



# *in*Season

Fall Harvest Edition 2024

**Fresh &  
Comfort Eating**  
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**Chef's  
Market**  
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Food Day**  
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# What's inside Farm Boy?

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

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

Choose the best quality meats, seafood, cheeses, fresh dairy, baked goods, 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.

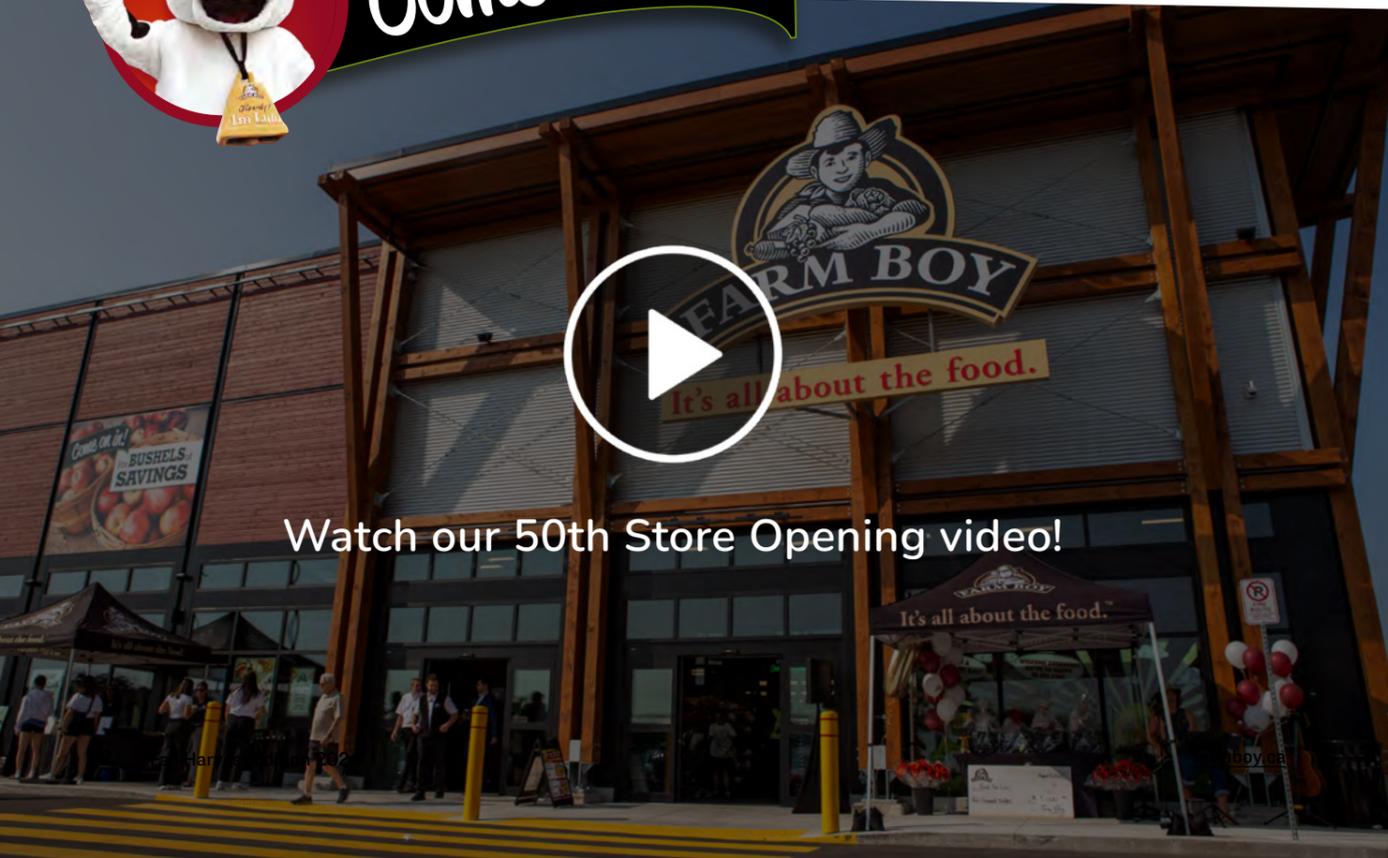
You'll love that we're not just another grocery store. We'd love to be your favourite fresh-market experience.



Come on in!



Watch our 50th Store Opening video!



## WELCOME TO FALL HARVEST

Dear Farm Boy Fan,

It is with great joy that I welcome you to the Fall Edition of *inSeason Digital Magazine*—your premier source for all things delicious. Whether you're a longtime customer or a new follower, we're glad you found us! Just as the seasons change and new foods arrive, our digital magazine will transition each quarter to give you informative articles focused on all the happenings at our stores.

*inSeason* is a bridge for you to learn about who we are, where we source from, and what you can expect when you shop with us.

As you turn each page, you'll find helpful food hacks, recipes, grocery tips, and more, all aimed at giving you the best value for every dollar spent.

At Farm Boy, it's truly a pleasure to serve our customers by offering the highest-quality products available, friendly service, and convenient options at excellent value. At the end of the day, we put great food and experience first.

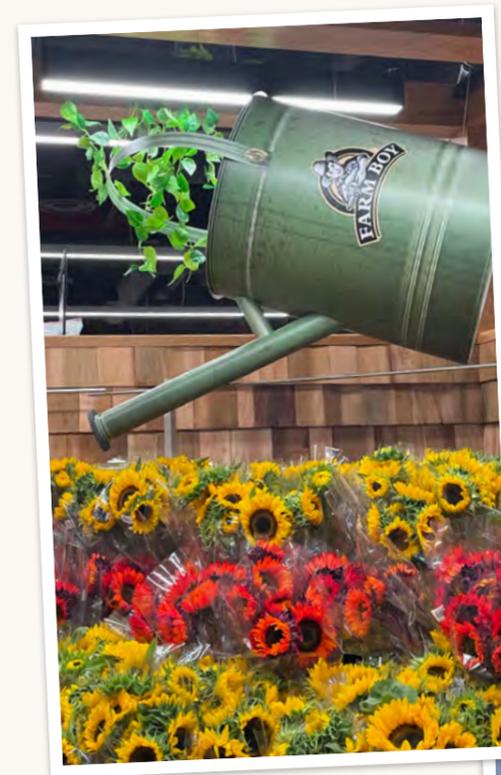
To our customers, thank you for your continued support and interest.

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



### A Season of Growth!

Welcoming two new additions to the Farm Boy family: [Port Credit](#) & [Burlington South](#).



Stay up to date with us!



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## Snack Hero



### In-store Demos

Stop by and give some of our favourites a try!  
Each weekend from 10 AM to 5 PM, we'll be offering samples of our standout private label products of the week.

# Discover Fall Harvest

**Find your new seasonal faves inside!**

As autumn comes into full swing and the weather begins to cool down, it's time for cozy comforts to make a warm return! This means foods that are delicious, hearty, wholesome, and nourishing.

With a commitment to freshness, quality, excellent value, and convenience, we offer a wide variety of products that will satisfy all your grocery needs. Stop by your local Farm Boy for the freshest produce, butcher-quality proteins, ready-to-eat meals, and more!

# Our Humble Beginnings

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

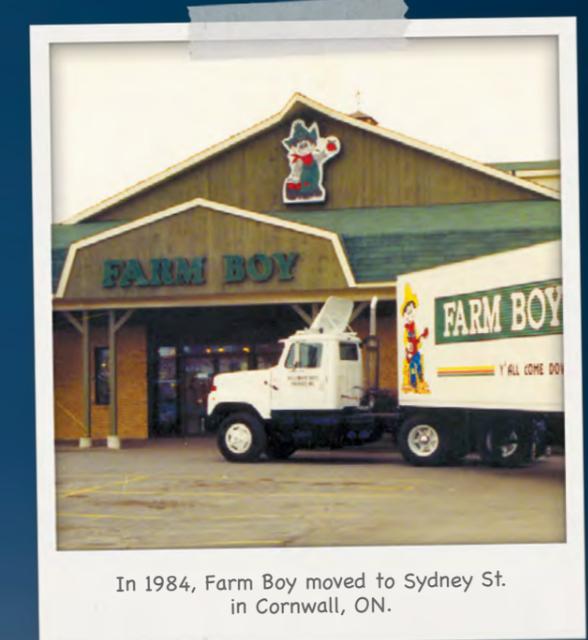
Quality can mean many things, but to us, it is an absolute quintessential part of who we are.

Everyone at Farm Boy is extremely dedicated to the values that our founders, Jean-Louis and Collette Bellemare, had 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 50 Ontario locations where customers can expect to receive the freshest produce, Canadian sustainable meats and seafood, high quality dairy, like-home baked goods, curated 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. Excellent value is the pillar we uphold to the highest degree.



In 1984, Farm Boy moved to Sydney St. in Cornwall, ON.

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.

# Supporting In-School Meal Programs & Fostering Food Literacy



This year, we introduced *nourish to flourish*, Farm Boy's Flagship Charitable Program aimed at providing the next generation with the building blocks to make healthy, sustainable food choices. In partnership with Sustain Ontario and Farm to Cafeteria Canada, our vision is to create an environment where children can eat well, understand where food comes from, and gain valuable life skills. At Farm Boy, we're all about fostering growth within our communities and making a positive impact—together, we can make a brighter future in food!

## How will we achieve this?

*nourish to flourish* is designed to support local schools with funding grants for in-school meal programs and food literacy initiatives, so that all children have the opportunity to thrive physically, mentally, and emotionally. Additionally, Farm Boy's vision is to expand beyond the school walls and help children build a deeper understanding of food and where it comes from. We seek to connect them with the wonders of nature and enrich the world around them, fostering a sense of curiosity, respect, and stewardship for the earth. Some initiatives that these grants will support include:

- In-school meal programs.
- Food literacy initiatives.
- Immersive trips to farms, development of school gardens, and more.
- Guest speakers that provide real-world connections.



We believe that when we nourish our children, we empower them to flourish and, in turn, enrich the world around them.

## Our Collective Efforts

With the support of our partners and customers, *nourish to flourish* will distribute over \$55,000 in grants to schools across Ontario during its inaugural year (2024), and more than \$160,000 during the 2025/2026 school year.

A special thank you to all those who supported, donated, and made this Flagship Charitable Program a success. With your support, we have made the first steps in making a positive impact for children and schools across the province.

## Partner Organizations

To bring the *nourish to flourish* Flagship Charitable Program to life, Farm Boy partnered with expert organizations in the food, farming, and educational space including:

**Sustain Ontario** is a province-wide alliance promoting healthy food and farming. It advocates for productive, equitable, and sustainable food systems across the province. Sustain Ontario facilitates partnerships and outreach, supports the selection process, and provides support to grant recipients.

**Farm to Cafeteria Canada** is a national partnership-based charity whose purpose is to transform how food is experienced, learned and celebrated in all schools across Canada. Farm to Cafeteria Canada manages applications, administers grants, and coordinates impact reporting.

Discover more at our webpage here!



in partnership with **SUSTAIN**  **ONTARIO**

# DISCOVER Fall Harvest

## Our Difference

Fresh Ontario produce arrives at our stores daily, offering excellent value, exceptional quality, and the convenience of local sourcing. Enjoy the freshest fruits and vegetables, knowing that they are harvested at the peak of ripeness for a superior taste, from the farm to your table.

