

2024

AFRICULTURE

A NATIONAL STUDY ON BLACK FARMERS



AGRICULTURE. COMMUNITY.

THIS STUDY REPORTS ON SCARCITY, ACCESS,
AND OPPORTUNITIES FOR BLACK CANADIAN
FARMERS ACROSS CANADA.

PITCH BETTER & INNOVATE INCLUSION



WELCOME.

This research report unveils an understanding of the challenges and experiences that Black farmers in Canada encounter, serving as an objective examination of their circumstances. We've curated this piece through a comprehensive literature review, an extensive survey involving 154 farmers, and thought-provoking focus groups conducted across Western, Central, and Atlantic Canada.

AGRICULTURE FOR BLACK CANADIANS



The findings from our study spotlight the formidable barriers that Black farmers face in their pursuit of success. These findings are not only critical but objectively reveal the hindrances related to land access, securing essential funding, resource management, and the disheartening presence of racial discrimination, all of which significantly hinder their productivity and profitability.



AFRICULTURE.

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Dragonfly Ventures

This report seeks to comprehensively examine the agricultural landscape for Black farmers in Canada with a primary focus on fostering equity within the sector. By delving into historical contexts, land ownership dynamics, economic viability, and the impact of policies, the research aims to identify systemic challenges and opportunities.



EXECUTIVE SUMMARY

This research report reveals insights into the difficulties and encounters faced by Black farmers in Canada, offering an impartial analysis of their situations.



AGRICULTURE.

It's startling to note that despite making up over 3% of Canada's population, Black representation in the farming sector remains disproportionately low. Digging deeper, our research showcases regional nuances in Black farming. Ontario emerges as the epicentre, boasting 58% of the country's Black farmers, followed by Alberta at 11%. The demographic profile paints a vivid picture: a majority of these resilient farmers fall within the 25-44 age bracket, are predominantly male, married, and equipped with college degrees. Most fascinatingly, they are first-generation immigrants with rich roots tracing back to African and Caribbean countries.

The roles they embrace within the agricultural landscape are as diverse as their backgrounds, and our study objectively presents this landscape. A commanding 54% are farm owners, overseeing smaller plots of land, while 45% take the helm as farm operators, managing a spectrum of land sizes. These dedicated individuals oversee teams of 21-30 workers, yet their annual revenues seldom exceed \$100,000. Objectively, challenges persist in acquiring farmland and accessing essential equipment, loans, and subsidies.

EMPHASIS ON SOLUTIONS

The resonance of focus groups is loud and clear, underlining the paucity of funding, resources, and government support as pivotal challenges. Most notably, the persistence of racial discrimination remains a formidable hurdle in the path to land acquisition, community inclusion, and equitable leadership representation. Objectively, it is here that we make a powerful recommendation, emphasizing the urgent need for a national collective for Black farmers—an imperative step in dismantling these barriers.

In summary, this study objectively exposes the glaring inequities faced by Black farmers, underscoring the pressing need for tailored programs and policies. The importance of these findings cannot be overstated; they facilitate land ownership, ensure unfettered access to vital funding, champion diverse representation, and infuse the agricultural landscape with vibrant diversity. This transformation promises to enrich not only Canada's food security but also its agricultural heritage. As a call to action, our study is vital in highlighting the path forward, ensuring that Black farmers in Canada have an equitable and vibrant future that fully reflects their contributions to the nation's agricultural landscape.



LITERATURE REVIEW

The inclusion of Black farmers within the Canadian agricultural landscape significantly enriches the nation's agricultural diversity and cultural heritage. This research report seeks to offer a comprehensive analysis concerning the demographical distribution, the roles affiliated with agricultural activities, and various essential attributes characterizing Black farmers in Canada. This endeavor is intended to offer a more profound understanding of the multifaceted nature of this community and the substantial contributions they offer to the broader Canadian agricultural milieu.

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THE FOOD INSECURITY CRISIS IN CANADA

Food insecurity among Black Canadians is more than just a lack of food; it's rooted in complex social, institutional, and economic factors. Research indicates that Black households experience food insecurity at higher rates than White households (Bascaramurty, 2019). This issue is closely tied to adverse health outcomes, including diabetes, cardiovascular disease, and obesity, and extends its impact to academic achievement, mental health, and overall quality of life (Tarasuk & Mitchell, 2020).

The Broadbent Institute reports that Black communities in Canada are 3.5 times more likely to face food insecurity than white Canadians. Moreover, Black children are 34% more likely to be food insecure compared to 10% of white children, highlighting the need for a multi-pronged approach to address anti-Black racism and intergenerational poverty (Roberts, 2020).

The 'Household Food Insecurity in Canada 2022' report further emphasizes that food insecurity affects 17.8% of households in the ten provinces, with 2.7 million households being food insecure. It underscores that food insecurity is a significant social determinant of health, with food-insecure households facing greater health challenges and healthcare needs (Li, Fafard St-Germain, & Tarasuk, 2023).

LITERATURE REVIEW

FACTORS CONTRIBUTING TO FOOD INSECURITY

Systemic Racism: Historical and ongoing systemic racism has created numerous disadvantages for Black communities, resulting in higher rates of food insecurity. These disadvantages manifest in areas such as education, housing, healthcare, as well as employment (Daily Bread Food Bank, 2020).

Socio-economic Disparities: Higher rates of unemployment, underemployment, and low-wage jobs employment frequently restrict the ability of Black Canadians to afford food that is nutritious.

Access to Healthy Food: Food deserts, parts where access to nutritious and fresh food is restricted or absent, are frequently situated in lower-income and racialized communities. Barriers like the high price of a healthy diet and the absence of transportation make it problematic to access nourishing options.

SPECIFIC FOOD CHALLENGES FOR BLACK INDIVIDUALS AND FAMILIES

CULTURAL CHALLENGES

Many food assistance programs fall short in providing culturally sensitive offerings. Many lot of programs on food assistance lack cultural compassion in the food they provide. These food programs frequently fail to consider the cultural variety of the Black community, thus providing food choices which might not line up with their dietary and cultural preferences (Kirkpatrick & Tarasuk, 2009).

STIGMA & DISCRIMINATION

The perceived stigma attached to utilizing food assistance programs or food banks can discourage Black Canadians from accessing these vital services. This subject is frequently intensified by fear or experiences of cultural racism when in quest of assistance (Rizvi et al., 2021).



HEALTH IMPLICATIONS

The chronic trauma caused by food insecurity can lead to adverse physical as well as psychological health results. Persistent anxiety concerning access to food and quality can result in stress-related ailments, like worsening current health complications and hypertension. Additionally, food insecurity could result in detrimental effects on mental health, including anxiety and depression (Jessiman-Perreault & McIntyre, 2017).



FOOD LITERACY

Restricted food knowledge exacerbates food insecurity. It involves skills and knowledge compared to increasing food, selecting nourishing choices, understanding food tags, and culinary healthy meals. In Black groups, a dearth of food knowledge might be a significance of generational penury, insufficient entree to education and other socio-economic issues (Peppetone et al., 2021; Roberts, 2021).

A conspicuous disparity is evident within the Black community in Canada, particularly concerning the ownership of grocery stores and food suppliers situated in neighborhoods and areas that have predominantly Black communities. Furthermore, the nation contends with a notable shortage of Black farmers, which poses a significant obstacle to the availability of locally-grown nutritious food. Addressing these intertwined challenges is essential to ensure equitable access to wholesome food for all members of the Black community in Canada.



A HISTORY OF FARMING IN CANADA

In 2020, amidst the backdrop of the COVID-19 pandemic, the province of Ontario witnessed a noteworthy surge of 22% in the price of farmland, as outlined in a comprehensive report by the Catherine Donnelly Foundation. This substantial increase in land costs further compounds the pre-existing challenges facing Black farmers in Canada, who already contend with formidable barriers to entry into the agricultural market. These barriers encompass the prohibitive expense associated with farmland acquisition, a dearth of generational wealth or inherited land, heightened difficulties in accessing capital for essential equipment and infrastructure, and the absence of established networks within rural communities.

Recent reporting has underscored a striking demographic shift within the Canadian farming landscape. Approximately 40 percent of the country's farmers are expected to retire within the next decade, as per a CBC article. Notably, a report from the Royal Bank of Canada has revealed that a significant 66 percent of these retiring farmers currently lack a succession plan. This trend signifies an imminent opportunity for Black farmers to enter the Canadian agricultural market. Nonetheless, the establishment of a viable network within rural communities is paramount to achieving success in the realm of farming. This endeavor can be inherently time-intensive, especially in regions where Black individuals are currently underrepresented and potentially face exclusionary attitudes. Additionally, the agricultural sector demands significant capital investment and the adoption of advanced technologies for efficient farming, oftentimes providing non-Black farmers with a competitive pricing advantage.

Effectively addressing these multifaceted challenges assumes utmost importance, as it holds the potential to bolster food sovereignty and secure a prosperous and equitable future for Black communities in Canada.

