



*in*Season

Winter Edition 2024

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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 Newmarket store!



WINTER HELLO

Dear Farm Boy Fan,

Welcome to the Winter Edition of *inSeason* Digital Magazine—your premiere source for all things food. Whether you're a longtime customer or a new follower, we are happy you're here.

This past year has been a wonderful journey full of fresh eating, growth, and community building. We look forward to a new year where we can continue to bring 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 freshest, long-lasting produce that our buyers are bringing in from the markets each morning and hope to inspire you to enjoy them in new, colourful ways. You will also discover some of the amazing events we participate in—both in-store and out in the community, and where to stay updated on all things Farm Boy.

To our customers, thank you for a fantastic year. We truly appreciate your continued support and look forward to seeing you this season and every season. Happy new year!



Shawn Linton,
President and General Manager



Stay up to date with us!



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Eating COLOURFULLY

Add vibrant and bright flavours to your meals this winter with colourful ingredients. At our stores, you'll find a delicious selection of farm-fresh produce, unique private label products, artisan foods, and more that will shake-up your palate this season.

Take a look inside for some tasty inspiration!

COME ON IN TO FARM BOY TODAY!

Humble Beginnings

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

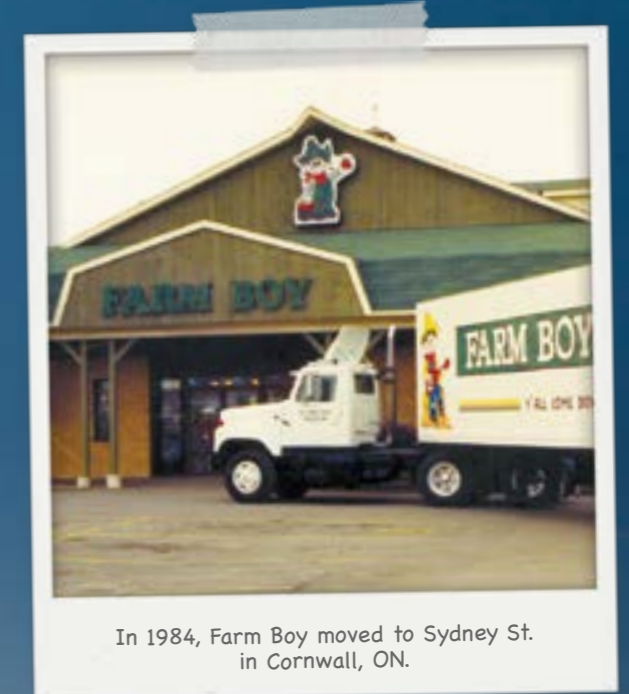
Quality can mean many things, but to us, it is an absolute quintessential part of who we are.

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 47 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.

CITRUS Season!

Brighten Up Your Days and Your Palate.

We are in the thick of glorious citrus season. A time of the year where fruits like oranges, lemons, grapefruits, and more are flooding into our stores at their juiciest and most flavourful! Not only do we see an abundance of the varieties we know and love, but also some unique ones that are absolutely delicious.

Give sweet, sour, aromatic, and zesty citrus fruits a try this winter and use them in all kinds of dishes to add vibrant flavours and colours to your meals. Explore our [citrus guide](#) to get some tasty inspiration for your next visit to Farm Boy.

Remember, this seasonal selection is here for a limited time, so, be sure to try them while you can!

1 Minneola Oranges are balanced, vibrant, sweet, and mildly tart. They have a bell-like shape and small knob at the stem. They are classified as a tangelo—a cross of a tangerine and pomelo.

Try: [Winter Orange and Pomegranate Salad with Candied Pecans](#)

This salad is very adaptable: choose the nicest oranges available, from Minneola's to blood oranges to mandarins.



2 Seville Oranges are sour, bitter, and tart. They have an intense orange aroma, bumpy peel. They are mostly used in preserves and marmalades due to their high pectin levels, along with cooked dishes to add depth and aromatics.

Try: [Beet, Orange and Bocconcini Salad](#)

See this great recipe also on page 5.



3 Sumo Mandarins are sweet with notes of mandarin and grapefruit. They are seedless, easy to peel, and sweet regardless of size. They are a hybrid of navel oranges, mandarins, and pomelo. They were named after sumo wrestlers due to their “top knot”.

Try: [Sumo Citrus & Pecan Scones](#)

Rich, flaky scones, flavoured with juicy Sumo citrus, they make for a sweet snack or warm breakfast on a weekend morning!

4 Orri Mandarins are ultra-sweet with balanced tartness. These are aromatic, with minimal seeds, and are easy to peel. They are known as the “Queen of Mandarins”.

Try: [Moroccan Nights Infusion](#)

Tangy and zesty, this maple syrup infusion is sure to wake up your palate to a whole new world of flavour!



5 Blood Oranges are sweet, berry-like with tartness. They are ruby in colour, easy peeling, with floral aroma. Note that they won't further ripen after picking.

Try: [Citrus Salad with Tangy Kefir Vinaigrette](#)

This recipe is citrus fruit laden with navel and blood oranges, grapefruit and clementines.

6 Chocolate Navel Oranges Sugary-sweet with lower acidity than other navels. They have a chocolatey peel, floral aroma. They were first discovered in 2006 in Valencia, Spain.

Try: [Honey Cinnamon Oranges](#)

Level up this recipe with a chocolate spin!



