



MEDIA ADVISORY
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**LOOK FOR LOCAL. IT'S WORTH IT:
LOCAL CHEFS AND INDUSTRY MEET WITH
WINDSOR-ESSEX AGRI-SECTOR COMMUNITY**

Windsor and Essex County, September 12, 2009 –The WindsorEssex Development Commission (WEDC) in partnership with the Ontario Greenhouse Vegetable Growers Association and the Ontario Government hosted a launch of the '*Grown Right Here*' buy- local campaign **on Saturday, September 12, 2009 at 10 a.m. at the Downtown Windsor Farmer's Market**. This initiative seeks to galvanize local support for Windsor-Essex County grown, produced and processed agricultural products. This movement will highlight the new brand message, which is "*Look For Local- It's Worth It!*"

"The Ontario Market Investment Fund grant we received has provided us with this exceptional opportunity to launch the 'Grown Right Here' brand which positions Windsor-Essex as one of the most productive agricultural regions in North America," said Lindsay Boyd, Board Chairperson of the WindsorEssex Development Commission. "Agri-business is a major industry and employer in Windsor-Essex, and a very key sector for diversification and growth."

"This campaign represents an important investment for our community which gives consumers the opportunity to discover more about our local offerings. By purchasing locally grown food, we can help strengthen the local economy, and have a better understanding of where our food comes from," said Bruce Crozier, MPP for Essex "Through the Ontario Market Investment Fund, our government has invested over \$2.5 million in 46 projects across the province designed to bring 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."

Kristen Callow, Chairperson of the WEDC's Agri-Business Sector Committee explained, "Our research has shown that consumers really *'do get'* the importance of buying local. They understand that in addition to receiving the freshest, highest quality, and better tasting product, that it is good for the environment, and of course our local economy. It is important to provide consumers with the necessary tools and information on how and where to buy local. We want to encourage the consumer to make the effort and look for local because it's worth it to do so."

Warden, Nelson Santos said, “Today we are bringing the agricultural community together with local food networks and sectors which includes chefs from St. Clair College, Hilton Hotel, Royal Oak Village Senior Residence, Maryvale, and from Windsor Raceway and OLG Slots. We need to keep the momentum going, and the awareness at the forefront because you won’t find better agricultural products than those grown right here in Windsor-Essex. Buying local products, year round isn’t only good for the consumer-it’s good for all of us. We look forward to expanding this new brand so it is recognized when the consumer ‘looks’ for it on store shelves, on produce boxes, green-house products and in restaurants.”

This event will coincide with the launch of a new website promoting this initiative. The website, WWW.WELOOKFORLOCAL.CA, will go-live on September 12, 2009.

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