

FOR IMMEDIATE RELEASE

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### **Windsor-Essex Consumers Encouraged to Take the \$10 Local Food Challenge**

**Windsor-Essex County, Ontario, Tuesday, June 14, 2013** -The WindsorEssex Economic Development Corporation with partners Tourism Windsor Essex Pelee Island and Essex County Federation of Agriculture held a media conference today outdoors at Capri Pizza on Dougall Avenue in Windsor. The Amherstburg Farmers' Market were on hand with farmers displaying the many local goods available that they offer every Saturday at The Little White Church at the end of Howard Avenue in Amherstburg.

Keeping the Grown Right Here Campaign and buying local top of mind in the region is a joint effort by the economic development corporation of Windsor-Essex with partners Tourism Windsor Essex Pelee Island, and the Essex County Federation of Agriculture all like-minded organizations with initiatives to support agri-businesses in the region.

**Sandra Pupatello, CEO of the WindsorEssex Economic Development Corporation**, stated, "If we want people to take up the "Local Food Challenge" there is a whole grocery list of opportunities to buy local. So much of what is out there comes from here. It's our stuff. Whether it's fresh, frozen or from the farmer's stand there is an abundance to choose from. There are also many processed foods using our region's produce...and just to name a few, Bonduelle produces Artic Gardens frozen vegetables, Highline Mushrooms, Cavendish Farms Appetizers produces onion rings for M&M Meats or what about the Compliments Brand, such as, canned tomatoes that are produced here by Mastronardi Produce and of course we all know about the great products made by Heinz located in Leamington the Tomato Capital of Canada. Whether we grow, make, serve, sell, drink or eat local foods – we all can make a difference."

The \$10 Local Food Challenge is a program launched by the WindsorEssex Economic Development Corporation with partners Tourism Windsor Essex Pelee Island, urging all residents of our area to spend \$10 on locally grown or produced food. If every household in Windsor-Essex spent an extra \$10 on local food it would be an investment of an extra 1.5 million dollars in our economy weekly, and \$78 million for an entire year. When money is spent in our communities, it is spent again locally another five to seven times, helping to retain jobs and grow new and existing businesses.

**Gordon Orr, CEO of Tourism Windsor Essex Pelee Island** added, "Gordon Orr, CEO, Tourism Windsor Essex Pelee Island, added, "In support of our partnership with WindsorEssex Economic Development Corporation and Essex County Federation of Agriculture, Tourism Windsor Essex Pelee Island is excited to launch the Windsor Essex \$10 Local Food Challenge Facebook Photo Contest, a marketing effort designed to drive more local awareness and attention to buying local and attending events that exhibit and promote our local food and products. We are thrilled to be part of the Grown Right Here Windsor Star supplement, which is sure to become a powerful source of reference for Windsor-Essex consumers, guiding them to 'Look for Local.'"

**Mark Balkwill, President of the Essex County Federation of Agriculture said, “ By developing the Buy Local map which features the locations of local growers, meat markets and vineyards, local producers are then placed top of mind with consumers. Now that we have partnered with the economic development corporation with the special advertising feature we are able to provide this map into many more households and give our producers more valuable exposure.”**

After the unveiling of the “Grown Right Here” Capri pizza, samples were served to those in attendance.

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