ALSO Seasonal!



Garlic There are over 400 varieties of garlic!

Try: Make a simple condiment by cooking sliced garlic cloves in olive oil. Drizzle over cooked veggies to add a sweet garlicky aroma and flavour.

Rutabaga have a sweet and nutty flavour when cooked; more bitter when eaten raw.

Try: Mash them up and combine with seasoning for a low-carb potato substitute.



Leeks are a member of the lily family that taste like a mild, sweet onion.

Try: Sear them until caramelized and braise them in the oven with vegetable stock to bring out their natural sweetness.

1 Golden Beets are particularly sweet and mild in taste. The greens can also be eaten and have spinach-like flavour.

Try: Roast them whole with a little olive oil, salt, and pepper.

2 Candy Cane Beets don't stain or release colour like red beets do.

Try: Slice them into fresh salads for a refreshing crunch!

3 Beets have been grown by humans in the Mediterranean region since pre-historic times.

Try: Enjoy the tart and earthy taste of Farm Boy™ Pickled Beetroot sourced from northern Macedonia.



4 Oyster mushrooms have a mild, savoury flavour, they are great additions to sauces, Chinese hot pot, and veggie stir-fries.

Try: Air Fryer Oyster Mushroom recipes for a very satisfying vegan alternative to fried chicken!

5 Shiitake mushrooms have been grown for over 2000 years!

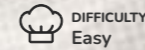
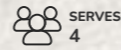
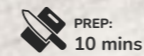
Try: Add them to virtually any dish for extra umami and earthiness. They're excellent in ramen and stir-fries.

6 Portobello, button, and cremini, are all the same mushrooms! Portobellos are simply the most matured.

Try: Stuff the portobellos with a mixture of cooked rice, eggs, beans, seasoning, and Farm Boy™ Italian-Style Breadcrumbs. Top with cheese and roast in the oven until mushrooms are fully cooked.



Beet, Orange & Bocconcini Salad



Bookmark Recipe

Ingredients

- 2 cups baby arugula
- 3 Cara Cara or navel oranges peel and pith removed with a knife, sliced into rounds
- 3 cooked beets sliced into rounds
- 1 package Farm Boy™ Bocconcini Medallions drained
- 2-3 Tbsp Farm Boy™ Balsamic Vinaigrette
- Farm Boy™ Fleur de Sel and pepper to taste.

Directions

- 1 Divide arugula amongst 4 plates.
- 2 Shingle beets, oranges, and cheese slices over arugula.
- 3 Sprinkle with fleur de sel and black pepper.
- 4 Drizzle with balsamic vinaigrette.
- 5 Garnish with a few small arugula leaves.



Eating COLOURFULLY



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*.



LONDON

TORONTO

OTTAWA

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



Let us know of any locally made products we should try!
Connect with us!

1 St-Albert Co-op, St. Albert

The St-Albert Co-op uses eastern Ontario dairy farm milk, produced by its members, to manufacture, commercialize and promote 100% pure milk, award-winning, quality products. We applaud their 130th anniversary in 2024!

2 Greenhouse, GTA

"Our mission is to offer widespread, sustainable access to plant-based nutrition and wellness of the highest quality." Served in glass bottles these beverages are made from organic ingredients that are non-GMO and grown without chemical fertilizers, pesticides, or herbicides.

3 Pioneer Flower Farm, St. Catharines

Family owned and operated since 1971 who have proudly built up one of the largest bulb forcing farms in North America, producing over 70 million blooms per year!

4 Nova Era Bakery, SWO & GTA

Since 1991, this family owned and operated business has offered handcrafted-from-scratch, freshly baked goods. Their mission is to preserve the tastes and traditions of authentic Portuguese and European pastries, breads and coffees, and share them locally in our communities.

Quinoa & Veggie Jar Salad



SERVES:
3-4



DIFFICULTY:
Easy

Bookmark Recipe

For a fresh take on the standard work or school lunch, try a jar salad! Portable and stuffed with freshness, they're easy to grab and go!

We opted to re-use a Farm Boy pasta sauce jar for our salad, but any wide-mouthed jar will work.

Ingredients

- 6 Tbsp Farm Boy™ Apple Cider Vinaigrette
- 1 can Farm Boy™ Organic Chickpeas drained/rinsed
- 2 cups grape tomatoes
- 1 red bell pepper diced
- 1 orange bell pepper diced
- ½ English cucumber diced
- 1 cup cooked Farm Boy™ Quinoa (from 1/2 cup raw)
- ¼ cup Farm Boy™ Feta Cheese crumbled
- 2-4 Tbsp Farm Boy™ Roasted Pumpkin Seeds
- 2 ½ cups baby arugula

Directions

- 1 Divide dressing amongst 4 x 500ml or 3 x 750ml mason type jars.
- 2 Start layering ingredients, starting with chickpeas and tomatoes, then bell peppers, cucumber, quinoa, and feta cheese.
- 3 Top with pumpkin seeds and arugula.
- 4 Close jars and refrigerate upright.
- 5 When ready to eat, turn jars upside down to let dressing drip throughout the ingredients.

Pro tip:

Always put the dressing in first, followed by stronger ingredients or proteins. Fragile items, like leafy greens, should go on top to maintain crispness. Once you're ready to eat, just flip the jar over, let the dressing drip down, and enjoy!



