



Bruce Crozier, MPP Sandra Papatello, MPP

Members of Provincial parliament for Essex, Windsor West

WINDSOR ESSEX IS AT THE TABLE TO PROMOTE LOCAL FOOD

McGuinty Government Supports Local Food Marketing

NEWS

June 12, 2010

Ontario is spurring rural economies and local food sales by supporting marketing projects in Windsor Essex.

With \$50,000 from the Ontario Market Investment Fund, the Windsor-Essex Economic Development Corporation will expand the “Look for Local – it’s worth it” brand, which was launched in 2009. New products will be developed to promote the brand at the farms, wineries, bakeries, abattoirs, retailers, restaurants and others that support its use. Funds will also go to increasing consumer awareness of the brand through website improvements and advertising.

The four-year Ontario Market Investment Fund program has invested more than \$5 million in more than 100 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

“When we buy Ontario, everyone wins. It’s good for farmers and processors, good for families, good for the environment and good for the 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.”

— Sandra Papatello, MPP for Windsor West

“As we move into the third year of the Ontario Market Investment Fund, I am encouraged by the strong support communities across Ontario are showing for promoting and buying local food.”

— Bruce Crozier, MPP for Essex

QUICK FACTS

- The Foodland Ontario program has expanded to include meat, dairy and eggs.
- The agri-food industry contributes more than \$30 billion to the Ontario economy and employs about 700,000 people.

– 30 –

CONTACTS:

Bruce Crozier, MPP
(519) 776-6240

Marion Fantetti
Office of Sandra Papatello
(519) 567-1723