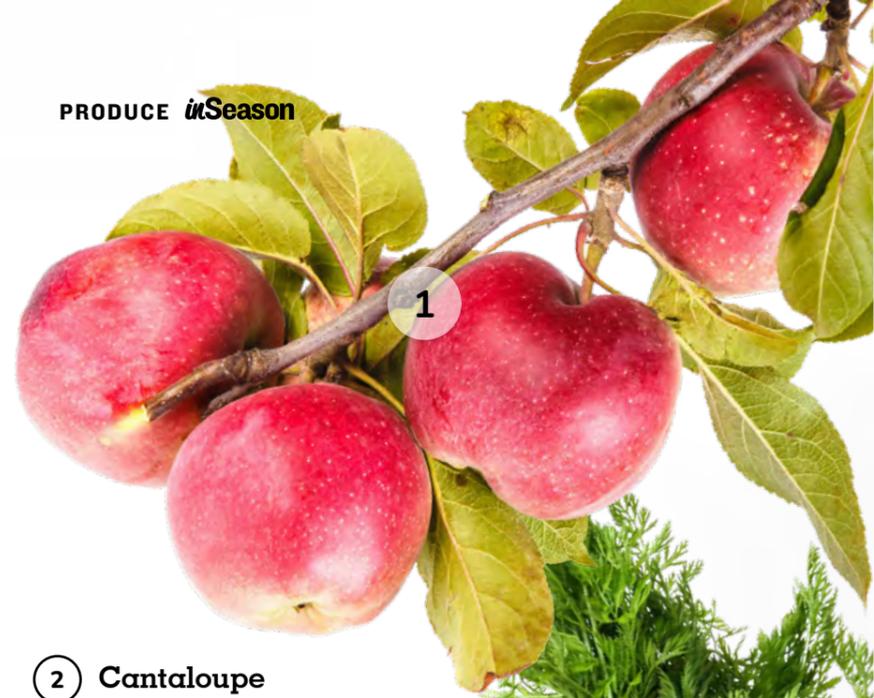
Here are some examples of the fresh produce our buyers are purchasing at the markets each morning!



### 1 Apples

**Cooking Tip:** When baking an apple pie or apple crisp, use a mix of sweet and tart apples like Cortland and Honeycrisp for a balanced flavour. Add a bit of lemon juice to prevent the apples from browning.

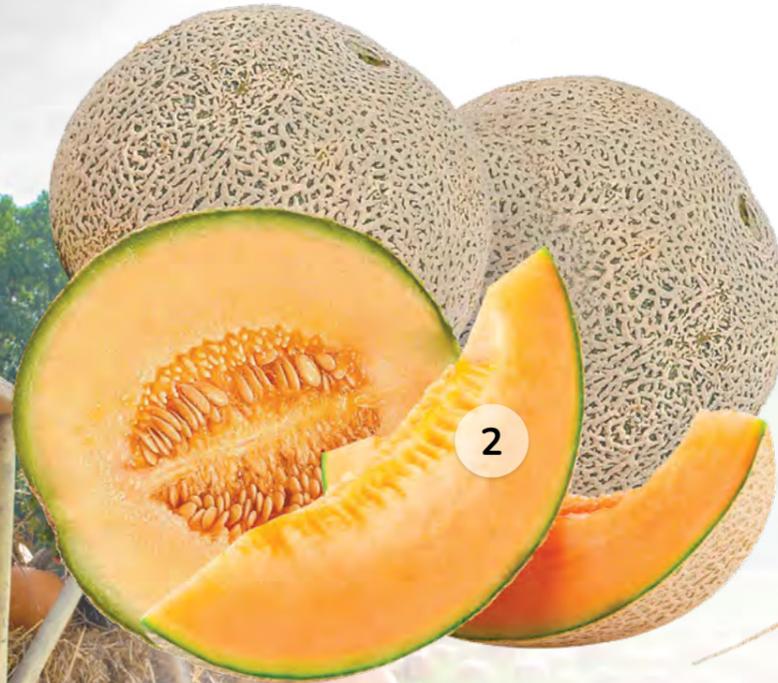
**Storage Tip:** Store apples in the crisper drawer of your fridge to maintain humidity and keep them fresh for longer.



### 2 Cantaloupe

**Cooking Tip:** For a refreshing palate cleanser or light dessert, blend frozen cubes of cantaloupe with a splash of lime juice and a drizzle of honey for a quick and tasty sorbet.

**Storage Tip:** Store whole cantaloupes at room temperature until they ripen. Once ripe, refrigerate them in the crisper drawer. Cut cantaloupe should be stored in an airtight container in the fridge.



### 3 Carrots

**Cooking Tip:** When roasting carrots, cut them uniformly to ensure even cooking. Toss them with olive oil, honey, and a sprinkle of cumin for a sweet and slightly spicy flavour.

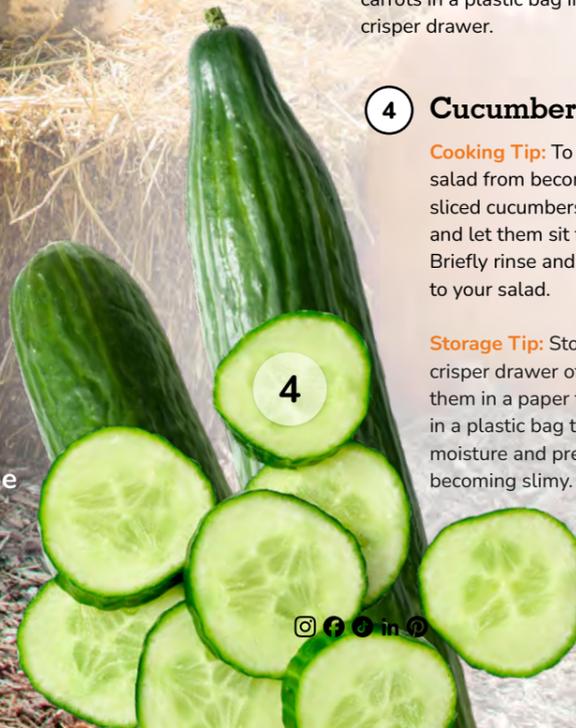
**Storage Tip:** Remove the green tops to prevent moisture loss, then store carrots in a plastic bag in the fridge's crisper drawer.



### 4 Cucumbers

**Cooking Tip:** To prevent cucumber salad from becoming watery, sprinkle sliced cucumbers with a little salt and let them sit for about 30 minutes. Briefly rinse and pat dry before adding to your salad.

**Storage Tip:** Store cucumbers in the crisper drawer of your fridge. Wrap them in a paper towel and place them in a plastic bag to absorb excess moisture and prevent them from becoming slimy.



### 5 Onions

**Cooking Tip:** To reduce the sharpness of raw onions in salads, soak them in cold water with a splash of vinegar for about 10-15 minutes. This will make them milder and more palatable.

**Storage Tip:** Store onions in a cool, dry, and well-ventilated area, away from potatoes. Keep them in a mesh bag or basket to allow air circulation.



6 Pears

**Cooking Tip:** When poaching pears, use a combination of wine, water, sugar, and spices like cinnamon and cloves. This enhances the flavour and gives the pears a wonderful aroma.

**Storage Tip:** Store pears at room temperature until they ripen. Once ripe, place in the crisper drawer of your fridge to extend freshness.

7 Potatoes

**Cooking Tip:** For crispy roasted potatoes, parboil them first until they are almost tender. Drain, drizzle with oil, and shake them in the pot to roughen the edges before roasting on a baking sheet in the oven. This creates a crispy exterior and a fluffy interior.

**Storage Tip:** Store potatoes in a cool, dark, and well-ventilated place. Keep them in a paper bag or a basket to allow proper air circulation and prevent sprouting.

8 Pumpkins

**Cooking Tip:** When making pumpkin purée, roast the pumpkin instead of boiling it. Roasting brings out the natural sweetness and reduces the moisture content, resulting in a richer purée.

**Storage Tip:** Store whole pumpkins in a cool, dark, and dry place. Once cut, wrap the pieces in plastic wrap or place them in an airtight container and refrigerate.

9 Squash

**Cooking Tip:** When sautéing squash, cut it into even-sized pieces and cook it quickly over high heat. This helps to maintain its texture and prevents it from becoming mushy. Add fresh herbs like thyme or rosemary towards the end of cooking for added flavour.

**Storage Tip:** Cut pieces can be kept in the fridge or freezer in an airtight container or bag to extend their shelf life.

7

10

10 Sweet Peppers

**Cooking Tip:** To easily peel roasted sweet peppers, place them in a sealed plastic bag or a covered bowl after roasting. The steam will loosen their skins, making them easier to remove.

**Storage Tip:** Store peppers in the fridge's crisper drawer. Place them in a plastic bag or container with a lid to maintain their moisture.

11 Tomatoes

**Cooking Tip:** For a richer tomato sauce, roast tomatoes in the oven with garlic and olive oil before blending them. Roasting tomatoes concentrates the flavours and adds a slight sweetness to the sauce.

**Storage Tip:** Store tomatoes at room temperature away from direct sunlight until they ripen. Once ripe, use them promptly. If you do refrigerate your tomatoes, bring them to room temperature before consuming for better flavour.

11



## From the Farm to Your Table

A special thank you to all of the farms that provide our stores with the freshest, long-lasting fruits and veggies possible.

With your help, we can give our customers the best Ontario has to offer!



**Butters Farms**  
(St. Thomas)

**Carleton Mushrooms**  
(Osgoode)

**Dominion Farms**  
(Bradford)

**Fenwick Berry Farm**  
(Fenwick)

**Foster Family Farm**  
(North Gower)

**Howard Greenhouse & Produce Inc**  
(Simcoe)

**Nightingale Farms**  
(La Salette)

**Procyk Farms Ltd**  
(Wilsonville)

**Smyths Apple Orchard**  
(Iroquois)

**Suntech Greenhouses**  
(Manotick)

**Vermeer Orchards**  
(Aylmer)



# Roasted Acorn Squash and Kale Salad



COOK TIME:  
40 mins



SERVES:  
6



DIFFICULTY:  
Easy

[View Recipe Online](#)

## Ingredients

1 medium acorn squash halved, seeded, and sliced ½" thick  
extra virgin olive oil  
salt and pepper to taste  
6 cups chopped kale  
⅓ cup Farm Boy™ Apple Cider Vinaigrette  
¼ cup golden raisins  
¼ cup Farm Boy™ Organic Cranberries  
¼ cup pumpkin seeds toasted  
½ cup Farm Boy™ Original Goat's Milk Cheese, crumbled  
2 Tbsp chopped parsley

## Directions

1. Preheat oven to 400°F.
2. In medium bowl, toss acorn squash slices with extra virgin olive oil, salt, and pepper
3. Place on parchment-covered sheet pan and roast for 25-30 minutes, or until tender and golden.
4. Arrange kale on platter and top with acorn squash slices.
5. Sprinkle raisins, Farm Boy™ Organic Cranberries, roasted pumpkin seeds, crumbled Farm Boy™ Original Goat Cheese, and parsley on top.
6. Drizzle with remaining Farm Boy™ Apple Cider Vinaigrette.
7. Serve and enjoy!



# Mulled Apple Cider



COOK TIME:  
35 mins



SERVES:  
8-10



DIFFICULTY:  
Easy

[View Recipe Online](#)

## Ingredients

2 litres Farm Boy™ Sweet Apple Cider  
1 red apple cored and sliced  
1 green apple cored and diced  
1 cup fresh or frozen cranberries  
2 Tbsp fresh ginger sliced  
3 Farm Boy™ 3" Cinnamon Sticks  
3 Farm Boy™ Star Anise  
4 Farm Boy™ Whole Cloves  
Sugar to taste (optional)  
1/2 cup brandy or whiskey optional

## Directions

1. In large saucepan, place Farm Boy™ Sweet Apple Cider, red and green apples, cranberries, ginger, Farm Boy™ Cinnamon Sticks, Farm Boy™ Star Anise, and Farm Boy™ Whole Cloves.
2. Bring to a simmer and cook gently for 20 minutes.
3. Add sugar to taste, brandy or whisky, if using, and simmer another 5-10 minutes.
4. Serve warm in mugs.



THANKSGIVING

# Thanksgiving with Farm Boy

Fresh & comfort eating begins with us!



THANKSGIVING

Thanksgiving is a time for celebration, gratitude, and most importantly, delicious food. At Farm Boy, we cater to every type of Thanksgiving host, so that your holiday is memorable and stress-free.

Whether you love crafting every dish from scratch, prefer a convenient premade feast, or need a little help with sides and desserts, Farm Boy has you covered.

## For the Homemade Enthusiasts

If you revel in the joy of cooking every dish from scratch, Farm Boy is your ultimate destination for fresh, high-quality ingredients.

