

Annual Report 2009-2010

Friends of the Greenbelt Foundation Celebrating Five Years of Possibilities



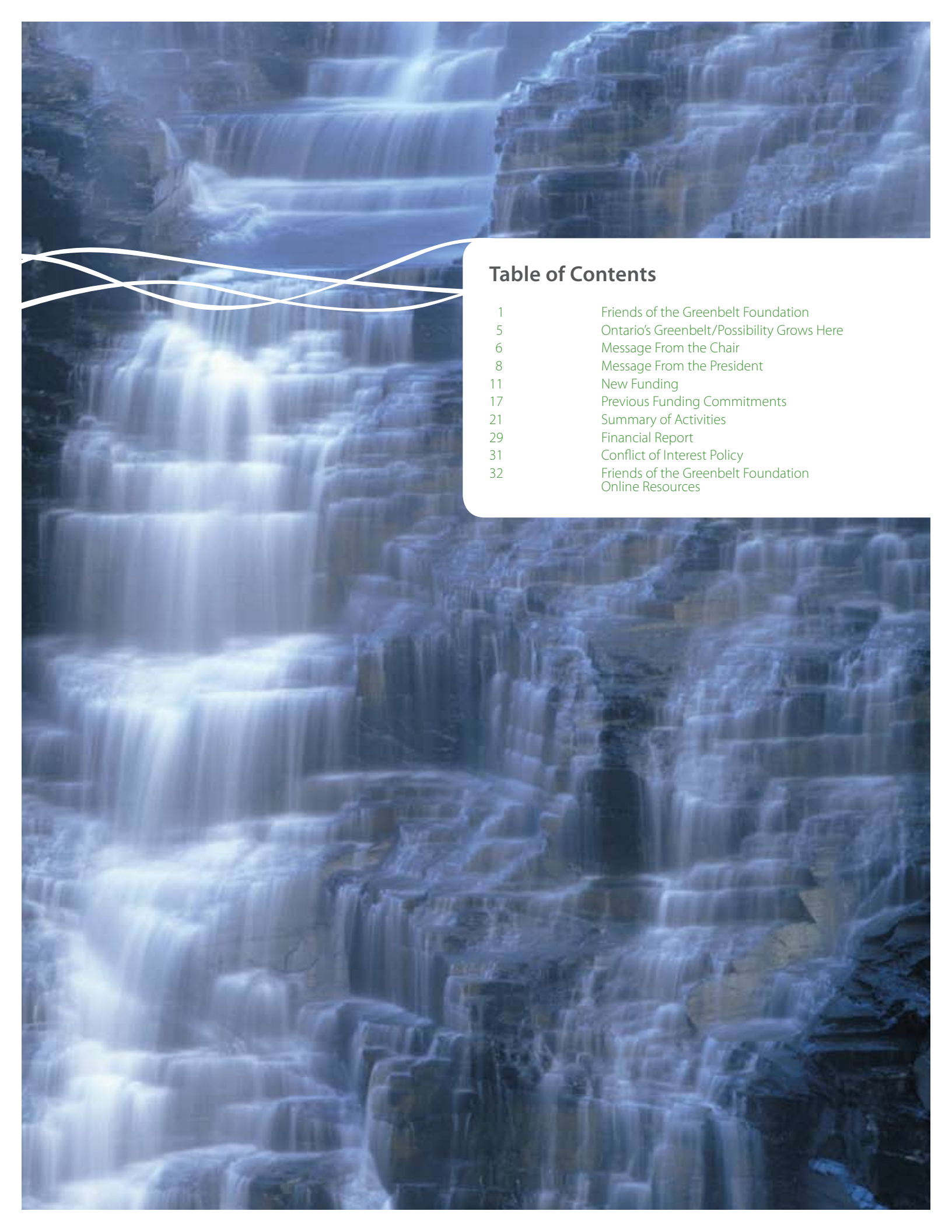


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Friends of the Greenbelt Foundation

The Foundation is dedicated to promoting and sustaining the Greenbelt as a beneficial, valuable, and permanent feature, enhancing the quality of life for all residents of Ontario. The Foundation's vision is a vibrant and healthy Greenbelt with a protected and restored natural environment, a strong and successful rural countryside, a robust agricultural sector, and a pattern of urban settlement that supports the Greenbelt.

Our Board of Directors

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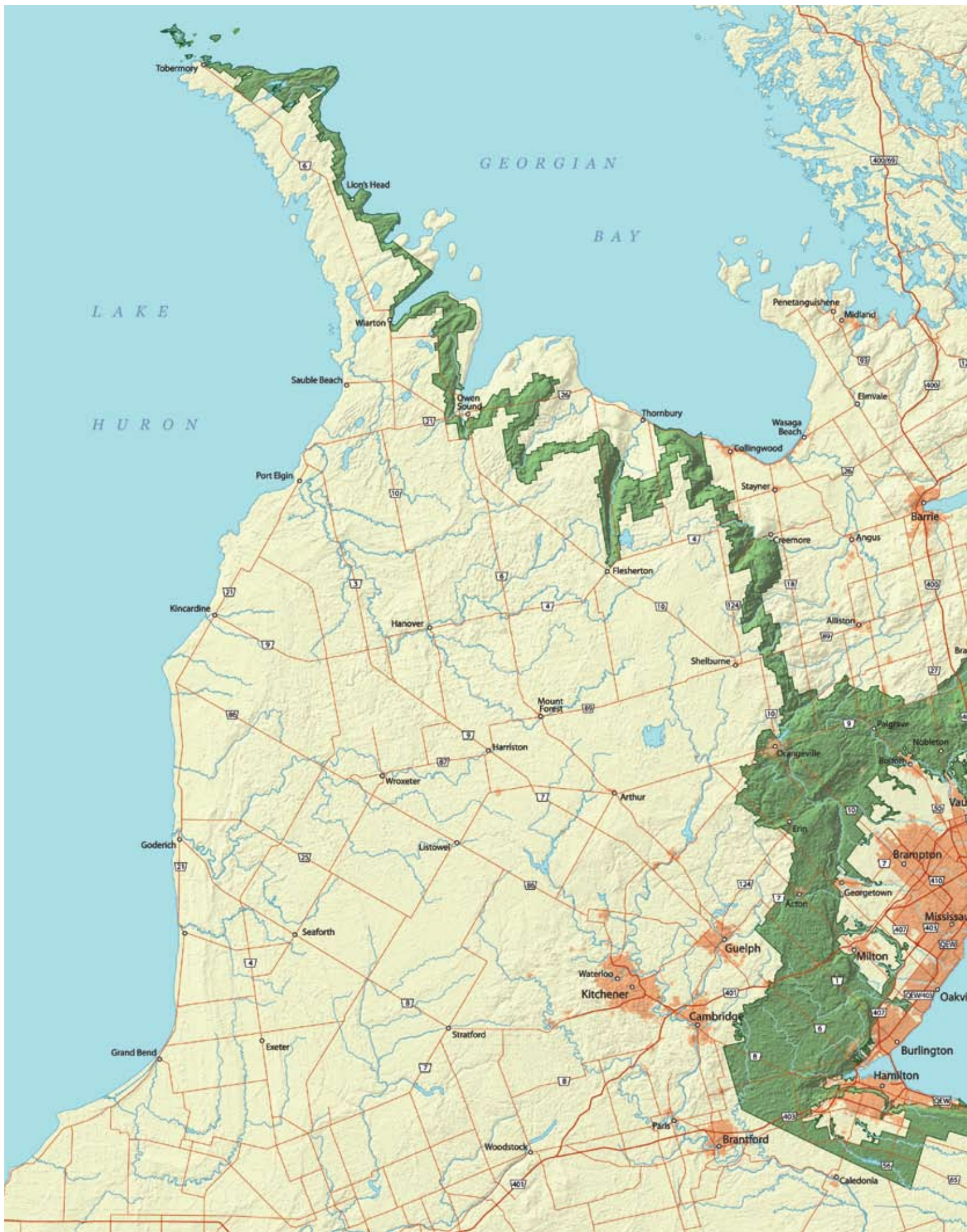
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The Greenbelt's natural heritage system protects about 535,000 acres of lakes, wetlands, river valleys and forests. Habitat is protected for wildlife and endangered species within a continuous band of green.





Ontario's Greenbelt

Built-Up Area*

Highway

Major road

scale in kilometres

10 0 10 20 30



Possibility grows here.

Road network from Digital Cartographic Reference Base of Ontario, Geomatics Office, Ministry of Transportation, Ontario, 2009. *Built-Up Area current to 2001, and provided by the Neptis Foundation; data coverage limited to central portion of this map. Greenbelt boundaries © Queen's Printer for Ontario, 2005. Reproduced with permission. While the Friends of the Greenbelt Foundation has made every effort to depict accurate and current map information, there may be discrepancies or errors in the depiction that are unintended.

It's less expensive to preserve the natural environment and the benefits it provides us, than to replace it with man-made infrastructure.

The David Suzuki Foundation Report

Ontario's Greenbelt / Possibility Grows Here

Possibility doesn't just grow in the Greenbelt – it flourishes! A living testimonial to Ontario's values and hopes for its people, the Greenbelt inspires us all to look at our world differently, and to protect our future by preserving our past and present. Created by provincial legislation in February 2005, the Greenbelt protects agricultural and environmentally significant land from urban development. At 1.8 million acres – an area larger than Prince Edward Island – the Greenbelt includes the Niagara Escarpment, the Oak Ridges Moraine and Rouge Park, offering a multitude of outdoor activities and a vibrant lifestyle to its residents and visitors alike.