66%

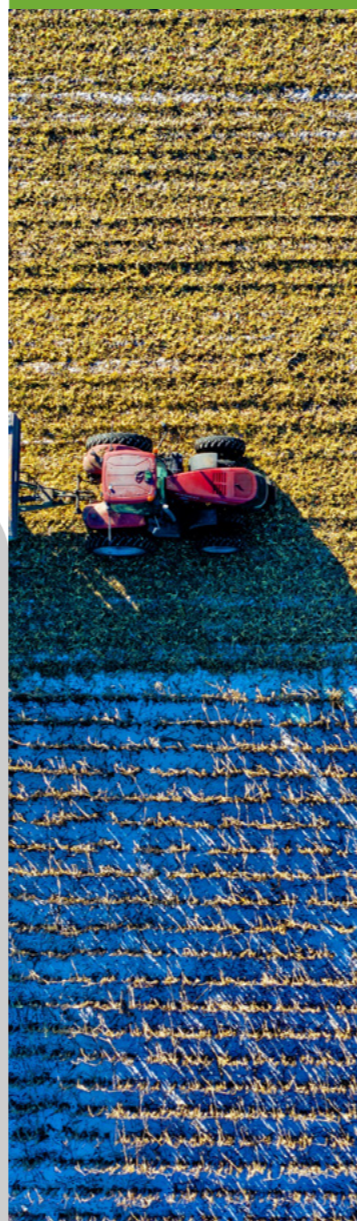
Of retired farmers currently lack a succession plan signifying an imminent opportunity for Black Farmers to enter the Canadian agricultural market.

HISTORICAL OVERVIEW OF BLACK FARMING IN CANADA

In Canada, Black groups began to form extensively in the late 18th century with the advent of the Black Loyalists, who were previous slaves who combatted for the British in the course of the American Revolutionary War and were granted land in Nova Scotia as a form of recognition (Walker, 1992; Dierksheide, 2007).



BLACK SETTLEMENTS IN NORTH AMERICA



LITERATURE REVIEW

The history of Black farmers in Western and Central Canada dates back to the early 1900s when a small group of Black settlers from Oklahoma and Texas migrated to the area to take advantage of the Canadian government's offer of free land to settlers.

Between 1905 and 1912, about 1,000 Black Americans, commonly referred to as "Exodusters," settled in Saskatchewan. They faced many challenges, including racism, discrimination, and harsh weather conditions. Despite these obstacles, some Black farmers were able to establish successful farms and make a living off the land.

However, the discriminatory policies of the Canadian government, including the Homestead Act, which only allowed people of British or European descent to claim land, made it difficult for Black settlers to secure land. As a result, many Black settlers were forced to work as labourers on white-owned farms.

During the 1920s and 1930s, the Great Depression hit Central Canada hard, and many farmers, including Black farmers, struggled to make ends meet. Many Black farmers lost their land due to debt and were forced to leave the region.

Today, the legacy of Black farmers in Central Canada is remembered through the work of organizations like the Black Farmers Collective, which aims to promote the history and contributions of Black farmers support Black farmers in the region.

EARLY BLACK FARMING PRACTICES

In history, Black farmers had a big impact on how agriculture was done in North America. Various agricultural methods employed by Black farmers had their origins in indigenous African farming methods (Littlefield and Carney, 2002). These practices joined with the awareness of native local communities, led to innovative practices adapted to the soil and climate conditions of North America. According to a study by Thornton (1998), these techniques imparted the productivity and viability of plantations in the South, considerably influencing agriculture's contribution to the United States economy.

In Nova Scotia, Canada, both Black Loyalists as well as Black refugees from the War of 1812, successfully created farming communities, like the communities in Hammonds and Preston Plains (Winks, 1997). They cultivated a diversity of crops including wheat, potatoes, as well as other cereals, using rotational cropping techniques to preserve soil fertility (Winks, 1997; Whitfield, 2007).

CURRENT STATE OF BLACK FARMING

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Demographic Profile of Black People in Canada

In 2021, the Census of the Population released by Statistics Canada, reported that approximately 1.5 million individuals self-identified as Black in Canada. The majority of this population was born within the country, with 40.9% reporting Canada as their primary country of birth based on census data. The Black community in Canada is characterized by a rich tapestry of ancestral origins, shaped by various waves of immigration and historical contexts.

A significant proportion of the Black population—nearly one-third (32.6%)—was born in Africa. Within this group, countries such as Nigeria (7.1%), Ethiopia (2.8%), and the Democratic Republic of the Congo (2.4%) contribute to the diverse African heritage. Additionally, 21.0% of Black Canadians were born in the Caribbean and Bermuda. Notably, Jamaica (8.8%) and Haiti (7.2%) account for a substantial share of this segment.

Land Ownership and Access

In exploring discrimination and barriers in accessing land, customer interaction, and retail channels, the study found significant associations with age, education, and marital status, highlighting the nuanced challenges Black farmers face. For example, educational level significantly influenced discrimination experiences. However, not all aspects showed significance; for instance, gender did not significantly affect land access discrimination (p-value of .709). These results underscore the importance of addressing specific demographic vulnerabilities to foster a more inclusive agricultural environment.

Demographic Profile of Black Farmers

Statistics Canada's report, released in October 2023, delves into the diversity of farm operators. Among racialized farm operators, 4.9% are Black. Black individuals play a vital role in Canadian agriculture. Among farm operators, 0.4% identify as Black, totalling 640 individuals. Additionally, 1.4% of all farm employees (equivalent to 1,505 individuals) are Black. In the primary agriculture sector, 0.8% of the workforce (approximately 2,230 individuals) consists of Black employees. When considering the broader Canadian economy, 4.1% of all employed individuals (a substantial 765,725 people) are Black. The report highlights that language plays a crucial role among farm operators. There is linguistic diversity within this community. Some farm operators may prefer French, English, or other languages, impacting the farming community's communication, marketing, and collaboration.

Regarding education, Immigrant farm operators stand out in terms of educational attainment. Compared to their non-immigrant counterparts, immigrant farmers tend to have higher levels of education. This trend reflects the broader pattern observed in Canada's immigrant population, where education is often a key factor in successful integration and economic participation. Ontario continues to be a significant destination for immigrant farm operators. Its diverse agricultural landscape attracts individuals from various backgrounds. In 2021, Ontario was home to 34.0% of Canada's immigrant farm operators, a decline from 38.5% in 2001. Meanwhile, British Columbia saw an increase in its share, accounting for 28.2% of Canada's immigrant farm operators in 2021, up from 24.2% in 2001. Despite the growing presence of immigrants in the total population, the percentage of immigrant farm operators has decreased over time. However, in terms of farm operators, immigrants accounted for 8.2% in 2021, down from 9.4% in 2001.

Support Networks and Organizations

According to Igbavboa and Elliot, support networks and organizations play a crucial role in supporting the growth and achievement of Black farmers in Canada. Various organizations like the Canadian Federation of Agriculture (CFA), the Black Farmers Network and the Black Farmers Collective, provide valued resources, training programs as well as networking opportunities precisely tailored to meet the needs of Black farmers (CFA, 2021).

In addition, initiatives like the Afro-Canadian Land Ownership (ACLOI) and Black Land and Food Sovereignty Network offer essential support to Black farmers through services such as land access assistance, knowledge-sharing platforms and cooperative farming models (Afro-Canadian Land Ownership Initiative, 2022; Black Farmers Network, 2022). Likewise, academic institutions such as the University of British Columbia and Dalhousie University have launched research partnerships and programs intended at supporting Black farmers, addressing systemic trials, as well as facilitating sustainable agricultural practices (Yiridoe et al., 2010; Waldron, 2021).

CHALLENGES & BARRIERS

Structural and Systemic Challenges

In Canada, systemic and structural challenges, encompassing bureaucratic inefficiencies and the absence of effective public-private partnerships, pose significant impediments to the economic advancement of Black farmers (Pierre & Peters, 2005). These barriers not only hinder progress but also contribute to procedural delays and restrict access to crucial resources and support mechanisms. To surmount these challenges, a comprehensive strategy involving policy reforms, enhanced governance, and increased collaboration across sectors is imperative. This approach aims to foster a more inclusive and supportive environment, thereby enabling Black farmers to flourish (Pierre & Peters, 2005; Horlings & Marsden, 2014).

Resource and Funding Shortages

While Canada boasts abundant natural resources, the insufficiency of funding can impede its economic growth. One pivotal area where this shortfall is evident lies in innovation, particularly in research and development (R&D). It is crucial to note that investment in research and development in Canada has historically been inadequate when compared to other countries within the Organization for Economic Co-operation and Development (OECD) (Conference Board of Canada, 2021). This inadequacy in funding has a direct impact on the country's ability to innovate and compete on a global scale, ultimately diminishing its economic potential (Star, 2010).

Education and Skills Development

While Canada is renowned for having one of the world's best education systems, challenges persist. The primary issue lies in the persistent skills gap, where employers encounter difficulties in finding workers with the requisite skills, particularly in fields such as STEM-related and advanced technology. Thus, employers often struggle to find workers with the necessary skills, which impacts various sectors like agriculture (CAHRC 2023).

Market Access and Distribution

Access to market and distribution denotes another obstacle for Canadian businesses. This problem is mainly difficult for firms in the agricultural and manufacturing sectors, given trade limitations as well as tariff barriers (Finlayson, 1992). Moreover, Canada's dependence on the United States market can similarly be a susceptibility, as US policy changes and the economy may perhaps severely impact businesses in Canada ((Finlayson, 1992; Ciuriak et al., 2017).

FACTORS INFLUENCING BLACK FARMERS

Black farmers in Canada encounter discrimination, dispossession of land, as well as systemic obstructions that restricted their access to opportunities and resources (Walker, 2006; Maynard, 2017). Furthermore, Black farmers encountered challenges in accessing modern technologies, obtaining credit facilities and accessing market information, all of which had a significantly impact on their productivity and profitability (Reynolds, 2002; Gaanakgomo, 2015). These reasons, in addition to the impact of racism and generational trauma, have resulted in a substantial decline in the number of farms owned by Blacks over the past era in both Canada and the United States.

