



*in*Season

Fall Harvest Edition 2023

AROUND THE *Harvest* Table

Pg. 8

Seasonal
Fall Flavour-ites

Pg. 26

Taste the Warmth
of the Season

Pg. 32

Foodies
Fighting Hunger

Pg. 40

What's inside Farm Boy?

It's a farmer's market experience, every time you visit.

We have the freshest produce as though you're stopping at a road-side farm stand.

Choose the best quality meats, seafood, cheeses, fresh dairy, warm baked goods and hundreds of Farm Boy products — there are too many to count!

Enjoy a restaurant experience in every store! We make the tastiest food, every day for our Chef's Market. Choose hand-made, wholesome, fresh, convenient and plentiful foods for breakfast, lunch and dinner. Our cafe seating is waiting for you.

Pause. Savour. Grab free Wi-Fi.

Round this all up with a welcoming smile at the cash, bags packed for you, and easy parking.

You'll love that we're not just another grocery store. We'd love to be your favourite fresh food experience.



Come on in!



Dear Farm Boy Fan,

It is with great excitement and joy that I share our very first edition of inSeason — Farm Boy’s digital magazine.



Whether you’re a longtime customer or a new follower, welcome to our first edition. Just as the seasons change and new foods arrive, our digital magazine will transition each quarter to give you informative articles focused on everything food, with some fun store-happenings, too!

inSeason will act as a bridge for you to learn about who we are, where we source from, and what you can expect from us in the future. Each issue will be inspired by the flavours, smells, and food trends of the season. Along the way, we’ll share some helpful food hacks, recipes, and more to add value to your next visit to our stores.

In this Fall Harvest edition, we’ve showcased some of the best, long-lasting produce that our buyers are bringing in from the markets each morning and hope to inspire you to enjoy them in

new, interesting ways. As you turn each page, learn about some local farmers and longstanding vendors that we’ve partnered with, like Hayter’s Farm in Dashwood, Ontario — a family celebrating 75 years of turkey farming!

You will also discover some of the amazing events we participate in — both in-store and out in the community — and where to stay updated on all things Farm Boy.

To our customers, thank you for your continued support and interest. We would love to hear your feedback and suggestions for subsequent issues.

We look forward to seeing you this season and every season!

Shawn Linton,
President and General Manager



Stay up to date with us!



Contents

In Every Issue

06
Our Story

43
Inside Scoop

48
Our Community



Features

08

Produce inSeason

Around the Harvest Table

See varieties of fresh produce our buyers are purchasing at the markets each morning!

14

Vendor Spotlight inSeason

Taste & Tradition: Hayter's Farm

We are truly honoured to call them our foodie partners!

16

Cheese & Deli inSeason

Fromage with Love

Known globally, Cheddar is arguably the most popular cheese in the entire world!

32

Chef's Market inSeason

Taste the Warmth of the Season

We have 30+ varieties of soups all made within our kitchens to ensure top quality and flavour.

34

Farm Boy inSeason

Crafting Nostalgia

Check out tips and tricks to bring that harvest mood to life, the Farm Boy way!

44

Goodies & Snacks inSeason

Snack Heroes

Spruce up school meals with fresh ideas using only the highest-quality ingredients from us.

40

Foodies Fighting Hunger

Farm Boy™ Limited Edition Aprons will help local charities with food rescue. Grab yours in-stores now!





26

Fall Faves inSeason

Fall Flavour-ites

Crave-worthy treats
have returned!

Humble Beginnings

The Farm Boy story was born out of,
and continues to be written by one
important factor: quality.



Quality can mean many things, but to us, it is an absolute quintessential part of who we are.

Everyone at Farm Boy is extremely dedicated to the values that our founders, Jean-Louis and Collette Bellemare, set for us when they opened the doors to the first Farm Boy Fruit Market in 1981. The highest quality exists in the foods we provide, the people who join our team, the suppliers and farmers we work with, and the amazing customers that shop with us.

We will always strive to deliver quality products for you to enjoy!

What began as a fresh produce market in Cornwall, Ontario, has evolved into 47 Ontario locations where customers can expect to receive the freshest produce, Canadian sustainable meats and seafood, high quality dairy, homestyle baked goods, unique private label products, fresh-daily chef prepared foods, and most importantly, value for their money.

