

# FOOD CULTURE

Our way of doing business

**City of Vaughan**  
Ontario, Canada



## A Message from Mayor Maurizio Bevilacqua

I invite you to learn about how the City of Vaughan has become a global destination for businesses to invest. This is especially true for our flourishing food and beverage industry.

Vaughan is a vibrant and prosperous city. At four per cent, our economic growth is among the best in Canada and we take pride in being a major centre of commerce. Since 2010, we've created 60,000 jobs and issued \$11 billion in building permits while maintaining one of the lowest tax rates in the Greater Toronto Area. Major city-building projects like our emerging downtown and Canada's first smart hospital continue generating momentum and excitement.

The very best of Canada's diversity is also reflected in Vaughan. Nearly half of our population was born abroad and 105 different languages are spoken, which continues to strengthen our global connections both culturally and economically. As one of the safest communities in Canada, Vaughan offers families an unrivalled quality of life. In fact, 97 per cent of residents agree that life in our city is good.

We value the role our culinary culture plays in creating foods, flavours and dishes from around the world. Good food is grown, distributed and enjoyed in Vaughan. We recognize the significant contributions the food industry makes to our city life and our strong economy.

I encourage and welcome you to experience the extraordinary opportunities you will have by choosing Vaughan to access new markets, grow your business and achieve success.

Yours sincerely,



Hon. Maurizio Bevilacqua, P.C.  
Mayor

Good food is...

**GROWN  
MANUFACTURED  
PACKAGED  
STORED  
DISTRIBUTED  
SHIPPED**

and  
**ENJOYED**  
in Vaughan.



# LIFE IS GOOD HERE



## 97 per cent of citizens are satisfied with the quality of life in Vaughan.<sup>1</sup>

- Vaughan leads the provincial and national average with levels of educational attainment: 70 per cent of adults aged 25 to 64 years old have a post-secondary certificate, diploma or degree.<sup>2</sup>
- 105 languages are spoken in Vaughan.
- Median household income (2016): \$105,351.<sup>2</sup>

“Building our plant in Vaughan made a ton of sense, both in terms of affordability and due to the investment that Vaughan has made to its transportation infrastructure, particularly with the subway expansion. Riverside employs more than 400 full-time staff, and being steps away from the subway and bus stops has truly made a huge difference in the health and happiness of our workforce, many of whom use transit to commute to work each day. Vaughan is also a hotbed for food and beverage manufacturing, which has enabled Riverside to build strong relationships with many vendors and service providers who support the food cluster in Vaughan. We are proud to be citizens of Vaughan and look forward to growing together into the future.”

**Robbie Bossin**, director of finance, Riverside Natural Foods Ltd.

<sup>1</sup>Forum Research, January 2019

<sup>2</sup>Statistics Canada, 2016 Census Data

“Vaughan was a clear choice for us to set up a new office. We are better positioned—literally—to serve clients across the Greater Toronto Area.”

**Sebastian Distefano,**  
GTA regional managing partner, KPMG

# VAUGHAN IS BUILDING A NEW DOWNTOWN

**The Vaughan Metropolitan Centre is a true people-focused downtown that is walkable, social and inclusive.**

- 50-storey towers and low-rise townhomes: 12,000 residential units
- 1.5 million square feet of office space
- 750,000 square feet of retail space
- parks, public squares and bike paths
- direct subway access to downtown Toronto and leading universities



## The Ontario Food Terminal

Canada's largest wholesale fruit and produce terminal is a 20-minute drive from Vaughan.

Ontario is one of the largest and most competitive food and beverage clusters in North America with annual manufacturing revenues of more than \$37 billion.

Ontario has the highest number of restaurants and bars in the country, generating \$33 billion in annual sales and employing 466,200 people.

## Market Access

Access to 1.2-billion customers in 44 countries through Canada and the European Union's Comprehensive Economic and Trade Agreement (CETA) and 12 other free trade agreements.

