



*in*Season

Spring Edition 2024

All About
Asparagus

Pg. 12

Food Talk
with Rose

Pg. 22

Hello,
Oshawa!

Pg. 43

What's inside Farm Boy?

It's a farmer's 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, 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!

Tour our Auckland store!



Dear Farm Boy Fan,

Welcome to the Spring Edition of *inSeason* Digital Magazine—your premier source for all things food. Whether you're a longtime customer or a new follower, we are happy you're here. This season is one of vibrant growth and the awakening of nature around us. With it comes fresh finds, new ideas, and beautiful seasonal changes that inspire us all to create something delicious. We're delighted to continue sharing with our customers mouth-watering foods, fun community events, engaging content, and more.

inSeason is a bridge for you to learn who we are, where we source from, and what you can expect from us in each issue.

This carefully crafted publication offers a tasty blend of food inspiration, interesting

vendor stories, tantalizing recipe ideas, and exclusive product details all within one convenient place.

In this edition, we've showcased the best that springtime has to offer. From long-lasting produce that our buyers are bringing in from the markets each morning to local vendors crafting tasty treats, spring is all about fresh—and so are we! Inside 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. We truly appreciate your continued support and look forward to seeing you this season and every season.

Let's *Spring into Freshness* together,



Shawn Linton,
President and General Manager



One of many food sample demos at the Farm Boy grand opening in Oshawa, ON.



On March 14th, 2024 we opened the 48th Farm Boy in Oshawa, ON.

Stay up to date with us!



Contents

In Every Issue

6
Our History

40
Inside Scoop

44
Our Community



8 Best of Fresh



37 Top Choices

Features

8
Produce inSeason
The Best of Fresh
Enjoy farm-fresh abundance at our stores.

20
Cheese & Deli inSeason
Spring Favourites
Fill your basket with deliciousness.

24
Snacks inSeason
For Kids and Adults!
Scrumptious snacks that are easy to make and enjoy.

11, 14, 19, 22, 23, 24
Recipes inSeason
Expand Your Culinary Landscape
Craft seasonally inspired dishes with vibrant flavours.

34
Farm Boy Fan Faves!
Introducing the Winners
The top products of the year according our customers.

38
Chef's Market inSeason
Soup of the Month
Made-from-scratch, by us.

42
What's New inSeason
Tasty Additions
Explore new products that can level-up your meals.

27 Fresh Out the Oven



In-store Demos
Each weekend from 10 AM to 5 PM, we are offering samples of some of our unique private label products of the week.
Stop by and give some of our favourites a try!

www.farmboy.ca



SPRING INTO FRESHNESS

This is the season where fresh flavours bloom and delicious ideas flourish! At our stores, you'll find an abundant selection of farm-fresh produce, unique private label products, helpful food tips, and more that will awaken your palate.
Turn the page for tasty inspiration!

Our Humble Beginnings

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

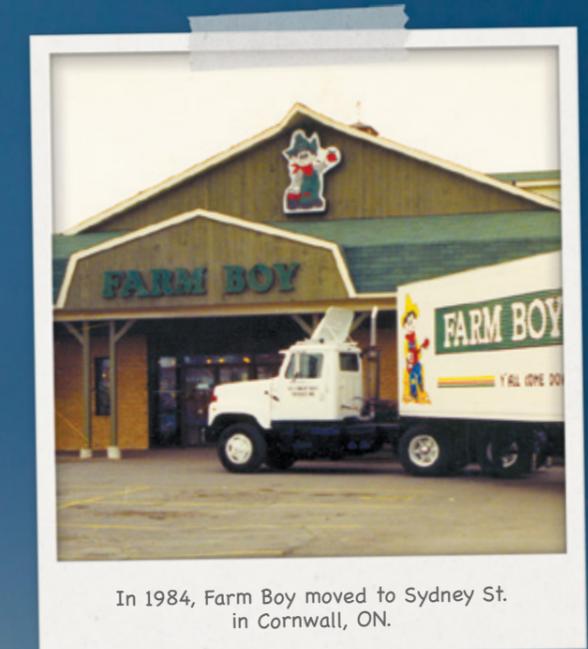
Quality can mean many things, but to us, it is an absolute quintessential part of who we are.

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 48 Ontario locations where customers can expect to receive the freshest produce, Canadian sustainable meats and seafood, high quality dairy, like-home 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.



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.

The Best of Fresh

A look into vibrant produce staples.

Spring is a season of awakening and a time where we welcome the return of bright, colourful crops. From local farms to those across the globe, we source the freshest long-lasting produce available. The following are just a few examples of the many varieties of fruits and veggies that our buyers are sourcing at the markets each morning!

① **Pomegranates**

Technically they can be classified as berries. Pomegranate trees are known for their long lifespans—some over 200 years old!

Give it a try:

Farm Boy™ Pomegranate Molasses is a versatile condiment that can add vibrant sweetness to roasts, stews, cocktails, desserts, and more.



② **Berries**

Raspberries and blackberries are called aggregate fruits. This means a single berry is actually many tiny fruits growing together!

Give it a try:

Make a delicious trifle with fresh berries, whipped cream, Farm Boy™ Lemon Thyme Loaf Cake, and berry sauce.

④ **Corn**

Maize or grain corn was a staple in the diet of ancient American peoples well before sweet corn was introduced.

Give it a try:

[Enjoy Grilled Mexican-Style Street Corn using our recipe!](#)

③ **Cucumber**

A great source of hydration, they have over 95% water mass.

Give it a try:

Add some cucumber slices to a pitcher of drinking water for a refreshingly crisp flavour.

⑤ **Pears**

In 1620, the first pear tree in North America was planted in what was known as the Massachusetts Bay colony.

Give it a try:

Add chopped fresh pears to your sangria recipes for a touch of natural sweetness.

⑥ **Asparagus**

This spring perennial is available in green, white, and purple varieties.

