

OPEN FOOD NETWORK CANADA

# ANNUAL REPORT



# A WORD FROM OUR DIRECTOR

*"In 2025, Open Food Network Canada moved beyond just providing an e-commerce platform; we focused on building the digital and physical infrastructure that local food systems need to truly thrive.*

*From mapping Quebec's logistics hubs to scaling women-led flower farms across Canada, our work this year has been about one thing: connection. By championing open source technology and data sovereignty, we are ensuring that farmers and artisans, not big tech, own the tools of their trade.*

*This work isn't fundamentally about software; it's a movement toward a fair, decentralized, and resilient food economy. Whether we are launching the Grazing Lands Carbon Data Initiative or upgrading our e-commerce tooling, our mission is to put power back into the hands of the food and farming community.*

*To our partners, producers, and supporters: thank you for building this journey with us. Every connection we forge brings us closer to a regenerative food future that works for everyone."*

**DAVID THOMAS**

EXECUTIVE DIRECTOR, OFN CANADA

# ABOUT OFN CANADA

Open Food Network Canada is a national, incorporated not-for-profit. For over 10 years, we have supported farms, artisans, and community food organizations across the country. Through our technology, advocacy and leadership, we help businesses connect and scale in order to increase access to food and flowers produced in regenerative and climate-beneficial ways.

## OUR VISION & MISSION

At its core, Open Food Network exists because we believe in a more nourishing and regenerative world. Our vision for food and farming in Canada is one where diverse food systems, agroecology, and healthy communities are the norm. Every day, we are working to make this vision a reality through community partnerships, open source software, resource development, and research initiatives.

# HIGHLIGHTS OF 2025

Our work this year has focused on strengthening local food systems, accelerating regenerative agriculture, and advancing open technology. We also ran two significant projects to support farmers in the rapidly growing specialty cut flower sector.



## Mapping Quebec's Food Logistics Hubs

From February to October 2025, a network of partners created a map of Quebec-based short food supply chain initiatives.



## Open Flower Network

In March, we wrapped up a multi-year initiative to help women and gender diverse flower farmers connect, scale, and succeed.



## Sustainable Cut Flowers Direct - Greenbelt

Through the Summer and Fall, this regional program helped to strengthen floral supply chains in Ontario's vital Greenbelt.

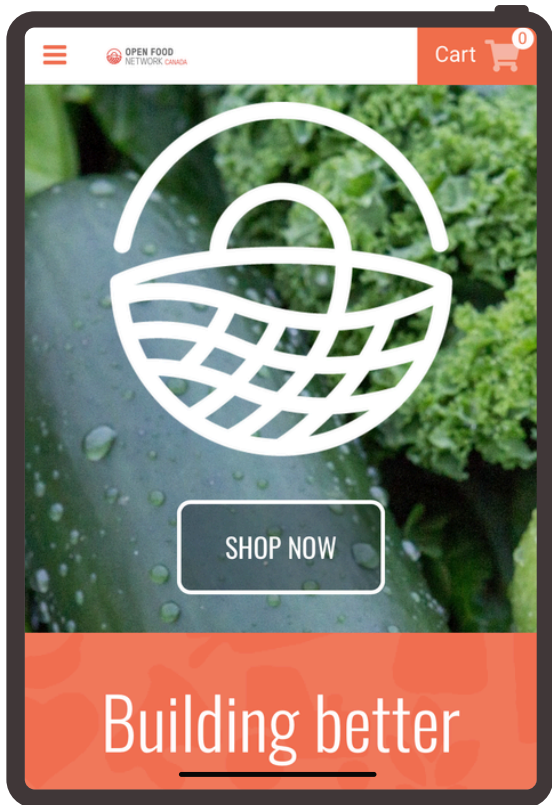


## Grazing Lands Carbon Data Initiative

Launched as a prototype phase in January 2026, this new multi-stakeholder initiative is designed to strengthen the data foundations of regenerative ranching.

# THE YEAR IN NUMBERS

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



**233**  
Producers

**34**  
Shops

**\$1M+**  
Sales

Flower farmers, food producers, and community organizations across the country have participated in our projects and programs.

