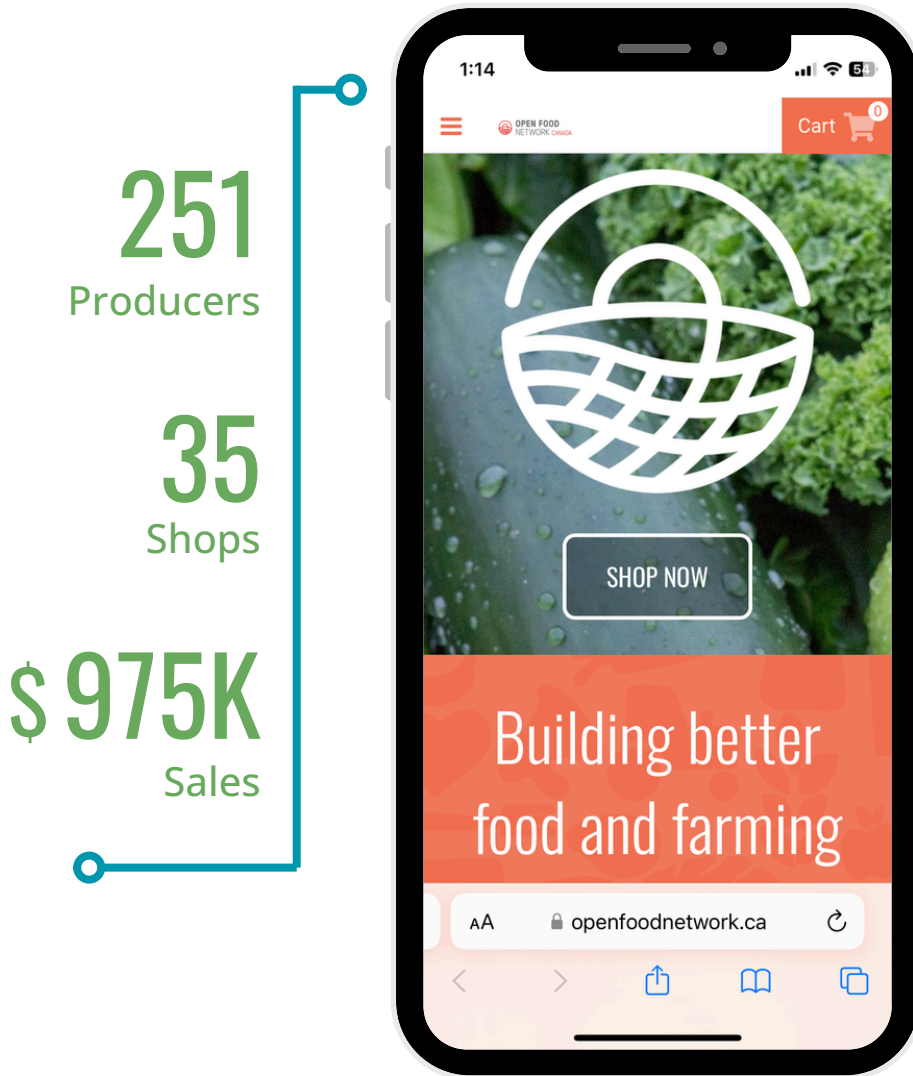
We collaborate with partners around the world to drive an open technology ecosystem where platforms integrate seamlessly and users retain full control of their data.

Waterloo Region Food Directory

WaterlooRegionFood.ca is a free online directory designed to connect the community with local farms, markets, and community food organizations.

OUR GROWING COMMUNITY

OFN's open source ecommerce platform connects people who grow, sell, and buy local products.



Through social media, newsletters, media articles, and more, we're reaching more people than ever!

 4.7K
YouTube views

 47K
Instagram reach

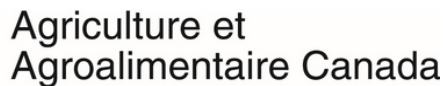
 1.8K
Email subscribers

 500+
Project participants

We've been honoured to have over 480 farmers attend our program events and 40 farms and community food organizations participate in our videography and communications projects.

FUNDERS + PARTNERS

We are proud to have worked with diverse funding agencies and project collaborators who share our commitment to strong local food systems.



