

Recipe For Success In Grey Bruce
McGuinty Government Supports Local Food

NEWS

August 20, 2010

Ontario is continuing its strong support for local foods by investing in a 'buy local' marketing campaign in the Grey Bruce area.

The Grey Bruce Local Food Project aims to boost the success of food producers and processors in both Bruce and Grey counties. The project will encourage area residents to put local foods on their plates through a number of promotional activities, including:

- holding a workshop where the local food industry and interested consumers can network;
- working closely with local media to spur increased interest in local food;
- establishing a Farmers' Market Network; and
- assisting local care facilities and restaurants to source and promote local food menus.

Today's announcement was made during the Taste of Huron's, Huron Country Supper event and brings leaders of the local food movement together to celebrate the ongoing initiatives within Huron, Bruce and Grey Counties. The Taste of Huron 12-day festival of flavours and feasts runs from August 16-27.

The four-year Ontario Market Investment Fund program has provided more than \$6.9 million for 125 projects to date. The program helps develop economic opportunities through trade events, marketing campaigns and industry research initiatives that promote Ontario foods. It is part of the McGuinty government's enhanced investment in 'buy local' initiatives.

This 2010 grant is the second that the Grey Bruce Local Food Network has received through the Ontario Market Investment Fund. With this financial support, the network has been able to effectively double the programs it delivers and update its website. www.foodlinkgreybruce.com continues to be a comprehensive resource for information about local food in Grey Bruce.

QUOTES

"Buying local food is good for our farmers and food processors, good for our families, good for our rural economies, and good for the environment. Through this fund, we are helping our producers and processors reach out to communities all over the province to show them all of the good things that grow in Ontario."

– Carol Mitchell, Minister of Agriculture, Food and Rural Affairs and MPP for Huron–Bruce

"As part of the growing interest in local food, Grey Bruce has grown from five farmers' markets to 15 in the last three years. With the help of funding through the provincial Ontario Market Investment Fund, the Grey Bruce Local Food Project has been able to establish a Grey Bruce Farmers Market Network, to assist our new Farmers Markets through the crucial first three years of operation."

– Freeman Boyd, Grey Bruce Local Food Project Coordinator

QUICK FACTS

- Ontario is contributing \$39,000 toward the Grey Bruce Local Food Project.
- There are 15 farmers' markets in the Grey Bruce area.
- The [Foodland Ontario](#) program has expanded to include meat, dairy and eggs.

LEARN MORE

About the [Grey Bruce Local Food Project](#).

About the [Ontario Market Investment Fund](#) program, and the type of projects it supports.

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