Racism and Discrimination

Based on history, Black farmers in Canada have encountered a variety of biased practices, from obvious racism to more universal prejudice (Madibbo, 2021). In Nova Scotia, a wide-ranging historical explanation of Black farmers detailed how they were consistently omitted from impartial land access, farm markets and resources throughout 19th as well as early 20th eras. The consequences of such universal prejudice are still sensed nowadays, as Black farmers perceive themselves deprived comparative to their white counterparts (Whitfield, 2003).

Policy and Legislative Frameworks

Federal and provincial guidelines have played a substantial part in Black farmers experience (Laforge et al., 2018). Research revealed how Canadian policy frequently disregarded Black farmers, leading to limited support as well as opportunities for their development (Calliste, 1994). Moreover, Black farmers were often marginalized by partitioning laws as well as agricultural guidelines that preferred larger, industrialized activities over smaller, family-run farms (Miller, 2016).

Socioeconomic Factors

Socioeconomic factors play a significant role in determining the success of Black farmers. The race intersection as well as socioeconomic status frequently led to credit and capital access essential for farm activities (Houle, 2020). Furthermore, study by Block and Galabuzi, (2011) revealed that the racialized wage breach in Canada generates extra hurdles for Black entities looking to launch and sustain farms.

Cultural and Community Dynamics

In Canada, community and cultural dynamics have a significant influence on the skills of Black farmers. According to Pole and Gray, 2012, a sturdy sense of community cultural identity and community cohesion has historically played a pivotal role in supporting and empowering Black farmers. These cultural connections provide a sense of belonging and shared knowledge that helps them navigate challenges and maintain resilience. Nevertheless, shifting demographics and changing social landscapes can impact these dynamics (Pole and Gray, 2012).

Labour Shortages in Canadian Agriculture

The Canadian Agricultural Human Resource Council (CAHRC) reports a critical labor shortage in the agriculture sector, with 28,200 unfilled jobs in 2022, resulting in \$3.5 billion in lost sales. The labor gap is projected to widen by 15%, from 87,700 in 2023 to 101,100 by 2030. With over 85,300 retirements expected, nearly 30% of the current workforce will be affected. These challenges underscore the importance of targeted strategies to attract diverse talent, including Black farmers, to the sector. Supporting apprenticeship programs and technology adoption are key to building a skilled workforce and enhancing productivity. Collaborative efforts between government, industry, and educators are vital to address these issues and ensure a sustainable future for Canadian agriculture (CAHRC-CCRHA, 2023)

RESEARCH METHODOLOGY

To engage Black farmers within our network and their extended circles, we employed a multifaceted approach. First, targeted marketing campaigns were designed specifically for this Black farmers in Canada. These campaigns highlighted the importance of their participation, emphasizing how their unique perspectives contributed to shaping the research that we were embarking on and sharing their unique experiences and perspectives. Second, personalized outreach was essential. Leveraging existing relationships within the network, we directly connected with Black farmers through phone calls, emails, or community events. Third, we collaborated with local organizations and associations that served Black farmers, amplifying our efforts. By fostering trust and understanding, we encouraged participation and ensured that their voices were heard in the survey process.



LITERATURE REVIEW

The study commenced with a six week in-depth literature review spanning a comprehensive array of sources, including academic papers, journals, media articles, and documentaries.



SURVEYS FOR BLACK CANADIAN RESIDENTS

We administered a structured 15 question survey to 1,000 respondents across the nation.



SURVEYS FOR BLACK CANADIAN FARMERS

The study further involved a comprehensive questionnaire targeted at Black farmers in Canada, seeking to understand their experiences and challenges within the agricultural sector.



FOCUS GROUPS FOR BLACK FARMERS

This research embraced the qualitative dimension by conducting voluntary focus groups with Black farmers organized across three regions: Western Canada, Central Canada, and Atlantic Canada. Each group included a representative sample of 6-10 respondents, fostering open and candid discussions.



ETHICAL CONSIDERATIONS

The study ensured strict adherence to ethical guidelines throughout its execution. Informed consent was obtained from all participants, and their privacy and anonymity were rigorously protected. The compensation and incentives provided were offered as a token of appreciation for their valuable contributions and insights.



INCENTIVES & REWARDS

In recognition of their valuable time, participants and farmers were compensated with \$50 CAD, along with an opportunity to win \$500.

DATA FINDINGS AND INSIGHTS

FOOD INSECURITY & BLACK CONSUMERS

Types of grocery stores or markets visited

The top three types of grocery stores or markets visited among the survey respondents are Supermarkets/Hypermarkets (ex. Loblaws, Walmart, Metro, No Frills Sobeys, Food Basics), Specialty Stores (ex. health food stores, organic food stores, gourmet food stores, ethnic food stores, cheese shops), and tied for third are Warehouse Clubs (ex. Costco) and Farmer's Markets. The analysis of survey respondents' inclinations toward different categories of grocery stores and markets provides valuable insights into the shopping behaviours of Black consumers in Canada, thereby revealing potential factors that may impact food security

1. Dominance of Supermarkets/Hypermarkets

The prevalence of visits to supermarkets and hypermarkets, including major chains like Loblaws, Walmart, Metro, No Frills, Sobeys, and Food Basics, suggests a reliance on mainstream retail outlets. Supermarkets often provide a wide variety of products, including fresh produce, pantry staples, and household items.

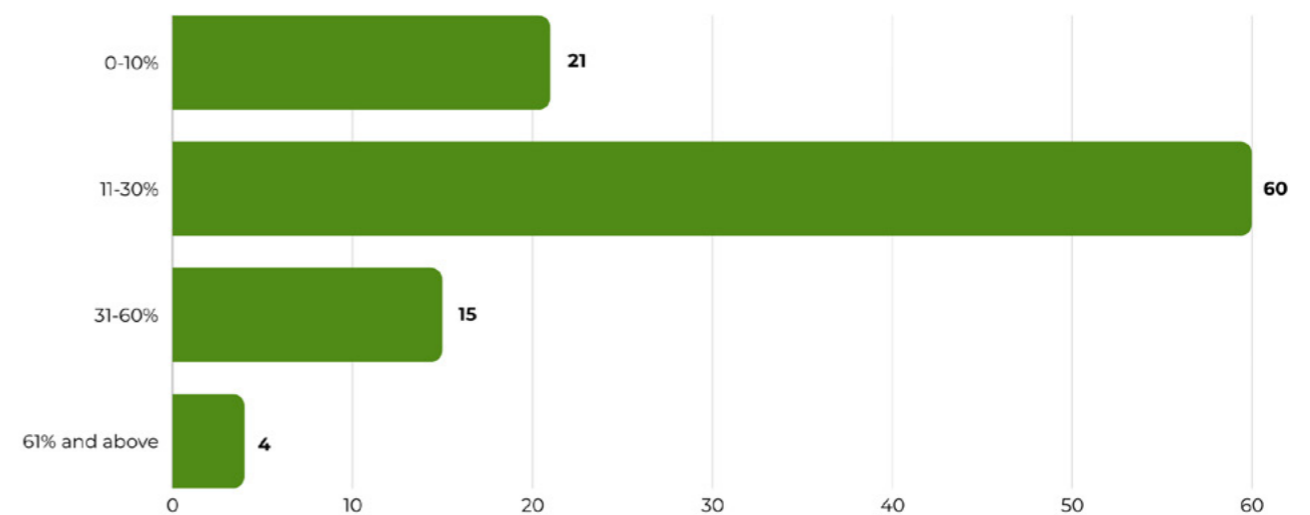
2. Importance of Specialty Stores

The frequency of visits to specialty stores, health food stores, organic food stores, gourmet food stores, and ethnic food stores, signifies the varied dietary preferences and interests of the survey participants, highlighting these stores as pivotal resources for Black Canadians, given their potentially higher price point, even in the face of food insecurity in Canada.

3. Warehouse Clubs and Farmer's Markets

The tied ranking of Warehouse Clubs (e.g., Costco) and Farmer's Markets for the third most-visited type of grocery store or market reflects a balance between value-focused bulk shopping and a preference for locally sourced, fresh produce.

Percentage of monthly income dedicated toward grocery expenses



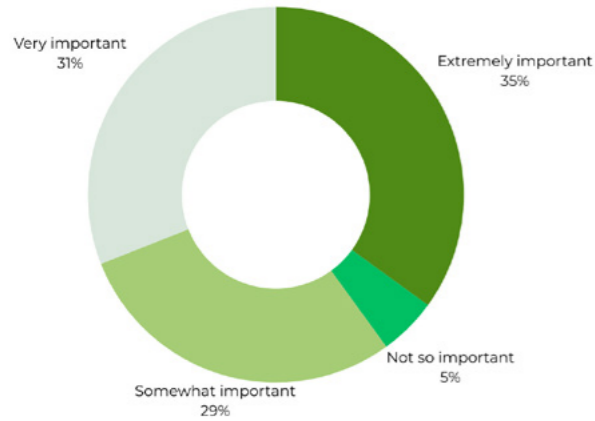
The allocation of monthly income toward grocery expenses among survey respondents unveils essential insights into the financial dynamics of Black consumers in Canada and its potential implications for food security.

A substantial proportion (60%) of respondents allocating 11-30% of their monthly income to grocery expenses suggests a moderate spending range. The 21% of respondents spending 0-10% of their monthly income on groceries indicates a relatively lower financial burden related to food expenses. This group may have financial flexibility, allowing them to allocate more resources to other essential needs or discretionary spending.