Eating
COLOURFULLY

5 Ways to Use the Humble Red Beet



Beets are a hardy cold season crop that has a slightly sweet and earthy flavour. Due to its mellow profile, it is an extremely versatile vegetable that can be used in a variety of recipes whether hot or cold. Fresh, steamed, boiled, roasted, or pickled, red beets are a common variety used for both their taste and to add vibrant colour to dishes.

As Food Colouring

You can find beetroot powders and liquid extracts that can be used to give foods a magenta-like hue. Make your own with fresh red beets by grating and squeezing the juice into things like sauces, icing, and pastries!

Salad

Fresh grated beets can add colour, crunch, and a spinach-like nuttiness to salads. Roast, boil, or steam chopped beets and dress them with olive oil, fresh chopped parsley, and sweet vinegar for a quick and hassle-free salad.

Hummus

They add a unique colour and a rich, earthy flavour profile to hummus recipes.

Our hummus is made fresh with simple ingredients like plump organic chickpeas and tahini.

Try: Farm Boy™ Organic Beet Hummus



Smoothies

We have a great assortment of frozen products along with farm-fresh produce that are perfect for shakes and smoothies.

Our smoothie boosters are made with natural ingredients like fruits, veggies, and vegan protein powders for a convenient, and refreshing beverage—just add liquid, blend, and enjoy!

Try: Farm Boy™ Organic Diced Beets

Try: Farm Boy™ Upbeet Berry Smoothie Boosters.

Pickled

Pickling is quite an easy process and is a convenient way to preserve all kinds of seasonal fruits and veggies.

Our Pickled Beetroot uses beets sourced from the northern regions of Macedonia where the rich soil gives them a sweet, fresh, and earthy taste. They are great as a side dish, a topping, and chopped into salads.

Try: Farm Boy™ Pickled Beetroot

From the Farm Boy Blog

Prolong Citrus Season

Dehydrate these bright fruits for many uses.

Enjoy these beautiful gems hung in garlands for home décor, or as part of a potpourri. And, being fruit, they're edible, too! Snack on your citrus, infuse them in hot or iced teas, or add them to stews. For the cocktail aficionado, try them as a garnish or as an ingredient in mulled wine or cider to bring some sunshine to the winter chill.



Meat Two Ways

Hearty Meals in Mere Minutes

Fresh Linguine & Meatballs in Sugo di Pomodoro

PREP: 10 mins | COOK TIME: 15-20 mins | SERVES: 4 | DIFFICULTY: Easy | TOTAL TIME: 30 mins

[View Recipe Online](#)

We are so proud of our Sugo di Pomodoro, it tastes like Nonna spent the afternoon cooking with us, so we hope you give it a try!

You can have this meal on the table in less than half an hour. Here's the game plan: bake the meatballs in the oven, then warm up the sauce and mix them together. The fresh linguine cooks in 3-4 minutes, so all that's left for you to do is put together a quick salad and you can sit down with the family to enjoy your meal.



ALTERNATE VERSION

Meatballs in Tomato Sauce with Zucchini Noodles

[View Recipe Online](#)

Meat Alternative

Chipotle BBQ Chickpea Sandwiches with Pineapple Salsa Slaw

SERVES: 4

DIFFICULTY: Easy

[Bookmark Recipe](#)

Ingredients

- 2 cans Farm Boy™ Organic Chickpeas (398 mL), drained and rinsed
- 1/2 cup red onion, diced
- 1/2 cup fresh cilantro, chopped
- 1/2 cup Farm Boy™ Chipotle BBQ Sauce
- 1/4 cup Farm Boy™ Mayonnaise
- 4 cups Farm Boy™ Crunchy Napa Blend
- 1 container (225g) Farm Boy™ Pineapple Salsa
- 6 Farm Boy™ Croissant Buns

Directions

- 1 Pour the chickpeas into a bowl. Mash the chickpeas with a potato masher or fork. A combination of chunky bits and smooth bits is perfect.
- 2 Add the red onion, cilantro, chipotle bbq sauce and mayonnaise and mix to combine.
- 3 In a separate bowl mix together the coleslaw and pineapple salsa.
- 4 Split each croissant bun in half and toast. Top each with some chickpea mixture and top with some pineapple coleslaw mix.

Recipe Created by: Andrea Buckett
[@andreabuckettkooks](#)



Fond-Do's

Sumptuous submersions of flavour!

To host a successful fondue gathering, ensure you have the essentials ready. Invest in a suitable fondue pot, whether electric or traditional, and provide enough fondue forks for each guest.

Get started with:

- 1 Fondue pot(s) and fondue forks
- 2 Skewers or toothpicks for easy dipping
- 3 Small bowls or plates for each guest
- 4 Napkins or paper towels
- 5 Beverages
- 6 Make a shopping list!

1 Cheeses

Choose a cheese to delight your senses:

- [Farm Boy™ Farmstead Gruyère Cheese](#)
- [Farm Boy™ Vegan Cheddar-Style Block Cheese Alternative](#)
- [Farm Boy™ Organic Swiss Cheese](#)
- [Farm Boy™ Organic Double Smoked Cheddar Cheese](#)

*Add in cornstarch for thickening.