Give it a try:

Grill them up and toss in a little lemon juice, Farm Boy™ Garlic Flowers, salt, and ground pepper.

⑨ **Pineapple**

They are native to the tropical Americas.

Give it a try:

Enjoy fresh with a sprinkle of spicy seasoning such as a Tajin or Farm Boy™ Harissa Seasoning for a savoury and sweet snack.

⑦ **Navel Oranges**

Being seedless, navels are grown through grafting—implanting itself onto other trees.

Give it a try:

Known for a well-balanced sweetness, tanginess, and tartness, they're great with roasted chicken or pork and fresh herbs.

⑧ **Grapes**

There are over 8000 grape varieties!

Give it a try:

Typically eaten fresh on their own or on fruit and charcuterie platters, they're also great additions to savoury dishes like roasts.

⑩ **Fiddleheads**

Tide Head (Campbellton), New Brunswick, is known as the "Fiddlehead Capital of the World".

Give it a try:

With a uniquely nutty, spinach-like taste and texture, enjoy their natural flavour by going light on the seasoning and being careful not to overcook them.

10

FIDDLEHEADS ARE AVAILABLE FOR A LIMITED TIME EACH SPRING



Did you know?
We will core your pineapple for free.
Ask us on your next visit!



Asparagus Five Ways

Off the grill & beyond.

Asparagus, some hate it, some love it, but the truth is, it can all come down to how you prepare this vegetable that turns the tides of enjoyment. Whether it's grilled, steamed, fried, or baked, this versatile ingredient can add an earthy depth to any dish.

Get some inspiration with our recipes and suggestions below!



Asparagus & Tomato Tart

Craft a rustic, homestyle tart using buttery Farm Boy™ Butter Puff Pastry, tomatoes, asparagus, cheese, and basil leaves. In the same fashion as a pizza, lay your ingredients atop your pastry, fold the edges to form a crust, and bake until the pastry is fully cooked.

Tip: Lightly cook your asparagus first before baking with the puff pastry to ensure even doneness.



Prosciutto Wrapped Asparagus

Impress your guests with this restaurant-worthy appetizer. The saltiness of the prosciutto pairs well with the sweet grassy flavour of cooked asparagus. Simply cook your asparagus using your desired method and wrap with our traditionally crafted Farm Boy™ Prosciutto.



Grilled Asparagus Caprese Salad

We've taken a classic Italian dish and added our own twist by incorporating the smoky bitterness of grilled asparagus. This salad features fresh, vibrant flavours by using lemon juice, aromatic basil leaves, tomatoes, and Farm Boy™ Basil Pesto.

[View Recipe](#)



Creamy Asparagus Soup

This soup is smooth, creamy, and elevates this vegetable's natural earthy flavour—similar to the umami that mushrooms have. It's elegant enough to be served at a fancy dinner, yet, it is super easy to make.

[View Recipe](#)



5

Sweet & Spicy Pan-Fried Asparagus

COOK TIME: 10 mins

SERVES: 6

DIFFICULTY: Easy

[View Recipe Online](#)

Whip up this dish in thirty minutes or less! It's loaded with savoury flavours that are sure to satisfy your palate. The warm heat of our Farm Boy™ Spicy Bomba is balanced by the sweetness of honey and the zing of Farm Boy™ White Wine Vinegar.

Ingredients

- 1 Tbsp Farm Boy™ Spicy Bomba
- 2 Tbsp Farm Boy™ White Liquid Honey
- 1 tsp Farm Boy™ White Wine Vinegar
- 4 Tbsp Farm Boy™ Extra Virgin Olive Oil, divided
- 1 bunch thin asparagus trimmed
- Farm Boy™ Fleur de Sel to taste
- Cracked black pepper to taste
- ¼ cup toasted slivered almonds
- 2 Tbsp parsley leaves
- 1 red chili, thinly sliced

Directions

1. In small bowl, stir Bomba, 2 Tbsp olive oil, honey and vinegar.
2. Heat 2 Tbsp olive oil in a large skillet over medium-high heat.
3. Cook asparagus, tossing often, until stalks are bright green, blistered in spots and tender, 8-10 minutes.
4. Season with salt and pepper and transfer to a platter.
5. Drizzle sauce over asparagus.
6. Garnish with almonds, parsley leaves and chili.



7

Nutritious Facts About Asparagus

1

Rich in antioxidants like beta carotene and glutathione.

3

Promotes bone health and is a source of calcium.

5

It is a source of inulin (a type of fibre) which is believed to promote digestive health.

6

Loaded with potassium which is thought to help reduce blood pressure.

2

High in quercetin which is anti-inflammatory.

4

It contains the highest concentration of folate among all vegetables.

7

A source of vitamin A, C, E, and K.

Did you know?

Asparagus can grow ten inches in just 24 hours!



Fiddleheads

An instrumental addition to your spring plate.

When you see that pile of vibrant green curled vegetables shaped like the head of a violin, you know that spring is well and truly here.

Fiddleheads known for their mild and nutty flavour, are foraged in the wild from the earliest seasonal growths of ostrich ferns. Like wild garlic, they're only available for a very limited time during springtime—making them a delicacy that many look forward to. Their taste is hard to describe, except that they seem to capture the fresh, green, and grassy flavour of a new spring season!

This unique vegetable can be enjoyed in a number of ways, but the essential thing to note, is that you absolutely **MUST** cook them. They can be toxic if eaten raw, especially in large quantities.

Much like asparagus, fiddleheads have to be cooked well in order to get the most out of them. Boil them in salted water for about 15 minutes or steam them for 10–12 minutes before sautéing or adding to your recipes. Overcooking can lead to loss of their naturally great taste and firm texture. Commonly used as a side dish, you can also make them a star attraction if you have the right vehicle.

← Try our recipe that incorporates this yummy veggie into a comforting quiche.