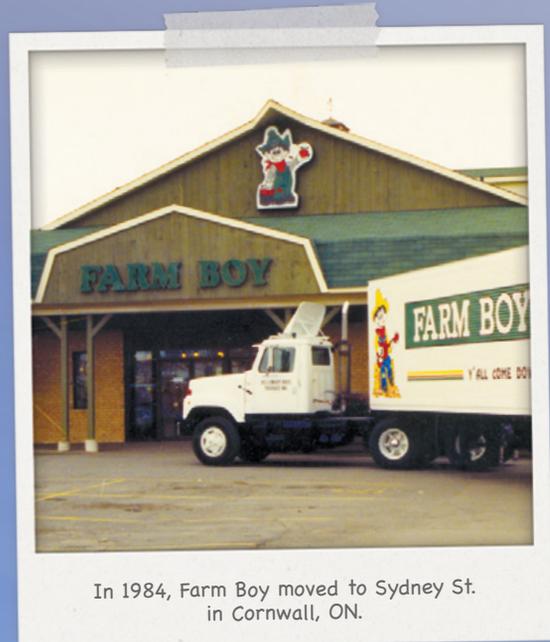
Looking into the future, there is one promise that we make with our loyal customers: that is to never (ever) compromise. To stay true to our roots, no matter how much we grow. Value is the pillar we uphold to the highest degree. There is value in what you receive for your money, and

value in knowing that we will always strive to deliver quality products for you to enjoy. Food that is fresh, long-lasting, local, seasonal, and wholesome.

Caring for our community and engaging in efforts that promote sustainability and food security is incredibly important to us. We seek to uplift our local community by supporting the amazing people, organizations, and companies that surround us through social initiatives and outreach.

When you shop at your local neighbourhood Farm Boy, "It's All About The Food™".

Just as important, it's all about YOU.



PRODUCE *inSeason*

AROUND THE

HARVEST

TABLE

When we think of autumn, we envision rich root vegetables, sweet cabbage, aromatic apples, and delightful pears.

We source quality Canadian produce from local and national farms, ensuring freshness and variety.

Here are some examples of what our buyers acquire daily at the markets!

Cabbage

In the Roman period, cabbages were an expensive vegetable used to make a dish we know today as corned beef and cabbage.

Give it a try!

Cabbage rolls are a classic comfort food that can be filled with your choice of protein, vegetables, and starch, then glazed with a sauce or gravy.



Niagara Bartlett & Bosc Pears

Having originated in eastern Asia, pears are thousands of years old, and more than 3,000 of varieties have been produced over time.

Give it a try!

Prepare a decadent, dessert with a red wine poached pear served with crème fraiche, whipped cream, or mascarpone cheese.



Carrots

Carrots are rich in beta carotene which aids in eye health and vision.

Give it a try!

Warm up on a cool day with a sweet and savoury carrot ginger soup. Drizzle with a touch of honey, cream, and a sprinkle of pumpkin spice.





Potatoes

Are native to South America.

Give it a try!

Follow [our recipe](#) Crispy Smashed Potatoes with Spicy Toum for a delicious and hearty side dish!

Onions

The first record of onions appears in Mesopotamia around 2400 BC.

Give it a try!

The Puglian onion pie is the perfect dish to highlight the natural sweetness and caramel flavour that they possess.



Rutabagas

The rutabaga is believed to be a turnip-cabbage hybrid created in the 1600s from the region of Bohemia.

Give it a try!

Like many root vegetables, you can enjoy rutabagas mashed, roasted, and fried.



Turnips

The first Jack-o-Lanterns were made with turnips! Like many root vegetables, you can enjoy rutabagas mashed, roasted, and fried.

Give it a try!

Chinese-style turnip patties are soft in texture and have a mild taste. Dip them in soy sauce seasoned with fresh chives and chillis.



Parsnips

This root vegetable was popular in the Middle Ages for their honey-citrus taste and ability to nourish and satisfy hunger during meatless fasting periods.

Give it a try!

Roast parsnips with thyme, garlic, olive oil, and honey. They also make for rich and sweet purées that pair well with meats.

Brussels Sprouts

Brussels sprouts were first introduced to North America in 1812 by Thomas Jefferson, the third president of the United States.



Apples

They are a member of the rose family.

Give it a try!

Warm up with fresh cider with your choice of apples, cinnamon sticks, honey, and lemon slices!



Squash

The word squash comes from a Native American word that means, "eaten raw or uncooked".

Give it a try!

To roast, cut in half and clean out the seeds, then drizzle with a bit of oil and honey, before a sprinkle of fresh herbs.



Sweet Potatoes

Tropical varieties of sweet potatoes are grown along the north shore of Lake Erie, ON.

Give it a try!

Bake a spiced pie with these sweet, wholesome spuds.



Pumpkins

There are more than 45 types of pumpkins.

Give it a try!

Save the seeds from pumpkin carving and toast them with a little salt in the oven for a tasty snack!





Fresh begins in our own backyards.

We work with hundreds of amazing
local vendors all across Ontario.
We'd like to introduce you to a few of them *inSeason*.





ONTARIO



TORONTO

LONDON



Look for the in-stores and online to find a huge variety of products from right here in **Ontario!**



Let us know of any locally made products we should try! [Connect with us!](#)

1 Smyth's Apple Orchard, Iroquois

Nothing says autumn more than orchards and apples! From Symth's we have apples grown with love in the historical Dundela, Ontario, the home of the McIntosh apple.