The 15% of respondents dedicating 31-60% of their monthly income and the 4% spending 61% and above highlight a higher financial strain associated with grocery expenses. High expenditure in this context may signify potential financial trade-offs, impacting overall household well-being and potentially contributing to food insecurity.

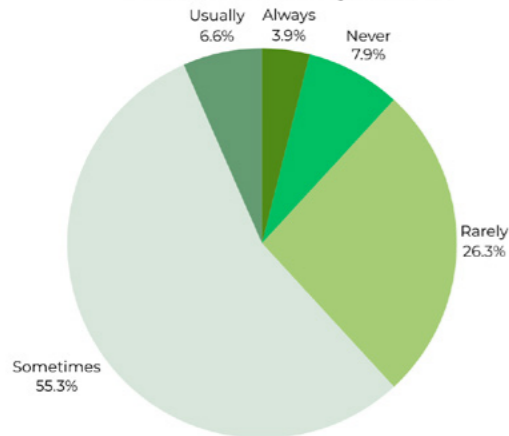
DATA FINDINGS AND INSIGHTS

Importance of Where Food Comes From



A substantial 76% of respondents express familiarity with farmer's markets and outdoor festivals in their areas. This high level of awareness suggests that these events play a significant role in the community and are well-recognized by the surveyed individuals. Farmer's markets and outdoor festivals often provide opportunities for local vendors, including farmers, to showcase and sell their products directly to consumers. While the majority are familiar, 24% of respondents indicate that they are not acquainted with farmer's markets and outdoor festivals in their areas.

How often do you visit farmers' markets & outdoor festivals in your area?

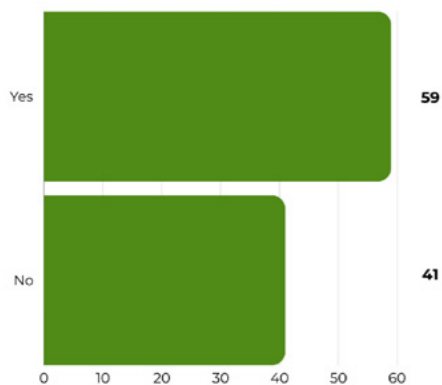


Among those familiar with farmer's markets and outdoor festivals, the varying frequency of visits indicates diverse engagement levels:

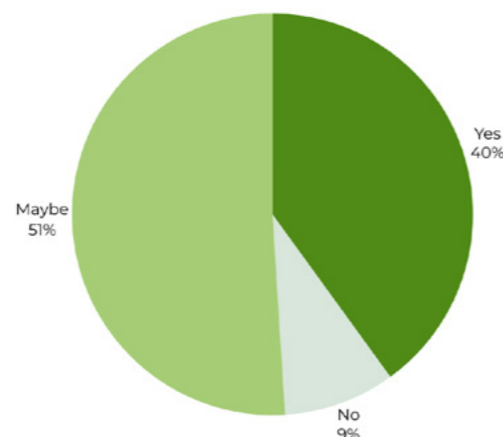
- 42% visit them sometimes
- 20% visit them rarely
- 6% never visit
- 5% usually visit
- 3% always visit

The varying visitation frequencies indicate that while some individuals may benefit regularly, others may face barriers to consistent engagement.

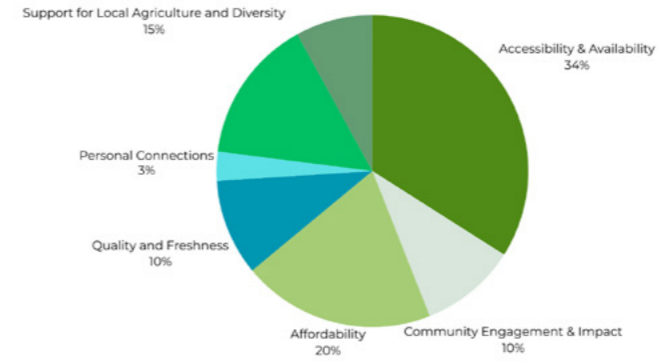
Awareness of Black Farmers or Black-owned farms in Canada



Willingness to pay a premium for food from Black Farmers compared to conventional or Non-Black-owned Farms



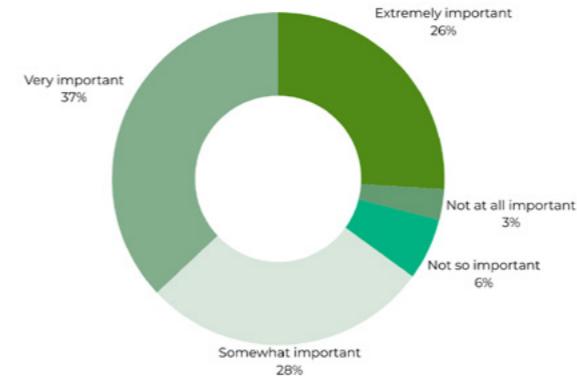
Factors Influencing Canadian Residents decision to purchase food from Black Farmers



Influencing Factors

This chart represents factors influencing Canadian Residents decision to purchase food from Black farmers.

Importance for Canadians to Support Local & Diverse Farmers During Grocery Shopping



Supporting Local

This chart represents the important level for Canadian Resident to support local and diverse farmers during grocery shopping

Current Barriers

Barriers faced by Black Farmers in Reaching Consumers

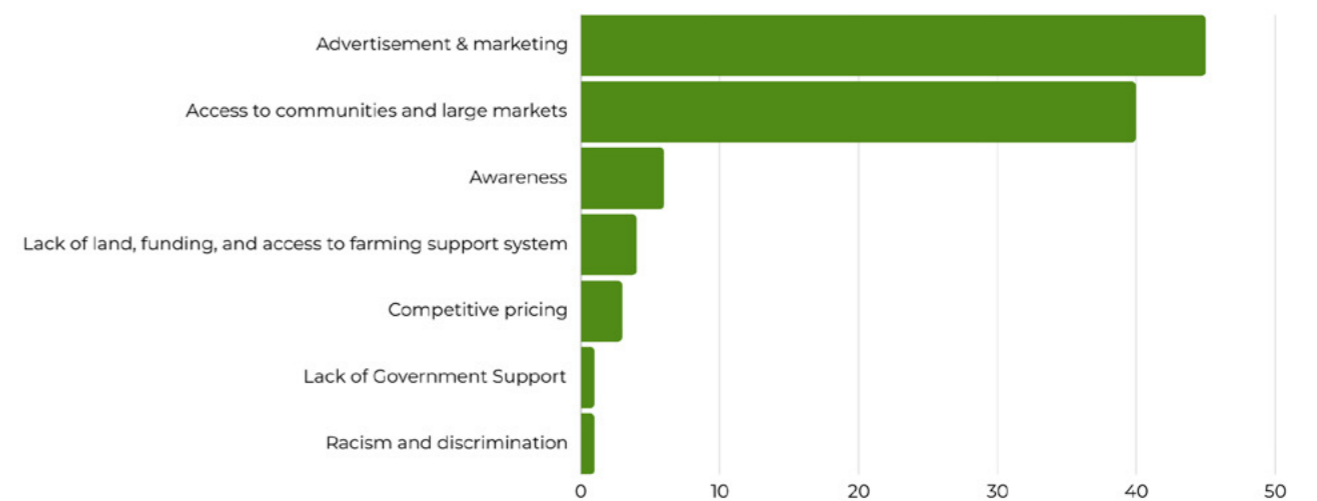


Table 6 outlines the barriers faced by Black farmers in reaching consumers and the most prominent barriers are related to advertising and marketing, as well as access to communities and large markets. These findings highlight the structural and systemic hurdles Black farmers face in promoting and distributing their products effectively, potentially limiting the reach and accessibility of their produce to consumers, thereby impacting food security within the Black community.

Additionally, awareness emerges as a notable barrier, with 6.0% of respondents acknowledging this challenge. This emphasizes the importance of initiatives to enhance the visibility and recognition of Black farmers and their products, addressing a key barrier to increasing access to their produce.

How can consumers be better informed about food options from Black Farmers?



The table above sheds light on key strategies for better informing consumers about food options from Black farmers. The data reveals various approaches that can enhance awareness and access to products from Black farmers. The top three responses were:

1. Promoting Visibility at Farmers Markets and Local Events

(80.0%): The majority of respondents support the idea of promoting visibility at farmer's markets and local events. This aligns with the potential to create direct connections between consumers and Black farmers, fostering a more informed and engaged community. Increased visibility at these events may lead to heightened awareness and interest in products from Black farmers.

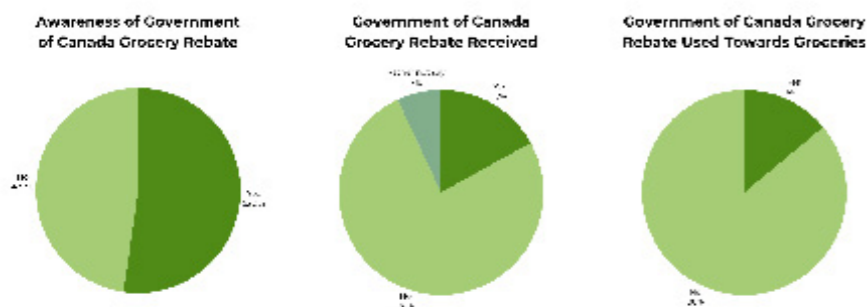
2. Collaboration with Local Retailers

(73.0%): Collaboration with local retailers is perceived as another effective strategy. This approach can extend the reach of Black farmers' products to a broader consumer base, making them more accessible in retail settings. This collaborative model could contribute to reducing barriers and increasing the availability of products.