The Ontario Greenbelt is a world-leading initiative. In addition to its power to preserve land, it has the ability to clean our air and water, and improve the way we eat and live.

As the largest and most diverse Greenbelt in the world, it is truly as vast and inspiring as the landscape itself. As we work together to make all these possibilities real, we are setting an example for Canada, and the world.

The Greenbelt is home to some of the most bio-diverse ecosystems in North America, including more than sixty endangered species. The Greenbelt also contains over one million acres of the richest farmland in the world, symbolizing the vibrant and vital essence of the Greenbelt. Meanwhile, more of us are getting excited about the wealth of products in our own backyard and turning to our local farmers for fresh produce, meats, artisanal cheeses, and award winning wines. By safeguarding this essential land together, we are helping the Greenbelt make things possible not just for today, but for generations to follow.

Now entering its sixth year, the Greenbelt continues to blossom, providing new ways for us to work, grow, eat, play and live. We look forward to toasting another exciting year of incredible spirit, vitality and creativity.

Message From the Chair



The Foundation recently marked the fifth anniversary of the Greenbelt with a wonderful party. It gave us a chance to celebrate some of the successes of the last five years, and marvel at how far we have come.

The polls we take every year tell us that the Greenbelt enjoys widespread and strong public support which continues to increase. There is a growing appreciation that the green spaces of Southern Ontario are precious and that we must consciously preserve what once we took for granted.

A significant aspect of the Foundation's work has been supporting agriculture and increasing both demand and markets for local food. A strong local food system is now emerging with the promise of better incomes for farmers, more sustainable farming practices, less transportation of food, and a more robust connection between our cities and the Greenbelt which sustains them. The momentum is building, and the signs of change are all around us. We see it in Loblaw's recent campaign around local food. We see it in the growing reach of Local Food Plus's certification standards for sustainable agricultural products. We see it in the Holland Marsh Growers' Association's decision to shift much of its production towards local food markets. We see it in the many restaurants that embrace local food ingredients and in the ever-increasing number of farmers' markets. There is a sense that values and practices are beginning to shift.

Of course, it's not only about food. To me, one of the most exciting developments is the growing movement towards a bigger, better Greenbelt. This spring Toronto City Council made the unanimous decision to add the public lands in the Humber and Don River systems to the Greenbelt: a powerful signal and a step which will strengthen the Greenbelt's connection to Lake Ontario. There is strong interest in municipalities like Markham, Mississauga and Oakville in participating in the Greenbelt's growth. These developments speak to how compelling the Greenbelt has become - in a mere five years it has moved from an audacious untested idea to a concept so potent that those outside it now seek to join.

The scope of our Greenbelt was reinforced for me by the impressions Burkhard Mausberg brought back from a series of meetings he had in Europe with representatives of greenbelts across the continent. It wasn't only the scale of our Greenbelt that impressed the Europeans, but also the fact that we have strong legislation underpinning it. They admired the planning sophistication and political will that produced the complementary policy initiatives to both manage growth in our region and anticipate future transportation needs. That the Province had set up an arm's length, independent funding body to support the viability of our Greenbelt was seen as remarkable. In all, such a thoughtful and effective combination of elements was, in their view, truly world leading.

So, at the five-year mark, there's much cause for celebration: there is momentum, interest, capacity, partners, and a burgeoning sense that we all must make the most of this opportunity. Yet much more remains to be done. For us to achieve the extraordinary potential inherent in the Greenbelt, we have to consolidate and augment what we have achieved so far and continue to buoy and foster our collective conviction as citizens in its enduring importance.

This anniversary is also the end of my five years as the Foundation's Chair. I feel privileged to have been a part of this remarkable initiative from the beginning and I am proud of what the Foundation has accomplished. It has been a great pleasure to work with Burkhard, his talented and committed staff and our thoughtful, dynamic board of directors.

Five years have gone by very quickly. As I look ahead, I am deeply conscious that opportunities like the Greenbelt come rarely. Chances to re-imagine, to rebalance, to integrate at a profound level our values into our landscape are precious. We must use all our resources to ensure that as a society, and as a province, we take full advantage of the promise in what surrounds us.

Sandy Houston
Chair

A Very Special Thank You

This has been Sandy Houston's last year as Chair of the Friends of the Greenbelt Foundation. He was the Founding Chair and served five years in that capacity. His day job is as President of the George Cedric Metcalf Foundation, one of Canada's largest family foundations.

During my 13 years as CEO for various organizations, I never had a Chair like Sandy. His ability to listen is only exceeded by his willingness to think big – really big. His vision for, and commitment to, the Greenbelt knows no boundaries. His capacity to lead a Board of Directors creatively and effectively has proven to be the key ingredient to the success of the Greenbelt Foundation.

Sandy's gift for building big tents while avoiding silos and singular thinking has shaped previously unthinkable solutions.

Thank you Sandy!

Burkhard Mausberg & everyone at the Friends of the Greenbelt Foundation



Sandy Houston

Message From the President

As I go to sleep every night, I pull up my quilt, feeling its patchwork and delicate hand-stitched seams. I admire the months of hard work my mother-in-law took to complete it. And like all quilts, it tells a story.

After all, a quilt is much more than just fabric - it is a part of us and our history. One piece could be grandfather's favorite shirt, the next a childhood blanket. It is a mosaic of stories left for others. Like a quilt, the Greenbelt is piecing together protected green space, farmlands and rural towns into a tapestry that is more than just a line on the map.

As Ontarians, we are the Greenbelt. It provides us with sustenance and leisure. It is our story to tell through clean air, fresh water and farmlands for our children to enjoy and benefit from.

In five short years the Friends of the Greenbelt Foundation has achieved much success. As a part of our 5th Anniversary celebration, over 50 artists created the 'Quilt of Possibilities' under the guidance of the Ontario Crafts Council. It symbolizes the vision that we imagined becoming a reality five years ago, and the possibilities of what is still to come.



The Quilt of Possibilities

Each piece reflects an aspect of our work at the Foundation. Many show our support in building a robust agricultural sector through images of farming; others show scenes of nature and landscapes, displaying our efforts in preserving green spaces. The Quilt also includes patches of cycling and leisure, representing the broad functions available in the world's largest Greenbelt.

Just like the 'Quilt of Possibilities,' the Greenbelt has become a network of sustainable areas for Ontarians to work, play and explore – becoming a part of what defines us. The Greenbelt has gone mainstream and the proof through public support and approval is pleasantly over-whelming: stopping by one of the many Greenbelt Farmers' Markets; seeing the number of attendees at Greenbelt events; witnessing artists in action; observing innovation in action; and reading results of many studies concluding that Greenbelt issues are still top priority with Ontario citizens.

Seeing the rapid integration of the Greenbelt into urban and rural life solidifies and intensifies my passion for being part of ensuring a sustainable future for my children and all children across the province. Because that's what it is really about – the future for our families. The Greenbelt is our living quilt; and as a quilt is a family heirloom, the land and water protected by the Greenbelt are cherished and passed down through generations.

Perhaps the parallels are endless – the most meaningful is that like the artists who came together to create the 'Quilt of Possibilities,' Ontarians have come together to expand the Greenbelt in Oakville, Toronto, Guelph, and Mississauga. With the support of Ontarians, our "quilt" will only grow larger as more stories are added over time.

As I look forward to the Foundation's journey over the next five years, I want to thank my Board and staff for the strides they have taken and the accomplishments we have achieved so far. As we move on to the next stage, I think of my children and I realize how much they learn in just five years while recognizing that in ten years they will be so much different. Knowing how much change can happen in a short time, I am excited for what is to come for Ontario's Greenbelt.

Burkhard Mausberg
President

When we buy Ontario, everyone wins. It's good for our families, good for farmers, good for the rural economy and good for the environment. In these challenging economic times, it's important we work together.

Dalton McGuinty, *Premier of Ontario*

New Funding

The Foundation helps champion a vast array of projects and approaches under the banner of one common goal: to make this immense landscape a dynamic and self-sustaining entity rich with spirit and activity. The grants described below represent the creativity and vigor of our community and help to realize the possibility that lies within the Greenbelt.