2 Peachey Honey Farm, St. Andrews

Family-owned and operated apiary who strives to produce the highest quality honey products at the best value! They are guided by the vision that everyone should have access to quality, nutritious, local foods.

3 St-Albert Dairy Co-Op, St. Albert

Award winning cheeses from one of the oldest cooperatives in Canada using eastern Ontario dairy farm milk.

4 Seed to Sausage, Sharbot Lake

LOCAL . ETHICAL . HUMBLE

House-made artisan cured meats created from local, ethically-raised, hormone and antibiotic free pork.

5 Hummingbird Chocolate, Almonte

From grower to artisan comes hand crafted chocolate, confections, and seasonal specialties. When sourcing cacao, Hummingbird Chocolate owners ensure that the farmers receive better than fair trade prices; that the cacao is grown sustainably, and is farmed ethically and humanely.

6 Stemmler's, Waterloo

At Stemmler Meats, you'll find artisanal products made with family pride, fresh, wholesome foods and time-honoured recipes passed down through generations.

7 Nuts For Cheese, London

Plant-based cheeses crafted by a dedicated team creating a line of artisanal, 100% dairy-free, vegan cheeses and butters that slice, spread, melt, and shred in all your favorite recipes.



Hayter's Farm

A Legacy of Fresh & Wholesome

The Hayter family has been in the turkey farming business for three generations, and they are extremely passionate about delivering sustainable, wholesome, and humanely raised turkey.

The farm is located in Dashwood, Ontario where the birds enjoy an open-air barn and the fresh breeze of the season. The care and quality that they have achieved is unmatched and we are truly honoured to call them our foodie partners!

Hayter's turkey is free of hormones or steroids and the hands-on approach that this farm undertakes is truly inspiring. Their constantly evolving product line is where tradition meets innovation. Products like Tandoori Turkey Breast and Cranberry & Spinach Burgers are just a couple of examples of the wide array of items they offer. From raising to processing their own products on-site, they are the only farm in Canada that oversees the entire process. This not only ensures quality, but also the sustainability of our environment by reducing waste and emissions.

Turkey is a lean meat that absorbs flavours and seasonings incredibly well. When we think about how to use this protein, we imagine Thanksgiving dinners and the traditional fixings and sides.

Though delicious and wonderful, there is so much MORE that we can do with it! From butter turkey curry to barbecued legs on the grill, don't be afraid to let your creativity run wild. Incorporate this meat into your weekly menus and add this wholesome option to the protein roster.

On your next visit to the butcher shop, pick up some tasty burgers, kebobs, or pre-seasoned breast and get ready to "gobble down" on some scrumptious turkey.



- The first written record of a turkey was in 1541
- Turkey is a complete protein
- This protein provides all 8 essential amino acids!
- The Hayters are celebrating their 75th year in business!



“ The Hayters are celebrating their 75th year in business! ”



Fromage with Love

Known globally, Cheddar is arguably the most popular cheese in the entire world!

Like Champagne from the Champagne region of France, true Cheddar cheese is crafted in a tiny village in Sommerset, England called Cheddar.

This sharp, tangy, and nutty cheese has been crafted since the 1100's where it was aged in caves and caverns that retained the optimal moisture and temperature for maturity.

Today, it is made in a variety of ways, but the exquisite taste still remains.

What makes English Cheddar Cheese truly special is the versatility that it offers. From charcuterie boards to casseroles, the firm yet smooth texture is perfectly suited for snack packs while its melting ability is ideal for sauces and hot meals.





Check out some
cheesy recipes





Featured Recipe

Cheesy Jalapeño Cornmeal Muffins



Prep: 10 mins



Cook: 25 mins



Serves: 12



Difficulty: Easy

These tender muffins, done easily on the barbecue or in the oven, are the perfect side for any Southwestern-style dish or tailgating feast. They promise a tasty punch of flavour to your menu.

Our English Cheddar Cheese takes these muffins to the next level by creating a vibrant, sharp taste paired with the muffin's natural sweetness.

Feel free to stir in cooked bacon or dried cranberries for a little extra pizzazz.



[View Nutritional Facts](#)



Directions

[View Online](#)

(Oven directions included at the end)

Preheat barbecue on high until temperature inside reaches 400°F. Prepare a muffin tin with paper liners.

In large bowl, stir cornmeal, flour, sugar, baking powder, baking soda and salt.

In medium bowl, whisk together buttermilk, butter and eggs.

Add wet mixture to dry mixture and stir just until combined. Gently fold in minced jalapeño and 1 cup cheese. Scoop into prepared muffin tin, filling each cavity $\frac{2}{3}$ full. Top with jalapeño slices and a bit more cheese.

On the barbecue, turn one side of the burners off and place muffin pan on that side. Close the lid and bake, undisturbed for 20–25 minutes, rotating pan once. While muffins are baking, monitor barbecue thermometer to make sure temperature is maintained between 390°F and 400°F.