WOMEN LEADING CHANGE



Inspiring stories of women, community & agriculture

In Spring 2024, we concluded the inspiring videography project, Women Leading Change. Through short video profiles, the project highlighted diverse women-led food and flower hubs across the country. From urban coops to online farmers' markets, the videos explored how short supply chains, regenerative agriculture, and community connections offer solutions for the future.

- **Profiled five unique distribution hubs and 27 of their producers**
- **Featured projects from British Columbia, Quebec and Ontario**
- **Produced by documentary videographer Craig Conoley**



Agriculture and
Agri-Food Canada

Agriculture et
Agroalimentaire Canada



Shared on social media, YouTube, and our website, the videos reached thousands of viewers.

25.3K

viewers reached on Instagram



11.9K

viewers reached on Facebook



FEATURED IN

BCBUSINESS

LEDEVOIR

The Weather Network

yahoo! news

OPEN FLOWER NETWORK



A new field of opportunities for women and gender diverse farmers

Open Flower Network is a multi-year initiative focused on helping women and gender diverse farmers connect, scale, and succeed in the specialty cut flower sector. The program offers new and aspiring flower farmers access to mentoring, skill-building, and knowledge-sharing opportunities, focused on 5 key priorities identified in our gap analysis report.

Programming priorities:

1. Optimism and growth in the sector
2. Access to new markets
3. Establishing viability for smallest scale farms
4. Utilizing wholesale sales channels
5. Time, stress, and burnout



**Sustainable Canadian
Agricultural Partnership**

Competitive. Innovative. Resilient.



200

Canadian flower farmers responded to our gap analysis survey, helping us identify opportunities and barriers to growth in the sector.

252

farms across Canada are listed in OFN's flower farm directories.

21

events and workshops were held for Canadian flower farmers this year.

OPEN SOURCE AGRICULTURAL TECHNOLOGY



A collaborative vision for the future of agriculture and technology

Most agricultural technology—and the data it collects—is controlled by large private companies. A growing movement is pushing back against this proprietary, top-down approach, working to build an open source agricultural technology ecosystem that puts producers and their communities at the center of innovation. At OFN Canada, we're collaborating on diverse initiatives to help turn this vision into reality.

The power of open source agricultural technology is that farmers, researchers, and agricultural stakeholders can share and adapt technology to meet their unique needs while maintaining control of their data.

PROJECT SPOTLIGHTS

D:Food/Web initiative

In 2024, OFN joined a diverse coalition of stakeholders in the D:Food/Web initiative, a project advancing data and food sovereignty through decentralized, community-driven technologies. Since a catalytic DWeb Camp in August, we have been helping to spearhead efforts to establish cooperative data governance, enhance transparency, and develop sustainable funding models that support open, resilient food systems.

A New Approach to Food Commerce in the Québec region

This project will use open source technology to help a group of local markets in Quebec compete with larger retailers. With tech provider Startin'Blox and other collaborators, we will create a unified online marketplace, letting these small markets easily present their products together and offering shoppers a broader selection than any single market could provide on its own.

OpenTEAM

OpenTEAM is a collaborative network of farmers, scientists, engineers, and food companies focused on improving soil health and furthering agriculture's ability to address climate change. Through our work with OpenTEAM, we have helped to support open source, interoperable technologies that foster knowledge sharing and give farmers control over their data.

Data Food Consortium (DFC)

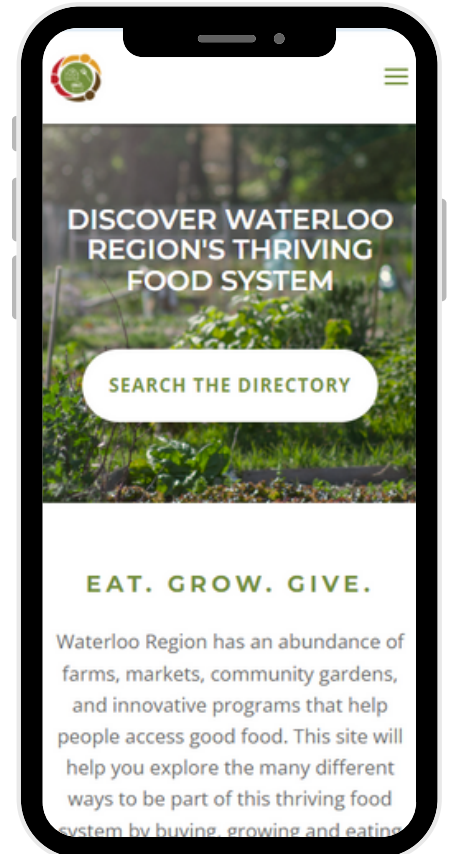
OFN is a lead partner in the DFC initiative, which is developing an open standard for data exchange in food systems. This standard will enable seamless interoperability between platforms, allowing farmers, marketplaces, and consumers to share information, coordinate logistics, and facilitate secure cross-platform transactions—while upholding data sovereignty for small-scale producers.