Municipal Leaders for the Greenbelt and Ontario Greenbelt Alliance Environmental Defence | \$375,000

The Greenbelt makes a major contribution to the health and livability of our cities and towns. That is why the Ontario Greenbelt Alliance and the Municipal Leaders for the Greenbelt will continue to monitor the implementation of the Greenbelt Act and Plan and engage their constituents and decision-makers in appreciating, enhancing and growing the Greenbelt.

www.greenbeltalliance.ca

Implementation of the Greenbelt Plan for Wetland Protection Ecojustice | \$173,000

The Greenbelt plays an important role in protecting and filtering water. Ecojustice, in partnership with Earthroots, Ducks Unlimited and Ontario Nature reviews the provincial wetland and water regulatory framework and determines whether it is achieving the goals of "ecological integrity and hydrological function" of the Greenbelt Plan. The research evaluates Ontario policies, consults with municipal planners and identifies successes, weakness and challenges under the current framework.

www.ecojustice.ca

Greenbelting Toronto 2.0 Toronto Environmental Alliance | \$150,000

Year one of two Building on their successful Greenbelting Toronto Project, the Toronto Environmental Alliance works to further adopt Greenbelt-friendly policies in the City of Toronto. They will help Greenbelt farmers have a stable market by ensuring the effective and timely implementation of the City of Toronto's Local Food Procurement Policy.

www.torontoenvironment.org

Promoting the Value of Ontario's Greenbelt Natural Capital David Suzuki Foundation | \$100,000

This project builds on the Foundation's 2008 work with the David Suzuki Foundation to value the ecological goods and services, or natural capital, of the Greenbelt. These valuations will be promoted to government and industry leaders to foster political and private sector support for growing the Greenbelt, better protecting its natural resources and understanding the Greenbelt's role in mitigating climate change.

www.davidsuzuki.org

Community Harvest Ontario in the Greenbelt Ontario Association of Food Banks \$100,000

This project increases access to Greenbelt fresh fruit and vegetables for people using food banks by engaging the Greenbelt farm community and urban volunteers through innovative agricultural partnership projects.

www.oafb.ca

Beyond Imaginings Harbourfront Centre | \$100,000

This project supports a unique partnership between Harbourfront Centre and the Foundation to tell the story of Ontario's Greenbelt through the lens of eight emerging artists. Each artist takes photos of Ontario's Greenbelt by focusing on one of three key aspects - Natural Beauty, Working the Land, and People of the Greenbelt. With additional marketing and programming support to engage with the public, this innovative, outdoor exhibit focused on the Greenbelt will use 72 large size photographs and eight didactic panels to help educate and inspire 12 million Harbourfront Centre visitors from June 2010 to May 2011.

www.harbourfrontcentre.ca



People admiring exhibits at the Gallery 1313 opening in February as a part of the Greenbelt's 5th Anniversary celebrations.



Loading bikes on to the "Greenbelt Express".



The York Region cultural Food Guide for the Chinese and South Asian communities.

Growing the Greenbelt in Peel, Halton and Durham

Sierra Club of Canada, Ontario Chapter
\$95,000

Sierra Club Ontario works to generate municipal applications to grow the Greenbelt in Halton, Mississauga and Brampton, along the Credit River. The project strengthens support among residents and Council in Durham Region to grow the Greenbelt in the Carruthers Creek watershed.

www.sierraclub.on.ca

Local Food Distribution Mechanisms in Niagara & Hamilton

George Morris Centre | \$67,000

The project brings together the municipalities of Hamilton and Niagara with the Foundation to conduct a feasibility study on establishing a local food distribution mechanism in these areas. www.georgemorris.org

Closing the Loop: Sustainable Agriculture through Local Food Procurement Program

Conservator Society of Hamilton | \$50,000

Environment Hamilton will build on their Hamilton Eat Local project by bringing fresh, local, and sustainable food from the Hamilton region to the growing number of Student Nutrition Programs. They will also develop local food programming in cooperation with area high schools and hospitality programs, and promote local food procurement by Hamilton's post-secondary institutions.

www.environmenthamilton.org/eatlocal

Cultural Food Guides for York Region

York Region Food Network | \$45,000

This project develops two food guides, one for the South Asian Community and one for the Chinese community. The guides inform residents where they can purchase locally grown ethnic foods. The guides also serve as stimulus for Greenbelt farmers to take advantage of a new market opportunity.

www.yrfn.ca

Greenbelt Express - Bike Train 2010

Waterfront Regeneration Trust | \$40,000

The "2010 Greenbelt Express" project promotes the Greenbelt as an attractive destination for cycling tourism, with a sustainable transportation option for travel between Toronto and Niagara by train. Bike Train integrates GO Transit services in addition to VIA Rail, broadens the network of Greenbelt cycle tourism ambassadors and completes a strategy for long-term financial sustainability of the program, while investing in market research to help measure the economic and tourism impacts in Niagara.

www.waterfronttrail.org

Shaping Food Policy in Durham Region

Community Development Council of Durham | \$35,000

This project begins to implement Durham's Food Charter and shapes food policy in the Region by developing a work plan for the newly formed regional food committee. In addition, assuring there is a long-term capacity to take action on local food, the Council advocates for the creation of a food policy. www.cdcd.org



Kate Busby, Project Curator of the 'Quilt of Possibilities' assembling the quilt.



Burkhard Mausberg, President of the Friends of the Greenbelt Foundation, Wendy Mesley, co-host of CBC Marketplace and Susan Murray, Communications Director of Friends of the Greenbelt Foundation at the Oakvillegreen event.



Local Food Guides created by the Toronto Environmental Alliance.

Artists Survey: the Greenbelt Gallery 1313 | \$32,600

This project reaches out to the public, creating an increased awareness of the Greenbelt – what it is and what it does - through the eyes of the artistic community. There is an exhibit and panel discussion in Toronto, and the exhibit travels to three other venues in the Greenbelt. www.g1313.org

Greenbelt Quilt of Possibilities Ontario Crafts Council | \$21,400

The Greenbelt Quilt is curated by the Ontario Crafts Council to create a collaborative textile work embodying the spirit, diversity and variety of possibilities that grow within the Greenbelt. Created as a part of the Foundation's 5th anniversary celebrations, the quilt travels to various venues and events throughout the Greater Golden Horseshoe. www.craft.on.ca

Local Food Procurement Guides Toronto Environmental Alliance | \$20,000

The guides are much needed resources to help public institutions take the first step to integrate local food into their commercial kitchens and encourage the adoption of local food procurement policies by Ontario municipalities, educational institutions and hospitals. www.torontoenvironment.org

International Greenbelt Report – Update 2010

Canadian Institute for Environmental Law and Policy | \$18,000

This report updates and expands on CIELAP's previous international Greenbelt research report, and explores various international greenbelts outside of Europe and North America, including those in Australia and South America, and compares their strengths and challenges. www.cielap.org

Growing the Greenbelt Oakvillegreen Conservation Association \$15,000

Oakvillegreen's "Growing the Greenbelt" event in Oakville draws key politicians, environmental activists, farmers, winemakers, Greenbelt community leaders and the media to celebrate the addition of new lands to the Greenbelt and to inspire continued protection, expansion, and future enhancement of the Greenbelt in Oakville. www.oakvillegreen.org

Conservation Foundation of Greater Toronto Rouge Park | \$10,686

Rouge Park is creating a "Trails Master Plan" to guide the development of recreational trails in the park, including building a network of trails throughout the park to link Lake Ontario to the Oak Ridges Moraine. The park also established a series of guided hikes for visitors. www.trca.on.ca



Doug White – Mayor of Bradford West Gwillimbury, Julia Munro York-Simcoe MPP, Jack Rupke – Councillor for King Township, Burkhard Mausberg, President, Friends of the Greenbelt Foundation and Alex Makarenk – Chair of the Holland Marsh Growers' Association cutting the 5th anniversary cake at the Holland Marsh Hoedown.



Enviro Girl of TVOKids at the Royal Winter Fair.

Strengthening Water Protection on the Niagara Escarpment

Niagara Escarpment Foundation | \$10,000

Many Ontarians use water that filters through the Greenbelt. As a result, protecting the natural water system is one of the most important benefits of the Greenbelt. The Niagara Escarpment Foundation will review water issues and the work needed to address these issues on the Escarpment and throughout the Greenbelt. www.nefoundation.ca

GreenbeltFresh Online Marketplace Launch

Ontario Culinary Tourism Alliance | \$10,000

The Alliance partners with the Greenbelt Foundation and the Greater Toronto Area Agricultural Action Committee to host the launch for the Greenbelt Fresh Online Marketplace, Greenbeltfresh.ca. The launch features celebrity chefs, locally-sourced food and wine, and a demonstration of the website. www.ontarioculinary.com

2009 Ontario Culinary Tourism Summit

Ontario Culinary Tourism Alliance | \$10,000

This Project supports an event that brings together producers, restaurants, and culinary tourism organizations from across Ontario. www.ontarioculinary.com

Holland Marsh Hoe-down

Holland Marsh Growers' Association | \$8,500

The "Holland Marsh Hoe-down" is a celebration of rural heritage in the Greenbelt with a traditional barn dance in the Holland Marsh area, as part of the celebrations for the Greenbelt's 5th anniversary. www.hollandmarshgold.com

Hamilton Eat Local Maps

Conserver Society of Hamilton | \$8,500

One of the best ways to enjoy the bounty of the Greenbelt is a visceral one – through taste. Environment Hamilton promotes a local food network in this area of the Greenbelt, bringing food from the farm to the table. Residents learn how to access their local food through the popular Hamilton Eat Local map, making local food more accessible for consumers. www.environmenthamilton.org

The Ontario Greenbelt Adventure at the Royal

Ontario Educational Communications Authority | \$6,400

The "TVOKids at the Royal Winter Fair" project is a special interactive performance by "Enviro Girl" and the "Don't Sit Still" crew, at the 2009 Royal Agricultural Winter Fair, geared especially to kids. www.tvokids.com

Cootes to Escarpment Vision: Public Launch

Royal Botanical Gardens | \$5,000

The "Cootes to Escarpment Vision: Public Launch" is a celebration of the completion of the planning process. The public and stakeholder event launches the "Cootes to Escarpment Vision" plan document, with a formal ceremony followed by organized outdoor winter activities as part of celebration activities for the Greenbelt's 5th anniversary. www.rbg.ca



Whole Village Vendor is all smiles at the Bolton Farmers' Market.



Toronto Mayor David Miller and Chef Robert Craig at the Greenbelt/fresh.ca launch event.



Burkhard Mausberg, President of the Friends of the Greenbelt Foundation dropping a puck at the Oshawa Generals game on Greenbelt Night.