When time is up, insert a tester in muffins and if it comes out clean, they are done.

Cool 5 minutes, then remove from pan.

To bake in the oven: preheat oven to 400°F and bake until a tester inserted in centre comes out clean, about 20–25 minutes.

Ingredients

- 1 cup yellow cornmeal
- 1 cup all-purpose flour
- 2 Tbsp sugar
- 1½ tsp baking powder
- ½ tsp baking soda
- ½ tsp salt
- 1 cup buttermilk
- ¼ cup unsalted butter, melted and cooled slightly
- 2 large eggs
- 2 jalapeño peppers: 1 minced (seeded if you want less heat) plus 1 sliced for garnish
- 1 cup Farm Boy™ Fiesta Blend Shredded Cheese (280 g), plus 0.5 cup more for garnish



Bleu d'Elizabeth Cheese

1057 Extra Mature Scottish Cheddar

Louis d'Or Cheese

- 3 Farm Boy™ Triple Cream Brie
- 4 Farm Boy™ Serrano Ham
- 5 Farm Boy™ Genoa Salami (Farm Boy™ Antipasto Trio)
- 6 Farm Boy™ Artisan Crackers
- 7 Farm Boy™ Spanish Chorizo

- 1 Farm Boy™ Cranberry, Port & Pecan Compote
- 2 Farm Boy™ Giardiniera



8

9

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11

12

13

14

15



Brandt Meats, of Mississauga, Ontario, a family owned business, has been crafting artisan-quality deli meats since 1958 using traditional European recipes and ingredients.

Brandt Kolbassa Coil

Balsamic BellaVitano Cheese

Farm Boy™
8 **Roasted Salted Cashews**

Farm Boy™
9 **Rosette de Lyon Classic**

Farm Boy™
10 **Hot Pepperoni Sticks**

Farm Boy™
11 **Barrel Aged Feta Sheep & Goat Milk Cheese in Brine**
(with Farm Boy™ Everything Bagel Seasoning)

Farm Boy™
12 **Sundried Tomatoes**

Farm Boy™
13 **Pickled Roasted Red Peppers**
(with Farm Boy™ Caper Berries)

Farm Boy™
14 **Pita Crackers**

Farm Boy™
15 **Tangerine Chili Jelly**



Mediterranean Bean, Kale, & Quinoa Salad



Serves: 6



Difficulty: Easy

Directions

[View Online](#)

In large bowl, place kale, quinoa, chickpeas, bean medley, bell peppers, cucumbers, grape tomatoes, red onion, and parsley.

Toss to distribute everything evenly.

Add vinaigrette to taste and toss well.

Serve, topped with feta cheese and Kalamata olives.

Ingredients

- 4 cups kale, thinly sliced
- 1 cup cooked Farm Boy™ Quinoa (from ½ cup raw)
- 1 can Farm Boy™ Organic Chickpeas, drained and rinsed
- 1 can Farm Boy™ Organic Bean Medley, drained and rinsed
- 1 red bell pepper, diced
- 1 yellow bell pepper, diced
- 2 large Lebanese cucumbers, diced
- 2 cups cherry tomatoes
- ⅓ cup red onion, minced
- ½ cup parsley, chopped
- Farm Boy™ Mediterranean Dressing, to taste
- ½ cup Farm Boy™ Cow & Goat Feta Cheese, crumbled
- ½ cup Farm Boy™ Jumbo Kalamata Olives



South of the Border Black Bean Salad



Prep: 10 mins



Serves: 4-6



Difficulty: Easy

Directions

[View Online](#)

In large bowl, place black beans, corn, bell peppers, tomato, onion and jalapeño peppers.

Toss to combine.

Add feta cheese, cilantro, pumpkin seeds and dressing to taste and gently mix in.

Ingredients

2 cans Farm Boy™ Organic Black Beans, drained and rinsed

1 ½ cups Farm Boy™ Organic Whole Kernel Corn

1 large orange bell pepper, diced

2 medium roma tomatoes, diced

⅓ cup red onion, diced

1-2 Tbsp jalapeño pepper, minced

½ cup Farm Boy™ Cow and Goat Feta Cheese, crumbled

½ cup cilantro, chopped

½ cup dry roasted pumpkin seeds

Farm Boy™ Chili Lime Dressing, to taste



Alternative Spotlight

Farm Boy™

Vegan Feta Style Cheese Alternative

At Farm Boy, we have something for everyone to enjoy!

Our Vegan Feta Style Cheese Alternative has a bright and zingy flavour along with the iconic, crumbly texture that feta is known for.

It is excellent in salads, wraps, dressings, tacos and more. Check out a few of our recipes below and get creative with this plant-based delight.

[View Online](#)



Create Your Own Board

Click [here](#) to read all about tips for making delicious sharing boards on the Farm Boy blog.