WATERLOO REGION FOOD DIRECTORY



Sharing ways to eat, grow, and give local

In Fall 2024, we launched an online directory to connect Waterloo region residents with local farms, markets, and food organizations. Working with the Food System Roundtable of Waterloo Region, we designed the platform to go beyond merely listing food sources, to actively engage the community. People of all ages, backgrounds, and needs can navigate the site to explore food options, participate in local initiatives, and learn more about their region's food system.



**COMMUNITY
FOUNDATIONS
OF CANADA**



— “ —

OUR GOAL

with WaterlooRegionFood.ca is to create a vibrant community resource that not only helps residents find food but also deepens their connection to the local food system. As our region evolves, we want everyone to feel empowered to make choices that support local farmers, increase food security, and contribute to the health of our diverse community.

~ Steffanie Scott, Food System Roundtable of Waterloo Region

The local food directory:

- Includes dozens of listings in 12 categories
- Is community-generated, so it will grow and evolve over time
- Responds to the area's diverse and growing population
- Features video profiles of six unique businesses and programs

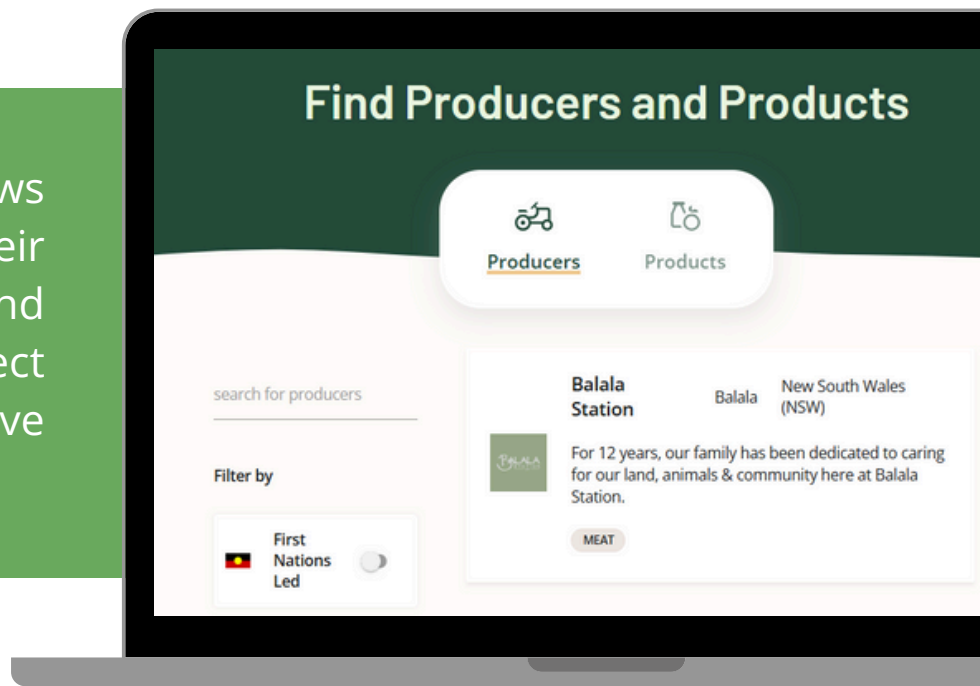
MAKING CHANGE GLOBALLY

OFN's Global Commons powers 11 national instances around the world. Like OFN Canada, our international colleagues spent 2024 leading food system change in big and small ways. These are some of their projects.

Discover Regenerative

In mid 2024, OFN Australia led an initiative to build visibility and credibility for regenerative agriculture in the country. Working with a network of organizations, they launched the Discover Regenerative directory.

Discover Regenerative allows producers to showcase their products and credentials, and helps B2B buyers to connect with trusted regenerative suppliers.