Greenbelt 5th Anniversary Panel

Canadian Urban Institute | \$5,000

The Canadian Urban Institute coordinates a panel of four to five speakers who provide various perspectives on how the Greenbelt is working. The event is coordinated in partnership with the Foundation as part of the series of activities to celebrate the Greenbelt's 5th anniversary.

www.canurb.com

Celebrate the Greenbelt with the Oshawa Generals

Foundation for Building Sustainable Communities | \$5,000

Fans celebrate "Greenbelt Night" with the Oshawa Generals as they play the Saginaw Spirits in front of 5,000 fans at the General Motors Centre in Downtown Oshawa.

www.fbcs.org

2009 Ontario Bike Summit

Share the Road Cycling Coalition | \$3,000

Through the inaugural "2009 Ontario Bike Summit", the Share the Road Cycling Coalition builds capacity in the bicycling advocacy movement to grow cycling infrastructure, education and awareness initiatives in Ontario, making it safer and easier for cyclists to visit the Greenbelt areas by bike. The Foundation participates in the Summit, hosted by the Coalition, which includes key policy makers, speakers and workshops, aiming to establish a Provincial Bike Policy. www.sharetheroad.ca

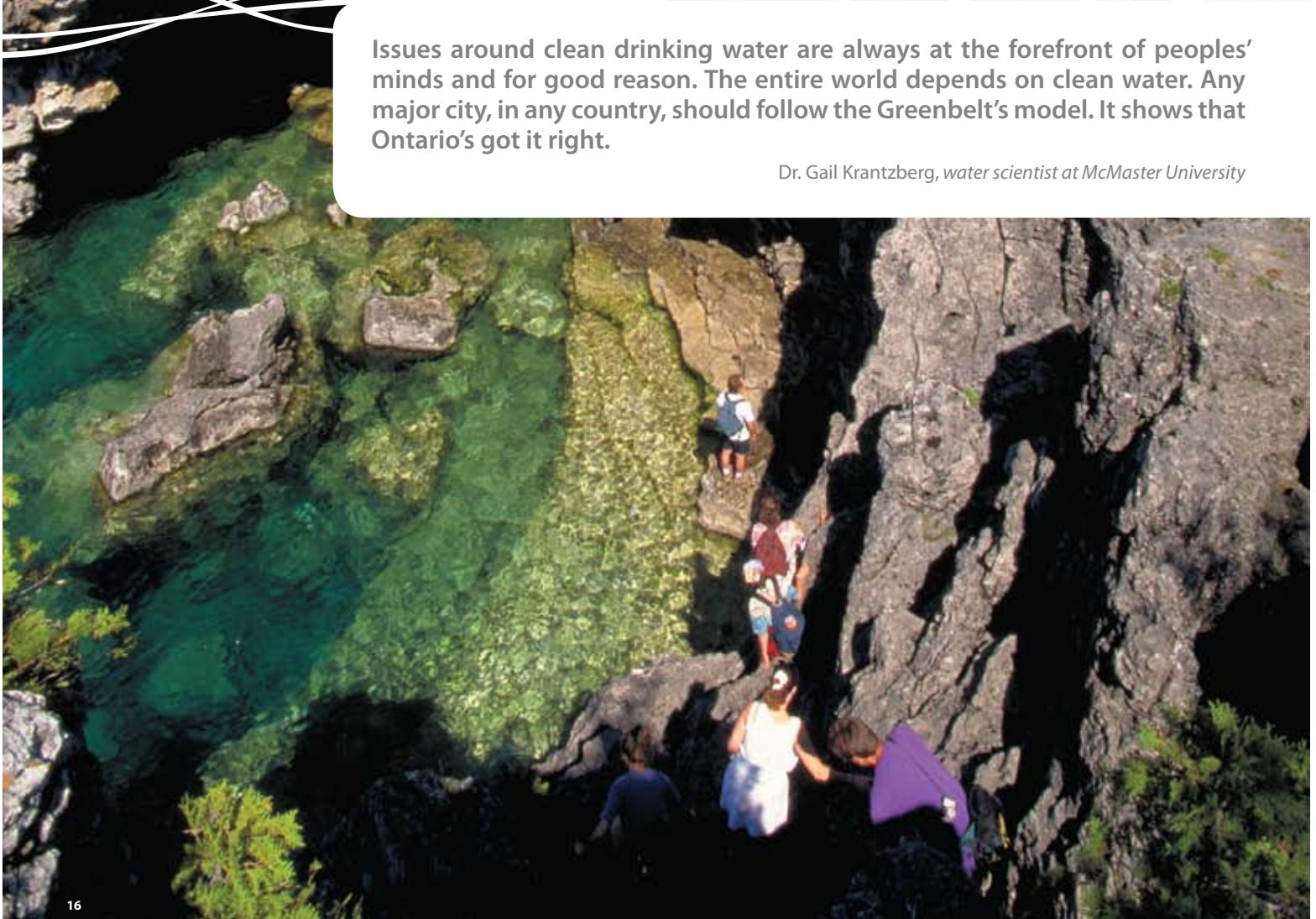


There are over eleven hundred beef farmers in the Greenbelt, which account for about 16-18% of the farms, with the highest concentration in Durham Region (40%).



Issues around clean drinking water are always at the forefront of peoples' minds and for good reason. The entire world depends on clean water. Any major city, in any country, should follow the Greenbelt's model. It shows that Ontario's got it right.

Dr. Gail Krantzberg, water scientist at McMaster University



Previous Funding Commitments

The Ontario Greenbelt Adventure

TVO | \$440,000

Year two of two The Greenbelt is an exciting and interactive landscape, making teaching a new generation about its significance and wonder a worthwhile endeavor. Children and their parents around Ontario are experiencing the Greenbelt through multimedia programming on the popular and educational TVOKids show and website. Short video vignettes introduce Greenbelt treasures, and Greenbelt missions encourage kids to explore nature in their own backyards. Interactive components like tree planting, a music video and summer festivals bring families out to experience the Greenbelt – physically and virtually. www.tvokids.com

New Farmers to Grow, New Places to GO

University of Guelph, Centre for Land and Water Stewardship
\$400,000

Year three of three Sustainable farming goes beyond preserving the soils, as it requires training for a new generation of farmers to cultivate our abundant rural lands. This program provides new and young Ontarians with the opportunity to farm in the Greenbelt by giving them training and access to real working farms, mentored by experienced farmers. The new farmer receives business planning assistance and technical agricultural advice, including how to grow new specialty crops and environmentally responsible farming practices. With an emphasis on serving multicultural communities, the University of Guelph is partnering with FarmStart, an organization committed to fostering diverse and prosperous farming communities. www.uoguelph.ca/claws

Marketing and Environmentally Sustainability Plan within the Greenbelt

Holland Marsh Growers Association | \$400,000

Year two of two The richly fertile Holland Marsh is recognized as Ontario “salad bowl” producing a wide variety of vegetables. Holland Marsh farmers, in collaboration with local packers and processors, are shifting vegetable production from largely an export market to the local market. They are also diversifying crop production and implementing more sustainable growing practices through Local Food Plus certification, among other changes. www.hollandmarshgold.com

Taking it Board Wide

EcoSource | \$380,000

Year two of two Bringing locally grown food into our classrooms feeds hungry minds and bodies with the goodness of our Greenbelt. The Peel District School Board may become the first in Ontario to offer Greenbelt and other locally grown food to all of the students and staff in its 232 elementary, secondary and culinary arts schools, creating a substantial and sustainable market for Greenbelt farmers interested in supplying produce to the local area. Currently, local food snacks such as apple chips, popcorn and empanadas are now available in elementary schools. In addition, the first ever Go Ontario! Granola bar, made with only Ontario ingredients, is also available. This program provides an important forum for education with classroom visits and farm activities. www.ecosource.ca



The Cootes to Escarpment plan.



Tour group hiking the Bruce Trail.

Cootes to Escarpment Conservation and Land Management Strategy

Royal Botanical Gardens | \$185,000

Year two of two The “Cootes to Escarpment Conservation and Land Management Strategy” is developing a collaborative natural lands management plan and a strategy to conserve key additional lands to protect ecological linkages. www.rbq.ca

Flavours of the Biosphere

Canadian Biosphere Reserves Association | \$150,000

Year two of two There is so much to discover in the Greenbelt. The Canadian Biosphere Reserves Association and the Niagara Escarpment Commission will produce a high-definition television program and interactive website to promote awareness and exploration of the ecological connectivity, culinary and agricultural life, and healthy recreational opportunities in the Niagara Escarpment – a World Biosphere Reserve in Ontario's Greenbelt.

www.biospherecanada.ca

Increasing Organic Production in the Greenbelt

Ecological Farmers Association of Ontario | \$150,000

Year three of three This project encourages more farmers in the Greenbelt to benefit from the market trend and supports them in transitioning to an organic model of farming, including a structured mentorship program where established farmers share their knowledge with less experienced organic farmers. www.efao.ca

Gateway to the Greenbelt

Conservation Foundation of Greater Toronto | \$105,000

Year three of three This is a three-year project that includes the creation of a major traveling Greenbelt exhibit to promote places to see and things to do in the Greenbelt. www.gatewaytothegreenbelt.ca



Just one of the dozens of waterfalls found in the Hamilton area.



Dufferin Grove Organic Farmers' Market, just one of the many farmers' markets that the Foundation supports.