3. Partnerships with Chefs and Restaurants

(67.0%): Partnerships with chefs and restaurants emerge as a strong strategy. Collaborating with culinary influencers and establishments can create additional avenues for showcasing Black farmers' products, influencing consumer preferences, and expanding market presence.

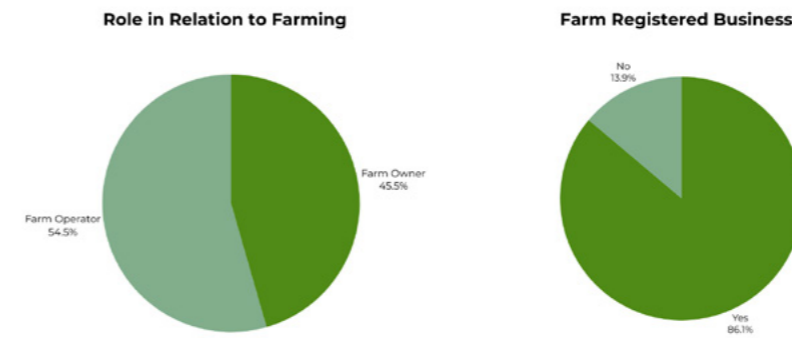
In early 2023, the Government of Canada provided a grocery rebate to qualified individuals. The rebate was issued automatically to Canadians whose household income is \$38,000 or less, and individuals who make \$32,000 or less.



Grocery Rebate

76% of respondents did not receive a rebate and 17% said that they did receive a rebate with the remaining 7% choosing not to disclose. Of the 17% that did receive the rebate, more than half did not use the rebate for groceries.

Black Farmers



Our survey results reveal that 54.5% of participants self-identify as farm operators, while the remaining 45.5% are classified as farm owners. This classification implies that those identifying as farm operators are likely engaging in agricultural activities through leasing land for cultivation.

The registration of farm businesses holds a significant and pivotal role within the Black farming community in Canada. This process involves the formal documentation and recognition of individuals or entities engaged in agricultural activities, and it is crucial for a multitude of reasons:

Legal Recognition: Farm business registration is a fundamental step towards obtaining legal recognition as an agricultural entity. It establishes a formal framework for operations and ensures that farmers adhere to relevant laws and regulations governing the agricultural sector.

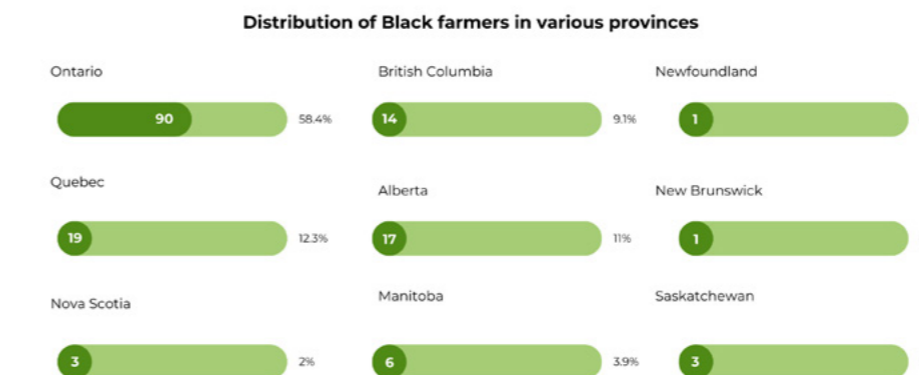
Access to Resources: Registered farm businesses often gain access to various resources and support mechanisms offered by governmental and non-governmental agricultural organizations. These resources may include financial assistance, grants, technical assistance, and research programs, all of which can significantly impact the success and sustainability of farming operations.

Market Access: Registration can enhance a farm's ability to access markets. It allows for traceability and certification, which are critical for demonstrating the quality and safety of agricultural products. This can open doors to both domestic and international markets, increasing economic opportunities for Black farmers.

Data Collection: Registered farms contribute to the availability of accurate data on agricultural activities. This data is essential for government agencies, researchers, and policymakers to make informed decisions, allocate resources, and develop policies that benefit the farming community.

Community Building: Farm business registration also facilitates community building and networking among Black farmers. It enables them to connect with other agricultural stakeholders, such as cooperatives, agricultural associations, and extension services, fostering knowledge sharing and collaboration.

Access to Funding: Many funding opportunities, such as loans and grants, often require farm businesses to be formally registered. This registration allows Black farmers to access financial resources that can be crucial for investment, expansion, and development.

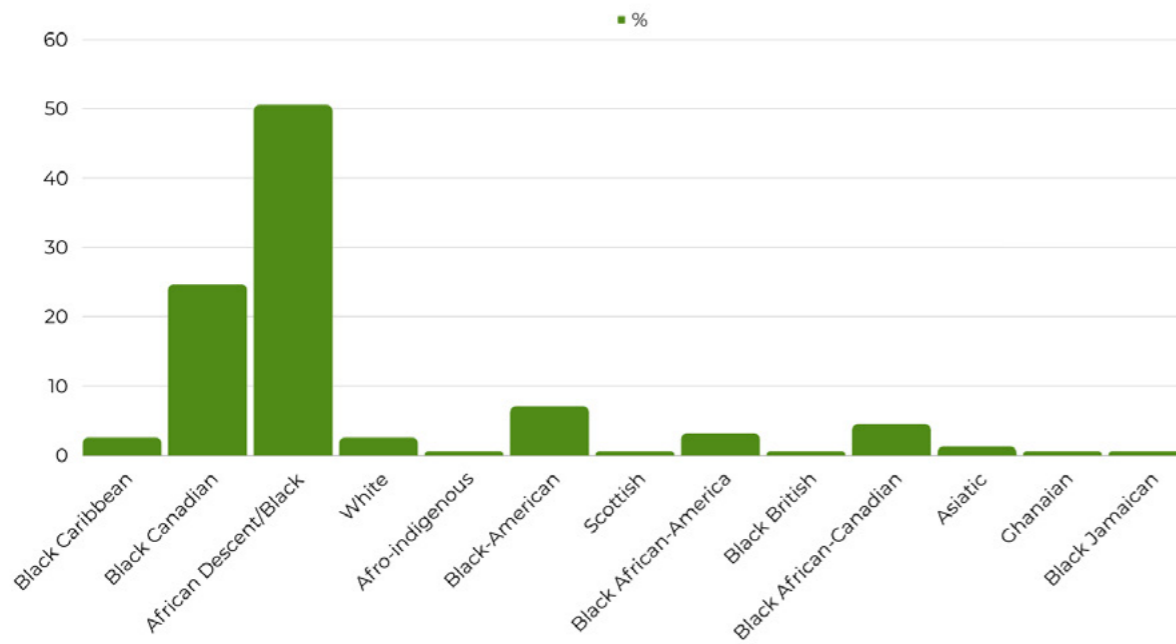


Demographic Breakdown

The following table displays the distribution of Black farmers in various provinces and their roles in relation to farming:

Black farmers are situated primarily within the province of Ontario, comprising 58.4% of the total population, followed by notable contingents in Alberta and British Columbia.

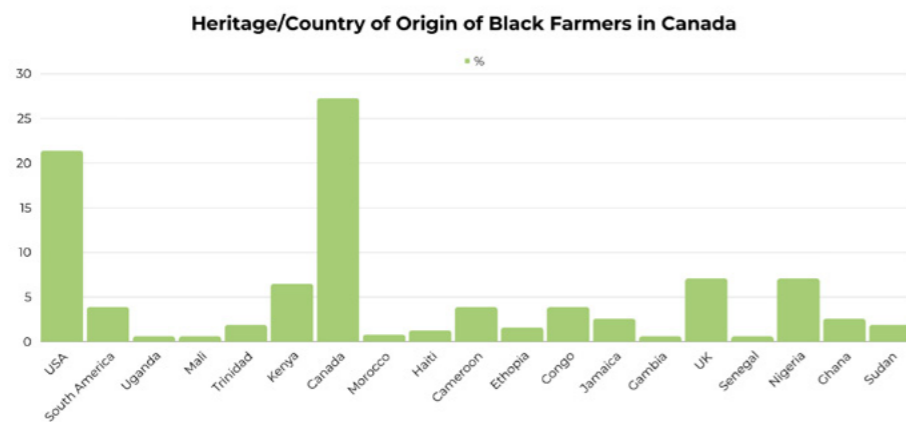
The Ethnic Diversity Among Black Farmers in Canada



The majority of Black farmers self-identify as having African descent or categorize themselves as Black Canadians. This demographic diversity underscores the heterogeneous backgrounds that exist within the Black farming community, thereby significantly enriching the cultural tapestry of the Canadian agricultural landscape.

Country of Origin

The country of origin of Black farmers in Canada provides valuable insights into their migration history and connection to the farming industry:

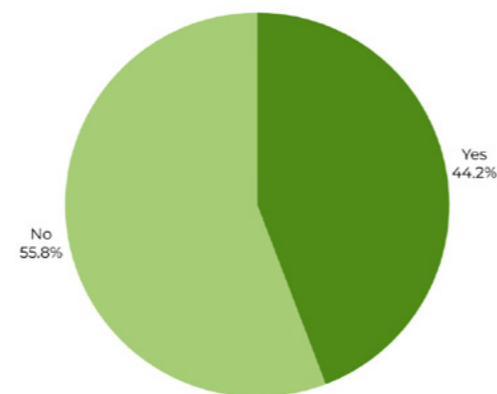


Black farmers in Canada trace their heritage to diverse African countries, with significant representation from the United States and Canada as well. This demographic composition underscores the multi-faceted origins of the Black farming community and the substantial role played by both the United States and Canada in its composition.