Fiddlehead Quiche in a Skillet



Ingredients

- | | |
|-------------------------------|---|
| 1 9-inch deep dish tart shell | 2 medium leeks |
| 2 whole eggs, 2 egg yolks | 1 Tbsp butter |
| 1 cup cream | 1 large handful fiddleheads, blanched or steamed for 10 to 12 minutes |
| ½ cup milk | 200g grated cheddar cheese |
| | Salt & pepper |



FIDDLEHEADS ARE AVAILABLE FOR A LIMITED TIME EACH SPRING



Directions

1. Pre-heat oven to 350° F.
2. Prick the tart shell all over with a fork. Slide it into the oven to pre-bake for 12 minutes, until golden, but not dark. Keep an eye on it.
3. Meanwhile, sauté the thinly sliced leeks in the butter. Set aside.
4. In a large bowl, combine the eggs, egg yolks, cream, milk, most of the grated cheese (keep some back to sprinkling on the top), fiddleheads and leeks. Add salt and pepper.
5. Once the pie shell is pre-cooked, place on a baking tray, pour in the fiddlehead mixture, bake at 350° F for approximately 30 minutes, or until the centre does not wiggle when you shake the tray.
6. Serve with a green salad.

Did you know?

Fiddleheads are toxic if eaten raw.

[View Recipes](#)





Fresh begins in our own backyards.

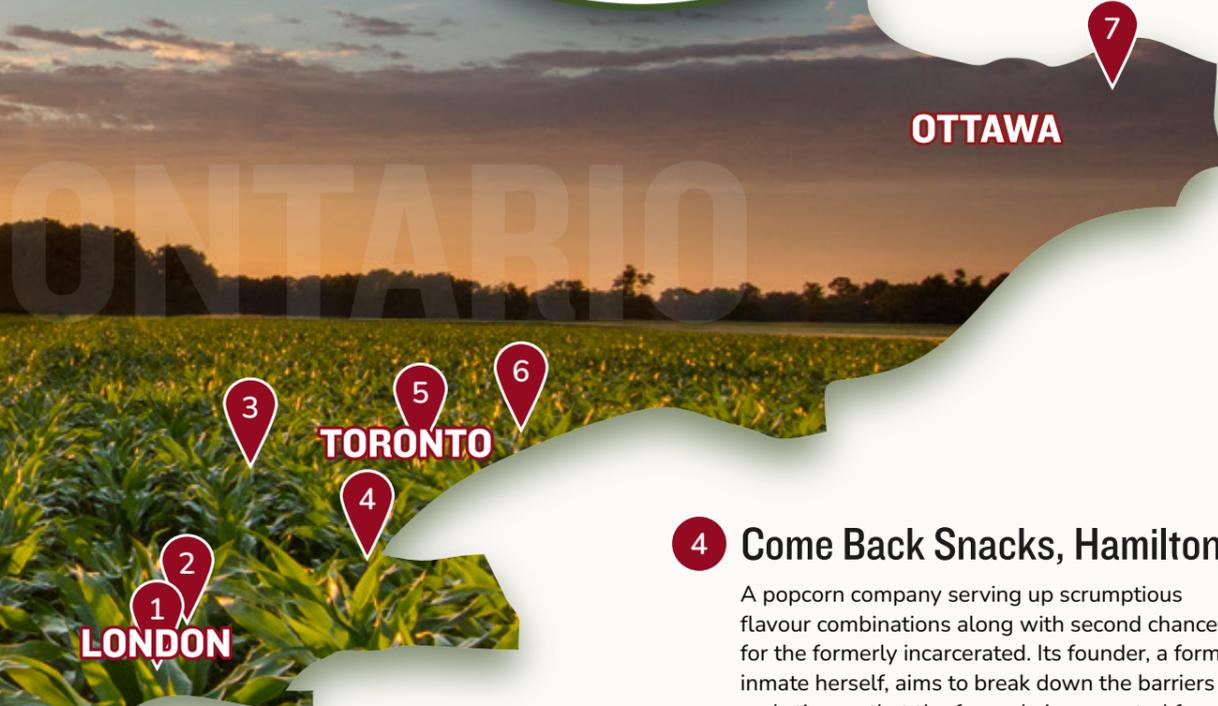
We work with hundreds of amazing local vendors all across Ontario. We'd like to introduce you to a few of them *inSeason*.



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!



1 Las Chicas Del Cafe, St. Thomas

As the daughters of a third generation coffee grower, coffee is this family's past, present, and future. The company embodies a commitment to sustainable living for small coffee growers, focused on prosperity over profitability.

2 Shaw's Ice Cream, London

Originally founded in 1948 in St. Thomas, Ontario, the company is now run by three sisters who focus on crafting rich and delicious ice creams rooted in tradition and community. This old-fashioned dessert is made using fresh 100% Canadian dairy!

3 Organic Meadow, Guelph

A Canadian organic dairy pioneer producing fresh, minimally processed dairy products. They craft local high-quality dairy with the help of dedicated farmers and healthy animals that graze on organic pastures.

4 Come Back Snacks, Hamilton

A popcorn company serving up scrumptious flavour combinations along with second chances for the formerly incarcerated. Its founder, a former inmate herself, aims to break down the barriers and stigmas that the formerly incarcerated face by advocating for and supporting fair chance hiring.

5 Sweets from the Earth, Toronto

A family-owned business that produces handcrafted, plant-based sweets and pastries. These delectable treats are made in small batches using high-quality ingredients and strict allergen standards to offer ethically baked cakes, cookies, bars, squares, and more.

6 Pepper North, Oshawa

Founded in 2013, this local business has grown from humble beginnings to a thriving brand with a passion for creativity and innovation. Their unique hot sauces receive rave reviews and were even featured on the popular internet food series, Hot Ones!