Greenbelt Youth Forum

4-H Ontario | \$100,000

Year three of three The "Greenbelt Youth Forum" brings together youth from across the Greenbelt for a three-day educational experience. High school students learn about the importance of the Greenbelt using case studies, a field trip, and interactive teaching methods. Students will generate projects in their communities based on this learning and present the project at the Royal Agricultural Winter Fair. www.4-hontario.ca

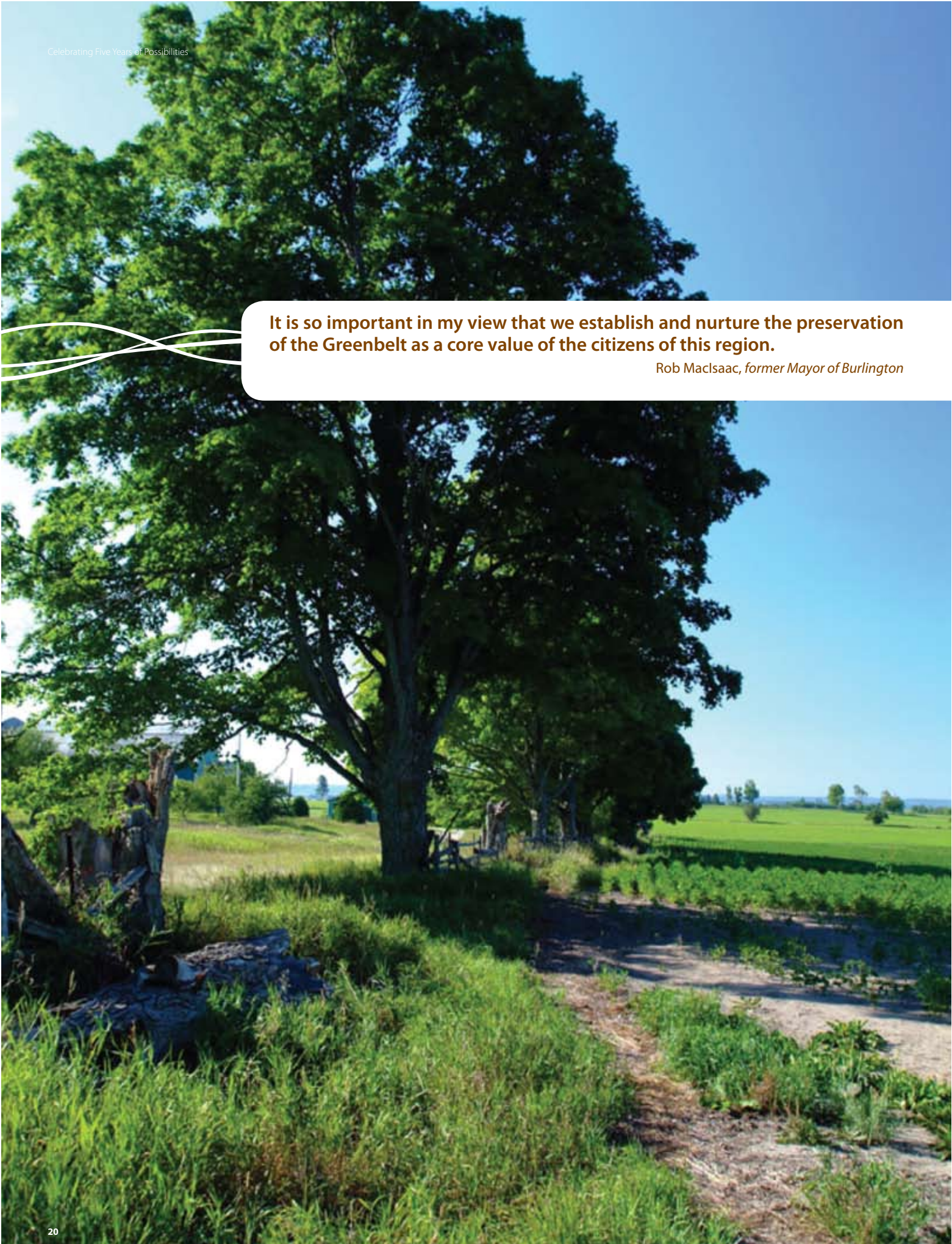
Promoting the Ontario Grape Growing Industry

Grape Growers of Ontario | \$20,000

Year two of two Funding supported the annual Niagara Wine Festival Kick - Off Luncheon in 2009 and 2010 which highlighted Niagara Greenbelt VQA wines and grape growers, distributes educational materials and informs visitors about the agriculturally abundant area of the Greenbelt. www.grapegrowersofontario.com



Niagara's 2.1 million tender fruit trees (peaches, pears, plums, cherries, and grapes) produce over 800,000 baskets of fruit a year.

A large, leafy tree in a grassy field under a clear blue sky. The tree is the central focus, with its branches spreading out. The ground is covered in green grass and some low-lying plants. In the background, there are rolling green hills and a clear horizon line.

It is so important in my view that we establish and nurture the preservation of the Greenbelt as a core value of the citizens of this region.

Rob MacIsaac, former Mayor of Burlington

Summary of Activities

Highlights of the Year

What follows is an overview of direct activities that the Foundation engaged in, over the past several months, by exploring the possibilities in our own backyard – Ontario's Greenbelt. These activities often focused on connecting the Greenbelt to people where their passions lie, and promoting the Greenbelt to as wide an audience as possible.

1. Celebrating Five Years

The Greenbelt turned five on February 28, 2010. Such an important milestone needs to be celebrated in unique ways – so the Foundation set about finding ways to connect the Anniversary with a wide variety of communities and stakeholders and to celebrate in ways that were unusual, inventive, and fun.

It was important to ensure that celebrations spanned the Greenbelt's geography. As a result our events took place in venues from Niagara and Burlington to Oshawa and Ajax, and from downtown Toronto up to the Holland Marsh.

Some events, like the skating party at the Royal Botanical Gardens and the celebration with the Oshawa Generals, incorporated sports and recreation opportunities, while others like the Quilt of possibilities and the Artist Survey: The Greenbelt, provided both an artistic outlet and the opportunity to tell the stories of the Greenbelt in new and original ways.

For academics, environmentalists and the policy-minded, the celebrations included the release of two papers: the Holland Marsh Economic Impact Study and the International Greenbelt Study, and a panel discussion on where the Greenbelt is today.

In honour of the Holland Marsh growers and other agricultural communities like it that form the backbone of the Greenbelt, we held a good, old-fashioned hoe-down.

To conclude the festivities, the premiere anniversary event saw over three hundred people come out to honour this year's annual Friends of the Greenbelt Award, awarded to five farmers who demonstrate leadership, innovation and stewardship.

Award presented by:

Gallery on the Farm
Plan B Organic Farm
Alex Makarenko and Herman Gasko
Whitty Farms Market
Dixie Orchards

The Hon. David Peterson
 Sarah Harmer
 Martha Shuttleworth
 Rob MacIsaac
 The Hon. William G. Davis



The Hon. Steve Peters, Speaker of the Ontario Legislative Assembly with some of the 'Quilt of Possibilities' contributing artists.



Participants at the 2009 Tour de Greenbelt.

2. The Greenbelt Quilt of Possibilities

One of the 5th anniversary activities, the Quilt, deserves special recognition. It has become a symbol of the passion and creativity of those who live in and around the Greenbelt and showcases how nature inspires and connects us. There will be many exhibit locations; including Queen's Park, the G8 Summit, Harbourfront Centre and local towns and villages where some of the quilters live.

3. Ontario's Greenbelt in an International Context

"Ontario's Greenbelt in an International Context," explores the experiences of greenbelts around the world and identifies lessons that will help ensure the continued success and permanence of Ontario's Greenbelt. The most recent version of the report not only updates the status of the greenbelts previously studied, it also explores four additional greenbelts: the Copenhagen Finger Plan, the Frankfurt Greenbelt, the Melbourne Green Wedges, and the Sao Paulo City Green Belt Biosphere Reserve.

At only five years young, Ontario's Greenbelt is already a model for others. Ontario's Greenbelt is shown to be an example of a vibrant multi-use greenbelt that protects significant agricultural and environmentally sensitive lands from development, is underpinned by one of the strongest legal frameworks, impressive political commitment, a clear diversity of benefits, enthusiastic community organizations, and a supportive public.

The report, which was presented to a cross-section of stakeholders at a Canadian Urban Institute event, received a positive response. Like the authors of the report, the stakeholders caution that more can be done in support of the continued viability of agriculture. It is clear

that visionary thinking and collaborative efforts are required to solve the environmental challenges facing our planet. This report and the discussion it has generated, form the beginnings of a much larger conversation that will occur next March in Toronto. From March 22nd to the 24th, 2011 the Foundation will be hosting an international conference, Greenbelts: Local Solutions for Global Challenges that will bring together people and perspectives from the world's leading greenbelts.

4. Tour de Greenbelt

On your mark. Get set. Meander. Experience rural hospitality, savour fresh, local food and explore all that Ontario's Greenbelt has to offer: natural beauty, cultural diversity and engaging recreation. Re-discover the joy of a leisurely bike ride and come explore the possibilities of Ontario's Greenbelt, 1.8 million acres of protected land wrapping around the Golden Horseshoe.

In its second great year, the Tour featured more riders, more sponsors, more partners, more media attention and more fun. Rides, from short family routes to athletically long ventures, took place across the Greenbelt over two weekends in September. The Tour is an excellent event to reach out to people in the Greater Golden Horseshoe and inspire them to get on a bike with friends and family and connect with the Greenbelt in a healthy and environmentally friendly way.

