

MEDIA ADVISORY

For Immediate Release

June 12, 2010

WINDSORESSEX ECONOMIC DEVELOPMENT COPORATION AND PROJECT PARTNERS SEEK TO ENHANCE THE REGIONS “GROWN RIGHT HERE” LOCAL MOVEMENT

Windsor and Essex County, June 12, 2010 –The WindsorEssex Economic Development Corporation (WEEDC) in partnership with the Ontario Greenhouse Vegetable Growers Association, Tourism Windsor-Essex Pelee Island, Essex County Federation of Agriculture, Essex County Associated Growers, and the Southwestern Ontario Wineries hosted a re-launch of the ‘**Grown Right Here**’ buy- local campaign **on Saturday, June 12, 2010 at 10 a.m. at Sobeys Tecumseh Road East location**. This initiative seeks to galvanize local support for Windsor-Essex County grown, produced and processed agricultural products. This initiative leverages the momentum generated through the 2009 campaign, and will continue to highlight the region’s 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 promote 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 Economic Development Corporation. “Agri-business is a major industry and employer in Windsor-Essex, and a very key sector for diversification and growth.”

The success of any “buy-local” initiative is driven by the level of engagement within the agricultural community, and among key partners and stakeholders. The 2010 “Grown Right Here” campaign has benefited from the addition of key local sponsors; Sobeys, Highline Mushrooms, AM800, and The Windsor Star. These sponsors play a critical role in increasing the awareness of local products and help to strengthen the “buy local” movement. In addition to the tremendous level of community and sponsor support, the Hon. Sandra Pupatello, MPP for Windsor-West and Bruce Crozier, MPP for Essex were present to kick-off the event and brought greetings on behalf of the Ontario Government, a key supporter of the regional campaign.

Kristen Callow, Chairperson of the WEEDC’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 look forward to expanding this brand so it is recognized when the consumer ‘looks’ for it on store shelves, on produce boxes, green-house products and in restaurants.”

“We are world leaders in the production of safe high quality food and we do so in a way that protects both the consumer and the environment. Partners such as the Federation of Agriculture’s ‘Buy Local’ program and the Associated Growers ‘Bounty of the County’ will also help farmers communicate with consumers. Windsor - Essex agriculture is the region’s best kept secret. We need to get the word out. 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,” added Warden, Nelson Santos.

Please visit WWW.WELOOKFORLOCAL.CA for more information about the Windsor-Essex “buy local” movement.

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