7 Mexican Corn, Vars

This a family-owned business specializes in making authentic tortilla chips inspired by traditional Mexican cuisine. Using a family recipe, they have some of the finest artisanal tortilla chips on the market.

Fear Not the Big Bird: How to Successfully Cook a Turkey

 **COOK TIME:**
13 to 15 minutes per pound.

[View Blog](#)

Turkey is a protein that people think is difficult to cook and solely thought of for special occasions like Easter or Thanksgiving. However, there is so much we can do with this wholesome and lean protein to make it a part of our weekly meals. Dry turkey can strike fear in many cooks who attempt to cook it. Like chicken, turkey is quite a lean meat that only requires a little care to get the most out of what it can offer. Don't be afraid! It's easier than you think. Just a few adjustments and techniques can have you cooking the perfect turkey every time. Head to our blog where we'll give you some recipes to try, along with some easy tricks to keep this protein succulent and moist.



Zesty, Spicy Mahi Mahi

 **PREP:**
10 mins

 **COOK TIME:**
15 mins

 **SERVES:**
4

 **DIFFICULTY:**
Easy

[Bookmark Recipe](#)

Ingredients

- 2 Tbsp Farm Boy™ Extra Virgin Olive Oil (1 L)
- 4 Farm Boy™ Wild Caught Mahi-Mahi (454 g), thawed and patted dry
- 2 garlic cloves, minced
- 1 Tbsp Farm Boy™ Spicy Bomba (212 ml) or to taste
- 4 Tbsp unsalted butter
- ½ Tbsp chopped chives, plus more for garnish
- ½ Tbsp chopped parsley
- Salt and pepper to taste
- Lemon slices for garnish

Directions

1. Pat dry mahi mahi with paper towels and season with salt and pepper on both sides.
2. In large skillet, heat olive oil over medium high heat. When oil is sizzling hot, add fish and cook undisturbed until golden brown, about 3-4 minutes. Flip fish and cook the second side for 2-3 minutes, depending on thickness. Transfer fish to a platter.
3. In same skillet, over medium heat, add garlic, lemon zest, juice and spicy bomba. Scrape up any brown bits and cook for 2 minutes.
4. Add butter a tablespoon at a time, stirring as it melts. Once all butter is in, adjust seasoning and add chives and parsley.
5. Drizzle sauce over fish. Garnish with chives.



Spring Favourites

Flavourful bites for afternoon tea and more.

As the days grow warmer and the sweet aroma of fresh blooms fill the air, we start to crave vibrant seasonal flavours. Those that awaken our senses as we transition from the hearty necessities of winter. Think, crisp textures, savoury to delicate flavours, and hints of tangy or sweet. From sandwich making to charcuterie platter crafting, we have everything you need to prepare the tasty springtime spread. Here are our top suggestions to load-up on as you swing by our Cheese & Deli Shop!

Grilled Cheese Pairings:

- Apples & Farm Boy™ Apricot, Walnut & Honey Brie Bakes.
- Pears & Farm Boy™ Vegan Smoked Gouda-Style Sliced Cheese Alternative.
- Farm Boy™ Champagne & Honey Mustard & Farm Boy™ Naturals Black Forest Ham.
- Jalapeño Monterey Jack Slice Cheese & Farm Boy™ Hot Spianata Salami.



Tea Sandwich Combos:

- Cucumber, Dill, & Farm Boy™ Cream Cheese.
- Farm Boy™ Serrano Ham & Farm Boy™ Mediterranean Goat's Milk Cheese.
- Farm Boy™ Prosciutto Salami, Farm Boy™ Fig Jam, & Farm Boy™ Fig Goat's Milk Cheese.



Easter Charcuterie Pick-Ups:

- | | | |
|--|---|--|
| 1. Farm Boy™ Red Wine Rosette De Lyon Salami | 5. Farm Boy™ Traditional Veggie Pâté | 9. Farm Boy™ Antipasto Mix |
| 2. Farm Boy™ Deer, Bison, Wild Boar, & Pork Meat Pâté with Peppercorns | 6. Farm Boy™ Castelvetrano Olives | 10. Farm Boy™ Garlic & Herb Goat's Milk Cheese |
| 3. Farm Boy™ Fuet Bites | 7. Farm Boy™ Black Olive & Sundried Tomato Tapenade | 11. Farm Boy™ Fiesta Cheese Ball |
| 4. Farm Boy™ Antipasto Misto | 8. Farm Boy™ Oven-Baked Black Olives | 12. Farm Boy™ Cheese Snacker |

Level-Up Your Salads:

- Farm Boy™ Fiesta Blend Shredded Cheese
- Farm Boy™ Barrel Aged Feta Cheese
- Farm Boy™ Organic & Sheep Milk Feta Cheese
- Farm Boy™ Italian Trio
- Farm Boy™ Genoa Salami
- Farm Boy™ Kolbassa Chub



Food Talk with Rose

Plant-Based Diets.

Growing up, we're taught to eat a wide variety of colourful foods that will provide us with the energy and nutrients to sustain us. In a world of convenience and fast foods, it can be tricky to maintain a balanced diet. Incorporating plant-based meals into your weekly routine can help to support your overall well-being, vitality, and energy levels. Plant-based diets are full of wholesome ingredients that are minimally processed and naturally sourced from plants. Things like veggies, fruits, and products that are solely derived from plants, all fall into this category.



Rose Turchio

Farm Boy Community
Engagement Manager

Certified Nutritional Practitioner
and Culinary Nutrition Expert

They're rich in vitamins and the necessary components that support digestion, growth, rejuvenation, and other functions of the body. At Farm Boy, we have an abundant selection of veggies, fruits, dairy substitutes, and protein alternatives that can cater to a variety of dietary needs. Additionally, check out some of our favourite plant-based recipes recommended by our chefs!

Korean BBQ Chicken-less Rice Bowls



SERVES: 4



DIFFICULTY: Easy

[View Recipe Online](#)

A versatile dish with a base of rice and an infinite number of flavourful combinations!

