

**HURON BUSINESS DEVELOPMENT CORP IS AT THE TABLE TO
PROMOTE LOCAL FOOD**

McGuinty Government Supports Local Food Marketing

Ontario is encouraging regional marketing efforts for Ontario foods and strengthening the economy in Huron-Bruce by encouraging more residents and businesses to buy locally grown food.

The province is contributing \$50,000 to the Huron Business Development Corp (HBDC) to assist with their Huron Perth Farm to Table Opportunities Project (HPFTT). The purpose of this initiative is to assist Huron and Perth producers meet the growing consumer demand for locally grown food. With growing awareness of Local Foods, the Huron Perth Farm to Table project wants to build on that momentum. The project includes: building producer capacity, developing a business plan for a business incubator kitchen, networking farmers markets and creation of a website for local food and food security projects.

Agriculture is one of the major economic pillars of Huron and Perth Counties. The HPFTT vision is for a sustainable, financially viable community that enhances food security and nutrition for Huron and Perth County residents while creating new market opportunities for local suppliers of food.

With the announcement of these new projects, the four-year Ontario Market Investment Fund program has invested more than \$3.0 million in 62 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.

QUOTES

"I am very pleased that OMAFRA, through the Ontario Market Investment Fund, is helping worthy and important projects like the Huron Perth Farm to Table Opportunities Project become a reality. Projects like this, which help promote locally grown foods, are key to helping our local economy succeed now and long into the future"

- Carol Mitchell, MPP Huron-Bruce

"When we buy Ontario, everyone wins. It's good for farmers and processors, good for families, good for the environment and good for rural economies. With this fund, we are expanding local food networks and helping communities and industries showcase the abundance of food that is produced and made in Ontario."

- Leona Dombrowsky, Minister of Agriculture, Food and Rural Affairs

QUICK FACTS

- The Foodland Ontario program has expanded to include meat, dairy and eggs.
- The agri-food industry contributes more than \$33 billion to the Ontario economy and employs about 745,000 people.
- The Ontario government is investing \$24 million over three years to develop the logistics to get more Ontario-grown food into the province's schools, hospitals, food service companies and other institutions.