 **270+**  
Project participants

Through our newsletters, social media, events, and more, we've continued to reach out, build community, and support change.

 **5.7K**  
YouTube views

 **60.9K**

 Instagram & Facebook views

 **1.9K**  
Email subscribers

# FUNDERS AND PARTNERS

Our work this year has been supported by diverse funding partners and collaborators who share our vision for resilient local food and farming systems.



DATA FOOD  
CONSORTIUM

L I T E F A R M



11th Hour Project

The Schmidt Family Foundation

OpenTEAM



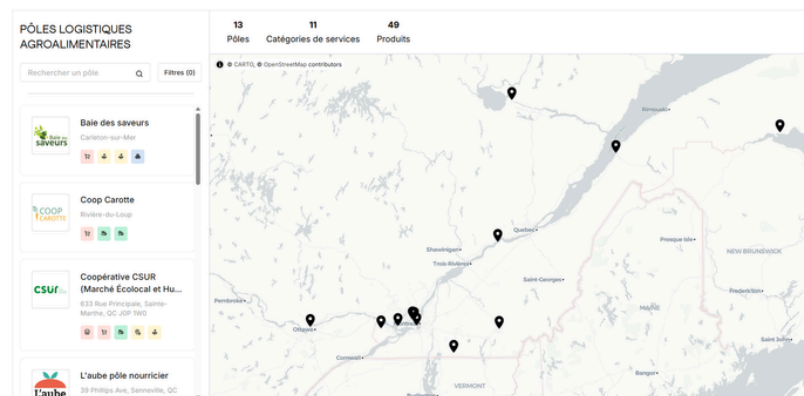
STARTIN' BLOX

# MAPPING QUEBEC'S FOOD LOGISTICS HUBS



- Co-led by CoopCircuits, our French counterparts in the OFN federation.
- Supported by EU Next Generation Internet (NGI) Sargasso funding.
- Developed with and for the Quebec Council of Cooperation and Mutuality (CQCM).
- Fully open source digital tool, with Data Permissioning Module that lets users decide what data to share, with whom, and for what purpose.

Developed with a network of partners, the food logistics hub map supports more cooperative, efficient short supply chains across Quebec. The map identifies food coops, types of products available, additional services offered, and drop-off and distribution points where consumers can pick up orders.



More than just a map, the project empowers producers and food hubs to share information and coordinate supply chains, without giving up control of their data. This achieves three key functions.

## VISIBILITY

Highlighting diverse initiatives and regional products increases visibility to customers, funders, and partner enterprises.

## COORDINATION

Shared dataset creates a clear view of the sector and allows CQCM members to exchange knowledge, pool resources, and coordinate logistics.

## DATA QUALITY

Connecting with tools that hubs and producers already use—OFN platform, Locavora, and CSV files—ensures accuracy and usability across systems.

## STRENGTH IN COLLABORATION

Sharing open source tools globally is central to our mission, with each new version building on the last.

01

MAY 2024

OFN Australia developed [Discover Regenerative](#) to promote regenerative agriculture products.

02

SEPTEMBER 2024

OFN Canada adapted this framework to create [waterlooregionfood.ca](http://waterlooregionfood.ca), a local food directory.

03

OCTOBER 2025

CoopCircuits and partners built on that foundation to create Quebec's Food Logistics Hubs Map.

04

SPRING 2026

OFN Canada will upgrade the Waterloo food directory with new functionality from the Food Logistics Hubs Map.

# OPEN FLOWER NETWORK



## KEY ACTIVITIES

01

Conducting a gap analysis to identify characteristics and needs of the sector.

02

Establishing regional leadership and knowledge-sharing networks.

03

Providing tools, resources, and guidance to support business skills in farmers.

04

Expanding market access by creating and strengthening online, wholesale flower hubs.

Open Flower Network was a multi-year initiative designed to help women and gender diverse farmers connect, scale, and succeed in the specialty cut flower sector. The program provided mentoring, skill-building, and knowledge-sharing opportunities, focused on key priorities identified in our gap analysis.



**Sustainable Canadian  
Agricultural Partnership**  
Competitive. Innovative. Resilient.

## 62 EVENTS

We hosted online and in-person workshops, networking events, and education days.