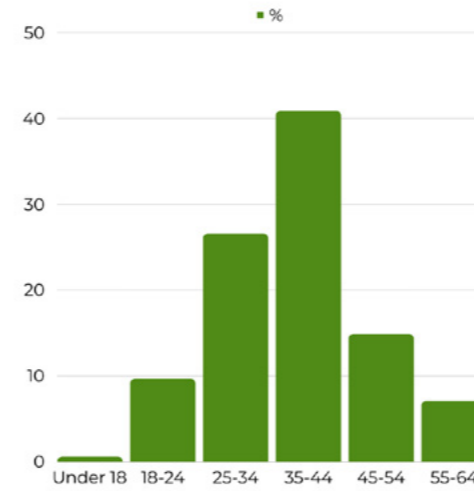
First-Generation Immigrant Status

Gaining insights into the first-generation immigrant status of Black farmers is paramount for assessing the degree of cultural continuity and transnational connections within this community. In our survey, respondents were asked the question, "Are you a first-generation immigrant?" The results indicate that 55.8% of participants responded in the negative, while the remaining 44.2% affirmed their first-generation immigrant status.

Are you a first generation immigrant?



Age of Black Farmers



Age of Black Farmers

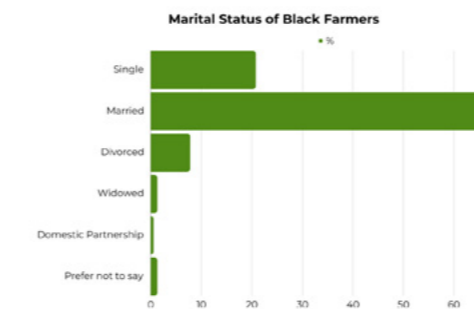
Age assumes a pivotal role in the evaluation of generational dynamics within the Black farming community. Age-related data facilitates the comprehension of the dispersion of Black farmers across various age brackets. The survey findings reveals that the most substantial age cohort within the Black farming community in Canada falls within the 35-44 years demographic, followed closely by the 25-34 years age group.

Gender of Black Farmers

The gender distribution within the Black farming community reflects the representation of diverse genders. Analysis of the data reveals that 74% of respondents self-identified as male, while 24% identified as female, and the remaining 2% identified as non-binary.

Marital Status

Marital status stands as a consequential social indicator that affords insights into the personal lives of Black farmers. Analysis of the survey data reveals that 68.2% of respondents are married, with the second most prevalent category being single, comprising 20.8% of the respondents.



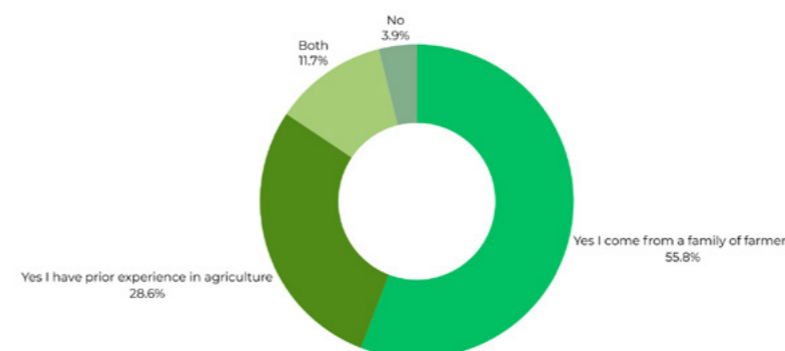
Children

Family dynamics within the Black farming community offer valuable insights into the intergenerational perpetuation of agricultural practices within families. It is noteworthy that a substantial number of survey respondents (55.8%), as well as participants in the focus groups, underscored the transmission of farming knowledge through familial inheritance across multiple generations. The survey data indicates that 77.3% of participants have children. This demographic profile strongly suggests the probable continuation of the tradition of farming within their familial lineage in Canada.

Family Farming Background

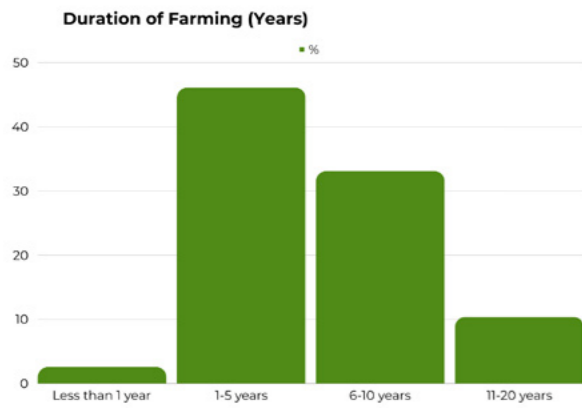
Prior experience in agriculture constitutes a valuable asset for farmers, as it plays a formative role in shaping their approach to farming practices. Understanding the backgrounds of individuals within the farming community, particularly their family farming ties, is essential for ascertaining the generational connections to the agricultural profession. The data presented in the chart below reveals that 55.8% of survey respondents have familial roots in farming, while an additional 28.6% of respondents possess prior experience in the field of agriculture. This information illuminates the prevalence of agricultural legacies and experiential knowledge within the Black farming community.

Family Farming Background



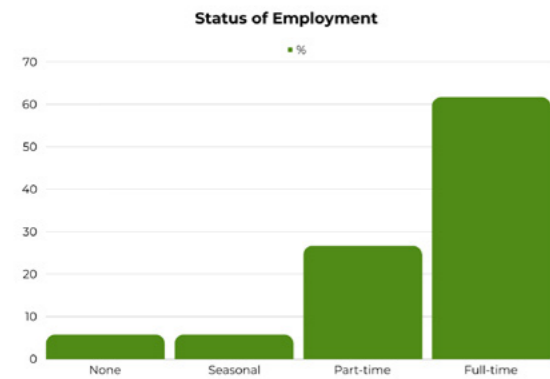
Education

Education plays a pivotal role in the professional development and achievement of farmers. Analysis of the survey data reveals that a substantial proportion of participants, 50%, have attained a Bachelor's degree. Additionally, there is a near parity between those holding an Associates degree (12.3%) and those with a High school diploma (12.4%). Furthermore, the third most prominent category of respondents, constituting 8.4%, reported possessing a Master's degree. This educational distribution illustrates the diverse academic qualifications within the Black farming community.



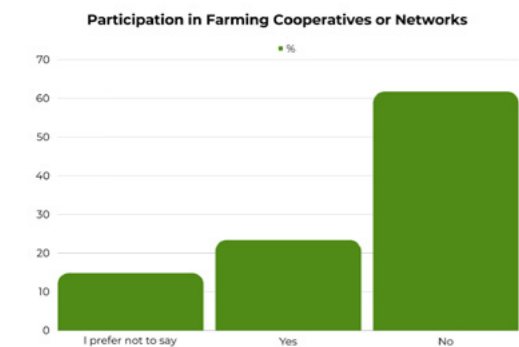
Years Farming

The duration of engagement in farming serves as a critical metric that symbolizes the experience and proficiency of Black farmers. This data is instrumental in comprehending the extent of expertise within the farming community and its potential ramifications for agricultural practices. The predominant category in terms of farming duration, encompassing 46.1% of respondents engaged in farming for a span of 1 to 5 years. Following closely, the second most significant group comprises 33.1% of survey participants, indicating a farming duration of 6 to 10 years. The third most substantial category, constituting 10.4% of respondents, identifies a farming duration of 11 to 20 years.



Full-Time or Part-Time Farmers

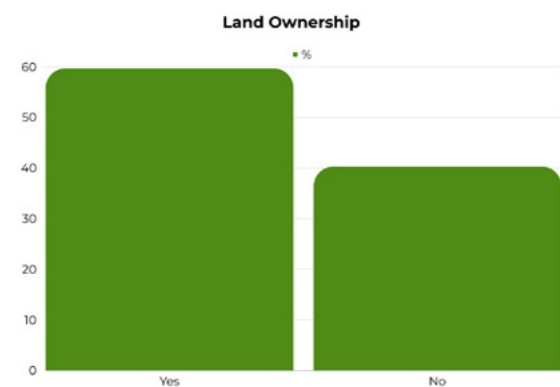
Gaining an understanding of whether Black farmers are actively involved in farming on a full-time or part-time basis yields insights into their commitment and dedication to the agricultural profession. An analysis of the survey findings demonstrates that 88.3% of respondents engage in full-time farming, while a notable minority, constituting 11.7%, pursue farming on a part-time basis. This distinction in farming engagement underscores the diversity Black farming involvement in the community.



