



Bruce Crozier, MPP

Members of Provincial Parliament for Essex

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WINDSOR-ESSEX SETS TABLE FOR LOCAL FOOD
McGuinty Government Ramps up Support for Local Food Marketing

Ontario is boosting grassroots marketing efforts for Ontario foods and strengthening the economy in Windsor-Essex by encouraging more residents and businesses to buy locally grown food.

The WindsorEssex Development Commission (WEDC) and the Ontario Greenhouse Vegetable Growers Association (OGVG) are working together to promote the wide variety of locally grown foods to the community, boosting the local economy and providing consumers with safe quality products fresh from the field or greenhouse. The province is contributing \$47,500 to this project. The purpose of this project is to promote the Buy Local Initiative to area consumers thus creating a stronger demand for Ontario produced products at local retailers in Essex County.

The four-year Ontario Market Investment Fund program has invested more than \$2.5 million in 46 projects to date. The program helps develop economic opportunities through trade events, marketing campaigns and industry research initiatives that foster partnerships and collaboration to promote Ontario foods. The program is part of the McGuinty government's enhanced investment in 'buy local' initiatives.

"This is an important investment for our community which presents an opportunity to consumers to discover more about our local offerings," said Bruce Crozier, MPP for Essex. "By purchasing locally grown food, we can help the environment, strengthen the local economy, and have a better understanding of where our food comes from."

"The Ontario Market Investment Fund commitment will allow us and our partners to work closely on this critical agri-business sector project which will benefit the Windsor-Essex region," said Patrick Persichilli, Vice President of the WindsorEssex Development Commission. "This funding allows us to develop an awareness campaign to strategically market, and promote our region's exceptional food products with the aim of increasing demand for Windsor-Essex agricultural products."

Kristen Callow, Chair of the WEDC's Agri-Business Sector Committee believes that: "This funding will further enhance the Province's Pick Ontario Freshness Campaign and will ensure the Windsor-Essex County community is more aware of the local agricultural products that are available throughout the year. We are truly grateful and excited about this opportunity."

"OGVG is proud to be a partner of this initiative with the WindsorEssex Development Commission in the Windsor-Essex County area," says OGVG General Manager, George Gilvesy. "We are confident that this program will help boost the sales of fresh Ontario produce in the area."

"We are bringing together local food networks including producers, processors, retailers and individuals dedicated to selling the fresh foods that are grown and made right here in Ontario," said Minister of Agriculture, Food and Rural Affairs Leona Dombrowsky.

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 700,000 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.

LEARN MORE



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About the [Ontario Market Investment Fund](#) program, and the projects it helps finance.
 About [Pick Ontario Freshness](#).

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