Centre of the Party

A charcuterie board is a feast for the eyes & a gift for the taste buds

These beautifully curated boards are where food and art combine to delight our eyes and palates with an array of tasty bites to sample. They make for an incredible conversation starter at parties and set the tone for what is to come.

Our Cheese & Deli departments are loaded with a unique variety of artisan delights. Throughout our store you will find the perfect fruits, veggies, crackers, jams, pickled & preserved goods, dips and more for your charcuterie board!

Create impact with a variety of textures, flavours, colours, and arrangements to give guests the ability to choose what they like and cater to their own tastes.



Farm Boy™ Spanish Chorizo

- Traditionally cured in Spain
- GMO-free, gluten-free, no artificial colours
- Sweet garlic with a kick of cayenne

[View Online](#)

Farm Boy™ Sweet Heat Cheese Ball

- Creamy and spreadable
- A texture and flavour bomb!
- Also available in Bacon Cheddar, Cranberry Pecan, or Fiesta

[View Online](#)



Our Top Picks:

Farm Boy™ Almond Stuffed Green Olives

- Mild in taste, rich, meaty
- Picked first of the season capturing amazing aroma

[View Online](#)

Farm Boy™ Fig Jam

- Natural, fruity taste
- Excellent with goat cheese and brie
- No artificial flavours!

[View Online](#)



Farm Boy Fall Flavour-ites

Each season brings about new tastes and smells that we crave.

Memories of good times and favourite foods begin to flourish while crave-worthy treats return for a brief moment.

For the times when you need just a little bit of yum, we have curated a selection of fan (and Team Member) faves. Some are available seasonally, while others can be enjoyed all year-round!



ONLY AVAILABLE *in*Season

Farm Boy™ Sweet Apple Cider

Warm up with a hot mug of cider after a day outdoors or enjoy the refreshing taste on the rocks. Our cider contains only one ingredient:
Apples!

[View Nutritional Facts](#)

FALL FAVES *inSeason*



ONLY AVAILABLE *inSeason*

Farm Boy™
**Pumpkin Spice
Butter Tarts**

Enjoy this Canadian classic while you can! They have the sweet, buttery taste and texture that you know and love with the added twist of pumpkin spice.



AVAILABLE ALL YEAR

Farm Boy™
**Himalayan Pink
Salt Popcorn**

Our Himalayan Pink Salt Popcorn is kettle-popped, has only 3 ingredients, and is a mere 35 calories per cup. Filling and perfect for sharing. Certified gluten-free.

[View Product](#)



**Fall for
Pumpkin Spiced
Popcorn**

Ingredients:

- Farm Boy™ Himalayan Salt Popcorn
- Pumpkin spice (bought or make your own!)
- Fine sugar or powdered sugar

Instructions:

1. Mix spices and sugar together.
2. Dust over popcorn or toss together in a bag.



ONLY AVAILABLE *inSeason*

Farm Boy™
**Pumpkin Spice
Loaf Cake**

Made with our Chef's
home-made recipe and
high-quality ingredients!

[View Nutritional Facts](#)



ONLY AVAILABLE *in*Season

Farm Boy™
Apple Pie Bars

Delicious apple pie flavours served up easily as sharable squares.

Great for snack packs and lunches!

[View Nutritional Facts](#)



No pre-made mixes here!

These scrumptious handheld desserts are made-from-scratch and baked in our kitchens daily.



AVAILABLE ALL YEAR

Farm Boy™
**Everything Bagel
Seasoning**

Tastes great with almost everything! Think beyond the bagel and try it in dips or on avocado toast, popcorn, roasted veggies, and more.

[View Nutritional Facts](#)

Taste the Warmth of the Season

Our ever-growing lineup of signature soups are created by our chefs, made by hand, in small batches using from-scratch recipes.

With over **30 varieties to choose from**, all soups are made within our kitchens to ensure top quality and flavour.

Check out some of our soups of the season along with a few ideas to customize your tasty experience!



Level Up your Soups!

- Add a drizzle of flavoured oil
- Serve with rustic garlic bread
- Garnish with herbed croutons to add crunch and extra flavour
- A toasty grilled cheese pairs extremely well with most soups



Farm Boy™ Carrot Ginger Soup

[View Nutritional Facts](#)

Farm Boy™ Hearty Minestrone Soup

[View Nutritional Facts](#)





Farm Boy™
**Curry
Coconut
Lentil Soup**

[View Nutritional Facts](#)



Farm Boy™
**Tomato
Basil Soup**

[View Nutritional Facts](#)



Farm Boy™
**Leek &
Potato Soup**

[View Nutritional Facts](#)



Crafting Nostalgia

Autumn is the season where we begin to spend more time indoors and within the comfort of our own homes.



It's sweater weather at its finest.

Gatherings with family and friends, accompanied by delicious eats, good conversation, and a cozy ambiance are the things that build fond memories.

Check out some of our tips and tricks below to bring that harvest mood to life, the Farm Boy way!