Our fresh, never-frozen Farm Boy™ Turkey is perfect for your centerpiece dish. Fresh instead of frozen ensures all the natural juices remain, guaranteeing a succulent and flavourful turkey.

Pair your Farm Boy™ Smoked Ham or Farm Boy™ Turkey with the freshest Ontario produce. Serve up creamy butternut squash soup, roasted sweet potatoes, and perfectly caramelized Brussels sprouts, all grown locally.

We're stocked with all the pantry essentials to create your family's favourite desserts, from flaky pie crusts to rich, velvety fillings. With Farm Boy, every dish you make will be bursting with freshness and flavour.



**FARM BOY**  
FRESH ONTARIO YOUNG  
**TURKEY**  
DINDE JEUNE DE L'ONTARIO

FREE RUN WITH GIBLETS  
Less than 5.5% retained water



ÉLEVÉ EN PLEIN AIR  
AVEC AB...  
Moins de...



KEEP REFRIGERATED | GARDER AU RÉFRIGÉ



Discover  
Fall Harvest

Discover  
Fall Harvest

THANKSGIVING

### For the Hosts Who Need a Helping Hand

Sometimes, you just need a little help with side dishes or desserts to complete your feast. Farm Boy offers an array of chef-prepared sides that will elevate your meal.

Our Farm Boy™ Turkey Gravy adds flavourful depth and richness—the perfect touch to your dinner.

Our Farm Boy™ Cranberry Sauce, infused with ginger, and Farm Boy™ Cranberry Apple Sausage Stuffing are just a few of the homestyle sides available. To complete your meal, choose from our selection of delicious pies and cakes.

And don't forget about the table setting! Farm Boy offers a gorgeous variety of fall-themed flower arrangements and bouquets to bring a festive touch to your tablespace.

When you think of the perfect Thanksgiving feast, think of Farm Boy for all your needs. Our exceptional customer service, high-quality products, and convenient options at excellent value guarantee that every host can create a memorable and delicious Thanksgiving.

Discover the fall harvest with Farm Boy, and let us make your Thanksgiving truly special.



### For Those Who Prefer Ready-Made Feasts

If you prefer spending less time in the kitchen and more time with your guests, Farm Boy offers two exquisite premade Thanksgiving dinners.

Our Family Feast, which generously serves 6–8 people, includes everything you need for a grand celebration. For a more intimate gathering, our Thanksgiving Indulgence Dinner serves two people with a four-course menu that will leave you feeling pampered—and satisfied!

Both options are crafted by our skilled chefs using top-quality ingredients, ensuring that your meal is both delicious and stress-free.

Order your Family Feast today!

QUANTITIES ARE LIMITED.





# 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*.



Know a local product we should try? [Connect with us!](#)



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

# ONTARIO



## 1 Hayter's Farm, Dashwood

This third-generation family farm is extremely passionate about delivering wholesome, high-quality turkey that's free of any added hormones or steroids. From raising the birds to processing their own products on-site, they are the only farm in Canada that oversees the entire process.

## 2 Nova Era, Toronto

After opening their doors in 1991, this family-owned bakery continues to deliver an authentic European café experience with traditionally-crafted delights. From made-from-scratch pastries and breads to expertly-sourced coffees, a taste of Portugal isn't too far away!

## 3 Nuts for Cheese, London

With a commitment to providing the highest quality, dairy-free, plant-based, and vegan products, this company takes its cheese seriously! Made with cashews, their artisanal cheeses are produced the traditional way with organic ingredients—free of gums, starches, or fillers.

## 4 Pietro's GF Fresh Pasta, Ottawa

Made in true, authentic Italian fashion with a gluten-free twist, this local business creates fresh pasta using time-honoured techniques. All their products feature simple, real ingredients like gluten-free rice flour, water, eggs, and salt. Enjoy unforgettable pasta in minutes!

## 5 Schinkel's Legacy, Chatham-Kent

Beginning as a butcher shop in 1963, this family-owned business expanded into a larger facility to meet the high demand for their traditionally-crafted meat products. All of their meats are naturally hardwood smoked and free of gluten or MSG.

## 6 United Floral Distributors, Fenwick

Our partners for over 20 years, this floral wholesaler offers high-quality home and garden décor—many of which are sourced from local growers in the Niagara region! Enjoy a fresh selection of cut flowers, bouquets, greens, and potted plants at our stores.

# Butcher Shop Selections

Convenient options to make meal planning easy.



## Farm Boy™ Chef Inspired Meatballs

Craving a nice plate of pasta or a classic meatball sub? Give our fresh meatballs a try! Made in-store daily, we use only the best, high-quality ingredients to create craveable flavour combinations you'll love.

Available in: Caramelized Onion Beef, Italian Beef, and Jalapeño Jack Beef.

Enjoy with:

Farm Boy™ Hot Dog Buns,  
Farm Boy™ Sugo Di Pomodoro Tomato Sauce,  
and Farm Boy™ Mozzarella Cheese  
for an easy, flavour-packed sub sandwich!

## Farm Boy™ Marinated Short Ribs

Flanken-style beef short ribs are all the rage, and we've put our own spin on them! Sure to be your new favourite, our beef short ribs—cut from Canada AAA beef—are seasoned with globally-inspired flavours. Cook them on the barbecue, stovetop, in an air fryer, or oven.

Available in: Alabama, Korean, and Rhodos. Also available plain.

Enjoy with:

Farm Boy™ Organic Jasmine Rice as the perfect base for your favourite proteins, veggies, and sauces—ready in just one minute!



Select products are subject to availability and may not be available at all stores. Check with one of our Team Members to see if your store carries a particular item.

## Farm Boy™ Chicken or Pork Schnitzels

Made by us, tender Canadian chicken and pork are perfectly coated with a blend of aromatic spices, herbs, and panko crumbs. Just pan-fry, air-fry, or pop them in the oven, and enjoy!

Available in: Farm Boy™ Parmesan Flavoured Chicken Schnitzel,  
Farm Boy™ Buffalo Chicken Schnitzel,  
Farm Boy™ Chipotle Lime Pork Schnitzel,  
and Farm Boy™ Barbecue Pork Schnitzel.

Enjoy with:

Farm Boy Prepared Sides like glazed carrots, green beans, and mashed potatoes, for a quick, wholesome meal.



# Turkey & Sausage Gumbo

Rework your leftovers with a taste of The South!

PREP: 30 mins COOK TIME: 90 mins SERVES: 4-6 DIFFICULTY: Medium

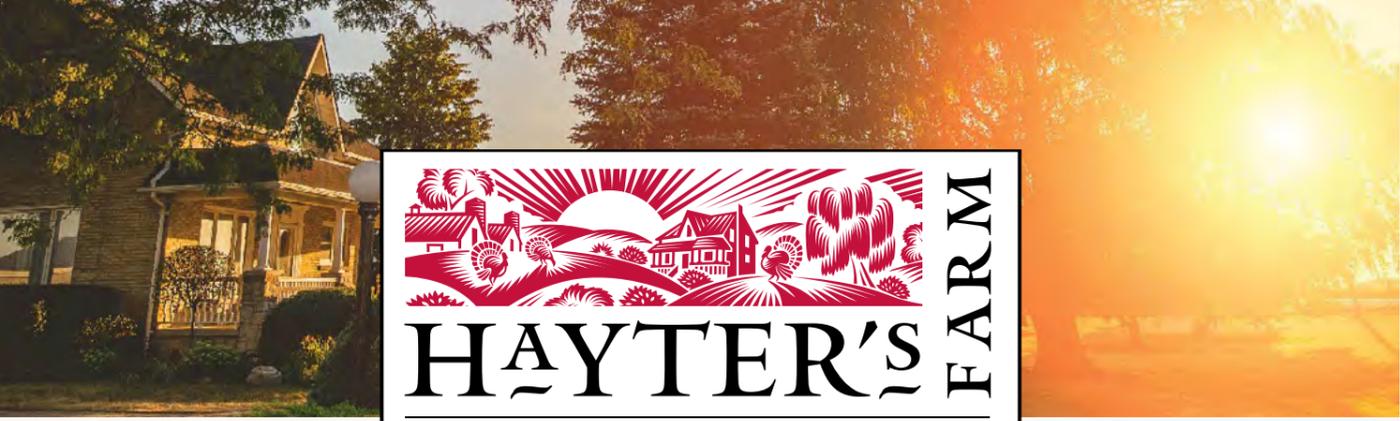
[View Full Recipe Online](#)

## Ingredients

- 2 Tbsp + ½ tsp Farm Boy™ Vegetable Cooking Oil
- 1 fresh spicy chorizo
- 2 Tbsp unsalted butter
- ¼ cup flour
- 1 small green or red bell pepper *diced*
- 1 medium yellow onion *diced*
- 2-3 stalks celery *diced*
- ½ cup parsley *chopped*
- 1 ½ tsp Farm Boy™ Garlic Flowers

- 1 ¼ Tbsp Farm Boy™ Cajun Spice
- 1 bay leaf
- ½ tsp Farm Boy™ Organic Paprika or to taste
- ½ can Farm Boy™ Italian Tomatoes *chopped*
- 2 ½ cups leftover roasted turkey *roughly shredded*
- 2 cups Farm Boy™ Organic Low Sodium Chicken Broth
- salt and pepper to taste
- 3 green onions *thinly sliced*
- 2-3 cups cooked white rice





# Discover Hayter's Farm Turkey: Tradition, Quality, and Innovation



For three generations, the Hayter family has passionately farmed sustainable, wholesome, and humanely raised turkeys in Dashwood, ON.

Their birds enjoy open-air barns and seasonal breezes, resulting in unmatched care and quality.

Hayter's has been producing Farm Boy™ Turkey for over a decade. It's hormone and steroid-free, showcasing a hands-on approach that inspires. It's guaranteed juicy and tender every time.



As the only Canadian farm overseeing the entire process from raising to processing, they ensure top quality and environmental sustainability.

Next visit to the Farm Boy Butcher Shop, pick up Hayter's tasty burgers, kebabs, or pre-seasoned breast, and get ready to "gobble down" some scrumptious turkey.

MEAT *in*Season

# Korean Style Beef Short Ribs

A dish that you'll crave all year long.

PREP: 10 mins COOK TIME: 15 mins SERVES: 4-6 DIFFICULTY: Easy [View Full Recipe Online](#)

## Ingredients

- 1/2 cup small onion *peeled and chopped*
- 1 small Asian pear *cored and chopped*
- 3-4 garlic cloves *peeled and chopped*
- 1" piece ginger *peeled and chopped*
- 2 Tbsp brown sugar
- 1/2 cup reduced sodium soy sauce
- 2 Tbsp rice wine (mirin)
- 1/4 cup water

- 1 1/2 Tbsp roasted sesame oil
- 1 tsp Farm Boy™ Ground Black Pepper
- 1 1/2 Tbsp Farm Boy™ Sesame Seeds
- 1.350 kg flanken-style beef short ribs
- 2 green onions *thinly sliced for garnish*
- 3 cups cooked Farm Boy™ Jasmine Rice or *1 and half cup raw*
- Farm Boy™ Organic Kimchi
- lettuce leaves



# Delicious Catch

Nautical choices to elevate mealtime.

## Fresh Arctic Char Fillets

Sustainably sourced, this cold-water fish has a mild flavour profile with a rich buttery texture—similar to sockeye salmon or lake trout. Arctic char is a versatile option that can be enjoyed in a variety of ways from baked dishes to chowders.

Enjoy with: [Farm Boy™ Organic Brown Rice & Quinoa](#)—ready in just one minute—as a convenient side-dish for our [Pan Fried Arctic Char](#) recipe!



## Farm Boy™ Argentinian Shrimp

Take your culinary journey to new heights with our wild-caught shrimp. They have a sweet, savoury taste with a lobster-like texture that turns any dish gourmet. Enjoy them in pasta dishes, chowders, aguachile, and more!

Enjoy with: [Farm Boy™ Grand Bay Seasoning](#) to pair their naturally sweet, buttery flavour with punchy spices and herbs like bay leaves, cloves, cardamom, cayenne pepper, ginger, mustard, nutmeg, and paprika.