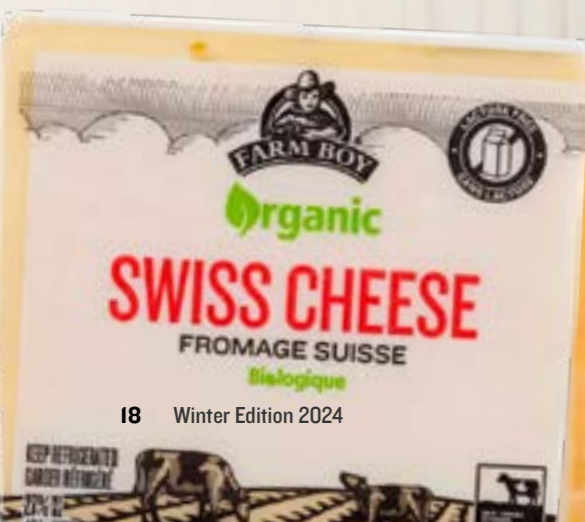
Tips:

- Stock up on napkins or paper towels to handle the inevitable mess.
- Consider guests' dietary preferences to make the fondue party enjoyable for everyone.

2 Broths

Select a broth as a healthy alternative:

- [Farm Boy™ Organic Low Sodium Beef Broth](#)
- [Farm Boy™ Organic Low Sodium Vegetable Broth](#)
- [Farm Boy™ Organic Chicken Bone Broth](#)
- [Seafood Broth](#)



St. Albert

130 YEARS OF COOPERATION

We've been proud partners of Farm Boy since day one.

After 130 years, we feel as grateful as ever for your unwavering support!

FOR THE OF CHEESE

4

Dippables

Choose all options for best results!

- Crackers
- Bell Peppers
- Strawberries
- Farm Boy™ Organic Whole Dill Pickles
- Farm Boy™ Pitted Green Olives
- Cooked Chicken
- Cherry Tomatoes
- Farm Boy™ Double Baked Pita
- Farm Boy™ Sea Salt Rosemary Bread sticks
- Farm Boy™ Brioche Sliced Loaf
- Farm Boy™ Twisted Pretzels
- Cooked Beef
- Cooked Shrimp
- Grilled Potatoes
- Bananas
- Pineapples
- Apples
- Pears
- Broccoli

3

Sauces

Select a flavour to dip into:

- Farm Boy™ Dark Chocolate
- Farm Boy™ Milk Chocolate
- White Chocolate
- Farm Boy™ Alfredo Pasta Sauce
- Marshmallows

Tips:

- Enhance your experience with beverages like white wine for cheese fondue, red wine for meat fondues, sparkling water, or other preferred drinks.
- Make sure to adjust quantities based on the number of guests you're expecting and their preferences.



Top 10 essential spices & herbs!



Level Up Your Spices

Refresh your pantry with a selection of globally inspired spice mixes and herbs.

At the end of the year, we are often left with a collection of herbs and spices that have nearly run out, or worse, they've gone stale! Clean out the old and restock with our selection of seasoning staples. From common herbs like oregano and thyme, to spices like paprika and garlic powder, we've got all the essentials in our Grocery Department. While you're there, get inspired with our versatile seasoning blends. They pack on flavour, feature many classic combinations, and can be used in roast recipes, stir-fries, soups, and more.



- BAY LEAVES
- CHILI FLAKES/ CHILI POWDER
- CINNAMON
- CUMIN
- GARLIC POWDER
- PAPRIKA
- PEPPER/ PEPPERCORNS
- THYME
- OREGANO
- DILL WEED

TOP 5 FARM BOY SEASONINGS:

- [Farm Boy™ Chimichurri](#)
- [Farm Boy™ Piri Piri](#)
- [Farm Boy™ Tuscan Bouquet](#)
- [Farm Boy™ Organic Italian](#)
- [Farm Boy™ Pepper Steak](#)



Eating COLOURFULLY

The Bold and The Spicy!

Whether you're a chili enthusiast or a daring adventurer, our hot sauces promise to elevate your culinary creations to new heights. From scorching heat to nuanced flavours, these sauces cater to a wide range of spice preferences.



- Heat level 2
Farm Boy™ Jalapeno & Serrano Hot Sauce
Mild heat with zingy, bright flavours.
- Heat level 3
Farm Boy™ Trinidad Scorpion Hot Sauce
Well-balanced heat with a fiery punch.
- Heat level 3
Farm Boy™ Ghost Pepper Hot Sauce
Bold, lingering heat with smoky and sweet notes.
- Heat level 4
Farm Boy™ Carolina Reaper Hot Sauce
Rich, nutty, and fruity notes
Intense heat!

Greenhouse

Meet Canada's 1st Plastic Neutral Certified Beverage Brand

In an industry that manufactures over 580 billion PET plastic bottles every year, Greenhouse's bottles are 99.9% plastic free.

Fewer plastic bottles in the world means fewer toxic chemicals leaching into the environment and the beverages we consume, making us all healthier and happier one bottle at a time.



Super HELPERS

Easy to prepare foods for early ice times or hittin' the slopes.

As calendars start to fill up with winter activities like sports and recitals, it's important to have nourishing and convenient foods that are ready to eat. From breakfast to dinner, you can still enjoy tasty snacks and meals without sacrificing quality! We have a fresh selection of fruits, veggies, prepared meals, and more to get you going on those fast-paced days. Take some inspiration from the following recipes and products to make meal preparation easy and scrumptious.

Overnight Oats

A Perfect Base for your Fave Flavours!

Quick Instructions

Mix your ingredients and refrigerate in container overnight.