5. Building the Local Food Economy

Queen's Park Plate

October 8th, 2009 marked the second year of the Queen's Park Plate, a celebration of Greenbelt-grown food and drink showcasing the



Whitty Farms shoppers at the Brock University Farmers' Market.



Burkhard Mausberg, President of the Friends of the Greenbelt Foundation and the Hon. Steve Peters, Speaker of the Ontario Legislative Assembly enjoying local drinks at the 2009 Queen's Park Plate event.



People exploring what is available at the Port Perry Farmers' Market.

bounty of Greenbelt-grown food in dishes from around the world. This year, the Plate honoured the diversity of ingredients growing in the Greenbelt, and celebrated the ethnoculturally diverse dishes made in the Greater Golden Horseshoe using these great, local, Greenbelt-grown ingredients.

Hosted by the Honourable Steve Peters, Speaker of the Ontario Legislative Assembly, the event was attended by everyone from MPPs and Mayors, civil servants and activists, environmentalists and farming advocates, grantees and friends.

Thanks to the participating Chefs and Wineries:

Sue Chury – Spice of Life, Port Dalhousie
Chris Haworth – Spencer's at the Waterfront, Burlington
Brad Long – My Place: A Canadian Pub, Toronto
Robin Pradhan – Rocky Raccoon Café, Owen Sound
Martha Preston – Preston Empanadas, Toronto
Rieff Estate Winery
Southbrook Vineyards
Stratus Vineyards
Hockley Valley Brewing Company
Andrews' Scenic Acres
Cameron's Brewers

Hamilton & Niagara Food Distribution

The Foundation, in partnership with the Region of Niagara and the City of Hamilton, undertook a study with the George Morris Centre to discover whether sufficient industry support exists to establish a regional food and agri-food product distribution initiative in these two municipalities. The study identifies the markets most likely to support a regional food initiative, as well as critical success factors and challenges associated with attracting and maintaining a viable

target market. It also identifies attitudinal factors among the key stakeholders that could impact viability.

Greenbelt Farmers' Market Network

The Greenbelt Farmers' Market Network fosters communication among market managers to share information, transfer knowledge and learn from each other the best way to make their markets a success. The network supports both new and established markets; provides opportunities for professional development for managers; promotes Greenbelt markets, farmers and locally-grown foods; and, advocates on behalf of markets locally and provincially.

There are nearly 100 farmers' markets operating in and around Ontario's Greenbelt. The network is filling a gap for many market managers that have felt isolated in the past, or have few contacts to rely on in their field of work. Managers are building a sense of community by attending an annual market development day and communicating regularly through an online forum on Greenbeltfresh.ca.

Ethnic Food Guides

"Locally-grown Food From Home" guides have been published for some of the largest ethnocultural communities in the City of Toronto and York Region. The Chinese, South Asian, Middle Eastern and Afro-Caribbean guides list retail shops, farmers' markets and rural farms around the Greenbelt that grow, raise and sell ethnocultural varieties of vegetables, fruit, spices, meats and other fresh and healthy fare.

The first of their kind, the guides help rural and diverse urban communities around the Greenbelt connect and even foster a common and inclusive future from field to fork. Bitter Melon, okra, Malabar spinach, long eggplant, watergreen, hot peppers, yams and many other "new" crops are already grown here. Buy them fresh and ask for more!



Direct Energy gleaners at Whittamore Farms.



A variety of fruits and vegetables from across the Greenbelt that can be found at on-farm markets, farmers' markets and stores across the Province.



Map of the Holland Marsh.

Ontario Association of Food Banks

"Community Harvest Ontario" is a new initiative in the province and for the country. Part of the project is being piloted in the Greenbelt, making connections with local farmers and corporate community volunteers to deliver a fresh and healthy supply of fruits and vegetables to vulnerable peoples accessing food banks.

Farmers are participating in numerous ways, generously donating plots of land, equipment and their expertise so a reliable food supply can be grown for food banks, while others are hosting gleaning activities by corporate volunteers to visit farms and pick fresh from the orchard or fields. The program aims to deliver 150,000 pounds of Greenbelt-grown fresh fruits and vegetables to food banks and over 2 million pounds province-wide each year.

6. Supporting Greenbelt Farmers

The Foundation is proud to support the growers and producers across Ontario's Greenbelt. We do this not only through our grants program, but also by developing innovative and media-worthy tools and tactics that help tell the story of Ontario's hard working, entrepreneurial farmers. From grants supporting farmers' markets that sell locally-grown, greenbelt food to internally developing Greenbeltfresh.ca, an online marketplace where everyone from consumers to chefs can easily find farmers' markets and Greenbelt produce, we are committed to increasing connections between buyers and sellers and fostering a local food economy.

Greenbeltfresh.ca

Greenbeltfresh.ca is a match making website – hooking up consumers, food service providers and farmers. People can access hundreds of

Greenbelt farmers producing a diversity of fresh, local products from vegetables and fruits to meats and dairy. It's also free and accessible, hosting both commodity and market gardener farm businesses, pick-your-own and community shared agriculture farms and drawing interest from consumers, restaurants, small and large cafeterias, day-cares, banquet halls, distributors, wholesalers, processors, and many more looking for local food.

Search hundreds of farms and about 100 farmers' markets to find over 100 types of vegetables and fruits, over 20 types of meat and poultry, a range of dairy products (yogurt, cheese), specialties (herbs, ethno-cultural varieties) and prepared foods (wine, maple syrup, jams, baked goods). Local Greenbelt food – it's out there and it tastes great!

For our annual Friend of the Greenbelt Award the Foundation identified innovative Greenbelt growers and producers for their leadership and sustainable farming efforts. Five farmers from across the Greenbelt were selected to win this year's award, and to showcase the agricultural success stories that surround us. And over 1.7 million Cineplex viewers learned about the farming innovations happening in the Holland Marsh in a 60 second spot about the importance of local, Greenbelt-grown food.

Our Holland Marsh Work

The Holland Marsh is already famous for its black soils starkly visible along highway 400, but the new Holland Marsh Gold brand of fresh vegetables are also drawing attention and are in great demand. The Holland Marsh Growers' Association is helping farmers shift their businesses from an export model to a local model. As Ontario's ever productive "salad bowl", Marsh farmers are significantly increasing the availability of high quality local food for local residents and businesses. Hospitals, universities, schools, restaurants, municipalities and retail



Holland Marsh farm land.

stores are all buying. Growers are increasing their product lines and connecting with residents through events such as “Soupilicious”, held each fall.

Holland Marsh farmers are innovators and leaders in the local food movement.

Holland Marsh Agricultural Impact Study

An important gap in the historical record of one of the Greenbelt’s two “Specialty Crop Areas” is now closed. “Holland Marsh: Agricultural Impact Study”, the tenth installment in the Foundation’s Occasional Paper Series, was prepared by Planscape Inc. and Regional Analytics.

Covering 18,200 acres, the Marsh produces a range of products, from carrots, celery, and onions to Asian vegetables. In 2006, vegetable production in the Marsh accounted for as much as 14% of the total annual vegetable production in Ontario. The analysis shows that net revenue for Marsh growers is 2.8 times higher than the provincial average, and that it generates between \$35 million to \$58 million in Gross Domestic Product, and between \$95 million and \$169 million of economic activity in the provincial economy.

With its outstanding growing conditions, skilled operators and proximity to market, the Holland Marsh Growers’ Association is taking advantage of the opportunity to raise its profile and increase its market.

With new farmers to grow ethnic crops and Canadians taking up farming with help and guidance from New Places To Go, the future of the Holland Marsh is exciting.



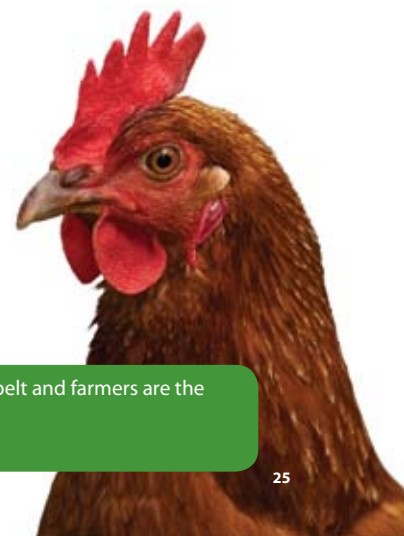
Roman Dyriw, farmer and Holland Marsh Growers Association Member, Chef Jamie Kennedy and John Gorzo Jr, farmer and Holland Marsh Growers Association Member.

7. Growing the Greenbelt

Toronto, Mississauga, Oakville, Ajax, Markham, Waterloo and Guelph

The Toronto Environmental Alliance along with Environmental Defence Petitioned for the expansion of the Greenbelt along Toronto’s Don and Humber rivers. In winter 2010, Toronto City Council voted unanimously to expand along the rivers. Mississauga and Oakville have followed suit with Toronto Council and voted in favour of adopting more land into the Greenbelt. Oakville is up next and already has support from their City Council.

Under serious consideration are also areas in Guelph, Markham and Ajax. As the Foundation moves towards expanding significant spaces through partnerships with innovative grantees and the public, we see the impact that integration is having on the daily lives of people. The Greenbelt is mainstreaming its way into urban and rural life alike.



Farming is the dominant land use in the Greenbelt and farmers are the dominant land owners at just over 50%.



A road sign on the QEW lets motorists heading towards Niagara know that they are entering the Greenbelt.



Harbourfront Centre's "Beyond Imaginings" photo exhibit.