## 7 LEADERSHIP HUBS

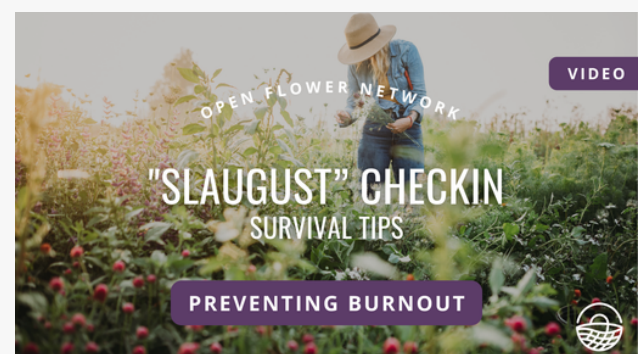
We fostered a network of cut flower leadership hubs to support knowledge sharing and co-selling opportunities.

## 5 RESOURCE PACKS

Starting Up and Scaling  
Channeling Optimism  
Putting Flowers on the Map  
Expanding Wholesale  
Preventing Burnout

## 19,000+ VIEWS

The tools, templates, and informational videos in our resource packs were viewed or downloaded thousands of times.



# SUSTAINABLE CUT FLOWERS DIRECT - GREENBELT



## REGIONAL FOCUS

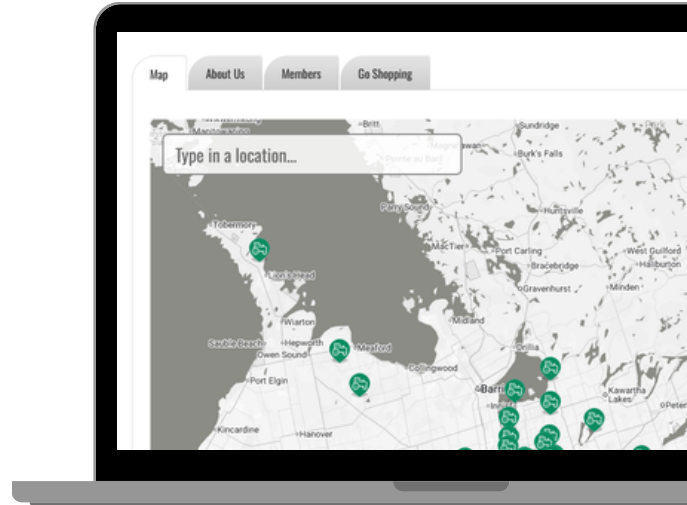
- Ontario's Greenbelt is a protected region that includes 750,000 acres of productive farmland.
- The Greenbelt's high quality soil, favourable climate, and proximity to large markets contribute to a growing floral supply chain.
- Linking rural businesses with urban markets leads to stronger, more resilient local economies and communities.

This short-term initiative was designed to strengthen the promising floral supply chains in Ontario's protected Greenbelt region. With support from the Greenbelt Foundation, we created an online directory, promoted marketplaces, and provided resources to help local flower farms thrive.



## PROMOTING GREENBELT FLOWERS

We launched a free, online directory to promote flower farms in the region. Florists, event planners, and wholesale buyers can use the map to find local, sustainable flower farms and connect directly for ordering.



## STRENGTHENING WHOLESALE MARKETPLACES

We worked with three digital flower marketplaces in the Toronto, Hamilton, and Niagara regions, providing technical support and featuring the hubs in promotional campaigns.

“

This project gives flower farmers a chance to grow our businesses beyond weekend markets and farmstands. Connecting with wholesale buyers is a game changer—it helps us scale, plan ahead, and keep doing what we love.

”

~ Theresa Schumilas, Garden Party Flower Farm

## SHARING PRICING & SALES DATA

As part of the initiative, we gathered and reviewed sales figures with our three wholesale marketplaces, then shared these insights with farmers and hubs across the region. Producers can access pooled pricing data, an explanatory video, and some strategies and considerations to help them determine fair and competitive prices.