Depending on the consistency you like, the ratio of liquid to oats is between 1:1 and 2:1, the latter being slightly looser in texture.

The oats will be ready for you to enjoy the next day!

Create your own unique spin with fresh fruit, sauces, and other ingredients you love.

Ingredients

- Oats
- Milk or Alternative of your choice
- Sweetener
- Chia Seed (optional)
- Yogurt (optional)

Topping Inspiration

- Fresh Berries
- Chocolate Chips
- Apples, Cinnamon, and Maple Syrup
- Salted Caramel Sauce and Bananas
- Dried Coconut Flakes and Dark Chocolate Shavings
- Peach Preserves



Farm Boy™ Large Flake Oats

Try using our Farm Boy™ Large Flake Oats for your overnight oats or in oatmeal, muffin, and cookie recipes.

[View Nutritional Facts](#)



Snack HERO

Easy and wholesome eating for days of play.

Winter time can be packed with physical activities that require comforting replenishment with foods that are both filling and nourishing. Here are some delicious food ideas to fuel you up between runs on the rink or after you've done some tobogganing down your favourite neighborhood hill. We've got plenty of ready-to-go dishes and products that are perfect for busy days where convenience and hassle-free eating is key!

Veggies and Dip

Try: Prepare fresh veggie sticks with carrots, celery, cucumbers, and peppers for a refreshing and crunchy snack that pairs perfectly with our [Farm Boy™ Eda-Yummy Spicy Kale Edamame Dip](#) that's loaded with wholesome ingredients.



Hot Cocoa and Cookies

Try: Nothing beats the cold of winter like a mug of hot cocoa! Our [Farm Boy™ Chocolate Truffle Hot Cocoa](#) is made with rich Dutch chocolate and natural cane sugar. Top your hot beverage off with marshmallows and let our melt-in-your-mouth [Farm Boy™ Pure Butter Shortbread Cookies](#) go for a dip!

Flatbread and Cucumber Slices

Try: Enjoy a hot slice of our stone-baked [Farm Boy™ Smoked Mozzarella, Sausage & Bacon Stone-Baked Flatbread](#) featuring sausage, bacon, kale, and smoky cheese! Pair it with sliced cucumber for nice and hydrating bite.

Eating COLOURFULLY

Farm Boy™ Rainbow Veggie Fries

Come in from tobogganing or the backyard rink and enjoy hot from the toaster oven.

[View Nutritional Facts](#)





Eating
COLOURFULLY

Farm Boy™ Low Sodium Vegan Breads

Our artisan vegan loaves are made-from-scratch with Canadian wheat, and simple whole ingredients, free of artificial colours and flavours. Craft gourmet sandwiches or use them as a side with comforting soups.

Available in: Sourdough, Farmhand Bread, and Seeded Hearth.

Farm Boy™ Keto Buns

Loaded with wholesome ingredients like flaxseed, psyllium husk, chicory inulin, and pumpkin seed protein, our plant-based buns are low on the carbs and high in the fibre! They're the perfect vehicle for burgers, breakfast sandwiches, and more.



BREAD BOUNTY

Unbelievably Fresh

Farm Boy Simply Five

This line-up bread loaves and focaccias are handcrafted with five simple ingredients as their base. Made with a traditional recipe, they contain no added sugar or preservatives. Pair them with your favourite sauces and ingredients to make your morning breakfasts, school lunches, gourmet sandwiches or to enjoy with delicious dinners.

Farm Boy™ Simply Five Bread Loaf, **available in:** White, Whole Wheat, or Everything.

Farm Boy™ Simply Five Focaccia, **available in:** Basil, Garlic, or Mozzarella Parm.



Upholding a Portuguese Tradition

Since 1991, this family owned and operated retail and commercial bakery has grown into seven bakery cafés serving fresh European coffees, made-to-order soups, salads, sandwiches, freshly baked pastries, and custom cakes for all occasions.

In November 2022, Nova Era Bakery opened their newest commercial production

facility and bakery, boasting 60,000 square feet of production capabilities. Specializing in European baked goods, with focus on products of Portuguese origin, they have been supplying our stores with delicious treats like Portuguese Custard Tarts, Sweet Breads, Chocolate Hazelnut Tarts, and Rustic Breads!

SNACKCENTRAL

Celebrate the big game with BIG flavours!

At Farm Boy, you'll find an incredible variety of unique snacks, refreshing drinks, made-from-scratch pastries, artisan cheeses & charcuterie, handcrafted burgers, and more. Cater the ultimate tailgating experience with some of our favourite foods and beverages that are guaranteed to put points on the board.



CELEBRATIONS *inSeason*

SHARE THE LOVE THIS

Valentine's Day



Made fresh, in-store, limited time only!

Chocolate Covered Strawberries

Spoil a loved one this holiday with the ultimate Valentine's Day Surprise! Made daily by us with fresh, juicy strawberries and rich chocolate dip and drizzle.



NEW!

Farm Boy™ Non-Alcoholic Sparkling Beverages

Crafted with traditional wine recipes and pasteurized before alcohol fermentation, they feature a crisp, well-balanced flavour. Enjoy as-is or in cocktail recipes. Available in Sangria, Chardonnay-style and Rosé.



NEW!

Farm Boy™ No Sugar Added Lollipops

If you're looking for a sweet and fruity pick-me-up, try our naturally flavoured lollipops with no sugar added! These classic confections are available in: Watermelon, Orange, and Green Apple. Certified Halal and Kosher.



