

KINGSTON IS AT THE TABLE TO PROMOTE LOCAL FOOD

Ontario Government Supports Local Food Marketing

NEWS

September 5th, 2009

Ontario is encouraging regional marketing efforts for Ontario foods and strengthening the economy in Kingston by encouraging more residents and businesses to buy locally grown food announced John Gerretsen, MPP for Kingston and The Islands.

The Ontario government contributed \$100,000 to the '*Local Foods Local Chefs Initiative*' to improve and expand the Kingston Market, increase the number of restaurants using local food and build the authenticity of culinary tourism in Kingston.

The *Local Foods Local Chefs Initiative* will also coordinate business networking events to establish relationships between market vendors, local growers, processors, restaurants and commercial outlets. The project will help attract residents and visitors to Kingston Market Square and surrounding restaurants to enjoy a unique blend of rich cultural heritage and gourmet culinary experiences.

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

"Everyone has a role to play to support our agriculture, because we are supporting our farmers and processors, our rural economy, our environment and ourselves with good food from right here in the Kingston community." we are here to support our farmers and local producers to help them market their products locally.

- John Gerretsen, MPP Kingston and The Islands

"This program, 'Local Foods-Local Chefs' is going to do a lot for the farmers market, local restaurants and culinary tourism, we applaud the province for this funding."

- Doug Ritchie, Managing Director Downtown Kingston Business Improvement Area

"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.

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