TORONTO

John D. Elvidge
City Clerk

City Clerk's Office

Secretariat
Sylwia Przezdziecki
Council Secretariat Support
City Hall, 12th Floor, West
100 Queen Street West
Toronto, Ontario M5H 2N2

Tel: 416-392-7032
Fax: 416-392-2980
e-mail:
Sylwia.Przezdziecki@toronto.ca
web: www.toronto.ca
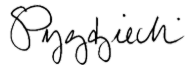
**In reply please quote:
Ref.: 25-MM26.7**

(Sent by Email)

February 28, 2025

ALL ONTARIO MUNICIPALITIES:

Subject: **Member Motion Item 26.7**
Creation of a City of Toronto "Buy Local, Buy Canadian" Campaign - by Councillor Mike Colle, seconded by Councillor Jennifer McKelvie (Ward All)

City Council on February 5, 2025, adopted Item MM26.7 as amended and, in so doing, has forwarded the Item to all Ontario municipalities and encouraged them to join Toronto in a "Buy Local, Buy Canadian" campaign.

Yours sincerely,

for City Clerk

S. Przezdziecki/mp

Attachment

c.   City Manager

City Council

Member Motions - Meeting 26

MM26.7	ACTION	Amended		Ward: All

Creation of a City of Toronto "Buy Local, Buy Canadian" Campaign - by Councillor Mike Colle, seconded by Councillor Jennifer McKelvie

City Council Decision

City Council on February 5, 2025, adopted the following:

1. City Council request the City Manager, and relevant Divisions to develop a comprehensive, multifaceted "Buy Local, Buy Canadian" campaign in response to the potential 25-percent tariffs announced by the Trump Administration, such campaign to encourage Toronto residents and businesses to join the City of Toronto's divisions and its agencies and corporations in purchasing locally made Canadian goods and services in order to protect local jobs in Toronto and Ontario where the proposed punitive tariffs would result in hundreds of thousands of job losses if imposed on Canada.

2. City Council direct the Chief Financial Officer and Treasurer and the City Manager, in consultation with the Chief Procurement Officer and the General Manager, Economic Development and Culture, to accelerate the development of local procurement approaches as set out in Sidewalks to Skylines: A Ten-Year Action Plan for Toronto's Economy to strengthen local businesses and protect local jobs.

3. City Council request the Federal Government to develop a standard recognizable label to be placed on all Canadian goods in clear, readable fonts that clearly shows percentages of Canadian content and any and all foreign content.

4. City Council forward the Item to all Ontario municipalities and encourage them to join Toronto in a "Buy Local, Buy Canadian" campaign.

City Council Decision Advice and Other Information

City Council considered the following Items together:

MM26.7 headed "Creation of a City of Toronto "Buy Local, Buy Canadian" Campaign - by Councillor Mike Colle, seconded by Councillor Jennifer McKelvie"; and

MM26.13 headed "Affirming Our Canadian Independence - by Councillor Stephen Holyday, seconded by Councillor Vincent Crisanti".

Summary

With recent threats from President Donald Trump to impose a 25 percent tariff on Canadian products and services, it is important that municipalities, businesses, and residents across Canada stand up for our country, our economy, and our businesses.

The City of Toronto, Canada's largest municipality, has an opportunity to encourage residents, businesses, and cities across Canada to create and participate in a "Buy Local, Buy Canadian" campaign to ensure that we support local products, local businesses, and local growth.

This motion requests that the City Manager and relevant City Divisions develop a comprehensive "Buy Local, Buy Canadian" campaign that will encourage spending to further develop our own local economies through the purchasing of local goods and services when available.

Background Information (City Council)
Member Motion MM26.7
(https://www.toronto.ca/legdocs/mmis/2025/mm/bgrd/backgroundfile-252857.pdf)

Communications (City Council)
(February 2, 2025) E-mail from George Bell (MM.Supp)