Chocolate Chip Cookie Strawberry S'mores



PREP: 5 mins | COOK TIME: 5 mins | SERVES: 6 | DIFFICULTY: Easy

[Bookmark Recipe](#)

Ingredients

- 12 Farm Boy™ Chocolate Chip Cookies
- 6 large marshmallows
- 1/2 bar Farm Boy™ Milk Chocolate cut into 6 pieces
- 6 strawberries sliced

Directions

- 1 Place 12 cookies, flat side up, on a parchment-covered baking tray.
- 2 Place one chocolate piece on 6 cookies, then place marshmallow over the chocolate.
- 3 Bake at 350°F for 4-5 minutes, just until marshmallows get soft.
- 4 Top soft marshmallow with sliced strawberries and top with the rest of the cookies, flat side down.

In the Name of Love

Fresh arrangements and Valentine roses await you.



We will let the beauty speak for itself.

Surprise someone special ♥



Pioneer's roots were established in 1971 when Henk Sikking purchased a farm in St. Catharines, Ontario. Using the experience he gained at his father's farm in the Netherlands, he started a bulb forcing greenhouse in Canada, growing a large variety of bulbs and seasonal crops for wholesale purposes. His passion for growing was introduced to his two sons, Henk Jr. and Peter, who now oversee the greenhouse operation and together have built up one of the largest bulb forcing farms in North America, producing over 70 million blooms per year making Pioneer an industry leader. Farm Boy is proud to carry their beautiful products for you.

[Watch some of our videos!](#)



Founder, Henk Sikking

20 VARIETIES & COUNTING!

Farm Boy **Hearty** SMALL BATCH SOUPS

Experience comforting and flavourful soups made fresh by our chefs with simple ingredients. Enjoy these easy stress-free options for lunch or dinner!

Farm Boy™ **Broccoli Cheddar**

Our chef-prepared soup is made with high-quality ingredients like broccoli, potatoes, onions, and cheddar cheese. Enjoy its rich, creamy goodness with your favourite breads, crackers, and crisp salads for a satisfying meal.

[View Soup Details](#)

Eating
COLOURFULLY

Farm Boy™ **Italian Wedding**

This classic soup is packed with hearty ingredients and rustic flavours. It's loaded with carrots, zucchini, celery, spinach, acini di pepe pasta, and Farm Boy™ Sweet Italian Sausage that marry together to form the perfect spoonful.

[View Soup Details](#)



Each month experience a new and exciting soup inspired by global cuisines emphasizing fresh, wholesome ingredients. Made in small batches and from scratch by our chefs, let your tastebuds travel today!

**MEDITERRANEAN
SAUSAGE & WHITE BEAN**

Made fresh, from scratch by us.
Loaded with Farm Boy™ Sweet Italian Sausage,
white kidney beans, and kale.



SOUP OF THE MONTH
February
Pasta e Fagioli

Farm Boy

Fan Faves!

Let's recap and meet last year's winners

Award season is upon us—the Farm Boy Fan Faves Awards that is! Our customers are certified foodie fanatics and each year vote in on some of their favourite products. From snackable delights to comforting bites, below is a list of what they enjoyed the most. This February, be sure to cast your votes for 2024's Fan Faves list and see if others share the same exquisite tastes.



All Time Fan Fave Fresh & Ready Soups

Made fresh by our chefs in small batches, we offer over 20 varieties of our soups, including vegan & vegetarian options.

Fave Chef Ready Meal Farm Boy Salads

Made with the freshest product and quality ingredients, packaged for value and convenience.



Fave Dip, Spread, or Sauce

Farm Boy™ Hummus

High in protein, our line of hummuses is made with simple ingredients & no artificial colours or flavours.



Fave Crunchy Craving Farm Boy Potato Chips

Kettle-cooked & gluten-free, our chips are made from Canadian-grown, farm-fresh potatoes.



Fave Drink

Farm Boy™ Sweet Apple Cider

Made from only one ingredient: freshly-picked apples from Dundela, Ontario.
Available seasonally.

Fave Gluten-Free Find Farm Boy™ Tortilla Chips

Our tortilla chips are delicious on their own or dipped in your favourite Farm Boy™ Salsa or Guacamole.



Fave Plant-Based Bite Farm Boy Sorbets

Our refreshing sorbets are made in small batches from fresh fruits & filtered water.

**Fave Grilling Go-To:
Farm Boy
Gourmet Burgers**

Prepared by us, our gourmet burgers are made with high-quality meats & unique ingredients.



**Fave Comfort Food:
Farm Boy™ Perogies**

Authentic European-style perogies begin with hand-made dough & are stuffed with savoury mashed potatoes.



