



# Jollof Fest Mississauga 2025

## Deputation to City Council

- Presented by the Organizing Committee
- July 30, 2025
- [www.jolloffest.ca](http://www.jolloffest.ca)



# About Jollof Fest Mississauga 2025

- A vibrant cultural festival celebrating African food, music, arts, and community
- Focus on Jollof Rice, a unifying dish with deep West African roots
- Mississauga edition celebrates African-Canadian culture and diversity





# Festival Highlights



## Features:

- Jollof cook-off competition
- Live performances & dance showcases
- African marketplace & food vendors
- Family-friendly activities & kids zone

# Community Impact

- ✓ Promotes cultural exchange and inclusion
- ✓ Supports local Black- and newcomer-owned businesses
- ✓ Provides youth engagement and volunteer opportunities
- ✓ Encourages community wellness through food and art
- ✓ Strengthens Mississauga's reputation as a diverse, welcoming & happy city











# Statistics and Overview in Mississauga

## Notable Trends

According to the **2021 Canadian Census**, Mississauga had a **Black population** of **49,220**, representing approximately **6.9%** of the city's total population of 717,961.

**Estimated Count:** As of 2025, there are at least 20–30 African restaurants and eateries in Mississauga, with approximately 2,335 nationwide, and new openings occurring each year that offer Jollof rice on their menus.

**Geographic Spread:** African restaurants are found throughout the city, including core neighbourhoods like Streetsville, Hurontario, Erin Mills, and Ridgeway.

**Growing Popularity:** While Jollof rice originated as a community food for West African immigrants, its recognition and appreciation are expanding within the vast multicultural fabric of Canadian society.

**Cultural Rivalry:** The “Jollof Wars” (Nigeria vs. Ghana debates) occur across Canadian communities, mirroring global diaspora trends and fostering engagement through festivals and competitions.

**Retail and Ingredients:** African and international markets in Canada stock ingredients specifically for Jollof rice, meeting demand from both communities and culinary explorers.

## Economic & Social Benefits

- ✓ Drives local tourism and park activity
- ✓ Creates seasonal jobs and vendor income
- ✓ Offers brand visibility for local sponsors
- ✓ Fosters partnerships with schools, artists, and nonprofit organizations



- ❑ Jollof Fest Mississauga 2025 collaboration includes: Pan African Arts Culture & Trade Institute (PAACATI), Pinnick Foods Ltd, Canada Vendors, Papa Sam Foods,
- ❑ Golden Star Rice – culinary sponsor
- ❑ Local photographers, social media teams and ongoing conversations with community leaders and cultural groups



## How the City Can Support

- ✓ In-kind support (License/Permit, Security, bylaw or crowd management support, Portable washroom units)
- ✓ Financial Assistant and Grants that could support Jollof Fest
- ✓ Promotion through City channels via event listing and amplification
- ✓ Attendance or greeting from the Mayor and/or City Councillors, and opening remarks
- ✓ Official proclamation or recognition declaring "Jollof Fest Day" in Mississauga.







# Our Commitment

- ✓ Deliver a safe, inclusive, and well-managed event
- ✓ Celebrate Mississauga's diversity and creative energy
- ✓ Leave a lasting impact on local communities and businesses

Thank You

Website: [www.jolloffest.ca](http://www.jolloffest.ca)

Social Media: [@jolloffestcanada](https://www.instagram.com/jolloffestcanada)