Ambiance

The phrase “we eat with our eyes” extends beyond food. Planning and setting a intimate mood creates an atmosphere of welcoming togetherness.

You don't have to redecorate your home, but a few small details and

additions can make a splendid world of difference.

So pull out the quilts, the cinnamon sticks, oversized scarves, and scented candles to bring the colours and smells of the season inside!

Harvest Mood Tips:

- Fresh autumn décor: baby pumpkins and squashes. Having these cute, seasonal pieces of produce around the house will make you smile!
- Decorative corn and other dried produce can add a hint of the outdoors to your home.
- Fall scented candles, potpourri, and spice bundles help to awaken the senses with subtle smells that create a sense of warmth and relaxation.
- Seasonal flowers add a fresh aroma to the air and liven up your space with gorgeous colours to boost the natural vibe inside!





Hosting

Hosting an intimate gathering can be overwhelming, exhilarating, and wonderful all at the same time.

Preparation can be daunting, but it is absolutely key when attempting to pull off a successful party. From food to music, start planning ahead of time to making things easier. This will help you save time and allow you to enjoy the day when it arrives.

At the end, all of the hard work and effort you put in will be worth its weight in gold.

- Consider having some visual and interactive elements for guests to enjoy.
- Create your own photo booth with an instant camera and a few autumn props.
- Put the TV on mute with nice scenic videos playing in the background.

Hosting Tips:

- Have calm, but upbeat music in the background to keep the atmosphere lively. Make sure the volume is a few notches below speaking volume for clear conversation.
- Start the evening with an array of finger foods and drinks! Make sure there are no empty hands and that everyone is comfortable.
- Plan a few games over the course of the party to help “break the ice” and remove awkward moments.
- Display a chalkboard menu.

For the easiest hosting ever, try a Farm Boy traditional dinner with all the fixings!
(Just heat, serve and enjoy!)



[Information and Ordering](#)





FARM BOY
HOMESTYLE
Apple Pie
1.25kg

FARM BOY
Pumpkin Spice Pecan Butter Tarts
540 g

FARM BOY
The Bake Shop
Pumpkin Spice
Loaf
PAIN À LA CITROUILLE ÉPICÉ
1kg

Planning Tips:

- Start a list for EVERYTHING! Grocery list, food items, drinks, music, seating, games, décor, guest list.
- Create the evening's musical playlist.
- Devise a food and drink menu ahead of time to streamline your shopping.
- Make sure you know how many people are coming and what dietary restrictions they may have.
- Think about where you will be hosting and ensure that you have enough seating.
 - Is it a meal around the table?
 - Is it finger foods and lounging?Plan comfortable seating areas and roughly where people will sit.
 - Think about couples and singles



Think about and what dietary restrictions guests may have.

Settling in for a more intimate holiday weekend?



Celebrate Thanksgiving, with a delectable selection of holiday favourites for two.
(Just heat, serve and enjoy!)

INDULGENCE
DINNER FOR 2

Thanksgiving Dinner

[Information and Ordering](#)



Side dishes can be made the day prior. For an even easier option, pick up some Farm Boy delicious chef-prepared appetizers, salads and sides!

Food Tips:

- Sausage rolls or “Pigs in a Blanket” are perfect easy-to-make finger foods. From artisan sausages like the Great Canadian to succulent Wagyu Beef Frankfurters, guests will love our traditional flavours with a twist.
- Roasted veggies and meats don’t require much time standing in front of the stove. Simply prepare, season, and throw in the oven while you work on the other fun stuff.
- Craft mocktails, cocktails, and flavoured water in pitchers or dispensers.
- Create a drink zone with an ice bucket, garnishes, and glasses.
- Side dishes and salad mixes can be made the day prior. For an even easier option, pick up some of our delicious chef-prepared salads and serve!
- Grab some of our signature soups and serve in espresso cups on plates with a slice of toasted baguette on the side.
- For buffet style fare, use oven safe pans or chafing dishes along with the appropriate fuel. We have a unique selection of heat-and-serve dishes that are perfect for your next gathering!



Foodies Fighting Hunger

Farm Boy × Cooks Who Feed

Food insecurity is a widespread issue that affects people around the world and even those within our own neighbourhoods.

That's why we've joined Cooks Who Feed to help feed the hungry and support those living in situations where basic necessities are often a struggle. Through our Unite to Fight Hunger campaign, a portion of the proceeds from our Farm Boy™ Limited Edition Aprons will go towards local charities and organizations who specialize in food rescue.

Who are Cooks Who Feed?

In 2016, Seema Sanghavi visited an NGO (Non-Government Organization) in India that provided paid training along with fair and safe work to marginalized women. After meeting them and seeing their effort, she felt compelled to give more women the same opportunity. But how?

Seema learned that about 1/3 of food produced globally gets thrown out and that the amount of food wasted could feed the entire world's hungry four times over.