Ingredients

- 2 Tbsp Farm Boy™ Extra Virgin Olive Oil (1 L)
- 1 pack Farm Boy™ Vegan Chicken-Less Nuggets (350 g) thawed
- 1 cup Farm Boy™ Korean BBQ Grilling Sauce (350 ml)
- 4 cups (cooked) Farm Boy™ Brown Rice (from 1 cup raw)
- 1 cup carrot shredded
- 1 cup zucchini shredded
- 2 cups purple cabbage shredded
- 1 cup Farm Boy™ Shelled Edamame
- ¼ cup green onions sliced
- ¼ cup cilantro leaves
- ¼ cup Farm Boy™ Roasted Peanuts chopped
- 1 lime cut into wedges



SPRING INTO
FRESHNESS

Vegan Loaded Rainbow Poutine



PREP: 10 mins



COOK TIME: 63 mins



SERVES: 4-6



DIFFICULTY: Easy

[View Recipe Online](#)

We've taken a Canadian classic and added our own plant-based twist!



Ingredients

- 1 large Spanish onion julienned
- 4 Tbsp Farm Boy™ Extra Virgin Olive Oil (1 L) divided
- ¼ tsp salt
- 2 packs Farm Boy™ Rainbow Veggie Fries (500 g)
- 1 pack (227 g) cremini mushrooms sliced
- pinch salt & pepper to taste
- 1 pack Farm Boy™ Vegan Chicken-Less Nuggets (350 g) thawed
- 1 pack Farm Boy™ Vegan Brown Gravy Mix (45 g)
- 1 pack Farm Boy™ Vegan Poutine-Style Curd Cheese Alternative (200 g)
- chives chopped, for garnish

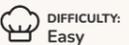
Did you know?

The vibrant colours of fruits and vegetables serve a purpose. They contain plant pigments and compounds that hold important vitamins, minerals, phytonutrients and antioxidants. Not to mention, a plant-based diet tends to be high in fibre which supports a healthy digestive system.

Vegetable Paella



SERVES: 2-4



DIFFICULTY: Easy

[View Recipe Online](#)

This colourful and hearty paella is full of comforting ingredients.

Ingredients

- 1 pack Farm Boy™ Vegetable Paella Kit (256 g)
- 1/2 cup onion diced
- 1/2 cup red bell pepper diced
- 1/2 cup yellow bell pepper diced
- 1/2 cup green bell pepper diced
- 1 Roma tomato (about 1/2 cup)
- 3 cups water
- 3/4 cup broccoli florets
- 3/4 cup cauliflower florets
- 1/2 cup Farm Boy™ Marinated Artichoke Hearts
- 1/2 cup green beans 1" pieces
- 1/3 cup green peas
- 1/4 cup parsley leaves
- lemon wedges for serving



SPRING INTO
FRESHNESS

Snack HEROES

Smoothies are a convenient, versatile, and delicious way to incorporate wholesome ingredients into your daily routine. The dynamic duo of yogurt and fruit are popular choices because they contain things like fibre, protein, beneficial bacteria, and vitamins. Check out some ways to craft your perfect smoothie!



Classic Strawberry Banana Mango Smoothie

PREP: 5 mins SERVES: 2 DIFFICULTY: Easy

Ingredients

- 1 cup Farm Boy™ Frozen Strawberries
- 1 cup Farm Boy™ Frozen Mangoes
- 1 Banana
- ½ cup Milk
- ½ cup Farm Boy™ Organic Probiotic Yogurt
- 1-2 Tbsp Farm Boy™ Maple Syrup (or to taste)

Directions

1. Blend all ingredients.
2. Pour into two cups.
3. Garnish with fresh fruit if desired.

Lulu's Super Tip:

Have some leftovers? Pour the extra smoothie into popsicle molds and freeze for a frozen treat that you or your kids will adore!



Super HELPERS

Ways to jazz up your smoothies!

Farm Boy™ Frozen Fruits

Our frozen fruits are picked at peak ripeness and flash-frozen to lock in their flavours and nutrients. They're pre-washed and ready to enjoy.

Make ice-cold, refreshing smoothies in minutes—no prep required!



Farm Boy™ Alternative Sweeteners

Mix up the sweeteners by using Farm Boy™ White Liquid Honey, Farm Boy™ Golden Maple Syrup, or Farm Boy™ Organic Monk Fruit Sweeteners. They're great for smoothies, teas, coffees, cocktails, and more!

Farm Boy™ Nut and Seed Butters

Add a bit of richness and protein to your blended drinks with our nut and seed butters. These yummy spreads are made with simple ingredients without any fillers or additives.



Other ideas to try:

- Sneak in some veggies! Fresh spinach, steamed carrots, or steamed beets are nourishing ingredients that can also add vibrant colour.
- As a dairy-free option, substitute with Farm Boy™ Coconut Milk or one of our Farm Boy™ No Sugar Added Juices.
- Bump up the fibre with a tablespoon of chia or flax seeds.

Lulu's Super Tip:

Pre-chill an insulated travel container by placing it in the freezer overnight. Fill it up the next day for a refreshing drink that stays cold for hours!



Fresh Out The Oven

Baked delights made with love.

Stop by our Bake Shop for all of your essential pastries, desserts, and more. From seasonal favourites to weekly staples, we have a bountiful selection of made-from-scratch goods for you to enjoy!

Rideau Bakery 8 Braid Challah Bread

We're honoured to have Rideau Bakery as part of the Farm Boy family! Together, rooted in tradition and community, we will carry on a legacy of quality goods crafted with time-tested family recipes.

This rich, sweet-tasting, hand-braided golden challah is a true show-stopper. This substantial loaf must be ordered in advance—we make it just for you.