# AT THE CENTRE OF FOOD



“In 2014, we chose to open our second location (after 20 years) in Maple. Over the years, many of our customers made the trek from Vaughan to Newmarket. It was a natural evolution to bring Nature’s Emporium to the city of Vaughan. We were so welcomed in Maple that we decided to open our fourth location in Woodbridge and our distribution centre in 2018. Vaughan has been a hub for Nature’s Emporium and such an integral part of our success. I’m so grateful to this community and look forward to flourishing with one of the fastest-growing cities in Canada.”

**Joe D’Addario, president & co-founder, Nature’s Emporium**

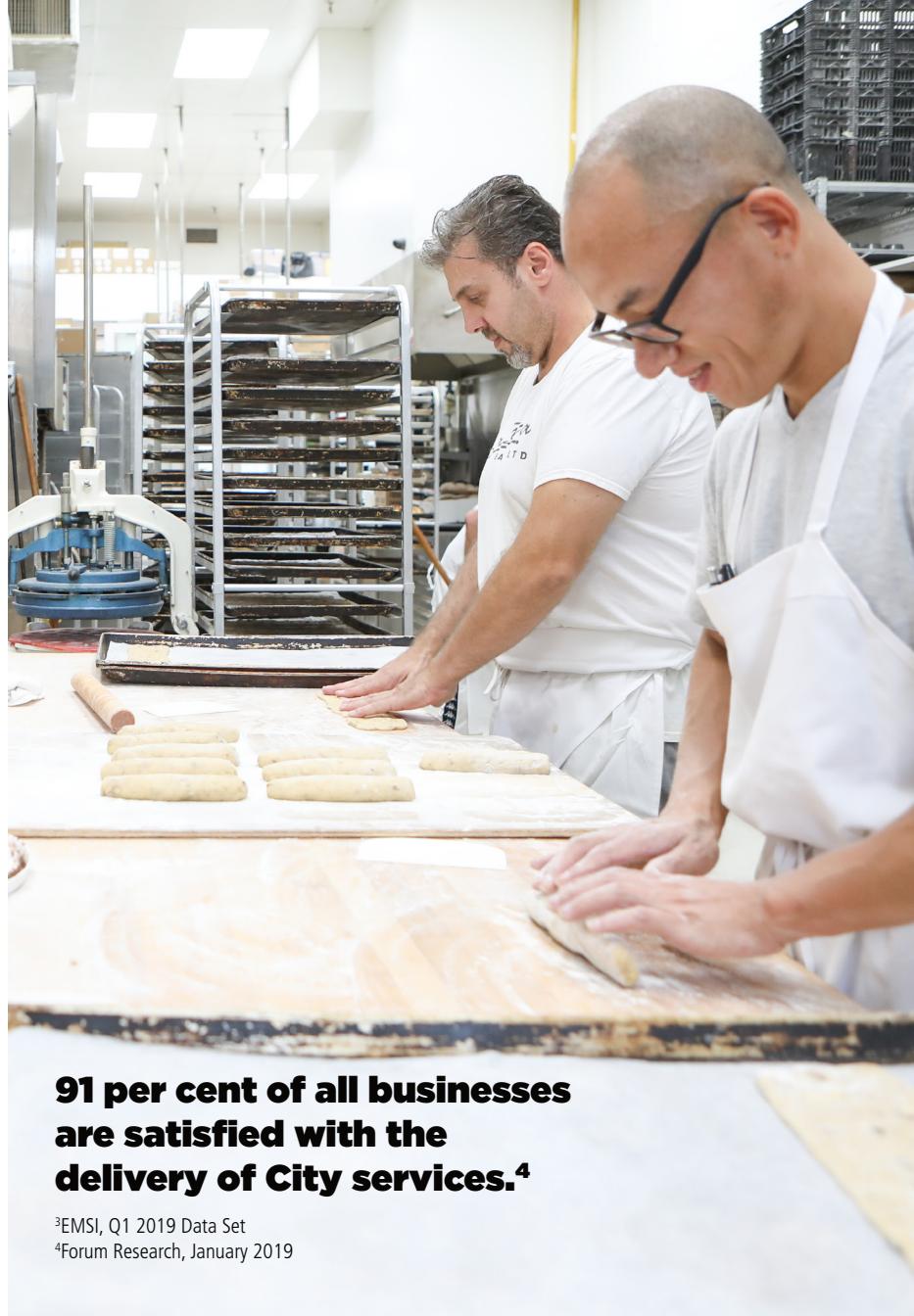


**Vaughan is home to a higher concentration of talent compared to the national average in the following industries:**

- bakery and tortilla manufacturers
- sugar and confectionary products
- food merchant wholesalers
- dairy product manufacturers<sup>3</sup>

“Choosing to locate our facility in Vaughan was one of the best (and easiest) decisions we’ve ever made. The city’s diversity, infrastructure, professional talent pool, expanding transportation services, and its close proximity to Toronto Pearson International Airport were what initially attracted us. Our facility is easily accessible to not only our team members, but to our customers and buyers as well. Being at the very centre of everything has definitely proven to be very advantageous.”

**Guy Ozery, co-president of Ozery Family Bakery**



**91 per cent of all businesses are satisfied with the delivery of City services.<sup>4</sup>**

<sup>3</sup>EMSI, Q1 2019 Data Set

<sup>4</sup>Forum Research, January 2019





# FARM TO FORK



Vaughan is home to major consumer brands. For a full listing, visit [vaughan.ca/business](http://vaughan.ca/business).

# OPPORTUNITIES AND INCENTIVES

**Scientific Research and Experimental Development Tax Incentive** - can reduce your after-tax cost between \$37 and \$61 of every \$100 in research and development spending.

**Canada-Ontario Job Grant** - funding can reduce the cost of training employees by up to 50 to 83 per cent. This can cover up to \$10,000 to \$15,000 in training costs per trainee.

**Canadian Agricultural Partnership** - Ontario Processors can receive up to 25 to 50 per cent/\$20,000 to \$250,000 in funding for processing of agri-food or beverages.