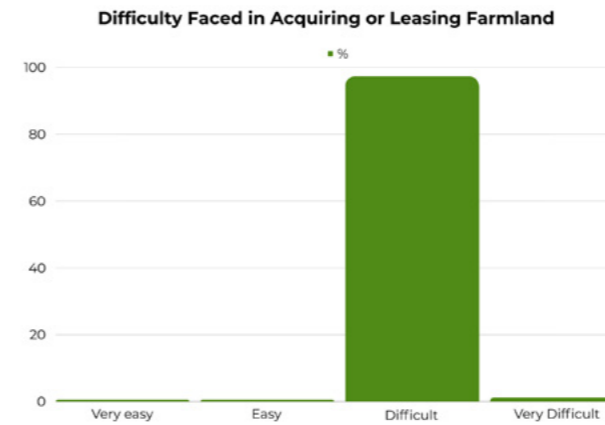
Farming Networks

Participation in farming cooperatives or networks constitutes a fundamental component of the agricultural community. Cooperative endeavours frequently serve as mechanisms for the exchange of knowledge and the sharing of resources among farmers. It is noteworthy that a significant proportion of survey respondents, totalling 61.7%, indicated their non-affiliation with any farming cooperatives or networks.

Land Ownership



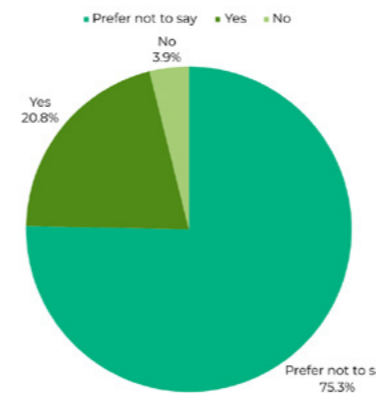
Ownership of the land on which agricultural activities are conducted is a fundamental dimension of farming operations, endowing the farmer with the autonomy to determine the choice of crops and livestock to be cultivated on the land. Furthermore, land ownership contributes to the concept of intergenerational continuity, wherein the family tradition of farming is passed down on family-owned land. The survey outcomes reveal that a substantial proportion, accounting for 59.7% of farmers, currently possess ownership of the land they employ for farming purposes. This data underscores the significance of land ownership within the Black farming community and its implications for familial agricultural traditions.



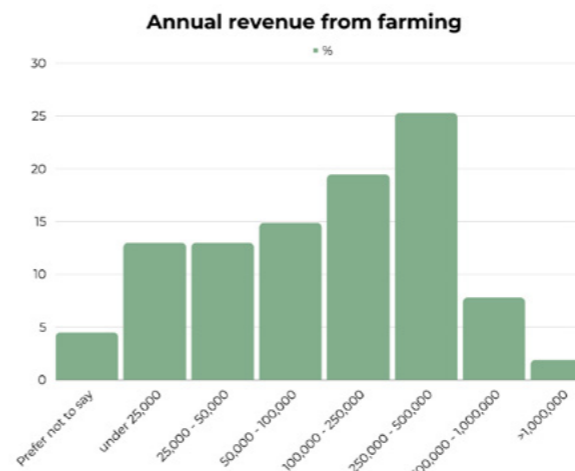
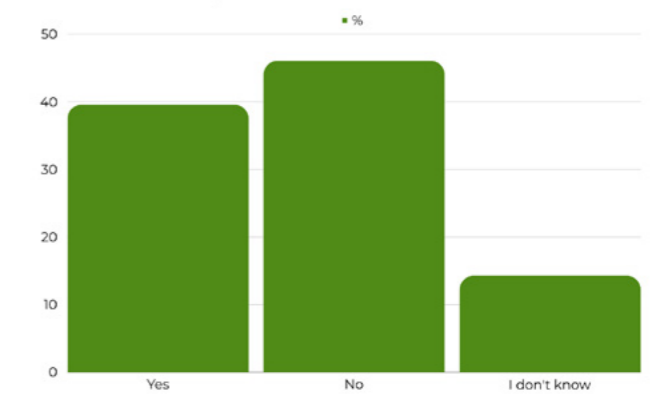
Difficulty Faced in Acquiring or Leasing Farmland

The challenges encountered in the process of acquiring or leasing farmland bear significant implications for the sustainability of farming operations. It is noteworthy that an overwhelming majority of survey participants, totalling 97.4%, express difficulties in the endeavour to acquire or lease farmland. This data underscores the substantial hurdles faced by Black farmers in accessing farmland, which in turn, may impact the viability and continuity of their farming endeavours.

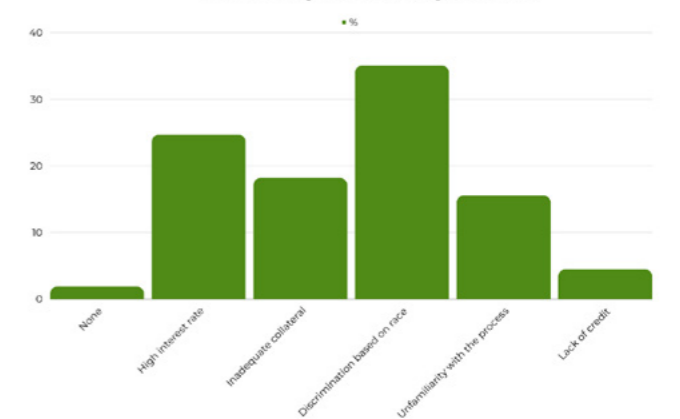
Facing barriers or discrimination when seeking land for farming?



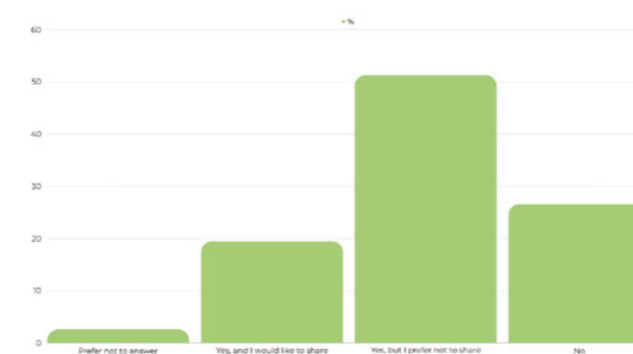
Awareness of opportunities or support systems that exist to help Black farmers access land



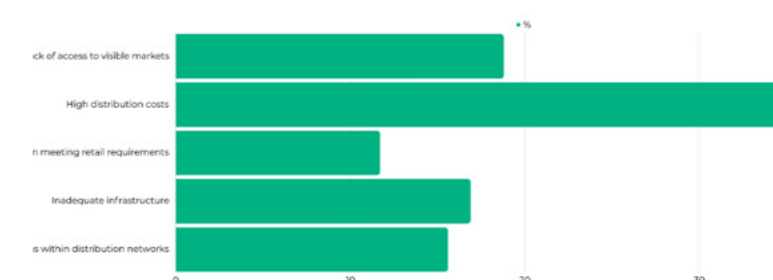
Financial challenges encountered in acquiring capital or loans for your farm operations



Experienced any instances of racial discrimination or bias within the agricultural industry



When attempting to distribute your farm products, which of the following challenges or barriers have you encountered?



FOCUS GROUPS & FARMER PERSONAS

Within the scope of this study, the participants in the focus groups have been organized according to their respective geographic regions, namely Western Canada, Central Canada, and Atlantic Canada. This segmentation approach enables a more comprehensive grasp of the farming practices distinctive to each region of Canada, as well as the evaluation of any commonalities or variations they may have encountered. It is noteworthy that many of the farmers who partook in the focus groups emphasized a shared familial legacy of farming, which significantly influenced their decision to pursue this vocation.

A common thread among these individuals:

1. Profound passion for agriculture and food production
2. Profound reverence for the ancestral wisdom passed down through generations.
3. The barriers encountered by these dedicated individuals within the farming industry

While these challenges are not insurmountable, the prevailing racism within the Canadian farming landscape has, regrettably, hindered many from fully unlocking the potential of their farms and optimizing their economic returns.



Western Canada

Kevin, 28

Occupation:
Business Analyst and Part-time Farmer

Heritage:
Second-generation Canadian Citizen

Kevin comes from a family lineage of farmers and grew up helping out on the family farm. He works full-time as a business analyst but has a passion for farming as it is part of his heritage and currently works part-time on his family farm. Kevin does not have a family of his own as yet but wants to start his own farm and build it up so that he can transfer to farming full-time before starting a family as it is important for him that he pass on this tradition. Western Canada.

In Western Canada, farmers highlighted significant challenges within the agricultural industry during our interactions. A primary concern is the labor-intensive process of securing workers, exacerbated by limited financial resources due to insufficient government funding. Financial constraints arise from the need to generate substantial revenue for operational expansion and the recruitment of essential farm personnel. The demanding nature of farm work also raises issues of work-life balance, leaving minimal room for self-care or quality family time. Participants emphasized formidable challenges in farm expansion, including bureaucratic hurdles and financial constraints hindering business growth, despite their profound passion for agriculture. Black farmers expressed feeling taken advantage of by a system that utilizes their capabilities for its own gain, citing difficulties in expanding land, acquiring new lands, and engaging Black Canadian workers.

Obtaining necessary resources and government funding for equipment poses an additional challenge. Smaller farms struggle to match production rates of larger counterparts, impacting their eligibility for financial aid from government grants or funding programs. Systemic barriers hinder farmers from accessing resources required for equipment and land acquisition. A proposed solution involves establishing a national Black farmers association or organization, fostering collective effort and resource-sharing to provide grants, funds, and industry support for farmers of all scales, aiming for the collective betterment of their community.

Summary:

- Main challenges faced: Securing labor, lack of work-life balance, bureaucratic hurdles to expand/access new lands, tracking production output.
- Financial constraints hinder farm expansion and acquiring equipment. Smaller farms struggle to match production rates of larger farms.
- Sense of contributing greatly to agriculture but not receiving commensurate support.
- Proposed creating a national Black farmers association for grants, funds, resources.