# GRAZING LANDS CARBON DATA INITIATIVE



- Funded by the Walmart Foundation.
- Prototype phase launched in January 2026.
- Co-led by OpenTEAM and Wolfe's Neck Center for Agriculture & the Environment, in partnership with OFN, Startin'Blox, and others.

The Grazing Lands Carbon Data Initiative (GLCDI) is an effort to build visibility and integrity in regenerative agriculture by linking data and practice. In its first phase, the initiative will build a multistakeholder trust alliance and shared data space to federate soil and grazing management data across U.S. grazing lands.

## WHERE WE'RE STARTING

Launched in January 2026, the initial prototype phase is focused on designing and testing a shared data space. This digital environment will be used to integrate soil carbon and grazing management data, to feed predictive models and scientific analysis, and to develop producer-facing decision-support tools.

A data space is a secure, federated digital environment that enables permissioned sharing, analysis, and reuse of data among trusted participants, while preserving ownership and control for data contributors.

## WHERE WE'RE GOING

GLCDI envisions a future where ranchers, researchers, and technology providers share trusted, interoperable data systems that strengthen regenerative and adaptive grazing. By linking management practices with measurable soil response, the initiative lays the foundation for a continuously improving system of practice, science, and soil stewardship.

## OUR ROLE

OFN's role as a technical and governance partner will focus on implementing best practices in values-based technology, ensuring farmers' needs and rights are at the center of the regenerative movement.

# OUR GLOBAL NETWORK

OFN's Global Commons powers 15 national instances around the world. Like OFN Canada, our international colleagues spent 2025 working to change food and farming systems for the better. These are two of their key projects.

## PROCUREMENT FOR GOOD, OFN UK

This four year research initiative aims to make it easier 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 as a result. The project is working with four pioneering food hubs in England, Wales, and Scotland, extending the functionality of OFN's open source digital platform to enable food producers to sell to public sector organizations through food hubs.

## GOOD FOOD FOR ALL, OFN AUSTRALIA

This unique project provided low-income and food-insecure households with 'Food Gift Cards' that could be used at partner community food enterprises to source regenerative, locally grown, and culturally appropriate produce. Over the course of six months, the pilot successfully demonstrated that vouchers are a viable and dignified method for increasing food access.

# LOOKING AHEAD

## BIG PLATFORM UPGRADES

In the coming year, major improvements and updates will make the Open Food Network platform even better for all our users.

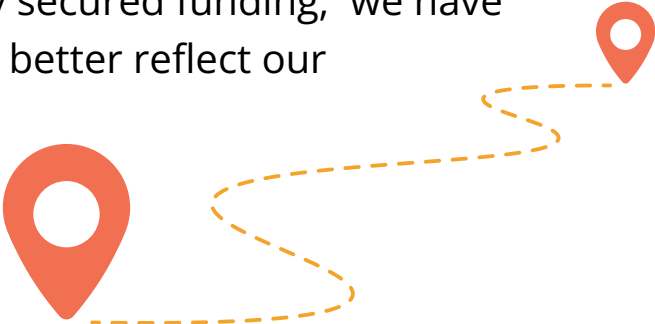
- ✓ Better shopping experience from browsing to checkout, including improved store branding, product displays, and ordering.
- ✓ Tailored workflows for each user type (producers, hub managers, and buyers).
- ✓ Faster, more reliable performance.
- ✓ New features, including enhanced payment options and bulk product editing tools.
- ✓ Connecting the OFN platform with other tools, beginning with a newly funded project in partnership with [LiteFarm](#) and [Provisions Coop](#).

# BUILDING INTEGRATIONS

In the upcoming year, we're making integrations a priority. Through our projects and partnerships, we'll be actively working to build and connect digital tools that reflect the real needs of farmers, artisans, and community organizers. We'll be expanding our work with the Quebec Council of Cooperation and Mutuality and other regional networks worldwide to better understand local needs and co-develop the next generation of tools. A key focus is developing integration tools that connect with everyday systems, like Square POS devices and e-commerce platforms such as WooCommerce and Shopify. These projects will take us closer to our ultimate goal: building a digital commons that is owned and shaped by the communities it serves.

