

A Message From Our Partners



LOOK FOR LOCAL. IT'S WORTH IT.

“On behalf of the WindsorEssex Economic Development Corporation’s Agri-Business Sector Committee we are pleased to promote the “Grown Right Here. Look For Local” campaign for the Windsor-Essex region. In 2009 the WEEDC received an Ontario Market Investment Fund grant to promote buying local to area consumers and to create a stronger demand for local products. Last year’s awareness campaign was a tremendous success and influenced consumers significantly to buy local.

This year the WEEDC is extremely pleased to have the following organizations join us as project partners: Tourism Windsor Essex Pelee Island (TWEPI), Essex County Federation of Agriculture (ECFA), Essex County Associated Growers (ECAG), South Western Ontario Vintners Association (SVOVA) and the Ontario Greenhouse Vegetable Growers Association (OGVGA). Together we will continue to promote locally produced food and beverages, as well as, our region at various events, through our newsletters and websites.

Essex County has an abundance of locally grown produced and processed food. Get to know your local producers, processors, wineries, abattoirs and bakeries. Support local businesses and restaurants that promote, buy and serve our local products. By being aware and buying local products you are supporting our economy and being environmentally and socially responsible. So, “Look for Local, It’s Worth It.”

Joseph Byrne, Interim Chair
Agri-Business Sector Committee



“Tourism Windsor Essex Pelee Island is pleased to be part of an effort to encourage, promote and grow our Region’s culinary sector... a story waiting to be told.

As the southernmost point in all of Canada, we are fortunate to have a climate well suited for producing lush farmlands. At the same latitude as northern California, we are one of the most agriculturally productive counties in the country!

Agri-tourism finds its roots in the Italian term argitourismo - the concept of bringing urban residents to farming areas. A short drive to Essex County gives you the opportunity to experience our local flavor - fresh picked fruits and vegetables, wine from one of our fourteen wineries and a abundance of fresh flowers... all grown locally.

The “Grown Right Here. Look for Local” campaign sends our Region the powerful message to buy local and help support our farmers. From a tourism perspective, food is an important part of a travel experience. Today, visitors want to experience food that reflects an area’s rich culture and heritage. And we can certainly deliver on that.” For more information visit us online at: www.visitwindsor.essex.com

Chris Ryan,
Chief Executive Officer



“The Essex County Associated Growers was formed with the purpose of being one organization in Essex County which could provide an open forum for the growers and shippers of Essex County, provide secretarial services and be a meeting place for commodity groups. Vital to this role was the provision of a singular promotional voice to acquaint the market with Essex County produce. This strong thread of marketing and promotion has been maintained by the Essex County Associated Growers with considerable emphasis on local promotion. The “County Grower” newspaper was established and still flourishes, keeping those in the industry up to date on new practices, techniques and pertinent issues. Our web site matches the public with the local producers of fresh fruits and vegetables. Partnering with the Grown Right Here campaign of the Windsor Essex Economic Development Corporation is a perfect method of showcasing the produce that consumers want to buy and enjoy.”

Ed Verbeke, Chair
ECAG Board of Directors



“The Essex County Federation of Agriculture is a member based organization of Essex County farmers. One of our mandates is to increase public awareness of agriculture and the agri-food system. The ECFA believes that a healthy local economy is dependant on a viable agricultural industry. We developed and launched the “BUY LOCAL Map” to help local farmers showcase their products.



The opportunity to partner with the WindsorEssex Economic Development Corporation’s “Grown Right Here” campaign compliments our efforts perfectly. Locally grown produce is fresh, grown to strict Ontario standards and leaves a smaller environmental footprint that international products. It just tastes better!”

Larry Verbeke, President
and the ECFA Board of Directors

“The Ontario Greenhouse Vegetable Growers are proud to support local initiatives that create opportunities for our members across Ontario.”



“We are pleased to be project partners with the WindsorEssex Economic Development Corporation’s ‘Grown Right Here’ campaign as buying local is critical to our domestic marketplace and essential for local consumers.”

George Gilvesy, General Manager
Ontario Greenhouse Vegetable Growers Association

“Our mandates include increasing public awareness of our wine region, promoting agri-tourism, fostering goodwill amongst all Ontario wineries, working with complimentary associations and businesses, and creating events to showcase the fine wines available at our wineries.”



Tanya Mitchell, Winemaker
Sprucewood Shores Estate Winery

What’s Cooking?

Portabella Mushroom Burger – Vidmar Funghi

A delicious vegetarian option to regular burgers since grilled portabellas have a meat-like texture and flavour.