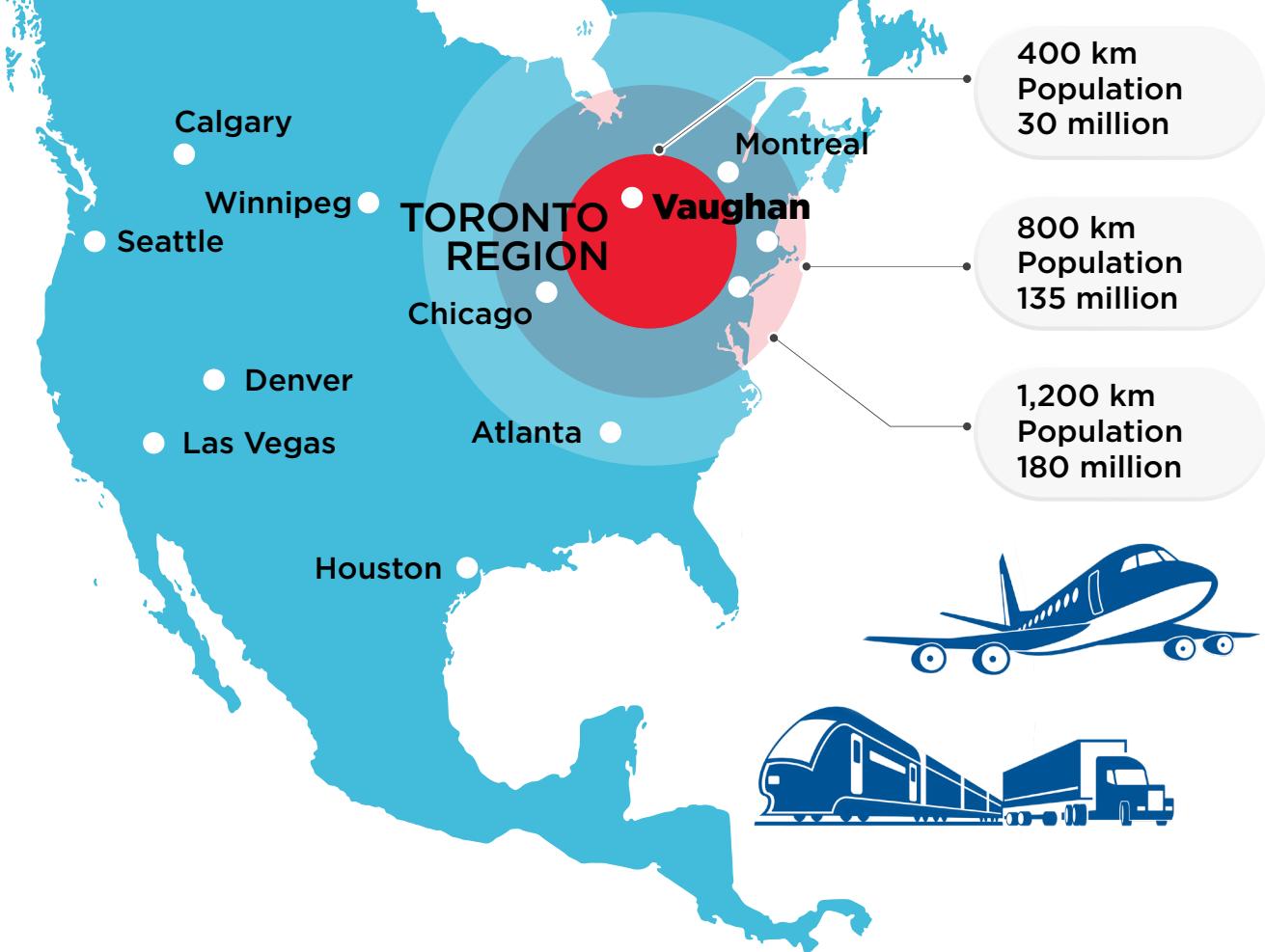
**Canadian Agricultural Partnership** - Ontario Producers can receive up to 30 to 50 per cent/\$2,500 to \$100,000 in funding for production of agricultural products.

**CanExport** - can receive up to 75 per cent to a maximum of \$75,000 per application grant for international trade shows, marketing and translation costs.

**Southwestern Ontario Development Fund** - large-scale expansion projects can receive up to 10 per cent coverage from grant funding for a portion of overall costs up to \$1.5 million.

**Business scale up and productivity program** - zero per cent interest loan/up to 25 per cent eligible expenses for large-scale business expansion project.





# CITY OF VAUGHAN, GREATER TORONTO AREA

Population: 330,855<sup>5</sup>

Population growth rate (2011-2016): 6.2 per cent<sup>6</sup>

Surpassing national and provincial employment growth rates: 1.8 per cent year over year<sup>7</sup>

Real GDP (2019): \$22.2 billion<sup>8</sup>

3.9-million labour force within one-hour drive<sup>9</sup>

<sup>5</sup>York Region Corporate Services, Long Range Planning Branch, June 2019

<sup>6</sup>Statistics Canada, 2016 Census Data

<sup>7</sup>York Region Employment Survey, 2018 for 2017-18

<sup>8</sup>Conference Board of Canada, 2019 estimate

<sup>9</sup>Environics Analytics, Demostats 2018



## Vaughan is home to Canadian Pacific Railway's largest intermodal terminal

- non-stop connections to Port of Vancouver
- handling capacity of more than 600,000 containers annually

## Vaughan is 15 minutes away from Canada's largest and busiest airport

- 47-million passengers annually
- direct daily service to more than 67 per cent of the world's economies
- North America's second-largest airport for international traffic



City of Vaughan

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