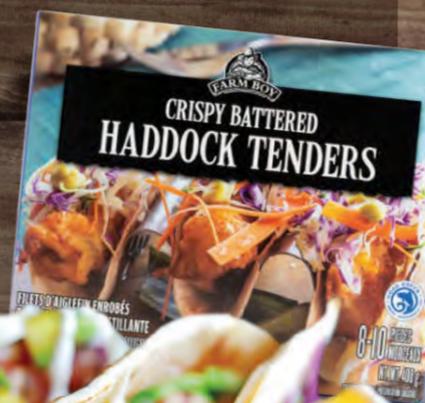


## Farm Boy™ Crispy Battered Haddock Tenders

Satisfy your seafood cravings with our crispy, succulent tenders made with sustainably-sourced haddock coated in a golden pub-style batter. Try them in sandwiches and tacos, or pair them with [Farm Boy™ Straight Cut Fries](#) for a classic fish and chips meal.

Enjoy with: [Farm Boy™ Tartar Sauce](#) for touch of tangy, creamy goodness with every bite.

Select products are subject to availability and may not be available at all stores. Check with one of our Team Members to see if your store carries a particular item.



# Sweet & Spicy Togarashi Salmon

Guaranteed to be your next go-to dish!



SERVES: 4



DIFFICULTY: Easy

[View Recipe Online](#)

## Ingredients

- ¼ cup Farm Boy™ Amber Maple Syrup
- 2 Tbsp Extra Virgin Olive Oil
- 3 Tbsp low sodium soy sauce
- 1 Tbsp Farm Boy™ Togarashi Seasoning or to taste
- 4 salmon fillets (about 800 g)
- 2 cups baby kale or arugula greens
- Farm Boy™ Lemon Garlic Dressing
- lemon wedges to serve

## Directions

1. Preheat oven to 400°F.
2. In medium bowl, combine Farm Boy™ Amber Maple Syrup, Extra Virgin Olive Oil, and soy sauce.
3. Place salmon in baking dish and add maple syrup mixture.
4. Marinate for 15 minutes.
5. Sprinkle salmon with Farm Boy™ Togarashi Seasoning.
6. Place salmon in oven and bake for 15-20 minutes, until internal temperature reaches 158°F.
7. Toss baby greens with Farm Boy™ Lemon Garlic Dressing.
8. Serve salmon on a bed of greens with lemon wedges.



# What's New?

Discover your new faves here..

## Farm Boy™ Spicy Fusion Hot Sauces

Add gourmet heat to your favourite foods with our collection of hot sauces that blend spicy peppers with the standout flavours of coffee, oak wood, and pineapple!

Available in: Curry Ghost, Heat Wave, Trop Scotch, and Wake Up Call.



Discover  
Fall Harvest

## Farm Boy™ BBQ Sauces

Our signature BBQ sauces are back and better than ever! These delicious sauces are made by us using a special blend of spices, seasonings, and premium ingredients.

Available in: Chipotle, Jerk, Maple, and Smokehouse.



## Farm Boy™ Cooking Sprays

Cook up a storm and avoid spills with our convenient sprayable oil! Extremely versatile, these oils have a high smoking point, making them ideal for sautéing, searing, and cooking at high heat.

Available in: Avocado Oil and Canola Oil.

## Farm Boy™ Nut & Oat-Based Bars

Made with a few simple ingredients like dried fruits, honey, nuts, and oats, our convenient granola-style bars are a satisfying snack for any time of the day! Made in Ontario, they're available in six nut or oat-based varieties. Certified Gluten-Free and Kosher.



# Excite Your Palate!

## Delicious recipe ideas with a Farm Boy twist.

Transform your meals into culinary masterpieces with our delicious selection of flavour-packed foods and products. We've taken some classic combinations and added our own seasonal and globally-inspired. Easy to make, give these dishes a try!

### Fall for Pinsa

Craft a sweet and savoury Roman-style flatbread inspired by the comforting tastes of the season.

[Farm Boy™ Create Your Own Pinsa](#)

[Farm Boy™ Fig Jam](#)

[Farm Boy™ Fig Goat's Milk Cheese](#)

[Farm Boy™ Prosciutto](#)



### Pear Citrus Chardonnay Mocktail

Juicy with a honey-sweet profile, pears are one of the jewels of autumn. Our recipe transforms this seasonal delight into a thirst-quenching sip!



[View Full Recipe Online](#)

#### Ingredients

- 1 very ripe pear chopped
- 1 bottle Farm Boy™ Non-Alcoholic Chardonnay Style
- 3 tsp Farm Boy™ Orange Blossom Water
- 1 cup crushed ice



### Chicken and Waffles

This iconic duo has been reworked the Farm Boy way with bold flavours! Sure to be a hit, serve it as a main course or in smaller portions as an appetizer.

[Farm Boy™ Buckwheat Honey](#)

[Farm Boy™ Frozen Chicken Strips](#)

[Farm Boy™ Frozen Chicken Nuggets](#)

[Farm Boy™ Heat Wave Hot Sauce](#)

[Farm Boy™ Sesame Mayo](#)

[Farm Boy™ Waffle Cut Fries](#)



# Loads of Loaves

Bake Shop favourites of the season.

Experience a bountiful variety of breads made with high-quality ingredients and traditional recipes. From artisan-crafted creations to homestyle staples, enjoy them with butters, jams, soups, stews, and more!



## Croissants

Enjoy with: Farm Boy™ Strawberry Jam & Butter



## Parisian Bread

Enjoy with: Farm Boy™ Swiss Cheese, Farm Boy™ Champagne & Honey Mustard, & Farm Boy™ Naturals Black Forest Ham

## Rustic Italian Buns

Enjoy with: Meatballs and Farm Boy™ Italian Passata

## Cranberry Pumpkin Seed Bread

Enjoy with: Farm Boy™ Double Cream Brie

Upholding a

# Portuguese Tradition



## Baguettes

Enjoy with: Farm Boy™ Oven Roasted Tomato & Basil Bruschetta

## Pane Di Como Italian Loaf

Enjoy with: Farm Boy™ Castelvetro Olives & Farm Boy™ Italian Trio

## Country Round Bread

Enjoy with: Farm Boy™ Artichoke & Spinach Cream Cheese Dip





# Dairy-Free Cheese For Cheese Lovers

Chef-crafted, 100% dairy-free, vegan cheese made from organic cashews. No trade-offs, no compromises. Just whole food cheesy goodness.

- Made with 100% organic cashews
  - Fermented and packed with probiotics
  - No starches, gums, or fillers
  - Vegan, dairy-free soy-free, gluten-free
  - Perfect for any cheeseboard or holiday recipe
- **Farm Boy carries 6 flavours in stores:** Smoky Gouda, Super Blue, Smoky Artichoke & Herb, Chipotle Cheddar, Un-Brie-Lievable, and Black Garlic.



# Plant-Based Additions

## Farm Boy™ Oat-Rageous Frozen Desserts

Crafted in small batches with Canadian oats, this dairy-free frozen dessert has a rich and creamy texture. Available in: Blueberry Lemonade, Double Chocolate, Salted Caramel & Peanut, and Vanilla Bean.



## Farm Boy™ Nutritional Yeast

A favourite addition to plant-based recipes, this special ingredient is commonly used to add savoury umami and a cheese-like flavour profile to any dish. Enjoy it as a dry seasoning, in sauces, or incorporated into your favourite recipes. Certified Kosher.

### Did you know...

Nutritional yeast is an inactive yeast that is high in B vitamins and protein. It's also completely vegan and gluten free! The best part, is that it gives plant-based dishes a savoury, cheesy flavour.

## Farm Boy™ Vegan Muffins

All the flavour and fluffiness of a homestyle muffin, but powered by plants! Made without any artificial colours or flavours, this plant-based snack features ingredients like bananas, and oats. Available in: Blueberry, Chocolate Chip, Cranberry Lemon, Double Chocolate, and Spiced Carrot!



# Enjoy the Warm Comforts of Fresh and Ready

Our chefs craft sumptuous fall soups using our own recipes and fresh, quality ingredients, ensuring every flavour-packed bowl satisfies. Made in small batches with care, they'll warm your soul and delight your taste buds!



Soups this delicious deserve more than just crackers! [Visit our blog](#) to discover pairing suggestions for each of our fresh and ready soups!



# Farm Boy CHEF'S Market

We make mealtimes simple and easy with an abundant selection of made-from-scratch foods handcrafted daily with fresh, high-quality ingredients. From crunchy greens at the Salad Bar to take-home favourites like barbecue chicken, our chef-prepared dishes are sure to satisfy your palate. Whether you're dropping in for a quick bite or feeling a little hungry after a big shop, stop by our Chef's Market to enjoy a wholesome variety of salads, soups, sides, proteins, and more!

**Come on in!**



## Monthly Hot Bar Menu

**September: The Harvest Table**

Experience comforting homestyle dishes, made fresh daily by our chefs with wholesome ingredients, inspired by the flavours of the autumn!

## Farm Boy CHEF'S Market Hot Bar

Prepared fresh daily by our chefs with care, we have variety of convenient breakfast, snack, lunch, and dinner options at our food bars! From comfort classics to globally-inspired delights, there's something for everyone.

Visit our website to discover this month's Hot Bar theme and specials!

Our Pick: Farm Boy™ Vegan Butter Chickpea

\*Hot Bar, Salad Bar, and Hot Cases are available at select locations. Products are subject to seasonal menu changes and availability.



## Farm Boy CHEF'S Market Salad Bar

Loaded with hand-cut veggies and savoury toppings, build your own salads in a flash from our selection of crisp leafy greens, cheeses, proteins and more. We also have plenty of chef-prepared salads that are ready for you to enjoy!

Our Pick: Farm Boy™ Thai Sweet Potato

## Farm Boy CHEF'S Market

## Soup Bar

Looking to warm up after a chilly day? We've got you covered with our comforting signature soups, made from scratch daily by us and inspired by the flavours of the season. Take a rest at our seating area and indulge in a bowl of hot soup paired with soft, crusty bread from the Bake Shop!

With flavours rotating daily, check with your local store to see what soups we have on the menu!

Our Pick: Farm Boy™ Minestrone Soup



## PERFECT FOR BUSY WEEKNIGHTS



## Farm Boy CHEF'S Market

## Grab & Go

At the Chef's Market you'll enjoy restaurant-worthy dining on the go with an array of handhelds, pastas, pot pies, salads, and more. Prepared by us with fresh, high-quality ingredients.