Place mushrooms in resealable plastic bag. In a measuring cup or small bowl mix wine, garlic oil, thyme, rosemary, salt and pepper. Pour over mushrooms and seal the bag. Marinate at room temperature for 1-2 hours, turning occasionally. Remove from marinade and broil or cook on hot barbecue for 3-5 minutes on each side or until warmed through and softened. Halve the buns and toast or warm on grill; spread cut side of buns with mustard; place lettuce on bottom half of buns, top with grilled mushrooms, roasted red pepper halves and top half of bun. Makes 4 Servings. Variations:- Top each cooked mushroom cap with 1 tbsp (15 mL) chevre (soft goat cheese) and return to grill to warm cheese before placing on the bun.



Blueberry Pancakes – Klassen Blueberries

Ingredients

- 375 ml (1 1/2 cups) all purpose flour
- 15 ml (1 tablespoon) baking powder
- 2 ml (1/2 teaspoon) salt
- 15 ml (1 tablespoon) sugar
- 1 egg
- 450 ml (1 3/4 cups) milk
- 25 ml (2 tablespoons) melted shortening or vegetable oil
- 200 ml (3/4 cup) Fresh Ontario Highbush Blueberries

Instructions

1. Sift together first four ingredients.
2. Beat together next three ingredients.
3. Stir into dry ingredients until almost smooth.
4. Fold in blueberries.
5. Pour batter in preheated griddle or frying pan – use about 50 ml (1/4 cup) batter for each pancake. Turn when bubbles break on surface



Serving

Serve hot with butter and Maple Syrup. Makes 12 - 14 pancakes

Recipe for Summer Blueberry Sauce, used in our sundaes and milkshakes – Klassen Blueberries

Ingredients

- 1/3 cup sugar
- 1 Tbsp cornstarch
- 1/2 cup water
- 1 tsp lemon juice
- 1 1/2 cups fresh or frozen blueberries

Instructions

Combine sugar and cornstarch in a medium saucepan; stir in water and lemon juice; bring to a boil, reduce heat and simmer, stirring constantly until thickened and clear. Stir in blueberries and simmer 2 minutes more. Cool before serving. Makes about 1 3/4 cups.



Note: This sauce may be refrigerated for two weeks or frozen for one year.

Veal Marsala – Hylander Farms

Instructions

1. Coat about 1 lb of veal cutlets with seasoned flour (flour, salt and pepper, to taste).
2. Sauté the pieces in a mixture of 2 tablespoons of olive oil and 1 tablespoon of butter in a large frying pan. Set aside
3. In the same pan, sauté about 3 cups of mixed vegetables (suggested combinations: chopped Garlic, sliced peppers, onions and eggplant ; sliced mushrooms, chopped garlic).
4. Layer the veal and vegetables in a shallow baking dish.
5. Top with a mixture of 1 cup diced fresh tomatoes, chopped parsley and basil.
6. Pour 1/2 cup of Marsala wine over the dish.
7. Cover and bake at 350°F for 45 minutes.
8. Serve with rice or pasta and enjoy.



FARMERS MARKETS

Downtown Windsor Farmers Market www.downtownfarmersmarket.ca

44 University Avenue East (in the former bus terminal parking lot) • Windsor
Hours: Every Saturday from 8:00am to 2:00pm; through until October 30th There will be weekly live entertainment and fun for the whole family! Check the Downtown Farmers Market website for details and vendor information.

Amherstburg Farmers Market www.amherstburgfarmersmarket.com

Malden Community & Cultural Centre (aka Little White Church) 7860 County Road 20 & Howard (CR9), Amherstburg
Hours: Every Saturday from 8:30am to 3:30pm; through until October 30th The bounty is endless... flowers, eggs, meats, fish, vegetables, herbs, fruits, organic products, baked goods, body products, crafts and the list goes on! Produce is “grown right here”, so you can see, smell and taste the difference! Meet the farmers that grow our food.

Lakeshore Market

2742 County Rd. 42, St. Joachim • Contact: Debra Delaurier 519-728-4729 (adjacent to the St. Joachim Diner and Big Scoop Ice Cream Parlour)
Hours: Sat and Sun; 9am to 6pm Buy fresh local produce direct from the farm to your table all ‘Grown Right Here’.

Riverside Farmers Market at the Riverside Sportsmen Club 10835 Riverside Drive E, Windsor • 519-903-0318

Hours: Every Sunday from 8am to 3pm; through until September Come and check out our vendors, farmers, artisans, fish mongers, and bakers.

Windsor Market Square www.windsormarketsquare.com 2109 Ottawa Street, Windsor • 519-253-7374

Hours: Tues to Fri 8am to 6pm; Sat 7am to 4pm; Sun 10am to 3pm If you value freshness and quality, make it to the Market Square and discover the best from Essex County and around the world. Whether you're looking for farm-fresh fruits and vegetables, lean poultry and fish, imported specialty coffees or tasty pastries, you'll find it here.