# NEW ORGANIZATIONAL ROADMAP

Over the past year, our global community has been working to build a unified and updated vision for the Open Food Network. Based on in-depth reviews, and thanks to recently secured funding, we have established a [roadmap for the future](#) to better reflect our community's and users' needs.



# FINANCIAL HIGHLIGHTS

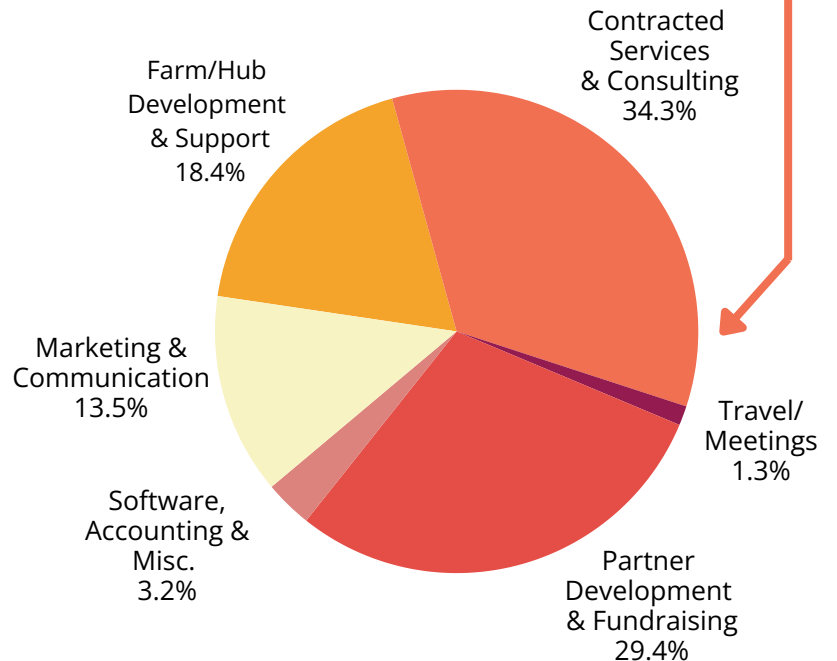
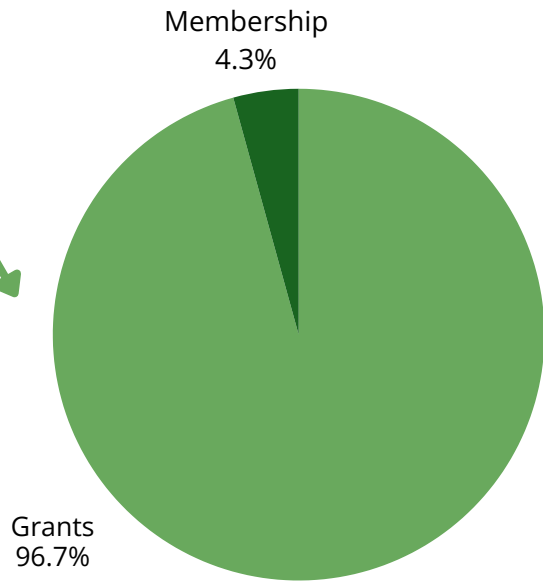
2025-26 FISCAL YEAR (AS OF MARCH 23, 2026)

## REVENUE

Grants	\$231,783
Membership	\$9,435
<b>TOTAL</b>	<b>\$241,218</b>

## EXPENSES

Farm/Hub Development & Support	\$42,259
Partner Development & Fundraising	\$67,614
Marketing & Communications	\$30,990
Contracted Services & Consulting	\$79,014
Software, Accounting Fees & Misc	\$7,352
Travel/Meetings	\$2,989
<b>TOTAL</b>	<b>\$230,219</b>






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

## The OFN Team

## Let's connect.

[openfoodnetwork.ca](https://openfoodnetwork.ca) 

[support@openfoodnetwork.ca](mailto:support@openfoodnetwork.ca) 

[@OFNCanada](https://www.facebook.com/OFNCanada) 

[@ofncanada](https://www.instagram.com/ofncanada) 

[@OpenFoodNetworkCanada](https://www.youtube.com/OpenFoodNetworkCanada) 