



Ontario

News Release



SAVOUR OTTAWA SETS TABLE FOR LOCAL FOOD

McGuinty Government Ramps up Support for Local Food Marketing

NEWS

May 7, 2009

Ontario is boosting grassroots marketing efforts in Ottawa and strengthening the rural economy by encouraging more residents and businesses to buy locally grown food by investing \$77,000 in the Savour Ottawa program.

Savour Ottawa is an initiative spearheaded by Just Food, Ottawa Tourism and the City of Ottawa to develop and promote Ottawa and area as a premier, year-round culinary destination, with robust offerings of local foods and experiences for both locals and visitors to the area. The basis of this work is establishing a well recognized local brand and accreditation process that can clearly identify local foods in our region, while also ensuring economic development within our local agricultural and food sectors.

The Savour Ottawa initiative will receive funding under the four-year, \$12-million Ontario Market Investment Fund (OMIF) program, which helps develop economic opportunities through trade events, marketing campaigns and industry research initiatives that foster partnerships and collaboration to promote Ontario foods. It is part of the McGuinty government's enhanced investment in 'buy local' initiatives.

On May 10, 2009 an official announcement of the Savour Ottawa OMIF funding will be made at the opening day of the Ottawa Farmers' Market. Ottawa Centre MPP Yasir Naqvi will present Savour Ottawa with a cheque for the \$77,000.

Details include:

10:00 a.m. – Official Opening of Ottawa Farmers' Market

10:20 a.m. – Official Announcement of Savour Ottawa Ontario Market Investment Funding

The Ottawa Farmers' Market is located at Lansdowne Park.

QUOTES

"I am so excited to be able to help promote local farmers, restaurants and retailers through the Savour Ottawa program," said Yasir Naqvi, MPP for Ottawa Centre. "Buying local not only supports our economy, but it promotes healthier and greener living."

"Savour Ottawa is very pleased to be receiving support from the Ontario Market Investment Fund." says Heather Hossie, Coordinator of Savour Ottawa. "It allows us to continue promoting the excellent work that producers, restaurateurs and retailers are doing to increase our consumption of local food."

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QUICK FACTS

- Savour Ottawa was launched in 2008 and now has over 100 farmer, restaurant and supporter members.
- A list of all Savour Ottawa members, their contact information and a ‘story’ about their farm/business can be found at www.SavourOttawa.ca.
- Ottawa boasts the highest percentage of rural agricultural land of any city in Canada.
- Within the city limits are a cranberry bog, three maple sugar bushes, an elk ranch, plus many other interesting vegetable, fruit, meat, honey (and more!) agricultural products.
- The Foodland Ontario program has expanded out from the produce section, to include meat, dairy and eggs.
- The agri-food industry contributes more than \$33 billion to the Ontario economy and employs about 700,000 people.

LEARN MORE

About [Savour Ottawa](#).

About the [Ontario Market Investment Fund](#) program, and the projects it helps finance.

About [Pick Ontario Freshness](#).

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