Our Pick: Farm Boy™ Smash Burgers





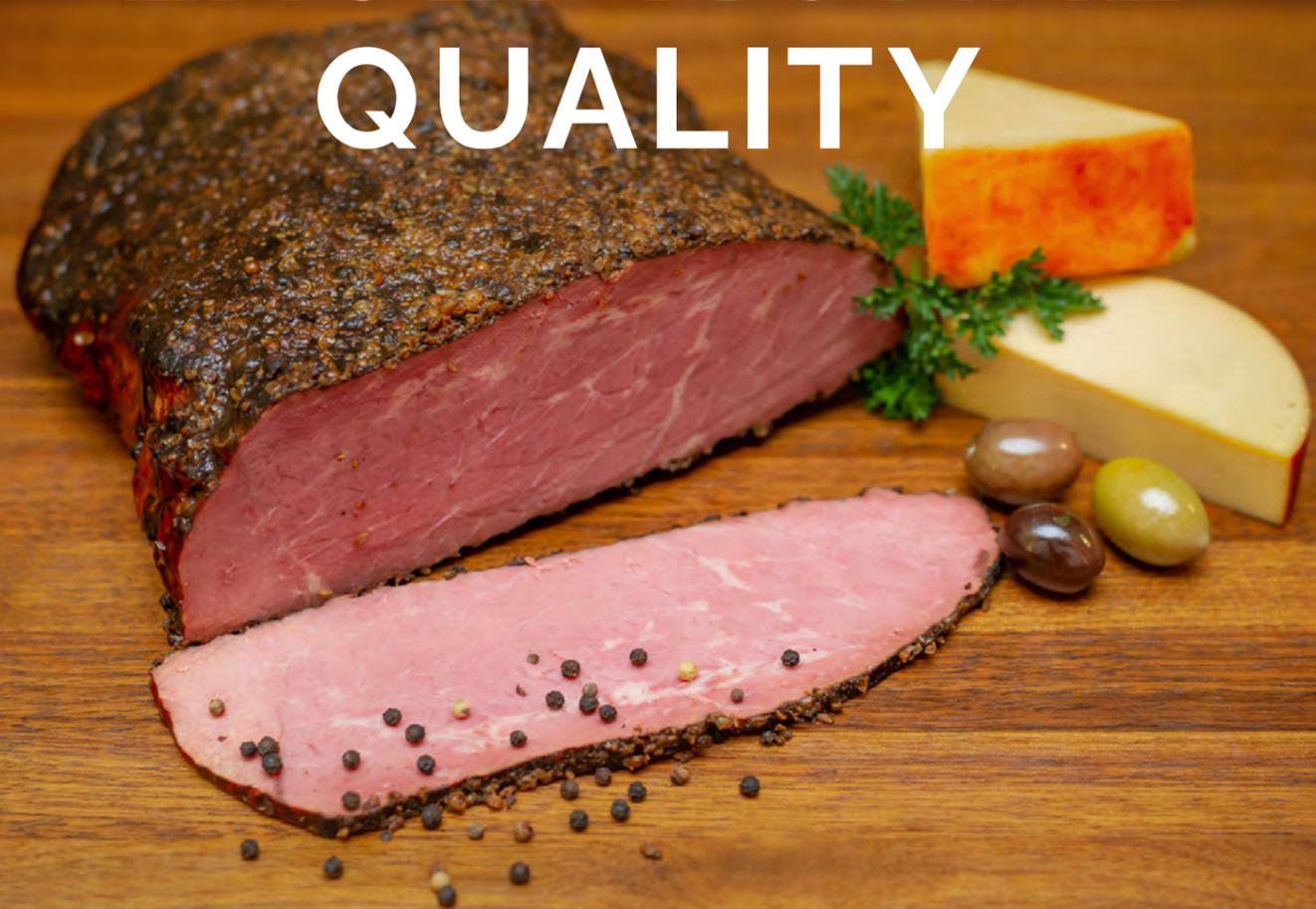
## From Little Italy to Your Kitchen: Fresh, Authentic Pasta Made in Ontario

This family-run business started over 5 years ago as a small operation selling fresh Pasta from our small store front in Little Italy. Today, the family affair has expanded into a new facility and are now producing their pasta for Canadians across

the entire country. Their mission has always remained the same – to provide fresh authentic pasta with premium Italian ingredients made locally in Ottawa, Canada.

**PIETRO'S**  
*gluten-free*

# DISCOVER THE LEGACY OF EXCEPTIONAL QUALITY



Experience Schinkel's Legacy, where tradition meets taste. Since 1963, our family-owned business has been dedicated to crafting premium meats with traditional methods.

Our renowned Smoked Side Bacon, Montreal Smoked Meat, and oven-baked

Smoked Loaves are all naturally smoked with real hardwood for an unparalleled depth of flavour.

Whether it's for everyday meals or special gatherings, Schinkel's Legacy brings the best to your table. Taste the difference of true craftsmanship.

*Bring the Best to Your Table  
with Schinkel's Legacy.*



# A World of Flavours

Fun platter ideas that'll wow your guests!

# The Spooky Spread

Indulgent treats inspired by Halloween!

## Savoury

- ① Farm Boy™ Hot Spianata Salami
- ② Farm Boy™ Red Curry Chickpea Chips
- ③ Farm Boy™ Red Pepper Stuffed Green Olives
- ④ Farm Boy™ Spicy BBQ Nut Crisps
- ⑤ Farm Boy™ Chocolate Covered Pretzels
- ⑥ Farm Boy™ Sweet Heat Cheese Ball
- ⑦ Farm Boy™ Sticks Pretzels

## Sweet

- ⑧ Farm Boy™ Kisses Concord Grape, Apple, Orange Sour, Blue Raspberry
- ⑨ Farm Boy™ Spinning Tops
- ⑩ Farm Boy™ Candy Rainbow Bites
- ⑪ Farm Boy™ Chocolate Blueberries Dark



DISCLAIMER: Select products are subject to availability and may not be available at all stores. Please check with one of our Team Members to see if your store carries a particular item.

# The Fiesta Flavours

Bold flavours inspired by Mexican cuisine!



## Bread, Chips, and Crackers

- ⑥ [Farm Boy™ Blue Corn Tortilla Chips, Chipotle Tortilla Chips and Natural Tortilla Chips](#)
- ⑦ [Farm Boy™ Jalapeño Cornbread](#)

## Warm Appetizers

- ① [Farm Boy™ Smoked Jalapeño & Cheese Sausage](#)

## Cheese & Toppings

- ② [Farm Boy™ Cotija Cheese](#)
- ③ [Farm Boy™ Fiesta Cheese Ball](#)
- ④ [Farm Boy™ Jalapeño Slices](#)
- ⑤ [Farm Boy™ Panela Cheese](#)

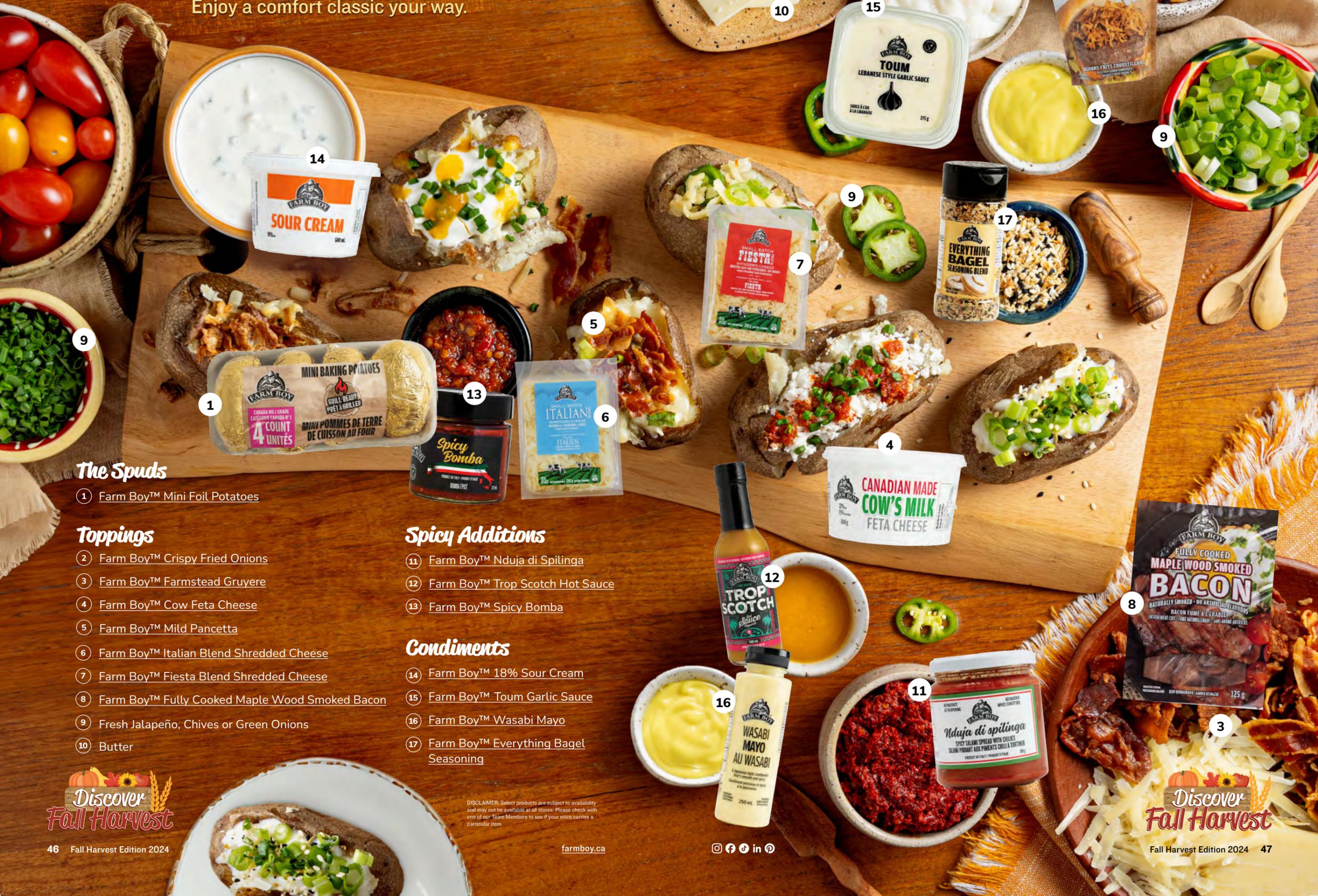
## Dips & Salsas

- ⑧ [Farm Boy™ Pimento Cream Cheese Dip](#)
- ⑨ [Farm Boy™ Roasted Corn & Black Bean Salsa](#)
- ⑩ [Farm Boy™ Queso Cheese Dip](#)
- ⑪ [Farm Boy™ Fresh Hot Salsa](#)

DISCLAIMER: Select products are subject to availability and may not be available at all stores. Please check with one of our Team Members to see if your store carries a particular item.

# The Baked Potato Station

Enjoy a comfort classic your way.



## The Spuds

- ① Farm Boy™ Mini Foil Potatoes

## Toppings

- ② Farm Boy™ Crispy Fried Onions
- ③ Farm Boy™ Farmstead Gruyere
- ④ Farm Boy™ Cow Feta Cheese
- ⑤ Farm Boy™ Mild Pancetta
- ⑥ Farm Boy™ Italian Blend Shredded Cheese
- ⑦ Farm Boy™ Fiesta Blend Shredded Cheese
- ⑧ Farm Boy™ Fully Cooked Maple Wood Smoked Bacon
- ⑨ Fresh Jalapeño, Chives or Green Onions
- ⑩ Butter

## Spicy Additions

- ⑪ Farm Boy™ Nduja di Spilinga
- ⑫ Farm Boy™ Trop Scotch Hot Sauce
- ⑬ Farm Boy™ Spicy Bomba

## Condiments

- ⑭ Farm Boy™ 18% Sour Cream
- ⑮ Farm Boy™ Toum Garlic Sauce
- ⑯ Farm Boy™ Wasabi Mayo
- ⑰ Farm Boy™ Everything Bagel Seasoning

DISCLAIMER: Select products are subject to availability and may not be available at all stores. Please check with one of our Team Members to see if your store carries a particular item.



# The Carnival Table

A concession stand made by you.

It's all about the food!



## Caramel Apples

- ① Fresh Sliced Apples with Caramel Sauce
- ② Farm Boy™ Old Fashioned Virginia Roasted Peanut Squares
- ③ Farm Boy™ Honey Roasted Peanuts

## Caramel Sauce Recipe

½ cup unsalted butter    ⅓ cup whipping cream  
1 cup dark brown sugar    ½ tsp sea salt

1. Melt butter in small saucepan over medium heat.
2. Add brown sugar and cream and stir constantly until sugar dissolves.
3. Simmer, stirring often for 3–5 minutes.
4. Stir in salt and remove from heat.
5. Pour over freshly sliced apples.

## Savoury

- ④ Farm Boy™ Louisiana Cajun Mix
- ⑤ Farm Boy™ Cheese Snacker
- ⑥ Farm Boy™ Mild Pepperoni Sticks
- ⑦ Farm Boy™ Sour Cream & Chive Nut Crisps
- ⑧ Farm Boy™ Mini Pretzel Twists
- ⑨ Farm Boy™ Peanut Butter Filled Pretzel Bites

## Sweet

- ⑩ Farm Boy™ Milk Chocolate Covered Pistachios
- ⑪ Farm Boy™ Sour Candy Stix
- ⑫ Farm Boy™ Assorted Jelly Beans
- ⑬ Farm Boy™ No Sugar Added Lollipops
- ⑭ Farm Boy™ Ice Cream Cones



**Tip:** Toss the apples in lemon juice to slow down browning.



# Snack HEROES

Tasty ideas for quick, easy eating.