Central Canada

Alesha, 51

Occupation:
Farm Owner

Heritage:
Fourth-Generation Canadian Citizen

Alesha and her family own and operate a farm that has been a staple in their family for many generations. Their farm produces fresh vegetables (particularly carrots, brussel sprouts and celery) and livestock. She and her husband work the farm full-time with one full-time farm worker. This is a labour of love for them but is one that requires many resources to remain in operation. Alesha and her husband would like to access more government programs or support for equipment and additional labour to run the farm more efficiently.

The Central Canada focus group, comprised of dedicated farmers, shared invaluable insights into the challenges and rewards inherent in their agricultural profession. Despite the strenuous demands, their commitment stems from a profound passion for agriculture and a dedication to community food sovereignty and familial traditions. However, it is crucial to recognize that Black farmers face unique and formidable barriers hindering their realization of full potential.

The challenges within the farming industry revealed during discussions included a deficiency in formal education on farming practices and emerging technologies, difficulties in accessing essential funding and resources, and complexities associated with operating a for-profit agricultural enterprise. The unique perspective of being a Black farmer adds complexity, requiring assertiveness to carve a distinct place within the farming community, further complicated by limited visibility in Canadian government institutions. The participants highlighted challenges in marketing and recognition, emphasizing the need for increased visibility and acknowledgment within the farming community.

While acknowledging these challenges, participants demonstrated a proactive approach, employing networking, outreach, and independent research to secure resources. They emphasized the importance of identifying learning objectives and actively seeking relevant educational opportunities. Proposed actionable changes include advocating for greater representation in leadership roles, agricultural ministries, unions, and committees, increased ownership of property and land, and a robust emphasis on education in emerging farming technologies. The focus group stressed the urgent need for a national collective of Black farmers to exert more substantial influence on the farming industry.

Summary

- Main challenges faced: Lack of formal agriculture education, accessing funding/resources, operating a for-profit farm, navigating supply chain.
- Difficulty being recognized as a Black farmer, seen as working for others.
- Some proactively sought resources through networking, outreach, and research.
- Proposed greater representation in leadership roles, increased land ownership, more technology education.



Atlantic Canada

Emmanuel Anthony, 37

Occupation:
Farmer

Heritage: Permanent Resident of
Canada (immigrated from Kenya)

Emmanuel Anthony moved to Canada three years ago and currently leases the land that he farms on in Fredericton, New Brunswick. He was a farmer back home in Kenya and is passionate about farming so he wants to grow fruits and vegetables that are familiar to him from his home country and introduce some different varieties of produce to the Canadian market. Emmanuel has dreams of owning his own farm one day.

The Atlantic Canada focus group highlighted significant challenges faced by Black farmers in the region, with access to land and government funding identified as critical obstacles. Participants revealed a pervasive undercurrent of racism within the agricultural community, exacerbating difficulties in establishing and expanding their farms. Personal experiences illustrated structural racism in land acquisition, creating barriers and limiting resources. The idealism of farming as a communal endeavour was shattered as participants faced differential treatment, a lack of credibility, and exclusion from the broader farming community.

Challenges unique to the Maritimes were emphasized, with unfair pricing practices, roadblocks for contract labourers, and heightened racism identified as significant hurdles. Access to funds, simplified application processes, and increased labour support were identified as pressing needs. The group proposed recommendations, including advocating for national media exposure to raise awareness of diverse products, creating programs facilitating equipment access, and addressing unfair pricing practices. These changes are seen as essential steps toward levelling the playing field for Black farmers in Atlantic Canada.

Summary:

- Main challenges faced: Access to land and government funding support.
- Pervasive racism within the agriculture community.
- Lack of community/support network among Black farmers.
- Unfair pricing for equipment rentals, roadblocks to contract labour.
- Most pressing needs are funds, simplified applications, and labour.
- Proposed more media exposure for Black farmers, programs to facilitate equipment access.



GOVERNMENT & POLICY RECOMMENDATIONS

FEDERAL & PROVINCIAL



A. Inclusive Agricultural Policies: Develop and implement policies that address the unique challenges faced by Black farmers in Canada. Government and farm associations should collaborate to create agendas aimed at addressing racial inequalities and promoting inclusion within the agricultural sector (Government of Canada, 2019).

B. Land Access and Ownership: Address the issue of land access and ownership, a common barrier for Black farmers, through policy interventions. The objective should be to rectify historical and systemic injustices in land distribution. Implement policies and programs that facilitate access to land and provide tailored financial support to assist Black farmers in acquiring and operating their farms (Yeboah & Jayne, 2017).

C. Financial Support: Establish financial policies to provide equitable access to grants, loans, subsidies, and other financial aid tools for Canadian Black farmers. By offering financial support, the government can help Black Canadian farmers overcome capital-related barriers (Canadian Heritage, 2018).

D. Education and Training: Empower Black farmers in Canada through participation in educational programs focused on sustainable agriculture and farm management. Also, fund mentorship programs that connect new Black farmers with experienced ones (Leicht et al., 2018).

E. Marketing Support: Implement policies that support the distribution and marketing of crops grown by Black farmers in Canada, helping them access new markets. This may include promoting their products at farmers' markets, grocery stores, and through online platforms (Laforge et al., 2018).

F. Combat Systemic Racism: Develop initiatives to address structural racism within the agricultural sector. This involves implementing anti-discrimination policies, fostering diversity, and providing resources to promote inclusivity and equity.

G. Support Educational Initiatives: Establish educational programs focused on agricultural training, modern farming techniques, and technological advancements tailored to the needs of Black farmers. Promote Representation**: Encourage and facilitate the representation of Black farmers in leadership roles, agricultural ministries, unions, and farming committees, ensuring their voices are heard and their perspectives are considered in policy-making.

PRIVATE SECTOR RECOMMENDATIONS

A. Provide Mentorship and Networking Opportunities: Private companies in the agricultural sector can offer mentorship programs and networking opportunities to help Black farmers gain valuable knowledge, connections, and resources.

B. Create Supplier Diversity Programs: Encourage and support supplier diversity initiatives that promote the inclusion of Black farmers as suppliers for agricultural products and services.

C. Develop Tailored Financial Products: Design financial products and services that specifically cater to the unique needs and challenges of Black farmers. This may include low-interest loans, grants, and flexible repayment options.

D. Offer Financial Literacy Programs: Provide resources and educational programs to enhance the financial literacy of Black farmers, enabling them to make informed financial decisions and effectively manage their farm operations.

E. Facilitate Access to Capital: Streamline the application process for loans and funding, ensuring that Black farmers have equitable access to the financial resources needed to sustain and grow their farming operations.

COMMUNITY & ECOSYSTEM RECOMMENDATIONS

A. National Collective of Black Farmers: Make a bigger impact in the industry to procure the necessary equipment and labour needed to maximize efficiency and effectiveness.

B. Promote Community Support and Recognition: Encourage local communities to support and recognize the contributions of Black farmers. This can include purchasing goods from Black-owned farms and participating in community events that celebrate agricultural diversity.

C. Foster Mentorship and Knowledge Sharing: Create platforms for experienced farmers to mentor and share knowledge with aspiring Black farmers. This can help bridge the knowledge gap and provide valuable guidance.

D. Advocate for Inclusivity: Advocate for policies and practices that promote inclusivity, diversity, and equal opportunities for Black farmers within local agricultural organizations and communities.

E. Support Access to Technology: Collaborate with technology providers to offer training and resources on the latest farming technologies. This can help Black farmers increase productivity and efficiency on their farms.

FINAL STATEMENTS CONCLUSION

This comprehensive research study offers invaluable insights into the multidimensional experiences and challenges confronting Black farmers across Canada.



THANK YOU RECOGNITIONS

Our sincere appreciation to our esteemed research partners and funders whose unwavering support has been indispensable in the successful completion of our study on the experiences of Black farmers in Canada. Your invaluable contributions, whether in the form of financial backing, expertise, or resource provision, have played a pivotal role in enabling us to thoroughly investigate the complexities of agricultural equity for Black farmers. Your shared commitment to this research underscores a collective dedication to fostering positive change and advancing equitable practices within the agricultural sector.

Through an extensive literature review, surveys, and focus groups, the report unveils the systemic barriers faced by these individuals in accessing land, securing financial resources, procuring equipment, and gaining equitable market opportunities.

The findings spotlight the need for concerted efforts to dismantle prevailing discriminatory practices and biases that impede the success of Black farmers. Tailored policies and programs focused on land access, financial assistance, education, and marketing support are imperative to foster a more inclusive agricultural landscape. Community-driven initiatives aimed at knowledge sharing, mentorship, and celebrating diversity can further empower Black farmers across regions.

Ultimately, the full potential of Black farmers can only be realized by collective action across government, industry, and local communities. This study illuminates the path forward. Further research could involve quantifying the contributions of Black farmers, evaluating the health implications of limited food access, and assessing the effectiveness of proposed interventions. The stories and struggles of Black farmers must be heard. Only then can we secure a just and prosperous future for all.

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This report seeks to comprehensively examine the agricultural landscape for Black farmers in Canada with a primary focus on fostering equity within the sector. By delving into historical contexts, land ownership dynamics, economic viability, and the impact of policies, the research aims to identify systemic challenges and opportunities.

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Africulture is a research study focused on agriculture in the Black Communities in Canada. Our goal is to increase visibility, address food scarcity issues, and help secure financing for Black farmers.