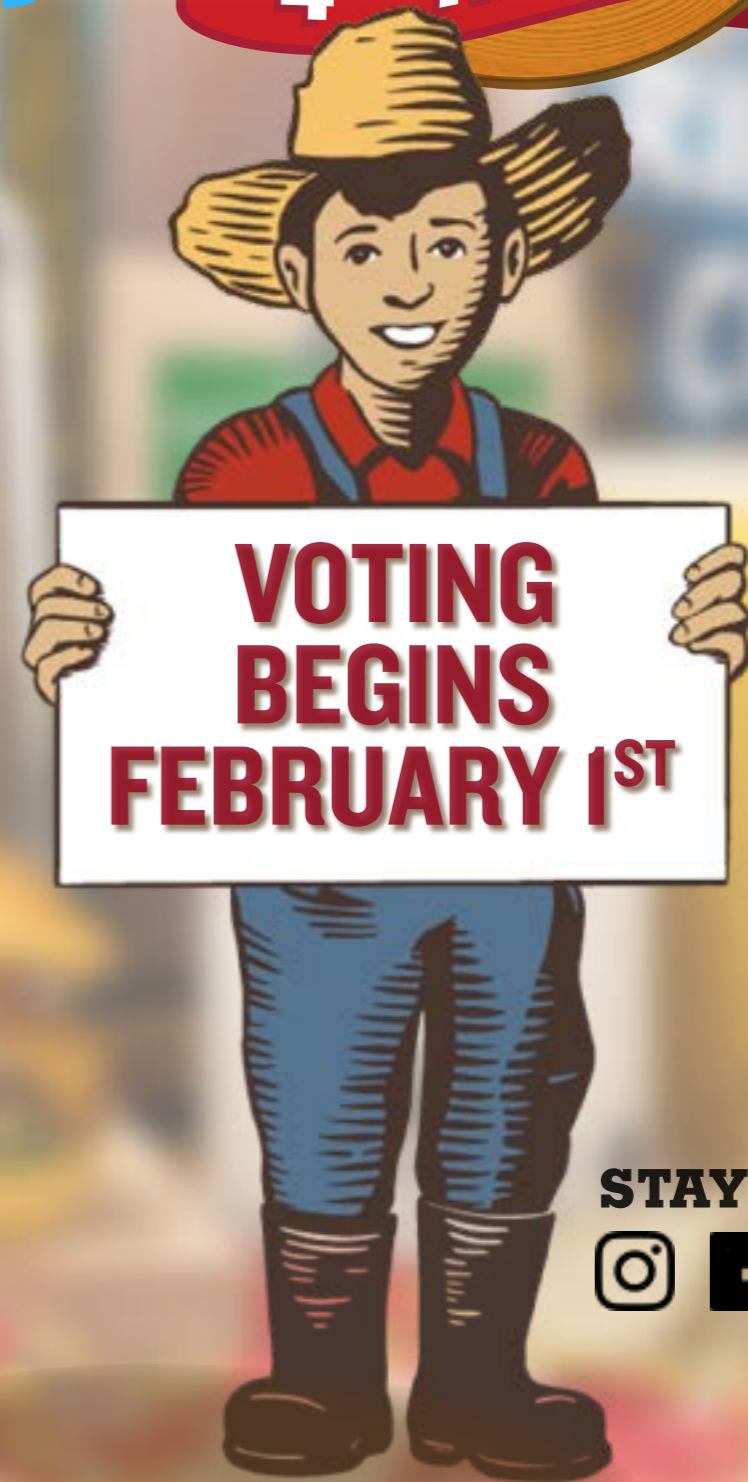
**Fave Sweet Tooth
Saver:
Farm Boy Loaf Cakes**

Rich & moist, our loaf cakes are made in-house using classic, quality ingredients.



**Fave New Find
Farm Boy™ Crinkle Cut
Potato Chips**

Crinkle-cut & kettle-cooked, our chips are made from farm-fresh russet potatoes for a superb classic flavour.



STAY CONNECTED

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!



Marc Renaud
Team Facilitator
Home Office, Ottawa

Working at Farm Boy as a Store Manager for 25 years provided me with many tools to deal with the everyday challenges of working in a fast paced, customer focused and quality product environment. Meeting such heightened expectations spilled into my personal life. It was important to be able to pass on these values to my three successful children. With the unrelenting support of my wife Jo Anne who not only understood Farm Boy's expectations, but also our mission, we grew together as a family through challenging times that all families endure. Long hours and long days around big holidays were always followed by wonderful family vacations and important individual milestones at different times of our lives. Our children learned that results are directly related to the effort we put in everything we do: family, school, work and relationships. Having Alex be part of the Farm Boy family was icing on the cake. He is one of the smartest people I know. He is a solid young man with strong work ethic and an equally strong sense of values. I thank his mother for that.

Note: Interviews have been edited for length and clarity.

“ I've been fortunate to be surrounded by so many great people who share their knowledge and their support and who want to see you succeed. This is what makes me proud to be part of the Farm Boy family. ”

- Alex Renaud

Favourite Farm Boy Product:

Too many to choose from, but if I could only bring one on a deserted island it would be the Farm Boy™ Chocolate Covered Double Roasted Almonds. I would eat one per day until I got rescued.

Favourite Dish: Any of our stuffed chicken breast with asparagus or broccoli.

Inspirations: People who are always positive and passionate about their job at Farm Boy regardless of what they do.

Goals: As I am approaching retirement, my goal is to share the experience I have gained with younger Team Members and to give back to the people who supported and guided me along my career.



Alexandre Renaud
Meat Production Manager
Distribution and Production, Ottawa

Farm Boy has been a part of my life for more years than I can remember. When I was maybe 10 years old and we had recently moved to Cornwall, my brother Dominic, sister Heidi and I would sometimes go “work” with a lady (Muriel) in the bulk section at the Cornwall location while mom did the groceries and dad was working. Back in the day it was all packaged at store level; we had a lot of fun packaging the candy and chocolate bars and all those goodies. The staff would come around to say hello and took a little bit of time out of their busy day to chat with us and make us laugh. Everyone was always so kind and welcoming. They became our second family whether any of us knew it or not.