[Learn more](#)



Farm Boy™ Easter Loaf

[View Instagram Reel](#)



Farm Boy™ Jumbo Muffins

Our GIANT muffins are guaranteed to satisfy big appetites! Baked fresh in our kitchens, these yummy treats are made-from-scratch with simple ingredients.

Available in packs of four, try them in Chocolate Chunk, Lemon Poppyseed, Triple Chocolate, or seasonal favourite: Cranberry Lemon.



BAKE SHOP *in*Season



Farm Boy™ Hot Cross Buns

Our buns are made-from-scratch with a traditional recipe, and simple ingredients like flour, eggs, raisins, glazed fruit, cinnamon, and allspice. This holiday favourite is available in Original or Chocolate!

Farm Boy Celebrates International Women's Day

Learn how we #InspireInclusion
at www.farmboy.ca/IWD



Thank you!

CANADA'S PREMIER ORGANIC AND GRASS-FED DAIRY

ORGANIC MEADOW IS A PROUD FARMER CO-OPERATIVE AND CANADA'S FIRST ORGANIC DAIRY COMPANY ESTABLISHED IN 1989. OUR MISSION IS TO CRAFT SUPERIOR TASTING, NOURISHING ORGANIC DAIRY FOODS WITHOUT SHORTCUTS.

JUST LIKE THE VISIONARY FARMERS WHO FOUNDED ORGANIC MEADOW, WE DO THINGS UNCONVENTIONALLY TO PROVIDE CANADIANS WITH CLEAN FOOD CHOICES THAT ARE THE HIGHEST QUALITY. OUR ACTIONS REFLECT OUR INGRAINED COMMITMENT TO APPRECIATE AND PROTECT THE ENVIRONMENT.

IN 2019, ROLLING MEADOW JOINED OUR FAMILY OF BRANDS. WE ARE PROUD TO WORK WITH LOCAL FARMERS WHO SHARE OUR HIGH STANDARDS FOR ENVIRONMENTAL SUSTAINABILITY AND ANIMAL WELFARE. ROLLING MEADOW IS CANADA'S FIRST AND #1 GRASS FED DAIRY BRAND WITH A GROWING LINE OF GRASS-FED DAIRY PRODUCTS.

TOGETHER, ORGANIC MEADOW AND ROLLING MEADOW UPHOLD OUR COMMITMENT TO SMALL, FAMILY OWNED FARMS AND FARMING IN A PURPOSEFUL WAY.



WWW.ORGANICMEADOW.COM WWW.ROLLINGMEADOWDAIRY.COM

 International Women's Day

#InspireInclusion



Locally Owned, Women Led



Discover some of our partners that are empowering change.

#InspireInclusion

LOCALLY OWNED, WOMEN LED



Ana Stevens
CEO & Co-Founder

After noticing a lack of Ontario-made fiery food products on grocery store shelves, Ana's vision of Pepper North Artisan Foods was born. 10 years later, scorching bottles of Pepper North hot sauce have made their way across Canada to rave reviews.

Along with her husband, Ana has strived to show her two children – and women everywhere – that taking a chance and following your passion can pay off.



Pepper North Artisan Foods | Oshawa, ON | peppernorth.com



Comeback Snacks | Hamilton, ON | comebacksnacks.com



Emily O'Brien
Founder & CEO

Founded in the most unlikely of places—prison—Emily's mission was twofold: develop a popcorn company featuring bold, uncompromising flavours and provide a second chance to the formerly incarcerated through fair hiring.

Comeback Snacks has achieved just that over its 4 years, partnering with organizations focused on reintegration and prison reform while offering snacks that are "so good, [they're] criminal".

LOCALLY OWNED, WOMEN LED



Kristine Hayes
President

Picking up the pieces of a shuttered ice cream company, Kristine, along with her two sisters, infused it with new life. Two decades later, the reinvigorated Shaw's Ice Cream is thriving and selling their products across the country.

Made with 100% Canadian dairy for a high-quality, irresistible product, Kristine and her team are committed to making life's special moments a little sweeter.

Shaw's Ice Cream | Tillsonburg, ON | shawsicecream.com

LOCALLY OWNED, WOMEN LED



Ilana Kadonoff
Founder & President

In 2002, when vegan desserts were scarce, Ilana knew she had to take things into her own hands to satisfy her sweet tooth. Beginning in the basement of her home, Sweets From the Earth quickly outgrew its space and now boasts two allergy-friendly production facilities that ship across Canada and the United States.

Her family-run company has been listed as one of the fastest growing in Canada, with new plant-based treats added every day to keep mouths watering.



Sweets from the Earth | North York, ON | sweetsfromtheearth.com

Where every cup is a journey

Las Chicas Del Cafe embodies a commitment to sustainable living for small coffee growers, focused on prosperity over profitability.

As the daughters of a third-generation coffee grower, coffee is this family's past, present, and future.

Available at select stores, Las Chicas invites you to taste the difference. Embrace tradition with every sip.

LAS CHICAS
— del café —



Celebrating 20 Years in Honour of Grandma's Recipes!



Authentic Tortilla Chips from our Family to Yours!
Mexican Corn Products honours tradition with all varieties of Farm Boy Tortilla Chips. Inspired by Grandma Carmen and our Mexican roots, our chips bring the taste of authentic cuisine to your table.



Since 2004, we have offered delicious flavours, made with natural ingredients, gluten-free, and certified kosher.

Experience the #TasteOfTradition. Celebrate family, flavour, and heritage with every chip.

 Mexican Corn Products, Inc.

Farm Boy

Fan Faves Awards

The winners are in!

From long-lasting produce to beautiful bouquets, these are your favourite products for our 4th Annual Fan Faves. Available at all 48 Farm Boy locations be sure to pick up a few of these delicious items on your next visit to our stores. Check out the [Farm Boy 4th Annual Fan Faves](#) and [Hall of Fame](#) pages to discover even more tasty all-time essentials. Until next time, happy eating!