8. Growing Awareness

The Greenbelt is big - it is a big idea, it is a big space, it is a big part of Ontario's plan for a sustainable future, and it is a big part of what makes us Ontarians.

From road signs to community events to awareness campaigns and talking around the water cooler, we are committed to mainstreaming Ontario's Greenbelt - it is not just important for environmentalists or weekend warriors; it is important to everyone who wants clean water and air, accessible green spaces for all, delicious local food, a healthy population and a healthy economy.

Through campaigns, web sites, newsletters, publications and reports, events and activities, press releases, grantees' work and the media coverage we receive we are able to increase awareness and support as we educate Ontarians about the Greenbelt and all its possibilities - igniting a sense of pride and hope.

We use words and images to try to tell this big story. To cut through the clutter and reach hearts and minds. And it is working: Over 90% of Ontarians surveyed in a 2010 poll by Environics agreed that "the Greenbelt is one of the most important contributions of our generation to the future of Ontario."

All our communication efforts - big and small, relate back to our five objectives:

- Supporting a Robust Agricultural Sector
- Protecting the Natural Environment
- Championing a Strong and Successful Countryside
- Promoting Smart Patterns of Urban Settlement
- Advancing Awareness, Understanding and Support for the Greenbelt

Here are some of the awareness pieces we led in the past year:

Photographs at Harbourfront Centre

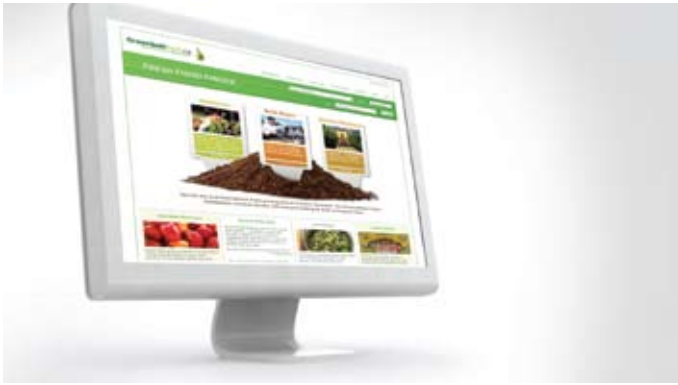
In early 2010 the Friends of the Greenbelt Foundation and Harbourfront Centre entered into a unique and powerful partnership to tell the story - the complex and inspiring story of Ontario's Greenbelt, in an innovative way through photography and artist observations.

Harbourfront Centre sent out a call for submissions to emerging photographers who had been touched by, inspired by or challenged by Ontario's Greenbelt. From a wealth of submissions, eight photographers were selected to take photos across Ontario's Greenbelt within a framework of three key areas - Natural Beauty, Working the Land and People of the Greenbelt. By March 31st 2010, many of these artists had set off on their own Greenbelt journey - whether by canoe, by foot or by car, they had started to work their practice.

These photos are displayed at North America's largest outdoor exhibit of 40 standing structures housing 72 spectacular, large print images plus eight explanatory didactic panels placed across the ten acres of Harbourfront Centre.

Reaching out to Movie Goers

Everyone loves movies. We do too - so in 2009, we had PSA's broadcasted before major blockbuster movies like Iron Man 2 and over 1.7 million Ontarians learned about the Greenbelt from Gail Krantzberg and Jason Verkaik. The PSA focused on the importance of the Greenbelt for clean water and protecting our local food supply respectively.



Greenbeltfresh.ca – Greenbelt Farmers' Online Market.



Lake Simcoe.

Greenbelt Online

The Internet continues to be an important tool and focus for the Foundation – from telling the story of our grants and grantees, to providing reports, photos and other materials free for download, the Foundation is committed to inspiring, instilling and enhancing an understanding of and pride in Ontario's Greenbelt and all that it gives us.

Social media has become an increasingly important tool at the Foundation – from Facebook to Twitter to the blogosphere the Foundation has been leveraging social media. We have also launched a new site, www.globalgreenbeltsconference.ca, to tell the world about our upcoming conference – the first ever Global Greenbelts Conference taking place here in Toronto from March 22 to 24, 2011. Our newsletter goes out monthly to over 2,500 friends – sharing stories, photos, news items and more.

All Signs Point to the Greenbelt

Road signs are an important and permanent tool in our ongoing communications efforts. They help Ontarians and visitors alike understand when they are in Ontario's Greenbelt, and identify key elements such as the Holland Marsh, Niagara Escarpment, Oak Ridges Moraine to name a few – all part of Ontario's Greenbelt.

By March 2010 the Foundation had placed over 200 community and road signs in the ground along highways and regional roads entering the Greenbelt, including 50 trail signs and six interpretive signs which promote the environmental stewardship of farmers to trail users who pass through Greenbelt farms.

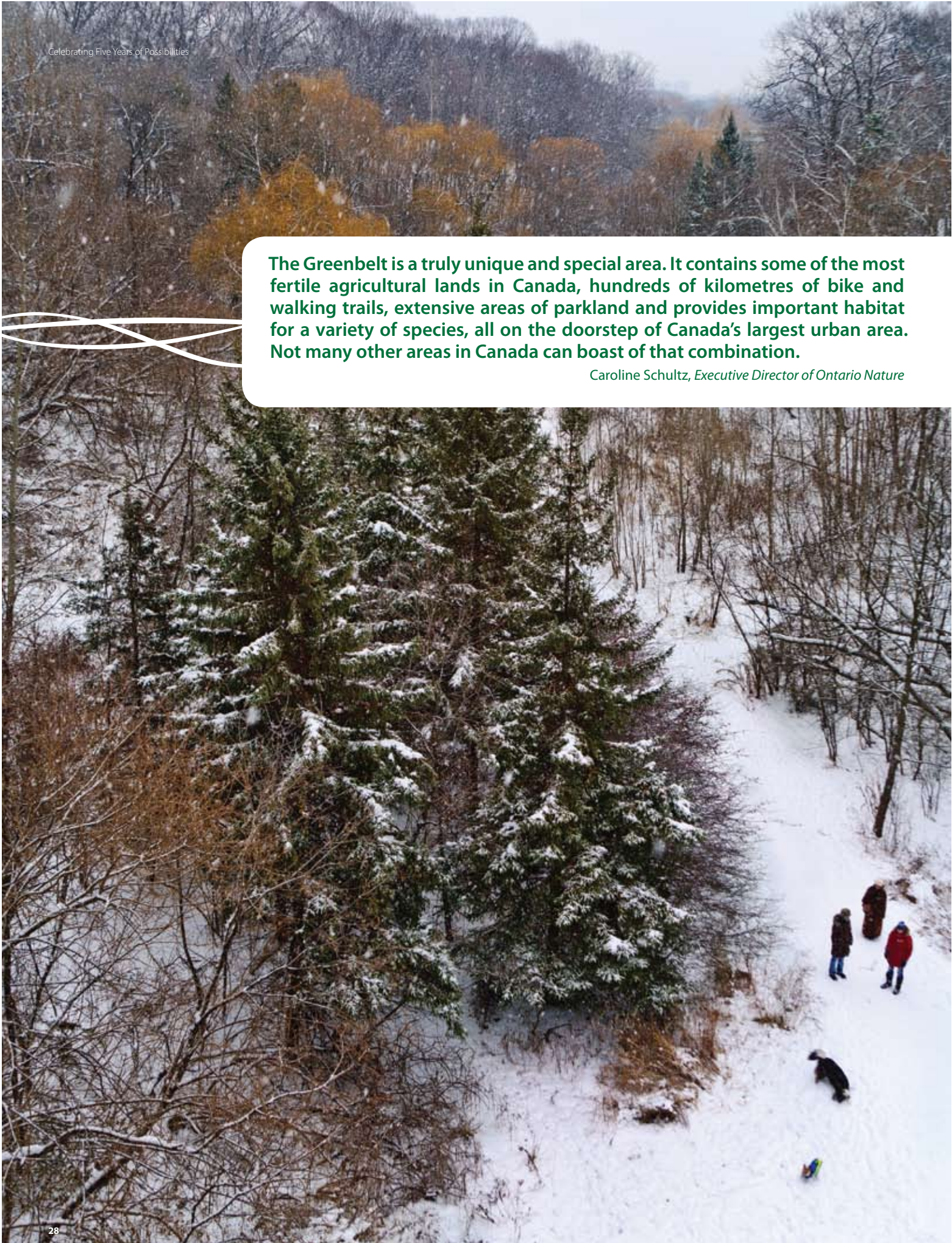
This year, we were proud to install five Niagara Escarpment Legacy Plaques celebrating former Ontario Premier William G. Davis, for his dedication in protecting the Niagara Escarpment. They tell the story of how one man, one person, can change the face of Ontario forever.

International Award for Excellence in Communications

This year the Greenbelt Foundation won the Silver Award for excellence in Communications in the 2010 Wilmer Shields Awards Program for our 2008-2009 Annual Report. It's the third year in a row that the Foundation has won the award, which recognizes effective communications efforts to increase public awareness of foundations and corporate giving programs. Our beautiful photography and our accessible and readable storytelling approach received specific praise. This prestigious, international award program is sponsored by the Council on Foundations, a worldwide membership association of thousands of grant-making foundations and corporations. Thanks to book designer Peter Sibbald Brown who designed the piece.

Rounding out our Team

In the same way we like to cultivate new ideas and growth in the Greenbelt, we see the value in fostering young talent. We continue our internship program for recent university graduates, with a specific interest in the environmental and not-for-profit sectors. Throughout a one-year period they gain multi-faceted, hands-on experience through a variety of the Foundation's operations. We have also maintained a thriving volunteer program involving individuals eager to participate in the possibilities of Ontario's Greenbelt.