WINDSOR / ESSEX COUNTY EVENTS

Sounds, Sips, and Bites Every Sunday starting July 4th – September 13th 12pm-4pm FREE ADMISSION

Visit Sprucewood Shores to enjoy live entertainment on the patio and grass overlooking beautiful Lake Erie. Soak in the music and view with a glass of wine, tapas by Caldwells Grant, or a picnic basket!! Check out cooking demonstrations by Chef Laura from Caldwell’s Grant at 12pm every Sunday with an assortment of her delicious tapas! For more information, please contact Sprucewood Shores Estate Winery. 519-738-9253 info@sprucewoodshores.com www.sprucewoodshores.com
7258 Cty Rd 50 W Harrow, ON N0R 1G0 (3 km east of Holiday Beach)

Explore the Shore July 24th and 25th Discover Historic Essex County Road 50

Come and discover all of the wonderful stops along County Road 50. Activities start at 11am, and the special activities offered by participating businesses include: live entertainment, restaurant specials, golf putting competition, ice cream and bake sale, blueberry picking, vineyard and orchard tours, horse carriage rides, face painting and much more! There are 25 participating businesses. For more information and directions please visit www.exploreshore.ca/index.html

Picnic at the Point Sponsored by WindsorEats Saturday July 31, 2010 White Pine Shelter at Point Pelee National Park

Come and enjoy the park and a lunch prepared using local fresh ingredients. Tickets are \$30 (plus tax) and can be purchased at www.windsoreats.com/shop. More details at www.windsoreats.com

Eat Your City August 1 – 7, 2010 Various Locations, Windsor, Ontario

From August 1st to 7th, 2010 visit any Eat Your City participating restaurant and indulge in 3-course meals for lunch or dinner at great values across the county. Each restaurant will offer a unique Eat Your City menu and highlight the diverse and exceptional dining in the region. Visit www.windsoreats.com/eatyourcity for more information.

The Comber Fair August 6 – 8, 2010 Comber, Ontario

Please join us for this fun-filled tradition taking place just a short drive between Chatham and Windsor, Ontario along the 401 route, in the beautiful town of Lakeshore. Fair highlights include: Classic Show and Shine, Miss Comber Fair competition, antique tractor show and many more. Please visit www.comberfair.on.ca/ for more information.

Blueberry Social August 7 – 8, 2010 John R. Park Homestead Conservation Area

Celebrate the blueberry season with crafts, blueberry pie and ice cream sundaes, live music, and games for children. Pick your own berries at the Klassen's Farm just east of the Homestead. Learn all about butterflies in the Homestead garden. 10:00am to 4:00pm Saturday and Sunday.

Leamington Tomato Festival August 18 – 22, 2010 Leamington Marina & Park, Leamington, Ontario

"New" for 2010 Temporary venue at Leamington Marina and Park, 3 day free-family-festival featuring local tomato and agricultural industry; parade; continuous live entertainment; custom car show; "the" Tomato Stomp; children's village; food/crafts vendors; local wine-food pairings; pancake breakfast, Fireman's waterbarrel competition, 5k walk-run; golf tournament; talent-beauty pageant

The Art of Eating Food and Wine Festival August 20 – 22, 2010 Tecumseh, Ontario

The Tecumseh B.I.A. will host The Art of Eating Food & Wine Festival, a thrilling exhibition of local restaurants, wineries and entertainers. Participate in this festival of flavour, which takes place on a beautiful waterfront setting. The foods and wines are truly Essex County’s finest.

Sprucewood Shores Estate Winery: The Art of Eating Food and Wine Festival August 20, 2010 at 5:00 PM to August 22, 2010 at 7:00 PM

The Art of Eating promises to blend the best we have to offer, a fantastic waterfront venue great local bands and entertainment, some of the finest fare of our local restaurants, as well as a varied selection of Essex County Wines. 519-735-5978 rquarascio@tecumseh.ca www.tecumsehbia.com

Wine Trail Ride Sat, August 21, 11am – 12pm Windsor/Essex

Enjoy a scenic ride on your bike to 3 wineries for tastings and enjoy a meal at the final stop. Hours: Cost: 35.00 Windsor/Essexinfo@windsoreats.com www.winetrailride.ca Phone 519-890-5038 for more information.

Tecumseh Corn Festival August 26 – 29, 2010 Lacasse Park, Tecumseh, Ontario

The Tecumseh Corn Festival hosts a spectacular variety of family entertainment, contests and activities including vendor village, carnival midway, festival tent, senior days and parade. The festival is the renowned for the Corn Booth featuring "Tons and Tons of Hot Buttered Corn on the Cob". The community event provides "Four fun filled days of free family entertainment".

2010 Harrow Fair

September 2 – 5, 2010 Harrow Fairgrounds, Harrow, Ontario

Daily Admission: \$7.00, Children 12 and under are FREE. Weekend Passes: Available at Office for \$15.00 which entitles unlimited admission to the grounds for the duration of the Fair. CARTER SHOWS LIMITED will be on hand with rides and games to provide plenty of thrills for the 4 day HARROW FAIR. Thursday, Friday, Saturday and Sunday. The 2010 Harrow Fair theme is It's all About EWE