The seasons may change, but busy schedules usually remain the same. Whether it's extracurricular activities, school, sports, or work, sometimes we need a little convenience to help us along—especially when it comes to meals! Try some of our ideas to make meal prep easy.

## Banana Sushi Rolls

PREP: 5 mins | SERVES: 1 | DIFFICULTY: Easy

[View Recipe Online](#)

This recipe is super easy, fun, and absolutely scrumptious! Full of wholesome ingredients like bananas, cashew butter, chia seeds, and hemp hearts, it's a convenient packed snack that takes just minutes to make!

**Lulu Tip:**  
Use flatbreads, wraps, or breads of your choice.



### Ingredients

- 1 Farm Boy™ 10" Whole Wheat Tortilla Wrap
- 2-3 Tbsp Farm Boy™ Cashew Butter or any nut/seed butter
- 2-3 Tbsp Farm Boy™ Chocolate Hazelnut Spread
- 1/2 tsp Farm Boy™ Chia Seeds
- 1/2 tsp Hemp Hearts
- 1 ripe but firm banana
- fresh berries *for garnish*

### Directions

1. Spread Farm Boy™ Cashew Butter and Farm Boy™ Chocolate Hazelnut Spread on the Farm Boy™ Whole Wheat Tortilla. (Spreads will mix together, but that's okay.)
2. Sprinkle with Farm Boy™ Chia Seeds and/or Farm Boy™ Hemp Hearts.
3. Place banana on edge of tortilla and roll up tightly.
4. Just before serving, cut into 1" pieces crosswise.
5. Serve with fresh berries.



# Super HELPERS

Treats the kiddos will love!

### Farm Boy™ Apple & Cinnamon Filled Crepes

Enjoy authentic, delicate crêpes in minutes—just heat and serve! Delicious as is, try them with your favourite fruits, jams, and syrups. Available in: Apple, Chocolate, and Plain.

Try this with a scoop of Farm Boy™ Vanilla Ice Cream



### Farm Boy™ Beef Phyllo Bites

Flaky phyllo pastry is stuffed with sweet or savoury ingredients for an appetizer that's ready in just 25 to 30 minutes. Available in: Apple Cinnamon, Beef, Ricotta & Feta, or Spinach & Ricotta.

Try this with Farm Boy™ Tzatziki Dip & Farm Boy™ Fresh Tabouleh



### Farm Boy™ Bacon & Cheddar Perogies

Our authentic European perogies begin with fresh-made dough loaded with a savoury filling of creamy mashed potatoes. Available in: Bacon & Cheddar, Cheddar, Cheddar & Jalapeño, Fried Onion, Mushroom, Sauerkraut, or Spinach & Feta.

Try this with Farm Boy™ Sour Cream & Onion Delightfully Delicious Dip

Discover Fall Harvest



# Nature's Art Form

Beautiful blooms for any occasion!

Experience the wonderful aromas and colours of the season with our selection of flowers and plants. At Farm Boy, you'll find an abundance of floral arrangements, potted houseplants, fresh-cut stems, and more to suit any occasion. Take home nature's beauty today!

## Fresh Cut Sunflowers

Locally grown in the Niagara region, these gorgeous field flowers will add vibrant, warm colours to your fall décor.

Available in: Regular, Red Tinted, Regular Bouquet, and Sunrise Bouquet.



## Dozen Roses

We've got the freshest selection of long-lasting roses! From long stem varieties to clustered and potted roses, they're the perfect gift that's available all year long.

## Fresh Cut Dahlias

Available in a wide variety of colours and nearly an endless number of shapes and sizes, our dahlias are an excellent value buy! These beauties are usually around until early fall.

## Farm Boy Bouquet

We take pride in having some of the best arrangements on the market with consistent high-quality blooms. They're full of unique flowers, beautifully wrapped in paper, and ready to gift or take home!

## Harmony Bouquet

Luxury at an affordable price, this arrangement is filled with over 100 seasonal blooms! It'll liven up any space and makes for a great centerpiece at excellent value.



## Flower Tote Bags

Convenient and packed for easy gifting, take these lovely flowers to-go with seasonal arrangements tucked away in cute, giftbag-like containers.

## Potted Plants

Bring the great outdoors inside with our selection of fall-themed potted plants. From fresh orchids and premium foliage in classic clay pots to our Monster Mash Tins and Nightmare Succulents Collection, keep the green days coming!

# We excel in quality & freshness.

United Floral Distributors operates in Fenwick, Ontario. We are renowned for our commitment to quality and freshness in the floral industry.

Proudly partnering with Farm Boy for over 20 years, we bring exceptional flowers and plants to all Farm Boy locations across Ontario, ensuring beauty and freshness in every delivery.



# Food Talk *with* Rose

As the days become cooler and the weather shifts, we begin to gravitate towards foods that can sustain us for longer periods of time. This includes foods that are comforting, hearty, and nourishing.

From fresh produce to chef-prepared dishes, we have plenty of wholesome products that offer the best in freshness, quality, excellent value, and convenience.



## Apple

Delicious anytime of the year, this seasonal favourite is available in many different varieties and flavour profiles. Whether crisp, tart, soft, or sweet, they're chock-full of nutritious goodness!

### Highlights:

- Contains antioxidants like quercetin (helps to reduce inflammation)
- A source of Vitamin C
- Packed with fibre (aids in digestion)

**Enjoy:** They're excellent when eaten fresh or paired with a protein-packed nut butter.

## Go Nuts!

A great snack to enjoy at any time of the day, nuts and seeds have a naturally rich taste and crunchy texture that can satisfy your hunger and cravings.

### Highlights:

- Known to help reduce the risk of heart disease
- A source of good fats (omega 3 & monounsaturated fats)
- Source of Vitamin E, magnesium, and zinc

### Did you know...

Zinc produces stomach acid which improves your digestion.



### Rose Turchio

Farm Boy Community Engagement Manager  
Certified Nutritional Practitioner  
& Culinary Nutrition Expert

## Squash

A versatile ingredient, squash is the perfect choice to add comforting, hearty, and wholesome flavour to your meals.

### Highlights:

- A source of Vitamin A (great for eye health)
- A source of Vitamin C (anti-inflammatory)
- Contains dietary fibre, B vitamins, phytonutrients, and sleep-promoting tryptophan

**Tip:** If you store whole squash in a cool, dry place, it can last up to 2-4 months.



# Creamy Roasted Butternut Squash Cannelloni



[View Recipe Online](#)

## Ingredients

- 500 g (about 4 cups) butternut squash cubed
- 2 Tbsp Farm Boy™ Extra Virgin Olive Oil
- 1/2 cup Farm Boy™ Pressed Cottage Cheese crumbled
- 1 pack Farm Boy™ Fresh Alfredo Pasta Sauce divided
- 1 tsp Farm Boy™ Garlic Flowers
- 8 sheets Farm Boy™ Lasagna
- fresh sage minced
- salt and pepper to taste

## Directions

1. Toss squash with 1 Tbsp olive oil and season with salt and pepper.
2. Roast at 400°F for 20–25 minutes, until very tender.
3. Mash to a coarse consistency and cool completely.
4. In medium bowl, combine squash with cottage cheese, Parmesan, 5 tbsp Alfredo sauce, garlic flowers, sage, and salt and pepper to taste.
5. Place 2 Tbsp filling on the centre of each lasagna square and roll up.
6. Place rolls seam side down in greased baking dish
7. Top with remaining Alfredo sauce and bake at 375°F for 40–45 minutes, or until bubbly and golden brown.
8. Cool for 10 minutes. Serve, sprinkled with parsley and walnuts.



Rose Recommends!

# Superseed Energy Bites



SERVES:  
24 Balls



DIFFICULTY:  
Easy

[View Recipe Online](#)

## Ingredients

- 1 ¼ cups Farm Boy™ Large Flake Oats
- ½ cup Farm Boy™ Sunflower Seed Butter
- 1 ½ cups Farm Boy™ Organic Deglet Noor Dates
- 2 Tbsp Farm Boy™ Organic Cold Pressed Coconut Oil
- 2 Tbsp Hemp Hearts
- ¼ cup Farm Boy™ Organic Cranberries
- ¼ cup Farm Boy™ Pumpkin Seeds
- 1 Tbsp chia seeds
- 1 Tbsp flax seeds

## Directions

1. Place Farm Boy™ Large Flake Oats, Farm Boy™ Sunflower Seed Butter, Farm Boy™ Organic Deglet Noor Dates, Farm Boy™ Organic Cold Pressed Coconut Oil, Farm Boy™ Hemp Hearts, Farm Boy™ Organic, Cranberries, pumpkin, flax and chia seeds in food processor or blender.
2. Process until mixture comes together.
3. Place mixture in medium bowl and using a spoon, portion into ¾" balls.
4. Place on baking sheet or in resealable container and place in fridge.



# JOIN THE FRESH SQUAD

**WE HAVE OPPORTUNITIES ACROSS ALL DEPARTMENTS!**

Speak to a manager or visit [farmboy.ca/careers](https://farmboy.ca/careers) for information on our current opportunities.



# Farm Boy Inside Scoop

A place where deep-rooted connections can grow!

Our Team Members are incredibly dedicated and hard-working individuals! Whether they work in Retail, Distribution, Production, or at our Home Office, they strive to provide the most delicious food. We are united by one goal—and it is an ambitious one, but we live up to it as a team. Explore the spotlight on some of our amazing Team Members in their field!



**Chris Burk**  
Assistant Grocery Manager  
Brantford

I joined Farm Boy in 2018 as a customer service representative. Not long after, I was able to move up and learn from my fellow managers and leaders. Always positive and customer-focused, I really try to teach my team empathy to ensure we're always treating everyone in the best way possible. The Brantford team is amazing! Everyone has always been very helpful, kind, and courteous. I am very excited that Farm Boy is an official grocer of Team Canada for the Paris 2024 Olympic and Paralympic Games. My sister Whitney, and sister-in-law Amy, are proud members of Team Canada for the Paris 2024 Paralympic Games. They'll be representing Canada in the sport of Goalball. Catch me in-store wearing my Team Canada shirt for store jersey days. Go Canada! Go Farm Boy!

“ I really try to teach my team empathy to ensure we're always treating everyone in the best way possible.

- Chris Burk

**Favourite Farm Boy Product:** Farm Boy™ Baked Beans.

**Favourite Dish:** I'm a big fan of stir-fry, either made by the Farm Boy Chefs or at home using our fresh produce.

**Inspirations:** I'm inspired by my family members, friends, and coworkers. My sister and sister-in-law are Paralympic athletes! Knowing that they can train, travel, work, AND raise families is a huge inspiration. My parents are my biggest inspirations. They raised five kids with disabilities and never made us feel “different” or less abled than any other child. They made sure we had every opportunity to excel in our lives.

**Goals:** To continue to work my way up within Farm Boy. Creating the floor planograms is something I enjoy and would like to learn more about!



**Karolina Galaska-Doak**  
Loss Prevention Manager  
Home Office/Remote

When my family and I first moved from Poland, we lived in an apartment building next to Farm Boy Hillside in Ottawa. To be honest, I never imagined myself working for Farm Boy. These days, before entering the store—now as a proud Team Member—I look at that apartment and am grateful for how my life has progressed. Throughout my 7-year tenure with Farm Boy, I've met so many energizing, motivating, bright, and dedicated individuals. I'm proud to be a part of the Farm Boy story!

**Favourite Farm Boy Product:** Farm Boy™ Fresh Salsa.

**Favourite Dish:** My favourite dish is a classic Polish dish: red borscht with dumplings (czerwony barszcz z uszkami).

**Inspirations:** My parents are huge inspirations for me. They literally restarted their entire life and moved to another country where absolutely everything was completely different. Ever since we moved to Canada, my mom always worked two jobs from morning until night. Every single day. The fact I not only work at Farm Boy, but also as a Canadian Forces Officer working with the Army Cadet youth program, is easy compared to everything they've done.

