

A Message From Our Partners



“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 an 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.visitwindsoresex.com

Chris Ryan, Chief Executive Officer

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“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

“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



“Here at Sobeys’ Tecumseh, we carry an abundance of local product both in our fresh departments and in our traditional grocery isles. Being born and raised in Windsor, I not only respect the goal to support “Local” but truly believe we have not only the best products but the best PEOPLE who bring them to market. We look forward to welcoming & hosting the re-launch of the “Local” Grown Right Here campaign and “Celebrate Local and the Region” together at Sobeys’ Tecumseh Mall June 12. We anticipate a day of fun and excitement!”

Lino Tesolin, Store Manager



“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 (SWOVA) 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.”

Kristen Callow, Chair • Agri-Business Sector Committee



“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



Nothing but Natural Goodness.

“These days, consumers are more aware than ever of the negative impacts that pesticides and preservatives can have on their bodies, and many are choosing to be more conscious about the foods they eat. Since 2004, Highline has been growing white, mini bella and portabella mushrooms without the use of pesticides and all Highline farms grow mushrooms without the use of a single pesticide.

Feel good knowing you are supporting locally grown mushrooms and eliminating pesticides from the foods you feed your family when you choose Highline mushrooms.

Show your support and join us in celebrating the Grown Right Here program.”

Elizabeth O’Neil, Chair
Highline Mushrooms



Local Products are available all year round.

To obtain the seasonal availability guide to determine when you can expect regional produce to be available please visit www.welookforlocal.ca or look for this guide in the July issue of this Windsor Star grocery insert.

Where do I buy local?

Visit the Essex County Federation of Agriculture website at www.ecfa@wincom.net to view the “BUY LOCAL MAP” or at www.welookforlocal.ca.

What’s Cooking?

Grilled Asparagus

Ingredients:
1 cup water
1 pound fresh asparagus, trimmed
1/4 cup barbecue sauce

Instructions:
In a large skillet, bring water to a boil; add asparagus. Cover and cook for 4-6 minutes or until almost tender; drain and pat dry. Cool slightly. Thread several asparagus spears onto two parallel soaked wooden skewers. Repeat. Grill, uncovered, over medium heat for 2 minutes, turning once. Baste with barbecue sauce. Grill 2 minutes longer, turning and basting once. Yield: 4 servings.



Notes For easy grilling - place asparagus spears on a double skewer.

Spinach & Cheese Stuffed Portabellas

Try this recipe as an extravagant appetizer, a delicious side dish or as a satisfying main course!

Ingredients:
4 Highline Portabella Grill Caps, trimmed & cleaned
3 tbsp olive oil
4 tomato slices
3 oz goat cheese
3 tsp balsamic vinegar
2 cups fresh baby spinach
Salt & pepper to taste

Instructions:
1. Preheat oven to 350°F (175°C). Place portabellas, gill-side up on a baking sheet.
2. Drizzle with olive oil & balsamic vinegar; bake for 20-25 minutes.
3. Remove mushrooms from oven and top with tomato, spinach and goat cheese. Salt and pepper to taste.



Strawberry Loaf

Ingredients:
3 cups flour
1 1/2 cups sugar
4 eggs
2 cups fresh TREDKI ACRES strawberries, washed, hulled & sliced
1 tsp baking soda
1 1/2 cups sugar
1 1/4 cup vegetable oil

Instructions:
Preheat oven to 350F. Grease 2 loaf pans with butter, vegetable oil or cooking spray. In a large bowl combine all the dry ingredients (flour, baking soda, cinnamon & sugar) in a separate bowl mix together eggs and oil. Beat until mixed well. Add egg mixture to dry ingredients and mix well. Fold in berries and divide batter evenly in to pans. Bake in a preheated 350F oven for about 1 hour. Cool completely then serve with a drizzle of Strawberry Sauce



Strawberry Sauce

Ingredients:
1/4 cup sugar
1/4 cup cold water
1 tbsp corn starch
2 cups sliced fresh TREDKI ACRES strawberries

Dissolve corn starch and sugar in cold water. Add this mixture to strawberries. Heat berries in microwave oven, on high, until berries are tender and sauce thickens, about 6 to 10 minutes. Watch it carefully and interrupt the cooking process every 2 minutes to stir the mixture.

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; June 12th to 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; June 5th to 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 Road 42, St. Joachim
(adjacent to the St. Joachim Diner and Big Scoop Ice Cream Parlour)
Hours: Sat and Sun; 9am to 6pm • Contact: Debra Delaurier 519-728-4729
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; May 23rd to September
12th Grand Opening Event Sunday May 23rd “**The Festival of Flowers**”. There will be annuals, perennials, nursery, landscaping ideas and products. Come and check out our other vendors as well, farmers, artisans, fish mongers, and bakers.

EVENTS

THE CAROUSEL OF NATIONS
June 11th to 13th, 2010 • Fri 6-11 pm; Sat Noon-11 pm; Sun Noon-10pm
www.carouselofnations.ca
Riverfront Festival Plaza, downtown Windsor. Presenting signature headliners complemented by dance, art and other forms of cultural expression, the Opening Weekend of June 11-13 signals non-stop entertainment.

4TH ANNUAL VINTAGE RELEASE AND BBQ Colchester Ridge Estate Winery
Saturday June 26th, 2pm to 7pm
www.colchesteridge.com
108 County Rd 50 E, Harrow. Taste our newest vintages and eat BBQ by local Chef Jeff Wright of To Your Kitchen Catering. Your favourite wines will be available for purchase by the glass. Live jazz and blues by the Eccentric Band. Silent Auction proceeds to charity.

PELEE ISLAND WINERY: Fine Art and Fine Wine
June 26th 10am -5pm and June 27th 11am – 4pm
www.peleeisland.com
Come and see the talent of our local artists as they display their fine art here on our front yard at the winery. Whether you are looking for that unique piece to hang in your living room, or a wine to delight your palette while sitting outside on our patio, you will be inspired. Rain or shine. We will be having our barbecue set up with food and refreshments for sale with all proceeds going towards a local charity. Complimentary wine tastings and free tours all weekend. Free Admission. Wine entertainment and Tapas Sundays Sprucewood Shores Estate Winery Starting July 4th, every Sunday afternoon from 1pm to 4pm, visit Sprucewood Shores to enjoy live entertainment on the patio and grass overlooking beautiful Lake Erie. Enjoy a glass of wine, tapas or picnic baskets of goodies and soak in the music and view. Check out cooking demonstrations at 12pm every Sunday as well. For more information please visit www.sprucewoodshores.com



Thank You

to the following Regional companies and organizations displaying at the Launch!

- Locally Yours
- Ontario Cattle Feeders Association
- Ontario Corn Fed Beef
- Wineries of Essex County
- County Connect
- The Town of Amherstburg
- The Municipality of Leamington
- Highline Mushrooms
- Ontario Greenhouse Vegetable Growers
- The Windsor Star
- Windsor Eats
- Windsor Essex Economic Development Corporation
- Tourism Windsor Essex Pelee Island Twepi
- Town of Tecumseh
- Canada South Western Festival Network
- Point Pelee National Park
- AM 800

Be sure to visit us June 12