Seema needed a way to help the women living without equal opportunity and those who struggle with food insecurity.

This was when Cooks Who Feed was born.

Cooks Who Feed is an organization comprised of food lovers, cooks, and advocates who work to help feed those in need. By producing ethically sourced and crafted kitchen textiles, they provide an opportunity for food lovers to give back on a local, global, and environmentally conscious scale. This effort is supported through the sales of their flagship product: aprons.

What better way to symbolize the fight against hunger than with an apron? The uniform of someone who cooks.

For every 1 apron sold, roughly 100 nutritious meals are produced and provided to those in need.



cooks
who
feed



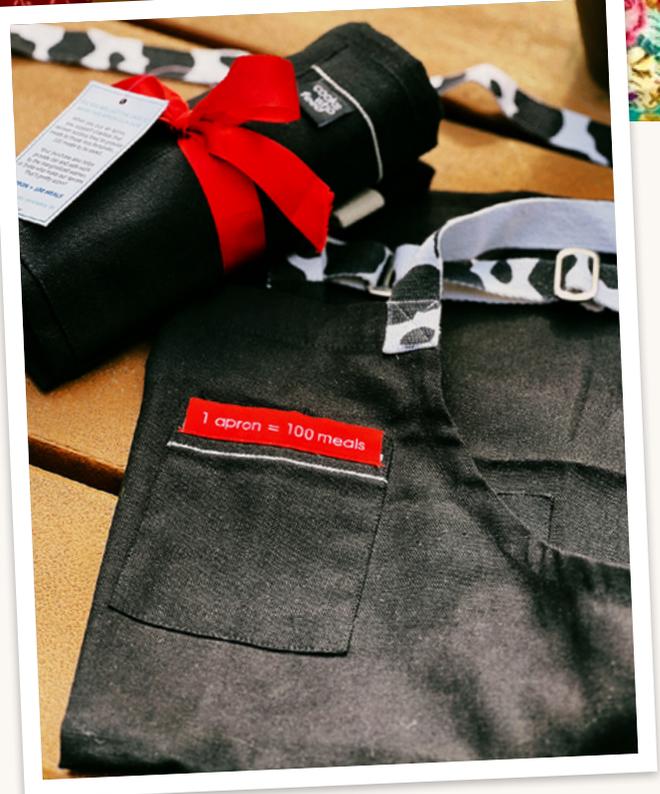
Fair Trade



Eco-Friendly



Handmade
with Love



How is this achieved?

Food waste and food surplus is a major factor when it comes to good food ending up at the landfill. This surplus occurs in nearly all realms of the food industry, from production to retail.

It is a matter of too much being made along with limited streams of transport for the food to be properly distributed.

To combat this practice, Cooks Who Feed works with charity partners to support efforts in rescuing and reallocating this food to the places and people that need it.

These fair-trade aprons are handcrafted by women in India, who are provided with a safe place to work and earn a living wage. Made with locally sourced, recycled, organic, and natural fabrics, the stylish aprons are premium quality and eco-friendly. The company closely manages waste and water in all stages of production to ensure minimal environmental impact and loss.

Farm Boy x Cooks Who Feed Aprons

We are incredibly EXCITED to share that Farm Boy™ Limited Edition Aprons are now available! In support of Cooks Who Feed’s mission, over 1/3 of the proceeds will go to charity partners in Ontario to put good food into the hands of the hungry. With this initiative, we hope to inspire our customers to help us play a small, but important role in the battle against food disparity.

Purchase them exclusively at your Farm Boy.

*while supplies last



Join Us to Fight Hunger

1 apron = 100 meals

Farm Boy × cooks who feed
Limited Edition Aprons

Available now at your local Farm Boy store,
please visit [FarmBoy.ca/aprons](https://www.farmboy.ca/aprons) for details.

Farm Boy Inside Scoop

Our Team Members are some of the biggest Farm Boy fans we know!

Each member is committed to our mission in providing the most delicious food possible at incredible value. We couldn't achieve this without the hard work of these wonderful individuals.



Team Faves!

Our team members are certified #FarmBoyFoodies and love all the great eats available at our stores.

We went to different locations to get the inside scoop on what products they indulge in the most!

Check out the video and get inspired to make your own fan fave video, review, or post with your favourite Farm Boy snacks.

Follow us on



Employee Spotlight



Julie Santary
Director Chef Merchandising

Julie Santary is an inspiring force in the grocery industry, with a 20-year journey defined by relentless determination and a deep passion for creating exceptional customer experiences.

Her versatility shines as she has effortlessly transitioned between roles, thriving as a Department Manager, Retail Specialist, Category Manager, and Director Chef Merchandising.

Her infectious enthusiasm, genuine love for food, and unwavering pursuit of customer satisfaction make Julie a true leader and a driving force in the grocery industry.