**Goals:** Knowing far too many people affected by cancer makes me want to donate my hair. It doesn't seem like much, but it's something I want to be able to do at least once in my life.



**Mike McLeish**  
Inventory Replenishment Manager  
Central Ottawa

I started my journey at Farm Boy in 2013, working in the warehouse for our produce department and made the transition to the replenishment team in 2017. My various roles showed me the high standards, hard work, and planning that goes into providing the best in-store experience for our customers. I had the opportunity to learn about different retail departments and now help to train and grow the team around me. Throughout my time at Farm Boy, I have been inspired by the dedication and hard work of my colleagues. Their commitment to excellence drives me to contribute my best efforts to the team and company's growth. I'm excited for what the future will bring for Farm Boy.

**Favourite Farm Boy Product:** Farm Boy™ Garlic and Herb Halloumi Cheese.

**Favourite Dish:** Nachos using Farm Boy™ Tortilla Chips, Salsa, Toum, and some fried chicken breast.

**Inspirations:** From those who laid the foundations to those who continue to elevate the company today, my fellow Farm Boy Team Members inspire me to be my best.

**Goals:** To continue helping Farm Boy deliver the best fresh-market experience for our customers!



SPOTLIGHT



## Caring for our communities and establishing deeply rooted connections with our neighbours is at the heart of everything we do at Farm Boy.

Supporting local initiatives that directly impact the growth and sustenance of our communities is something that Farm Boy values immensely.

World Food Day is a global event that recognizes and raises awareness about the challenges of hunger and poverty. It's a time where we highlight the many issues involving food and look to inspire each other to come up with solutions that create impactful changes.

Farm Boy is committed to this cause by actively working with organizations province-wide to help address food insecurity.

**Over the last year, we have continued our journey, being involved with many initiatives that have allowed us to help combat hunger and aid those in need!**



SPOTLIGHT

## Holiday Food Drive

In partnership with:



In partnership with [Feed Ontario](#), the province's largest collective of hunger-relief organizations, Farm Boy raised over \$130,000 (including a \$25,000 corporate donation) during our [2023 Holiday Food Drive](#).

This provided over 44,000 pounds (about 19,958 kg) of food to those in need across Ontario!

Our [2024 Holiday Food Drive](#) will run December 2–24, continuing our partnership with [Feed Ontario](#).

Customers will be able to make a contribution of any amount in-store at checkout. All donated proceeds will go towards local food banks.



In partnership with [Second Harvest](#), Canada's largest food rescue organization, Farm Boy rescued enough food for over 300,000 meals with an approximate value of \$1,250,000 from September of 2023 to September of 2024.

We also collaborated with [Cooks Who Feed](#) and [Second Harvest](#) to create our limited-edition [Farm Boy™ Aprons](#).

Through these partnerships, a part of the proceeds from each apron sold provides approximately 100 meals to those struggling with food insecurity.



in partnership with [SUSTAIN ONTARIO](#)



[nourish to flourish](#), our Flagship Charitable Program, launched in August 2024. This new initiative is aimed at supporting in-school meal programs and fostering food literacy by providing grants to schools across Ontario.

Developed in collaboration with [Sustain Ontario](#) and [Farm to Cafeteria Canada](#), [nourish to flourish](#) will provide over \$160,000—including a \$25,000 contribution from Farm Boy—in grants to schools across Ontario in its inaugural year and into 2025.

[Sustain Ontario](#) is a province-wide, cross-sectoral alliance that promotes healthy food choices.

[Farm to Cafeteria Canada](#) is a national partnership-based charity whose purpose is to transform how food is experienced, learned about, and celebrated in all schools across Canada.

# SUPPORT FAIRTRADE WITH US

As a proud partner of Fairtrade Canada, we're delighted to celebrate Fairtrade Month during October.

This month is all about highlighting our collective efforts towards creating a world that is fair and ethical for all.

From farmers to brands and shoppers, our choices have the power to make impactful changes across the commercial pipeline.

Farm Boy is committed to Fairtrade Canada's values of equality, dignity, and respect.

**Why Fairtrade?** Fairtrade's mission is anchored in equality, transparency, and fairness. It's about putting those who supply commodities—workers, farmers, and labourers—on a level playing field where the opportunity to thrive is shared.

This involves better prices, ethical deals, and decent working conditions to help farmers and workers have more agency in the exchange of their goods.

By doing so, we can create long-lasting bonds between farmers, workers, suppliers, brands, retailers, and shoppers—all built on mutual trust.

When you purchase products with the Fairtrade Mark, you are supporting an important initiative that works to make real changes in the way that global commerce is conducted.

Together, we can create a fairer world where everyone gets a seat at the table.

**Building an equitable world through fair practices.**

#WeAreFairtrade



Yaa Asantewaa, Ghana



ASOGUABO Cooperative, Ecuador.

## A Wholesome Partnership with

# EQUIFRUIT

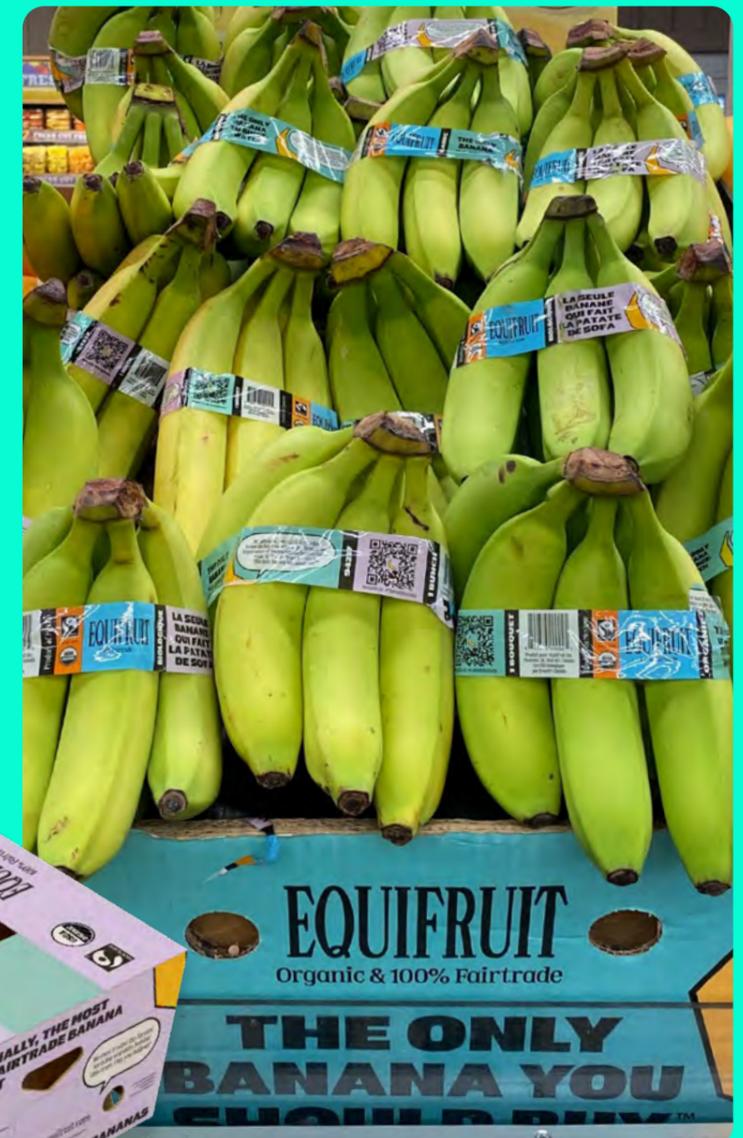
100% Fairtrade

In 2016, Farm Boy began a fruitful partnership with Equifruit, becoming the first conventional retailer in Ontario to transition our organic banana selection to Equifruit's organic Fairtrade bananas.

### A Peek at the Numbers

Since 2016, Farm Boy has sold over 1.6 million kilograms of Fairtrade Organic bananas in partnership with Equifruit. That's over 11 million individual bananas!

They carry with them a 100% Fairtrade brand promise and a commitment to sustainability, ethical standards, low environmental impact, and fair value distribution.



# Fairtrade Products That Make an Impact

Find these in-store!



### Farm Boy™ Organic Whole Bean Coffee

Wake up and smell the coffee. Our locally roasted coffee beans are delivered straight to our stores every week, so they're always fresh.



Mardiana Mandasari, Indonesia



### Farm Boy™ Organic Coffee

Fresh and fully recyclable! Your favourite Farm Boy Fairtrade Organic Coffee is now available in single cup coffee pods. Shade grown to preserve natural habitats. Roasted in Ontario.



A WORD FROM ONE OF OUR PARTNERS:



## What Fairtrade Means to Level Ground Coffee

Small-scale farmers' success is the heart of Level Ground Coffee. This is why for over 25 years, we've championed Fairtrade with cooperatives of small-scale coffee farmers.

For Level Ground Coffee, Fairtrade is a vital means to strengthen the future for coffee farmers and to provide assurance for consumers.

Stacy Toews, CO-FOUNDER

# Newest Your Neighbourhood Stores

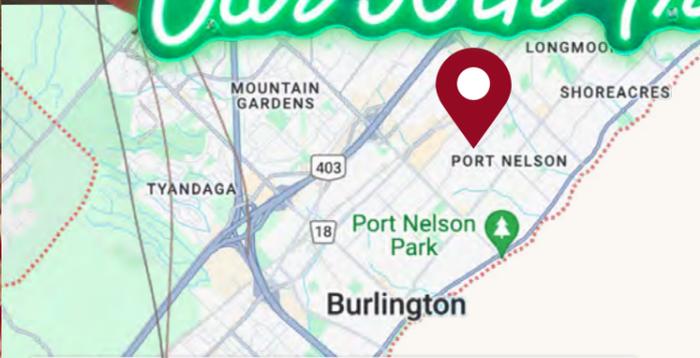
NEW STORES

## A fresh-market shopping experience awaits.

At Farm Boy, you can expect to receive the highest quality food at excellent value. With an emphasis on bringing in the best local products, enjoy our selection of long-lasting produce, butcher-quality meats, sustainably-sourced seafood, artisan-style cheeses, traditional deli products, made-from-scratch pastries, plant-based alternatives, and more. Stop by for a visit today!



Our 50th Fresh Market!



## Farm Boy Burlington South

3230 Fairview Street,  
Burlington, Ontario

### What's Nearby?

- Burlington Centre
- Mapleview Shopping Centre
- Burlington GO Station

### Parking

Free surface parking.

### Store Hours

Weekdays - 8:00 am – 9:00 pm  
Weekends - 8:00 am – 8:00 pm



## Farm Boy Port Credit

175 Lakeshore Road West,  
Mississauga, Ontario

### What's Nearby?

- JC Saddington Park
- Port Credit GO
- Port Credit Memorial Park

### Parking

2 hours of free surface and underground parking during your shop.

### Store Hours

Weekdays - 8:00 am – 9:00 pm  
Weekends - 8:00 am – 8:00 pm



[farmboy.ca](http://farmboy.ca)

Instagram Facebook Twitter LinkedIn



GO! TEAM CANADA! GO!

# Athlete Appearances @Farm Boy!

This past summer, we welcomed Canadian athletes to our stores for events filled with food, entertainment, exclusive prizes, and more. Members of our communities joined us for a day of fun festivities—including inspiring meet-and-greets with some sports icons that have donned the red and white!



Rosie MacLennan

Rosie MacLennan, trampolinist and two-time Olympic Gold Medalist, at our Canada Day event held at Farm Boy Bronte in Oakville, Ontario.