Produce Heroes

Avocados

Avocados have a rich texture and subtle sweetness that works for sweet or savoury dishes. Ultra-convenient, enjoy our ripe & ready avocados—no waiting required!

Bake Shop Delights

Farm Boy™ Butter Tarts

Deep pockets of gooey butter tart filling are baked in crumbly shortcrust pastry for a mouthwatering bite. Available in: [Original](#), [Maple](#), [Pecan](#), and [Raisin](#).



Chef-Made Must-Haves

Farm Boy™ Homestyle Hummus

Made with simple ingredients like chickpeas, tahini, and lemon juice—no artificial flavours or colours!

Available in: [Authentic Lebanese](#), [Lemon Garlic](#), [Roasted Garlic](#), [Roasted Red Pepper](#), [Spicy](#).



Un-Brie-lievable Cheese

Farm Boy™ Brie & Camembert

These buttery, smooth cheeses are excellent in cheese bakes, sandwiches, and on charcuterie platters! Locally made in small batches in Ontario.



Deli Delights

Farm Boy™ European Deli-Style Salamis

Made with pork or beef, our deli meats are hardwood smoked and cured using traditional European recipes for an authentic flavour.

Butcher Shop Bullseye

Farm Boy™ Gourmet Burgers

Made-from-scratch with high-quality ingredients using recipes inspired by cuisines from around the world. Flavours like Turkey Thai, Poutine, and Jalapeno Jack to name a few!



Shrimply the Best Seafood

Farm Boy™ Cooked or Raw Shrimp

We have a selection of sustainably sourced, cooked and raw shrimp, flash frozen to preserve their natural flavour. Great for pastas, stir-fries, chowders, and more!

Best in Bloom
Fresh Cut Tulips

Let our beautiful blooms fill your home with springtime colours and aromas. We've got gorgeous tulips delivered fresh from a local greenhouse!



Pantry Staples
Farm Boy™ Salad Dressings & Vinaigrettes

Our dressings are made in Ontario with real ingredients like extra virgin olive oil, sunflower oil, vinegar, garlic and herbs.



Fridge Finds
Farm Boy™ Stone-Baked Pizzas

Hand-worked dough is topped with fresh ingredients and baked in a stone oven. Available in: Chicken Pesto, Four Cheese, Meat Supreme, Pepperoni, or Vegetable.



New Favourites
Farm Boy™ Gourmet Ice Cream

Rich locally made ice creams are handcrafted with 100% Ontario dairy. Available in six unique varieties, they contain no preservatives, artificial flavours, or colours.



FAN FAVES

HALL OF FAME



Each year, our customers vote for some of their favourite products at our grocery stores. From refreshing beverages, to made-from-scratch pastries, we've compiled a collection of winners that rank among the top choices in each category.

Get inspired to pick up some of these tasty products as you waltz down the aisles of your neighbourhood Farm Boy!

Visit our website to view past winners and stay tuned for the All-Time Fan Fave winning product!

20 VARIETIES & COUNTING!

Farm Boy
Savoury
SMALL BATCH SOUPS

Experience comforting and flavourful soups made fresh by our chefs with nourishing ingredients. Better than homemade, because we do the work for you!

Farm Boy™
Cream of Tomato

Our twist on a classic, this soup has creamy tomato base with a light sprinkle of chili flake spice. It features wholesome ingredients like tomatoes, onions, garlic, celery, and yams. Pair it with melty grilled cheese or toasted garlic bread!

[View Soup Details](#)

Farm Boy™
Coconut Curry Lentil

Inspired by the flavours of South Asia, this soup is crafted with aromatic ingredients like mango chutney, ginger, garlic, and coconut milk simmered with mouthwatering spices. Enjoy it as a starter or main course with naan bread or rice.

SPRING INTO FRESHNESS



Delicious Convenience

Restaurant dining on-the-go!

Experience convenient, restaurant-worthy dining with our selection of meal kits, heat & serve dishes, and ready-to-eat foods. Whether it's a quick lunchtime pickup, or an easy family meal at great value, enjoy tasty made-from-scratch meals that don't compromise on quality or flavour!

Salad Bar & Hot Bar

Visit our self-serve food bars that boast a wide range of delicious globally inspired choices. Build your own crunchy salads or fill-up on savoury favourites—it's perfect for those on-the-go! Check out our [Salad Bar & Hot Bar page](#) to learn more.

Monthly Hot Bar Menus

Each month, our chefs will take you on a culinary journey with dishes inspired by flavours of the season and cuisines from around the world. Skip the restaurant, and put together a meal in minutes with starters, sides, and mains crafted fresh by us.

Tastes home-made!



March Menu: Irish Classics

We're celebrating St. Paddy's the entire month of March with rustic, homestyle dishes like hearty stews, roasted vegetables, cheesy potatoes, and more!



Coming up next...

April Menu: Taste of Thailand

Experience the vibrant, tangy, and spicy flavours of Thailand with a menu full of aromatic ingredients and unique texture combinations.



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 Home Office, they strive to provide the most delicious food. We are united by one goal, 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!



Zach St. Amour
Assistant Category
Manager, Grocery/Dairy/
Frozen Departments
Home Office

I started at Farm Boy in 2015 working at our Tenth Line location. I worked in our grocery department and was fortunate enough to work shifts at many of our great stores. I enjoyed the teamwork aspect of working in stores and also enjoyed talking with our customers about food and providing the best shopping experience for them as possible.

In 2021, I made the transition to work at Home Office. Here, I began as an inventory replenishment analyst. In this role I was responsible for ordering many of our products into our warehouse in order to ensure our stores were always well-stocked with our great products. This role was challenging as it involved forecasting based on different variables such as seasonality, promotions, and trends. I was grateful to have learned about the logistics side of the company in this role and seeing how much work it takes behind the scenes to get a product onto shelves.