Perfectly honoured, earlier this year, Julie was recognized by [Star Women in Grocery Awards](#) by [Canadian Grocer Magazine](#)! Julie's remarkable leadership, dedication, and innovative approaches have made a lasting impact on the grocery retail industry.

It is Farm Boy's good fortune to have Julie as part of our team!

Snack HEROES

Defeat mealtime boredom with Lulu the Lunch Hero. Spruce up school meals with these fresh ideas using our high-quality ingredients!



Super Sandwich Rolls & Veggies

Pinwheel sandwiches are a lifesaver when it comes to meal prep.

Use Farm Boy™ Original Tortillas to make it easy, then fill, roll, and cut.

It's a simple way to incorporate nourishing ingredients while being fun and visually inviting for the young ones.

Did we mention you can prep a bunch in no time?

Ideas:

- Classic ham & cheese with carrots and cucumber on the side
- Pizza with tomato sauce, mozzarella, basil, and pepperoni with a side of olives and celery
- Pesto with cooked mushrooms, rapini, and cheese with a side of fennel



Kiddie Bento

Bento boxes come from the Japanese art of the meal box. They are an excellent way to give variety and can make lunch super fun!

These sets can be meal-prepped ahead of time and are open to creativity and interpretation.



Ideas:

- Fruit compartments (grapes, oranges)
- Cheese (cubed)
- “Octo-dogs” (wieners cooked and cut into octopus shape)
- “Sushi” rolls (cold cuts rolled with cucumber avocado, and carrot)

Lulu Tip:

Get containers for lunch and some reusable utensils.



Fruit Burrito Bites

Ingredients:

- Banana
- Farm Boy™ Chocolate Hazelnut Spread
- Farm Boy™ Original Tortillas
- Almond slices
- Chia Seeds

Instructions:

1. Spread your condiment of choice in a thin layer.
2. Fill with toppings.
3. Roll tight and cut into one-inch pieces.



Family of Support

Child & Youth Mental Health

**100% OF YOUR
DONATION
GOES TO
KIDS' MENTAL
HEALTH
PROGRAMS**

September 14 – October 1

Please consider donating at your
local Farm Boy store.

[Learn More](#)



Showing Some Community Love

Engaging in events and initiatives within our local neighbourhoods is one of the ways we contribute to the people and businesses that surround us.

Below are some of our favourite highlights from this past summer and some details of future events.

Past Events

Farm Boy Summer barbecue

- Farm Boy participated in the Turkey Ontario Tour in support of our local turkey farmers.
- Those who stopped by our Summer barbecue events in Aurora and Bronte got a barbecue turkey tasting, Farm Boy product sampling, and participated in fun games and activities with Lulu, Farm Hand, and Wishbone, the Ontario Turkey mascot.



What's Next?

Farm Boy Harvest Fest

Join us at participating locations for an event full of fun activities, local vendors, food samplings, and more.

Farm Boy Guelph

Sat., Sept. 30th (11–2pm)

[View Location](#)

Farm Boy Newmarket

Sat., Oct. 7th (11–2pm)

[View Location](#)



Farm Boy Halloween Hunt

Bring the kiddies in-costume to your local Farm Boy for a fun Halloween Scavenger Hunt Experience! Snap photos and tag us [@OfficialFarmBoy](#) [#FarmBoyHalloween](#)

All Farm Boy Locations

Sat., October 28th (10–12pm)

[Find Location](#)



Turkey Ontario Tour (Aurora, ON)



Canada Day



Summer barbecue



Movie in the Park (Richmond Hill, ON)



Turkey Ontario Tour (Aurora, ON)

Stay up to date with us!

Follow us to keep up with all our events, product specials, and delicious new finds.



Tag Us [@OfficialFarmBoy](#) with any related posts and [#FarmBoyHaul](#) on your next haul!

Farm Boy Chefs have whipped up just the thing for you!

Are you planning for a special night in, feeling inspired to try something new, or preparing for a crowd? We have crafted the meals for you.

Our chef-prepared dinners are designed to bring a restaurant-quality experience to your table. Each menu is created with seasonal ingredients, crowd pleasing flavours and substantial servings.

We guarantee each chef-prepared dinner has just the right amount of indulgence, fun, creativity, and value for quality, to always surprise and delight you and your guests.

Count on Farm Boy Year Round

We offer 20 or more *Indulgence Dinner For 2* choices are available throughout the year. Family Style dinners (for 6-8 ppl or 4 ppl) are typically offered: Family Day, Easter, Mother's Day, May Long Weekend, Father's Day, Canada Day, August Long Weekend, Labour Day, Thanksgiving and Christmas. Order in-store or online.

COMPLETE
**THANKSGIVING
DINNER**
SERVES 6-8 PEOPLE



**INDULGENCE
DINNER FOR 2**

*Thanksgiving
Dinner*

★★★★★
RESTAURANT
QUALITY DINING
An incredibly priced
4-course meal!