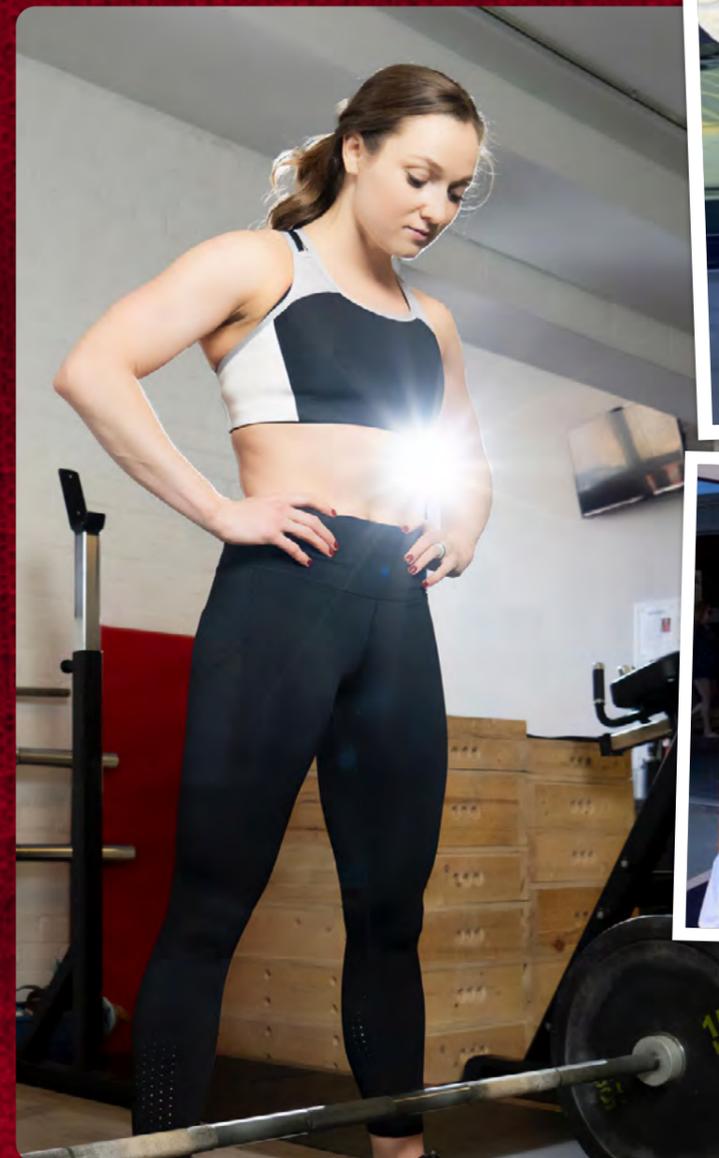


## Team Canada & Farm Boy: An Olympic and Paralympic Games to Remember

A retrospective look into Paris 2024.

As an official grocer of Team Canada for the Paris 2024 Olympic and Paralympic Games, we supported our athletes with fun events that brought our communities together through the joys of sport and food!

Embracing the spirit of the games, this was a time of competition, excitement, and togetherness.



July 1 • Canada Day Event  
BRONTE, OAKVILLE, ON



OFFICIAL GROCER



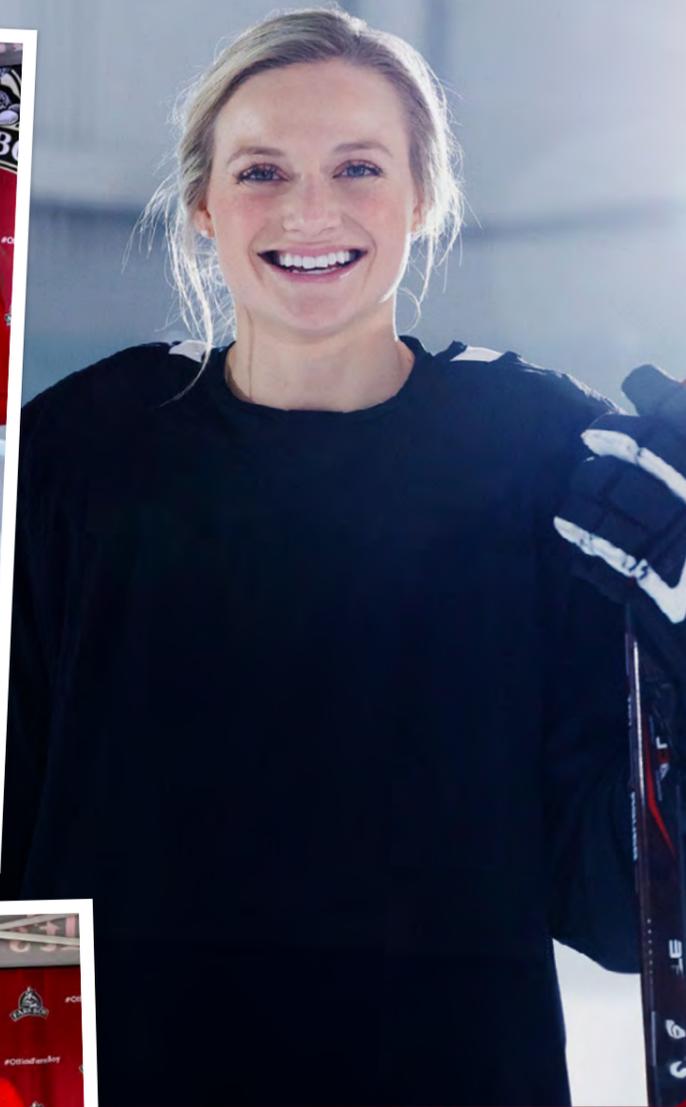
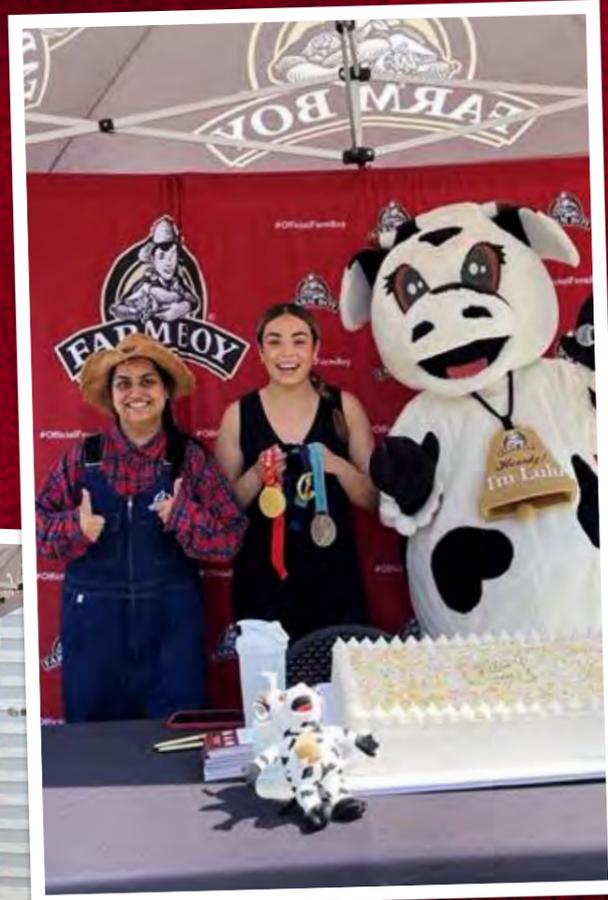
GO! TEAM CANADA! GO!



## Sarah Nurse

Sarah Nurse, Canadian Women's Olympic Hockey Team (forward), at the official opening of our new location in Port Credit.

July 20 • Farm Boy Store Opening  
PORT CREDIT, MISSISSAUGA, ON



## Renata Fast

Renata Fast, Canadian Women's Olympic Hockey Team (defense), at the official opening of our 50th location in Ontario!



August 22 • Meet & Greet  
BURLINGTON SOUTH, BURLINGTON, ON



Though Paris 2024 is now past us, the enduring spirit of Team Canada and the Olympic Games lives on! A special thank you to all those that came out to support our athletes as they shined brightly on the world stage.

We can't wait to cheer on Team Canada once again at the Milano Cortina 2026, Olympic and Paralympic Winter Games.

**Go! Team Canada! Go!**

COMMUNITY

# Showing Some Community Love

Participating in events and initiatives within our local areas is one of the ways we engage with our customers and neighbours.

Below are some of our favourite highlights from this past summer and some exciting details on future events for the fall season!



Turkey Ontario Tour

## Past Events

### Turkey Ontario Tour Summer of 2024

We were back on the Turkey Ontario Tour circuit this year supporting local turkey farmers!

The tour made stops at several of our stores, where we offered customers a mouthwatering BBQ tasting experience, along with local treats and appearances from Lulu, Farmhand, and other special guests!



PAST EVENT:

### Barrie Kempenfest August 4, 2024

Running for over 50 years, this waterfront festival is one of Ontario's largest events!

Attendees enjoyed delicious eats (including free Farm Boy refreshments), artisan shopping experiences, a kid's village, entertainment, and live music stages.

## New Store Openings!

We're delighted to be a part of the Burlington South and Port Credit communities!

For our new store openings, we welcomed our customers with great food, entertainment, and a brand-new fresh-market shopping experience.

### Port Credit, Mississauga, ON

OPENED ON JULY 18, 2024

[View Store Location](#)



### Burlington South, Burlington, ON

OPENED ON AUGUST 15, 2024

[View Store Location](#)



PAST EVENT:

### Oshawa Kars on King August 23, 2024

Kars on King is an event in downtown Oshawa featuring over 400 classic vehicles from 1991 and older.

Visitors stopped by to admire the unique craftsmanship, custom modifications, and enjoyed free family fun in the Family Zone. Excited car fans also enjoyed some Farm Boy goodies!



Oshawa Kars on King

## Upcoming Events

### Farm Boy Fall Harvest

Join us for a BBQ and meet & greet with Lulu and Farmhand. We'll also have live entertainment.

JOIN US:

**Farm Boy in Port Credit, Mississauga, ON**  
September 29, 2024 (11am to 3pm)

**Farm Boy in Whitby, ON**  
October 5, 2024 (11am to 3pm)



Stop by to enjoy some of our garlicky fan-faves at this street festival!

**September 29**  
Sunday 10am to 5pm  
Spadina Rd., (Davenport & Dupont) Toronto, ON

[torontogarlicfestival.ca](http://torontogarlicfestival.ca)



Join us at Toronto's only free vegan festival!

**September 21-21**  
Saturday 11am to 7pm  
Sunday 11am to 6pm

Nathan Phillips Square, Toronto, ON

[veg.ca/veg-to-fest](http://veg.ca/veg-to-fest)



## Take a Peek @OfficialFarmBoy

Don't forget to tag us @OfficialFarmBoy with any related posts and #FarmBoyHaul on your next tasty shop!

PAST EVENT:

### Canada Day BBQ July 1, 2024

At Farm Boy Bronte, the community joined us for a fun day filled with a variety of tasty foods, activities, prizes, and entertainment.

Rosie MacLennan, trampolinist and 2-time Olympic Gold Medalist, also joined the celebrations—even snapping a picture with Lulu!

PAST EVENT:

### Richmond Hill Ribfest July 19-21, 2024

Retro Ribfest returned to Richmond Hill this summer, and we were there to have some fun!

This flavourful weekend featured some of North America's top rib teams and a diverse lineup of entertainment playing music from the 60s, 70s, 80s, and 90s.

Festivalgoers stopped by our table for some free Farm Boy snacks and refreshments.



Richmond Hill Ribfest





## Tackling food insecurity, one apron at time!

Our stylish, limited-edition aprons offer the perfect protection against culinary messes and make great gifts for the foodies or Farm Boy fans in your life. Aside from keeping you clean, the aprons carry with them a profound purpose—to help those in need. This is achieved through two methods: apron sales and food rescue.

Cooks Who Feed, producers of the kitchen garments, provide workers with livable wages and a safe place to work, while a portion of each sale goes towards feeding those in need. With the assistance of Second Harvest Canada and other local food rescue programs, each apron sold helps to deliver 100 meals to the hungry. Together, we're tackling food insecurity by putting good food into the hands of those struggling within our very own communities.



cooks  
who  
feed

second  
harvest

**Purchase a Limited Edition Apron at a Farm Boy near you!**