The Greenbelt is a truly unique and special area. It contains some of the most fertile agricultural lands in Canada, hundreds of kilometres of bike and walking trails, extensive areas of parkland and provides important habitat for a variety of species, all on the doorstep of Canada's largest urban area. Not many other areas in Canada can boast of that combination.

Caroline Schultz, Executive Director of Ontario Nature

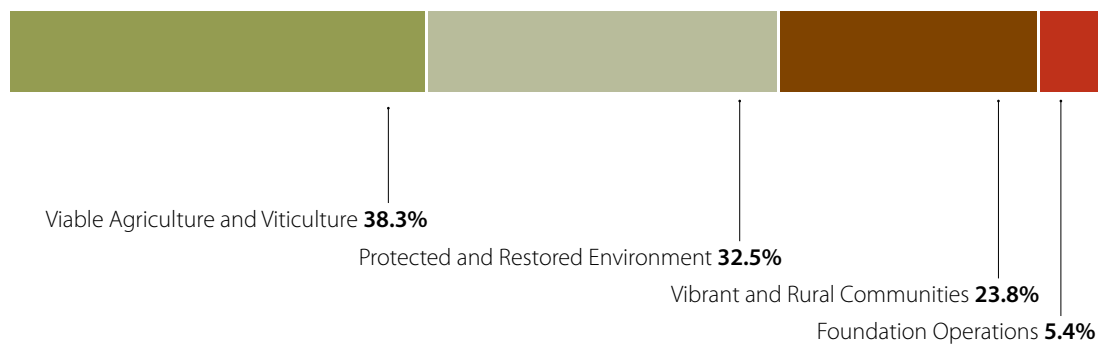
Financial Report

The Foundation received a one-time \$25 million grant from the Province of Ontario. The Board of Directors recognized that the scope of our work in the Greenbelt is vast. As such, the Board decided to gift the \$25 million grant over a period of seven years.

Cumulative Summary of Foundation Activities

15 June 2005 to 14 June 2010

Program Areas	\$ Amount 2005-2010	Percentage of Cumulative Spending
Viable Agriculture and Viticulture	8,775,691	38.3%
Protected and Restored Environment	7,450,417	32.5%
Vibrant and Rural Communities	5,452,940	23.8%
Foundation Operations	1,227,409	5.4%
Total	22,906,457	100%



Condensed Statement of Financial Position

For the year ending 31 March 2010

Income	\$
Investments	217,813
Personal & Corporate Contributions	113,380
Total	331,193
Expenses	\$
Grants	1,988,700
Human Resources	848,876
Awareness & Education	632,517
Operating Costs	154,033
Program Expenses	115,191
Professional & Legal Fees	60,176
Total	3,799,493

Conflict of Interest Policy

Our members, staff and associates are active in their communities, so from time to time, conflicts of interest, or the appearance of such conflicts, may arise. All members, staff and associates are asked to sign the Conflict of Interest and Code of Conduct Policy. It is the responsibility of all individuals associated with the Foundation to identify when a real or potential conflict may exist, and to inform the Board of such situations when they arise. The Board will assess declared real and potential conflicts. When it is confirmed that there is in fact a conflict, that member, staff or associate will excuse themselves from any discussions and decisions related to the item in question.

All declarations of conflicts of interest, and the subsequent treatment of such declarations, are recorded in the Minutes of the Foundation meetings. The Board will periodically review this record to ensure conflicts have been dealt with effectively.

In accordance with our practice of reviewing this policy at least once per year, the Board adopted the updated June 2010 Conflict of Interest and Code of Conduct Policy in substitution for the November 2008 version. The new policy is not substantially different from the previous edition, yet upholds a high standard and is industry-leading.



The Greenbelt protects 1.8 million acres of countryside extending 325 kilometers from Rice Lake in Northumberland County to the Niagara River and up to Tobermory.

Friends of the Greenbelt Foundation Online Resources

Greenbelt.ca

The Friends of the Greenbelt Foundation's website. Visitors can find our past annual reports, download photos and logos, read our press releases, blogs and Greenbelt stories to find out why Ontario's Greenbelt is something worth protecting.

Greenbeltfresh.ca

An online Greenbelt marketplace where consumers and bulk buyers can find local food. The website allows visitors to find farmers' markets, on-farm markets and connect with local Greenbelt farmers. It is a one-stop research tool for everyone.

TourdeGreenbelt.ca

The official site for the Foundation's annual cycling tour around different areas of the Greenbelt. The Tour de Greenbelt is a yearly four day event that allows families and individuals to get out and explore the different landscapes and Greenbelt activities – on two wheels.

GlobalGreenbeltsConference.ca

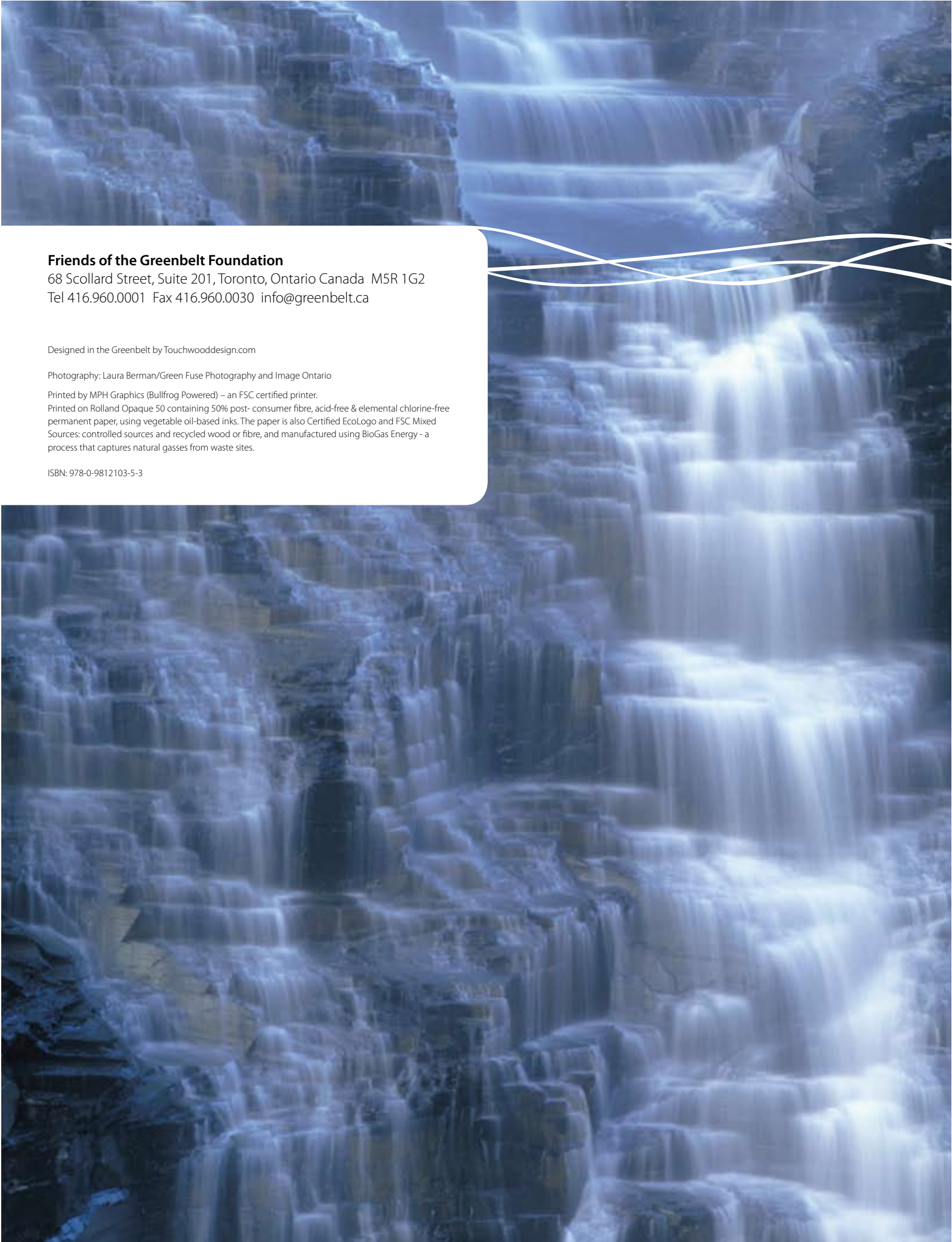
This website offers the information available on the Foundation's upcoming Global Greenbelts Conference, Greenbelts: Local Solutions for Global Challenges. A registration site as well as a resource, possible attendees and speakers can discover the topics and discussions that will be explored in March 2011.

ReelGreenbelt.ca

Linked to the Global Greenbelts Conference, this temporary sister site provides the details about the Foundation's video contest to promote and involve people ages 17 - 29 in letting the world know what Ontario's Greenbelt means to them. Winning films will be screened at the conference in March 2011.

For their outstanding contribution, we extend a special thank you to:





Friends of the Greenbelt Foundation

68 Scollard Street, Suite 201, Toronto, Ontario Canada M5R 1G2
Tel 416.960.0001 Fax 416.960.0030 info@greenbelt.ca

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Greenbelt.ca | Greenbeltfresh.ca | TourdeGreenbelt.ca | GlobalGreenbeltsConference.ca | ReelGreenbelt.ca



Possibility grows here.