Procurement for Good Project

In October 2024, OFN UK started work on a four year research initiative led by Coventry University. Procurement For Good aims to create a more sustainable food system in the UK by examining ways to improve opportunities for food buyers in schools, hospitals, and other public sector organizations to include sustainable, locally produced food in their menus and to create new markets for small- and medium-scale producers. The project will work with four pioneering food hubs in England, Wales, and Scotland, and extend the functionality of OFN's open source digital platform to enable food producers to sell to public sector organizations through food hubs.

Food Subsidy Pilot Program

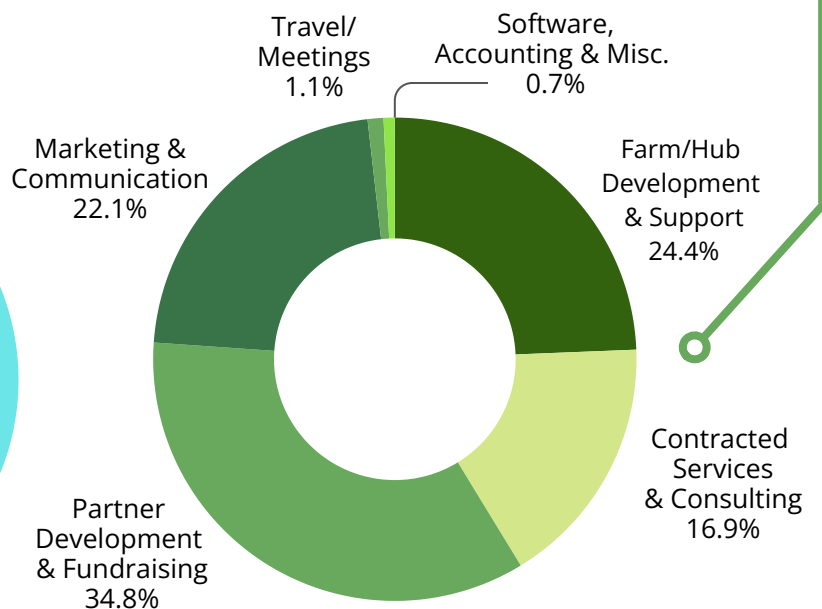
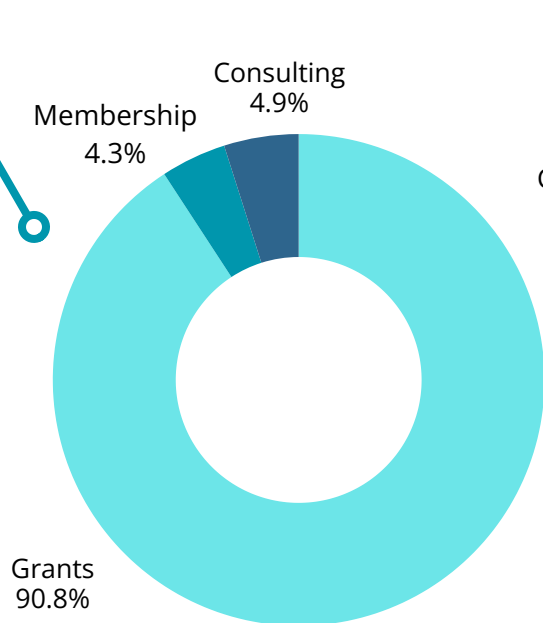
In February 2025, OFN Australia launched an important pilot project that will provide food-insecure households with vouchers that can be redeemed for food at participating community food enterprises. In doing so, this project aims to make regenerative food and short food supply chains financially accessible to more people and communities.

FINANCIAL HIGHLIGHTS

FISCAL YEAR ENDING MARCH 31, 2025

REVENUE	
Grants	\$229,708
Membership	\$10,958
Consulting	\$12,578
TOTAL	\$253,244

EXPENSES	
Farm/Hub Development & Support	\$53,397
Partner Development & Fundraising	\$76,317
Marketing & Communications	\$48,404
Contracted Services & Consulting	\$37,053
Software, Accounting Fees & Misc	\$1,638
Travel/Meetings	\$2,320
TOTAL	\$219,129





Thank you for your continued support as we build better food and farming systems together.

The OFN Team

Let's connect.

openfoodnetwork.ca 

support@openfoodnetwork.ca 

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