I started working at the Hillside location while attending college and I got that feeling again, like I was a part of a family. Although packaging raw meat wasn't as much fun as packaging jujubes, it was a really good group of people to work with and we were all one team.

We became quite close. It's actually where I met my wonderful wife Deanna. This has been my Farm Boy experience, being part of a family who work as a team and support each other, who are kind to one another and make you feel comfortable.

Farm Boy provides so many opportunities; if you're willing to roll up your sleeves and be impactful, there is no limit to your own success. I've been fortunate to be surrounded by so many great people who share their knowledge and their support and who want to see you succeed. This is what makes me proud to be part of the Farm Boy family.

Favourite Farm Boy Product:

Farm Boy™ Tortilla Chips with our Fresh Salsa

Favourite Dish: Ribeye steak with a side of garlic mashed potatoes.

Inspirations: People who never give up and work through hard times with positivity and consistently try to be better every day.

Goals: To become as good of a role model as my father is to me and to so many people.



Showing Some Community Love

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

Elves on Shelves

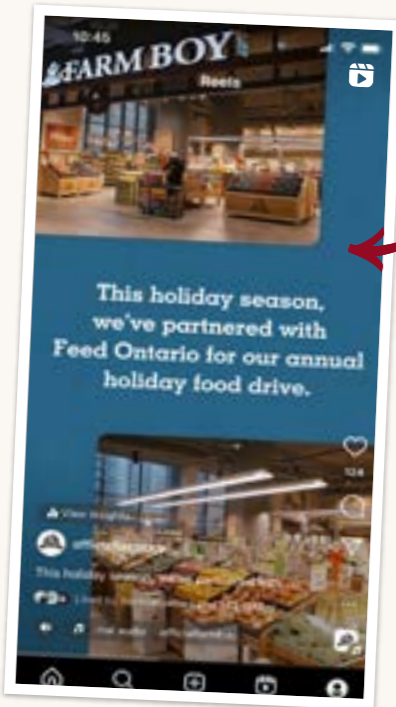
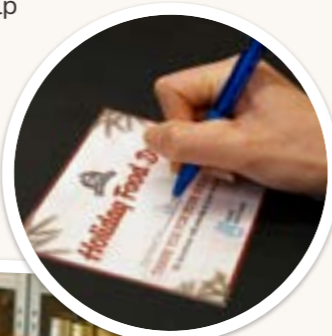
During the first week of December, parents brought their kiddos to our stores to see if they could spot the Farm Boy Elves spreading holiday cheer. Those who spotted our sneaky helpers received a delicious treat at checkout.



Holiday Food Drive

Throughout the month of December, customers collectively donated over \$100,000 that will go towards feeding those in need across Ontario. As our contribution, Farm Boy will also be adding an additional \$25,000 to support this cause.

Thank you to everyone who made this initiative possible and most importantly, thanks to our customers for inspiring us to continually uplift one another. With the help of Feed Ontario, your donations will provide food to local food banks and community members struggling with food insecurity.



Watch this reel!



Merry Market (Farm Boy Richmond Hill)

Newmarket Santa Claus Parade

This year, we participated in Newmarket's Santa Clause Parade! In our signature Farm Boy "reindeer van", we strutted down Main Street with Lulu and the fresh squad to join in on the festivities and share some delicious goodies.



New Stores!

Stay tuned for new store openings this winter/spring/summer starting with our next opening - Oshawa, Ontario. We're looking forward to bringing the community a fresh market experience with long-lasting produce, local artisan goods, made-from-scratch foods, outstanding customer service, and more.



Winterloo Festival

On Saturday, January 27th, we'll be at the City of Waterloo's annual winter festival giving out free Farm Boy™ Hot Chocolate and treats to help celebrate the season! You'll also find other tasty treats along with winter-themed activities like ice carving, snow sculptures, and meeting the snow dogs.

The new year is an opportunity to be grateful for what we have and set intentions for the future.

Make a bold resolution for 2024: Make giving a habit.
Becoming a monthly donor is the easiest way to check that goal off your list.

Learn More



In Canada, we waste **58%** of our food, meanwhile at least **6.9 million** people in this country are **food insecure**.

Every \$1 donated to Second Harvest means you can provide 3 meals to those facing food insecurity. That's an entire day somebody can spend without worrying about where their next meal comes from.



In-store Demos

Each weekend from 10 AM to 5 PM we are offering samples of some of our featured products of the week. From delicious locally sourced finds to our unique private label products, give some of our favourites a try!

Stay up to date with us!

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



Tag us on social [#OfficialFarmBoy](#) sharing your [#FarmBoyHaul!](#)

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 available throughout the year.

Family Style dinners (for 6-8 ppl or 4 ppl) are typically offered: Family Day, Easter, Mother's Day, May Long Weekend, Father's Day, Canada Day, August Long Weekend, Labour Day, Thanksgiving and Christmas. **Order in-store or online.**

Family Day FEAST

Available for order Wednesday, January 17.



[Learn More and Order Online!](#)

INDULGENCE
DINNER FOR 2

Share
The Love

★★★★★
RESTAURANT
QUALITY DINING

An incredibly priced
4-course meal!