In 2022, I began as Assistant Category Manager for our Grocery, Dairy, and Frozen departments which is the role I hold today. My job is to help oversee every step of getting our products onto shelves such as sourcing new and innovative products, forecasting, planning promotions, and supporting our stores in any way possible.

I am very grateful to have worked with some amazing people throughout my career at Farm Boy. They make coming to work every day very enjoyable and the positive attitude of our Team Members is visible at Home Office, Central Operations, and at our stores. The future is bright for Farm Boy!"

Favourite Farm Boy Product:

I could probably list 100 but I'll just name a few: Farm Boy™ Triple Chocolate Easter Loaf Cake, Farm Boy™ Jalapeño Cream Cheese Wontons, Farm Boy™ Spicy Lemon Chicken Kebabs, and Farm Boy™ Samosas.

Favourite Dish: Any type of charcuterie board.

Inspirations: Positive, supportive team members and making people's lives better through great food.

Goals: Continue to provide value to customers every time they shop with us and find new, unique items to carry in our stores.

Note: Interviews have been edited for length and clarity.

INSIDE SCOOP



Samia Jama
Front End Specialist,
Ottawa West
Home Office

I have had great opportunities working with great leaders who supported me, mentored me and watched me succeed. It is now my journey to pass that on and be that role model and leader to someone else.

- Samia Jama

I am very grateful to have worked with some amazing people throughout my career at Farm Boy. They make coming to work every day very enjoyable and the positive attitude of our Team Members is visible at Home Office, Central Operations, and at our stores. The future is bright for Farm Boy!

- Zach St. Amour

My career at Farm Boy took off in 2012, from Assistant Department Manager to now Front End Specialist. I have had great opportunities working side by side with great leaders who supported me, mentored me and watched me succeed. It is now my journey to pass that on and be that role model and leader to someone else.

Favourite Farm Boy Product:

Among many, I do enjoy Organic Farm Boy™ Milk Chocolate and Farm Boy™ Balsamic Vinaigrette.

Favourite Dish: My favorite dish to make would be lasagna, made with Farm Boy products.

Inspirations: My two kids, 10-year-old and 7-year-old daughters! I am so lucky to be their mother.

Goals: We are expanding! Due in June we will have a new addition to the family and it will be a busy year. In addition, my current position as a Front End Specialist is by far a position I have enjoyed the most and for that I plan to continue to elevate my expertise in this field.

WE'RE THE COOLEST
WE HAVE OPPORTUNITIES ACROSS ALL DEPARTMENTS!

Visit farmboy.ca/careers for our current opportunities.

What's New?

Fresh and fun arrivals hitting the shelves.



Farm Boy™ Non-Alcoholic Beverages & Free Beer Caddy

Around every corner, we've got something new and exciting for you to try! Introducing our refreshing selection of non-alcoholic beverages and the brand-new, Farm Boy™ Beverage Caddy. From the full-bodied and smooth Farm Boy™ Juicy IPA, to our well-balanced line of wine inspired sparkling beverages, fill up our FREE and fully recyclable caddies with your faves!

Take a peek at what's new and explore more delicious choices in-store.



Hello!



Farm Boy Oshawa officially opened its doors on March 14th, 2024

We're incredibly excited to offer our customers a friendly, fresh-market shopping experience.

You'll enjoy an abundant selection of long-lasting produce, butcher-quality meats, artisan cheeses, wholesome dairy, chef-prepared dishes, and unique private-label products with an emphasis on value and locally sourced foods.

Stop by for a visit and get some delicious inspiration today!

Farm Boy Oshawa
1280 Clearbrook Dr. at Taunton Rd. E.



Showing Some Community Love

Participating at events and initiatives within our local neighbourhoods is one of the ways we positively engage with our communities. Below are some of our favourite highlights from this past season and some exciting details as we look ahead into spring!

Recent Events

Winterloo Festival

On February 17th, we were at the City of Waterloo's annual winter festival giving out tasty treats and beverages to help celebrate the winter season! There, festivalgoers enjoyed winter themed activities and foods prepared by local artists and artisans.



Winterloo Festival



Farm Boy Oshawa opening weekend



Toonies for Tummies

From February 15th to 29th, our generous customers collectively donated over \$110,000 that will go towards feeding children in local neighbourhoods across Ontario. As our contribution, Farm Boy has added \$15,000 in support of this cause.

Thank you to everyone who made this initiative possible and most importantly, to our customers for inspiring us to continually uplift one another. With your help, Student Nutrition Ontario will assist local programs in providing over 62,000 school meals to hungry kids in your community!



In-store Demos

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

Take A Peek @OfficialFarmBoy

Follow us on all our socials to keep up to date with all our events, specials, and delicious finds.



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

Farm Boy Oshawa Grand Opening

On March 14, 2024, we officially opened the doors of a brand-new location in the beautiful city of Oshawa, Ontario! There, you'll find the freshest produce in town, unique private label products, butcher-quality meats, chef-prepared foods, and so much more! This is our 48th location.

Hundreds of prizes were won, including gift cards, coupons, and products!



Farm Boy Oshawa opening weekend

Coming up

Farm Boy Spring Egg Hunt

Bring the little ones on your next shop to join in on some in-store fun! As you walk the aisles, see if you can spot one of our hidden Easter eggs. Be sure to let your cashier know where your child saw an egg, and they'll receive an individually wrapped cookie, colouring sheet, and coupon to use on a future purchase.

For children ages 12 and under. Game runs March 21-25, 2024.



[View Instagram Reel](#)

New Stores!

Stay tuned for new store openings this year in Port Credit and Burlington. We're looking forward to bringing these communities a fresh market experience with long-lasting produce, local artisan goods, made-from-scratch foods, outstanding customer service, and more.

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 people or 4 people) 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.

[Learn More and Order Online!](#)

Next Dinner Coming Up:

INDULGENCE DINNER FOR 2

Savour the
Mediterranean

