

MEDIA RELEASE

August 19, 2010

MUNICIPALITIES PROCLAIM "LOOK FOR LOCAL- IT'S WORTH IT" WEEK FOR THE WINDSOR- ESSEX REGION

AUGUST 30 TO SEPTEMBER 4, 2010

**AMHERSTBURG. ESSEX. KINGSVILLE. LAKESHORE. LASALLE. LEAMINGTON.
PELEE ISLAND. TECUMSEH. WINDSOR**

Windsor and Essex County, Thursday, August 19, 2010- The Agri-Business Sector Committee of the WindsorEssex Economic Development Corporation (WEEDC), with 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 (OGVG) announced today their continued efforts to promote buying local to area consumers by **proclaiming August 30th to September 4th "Look For Local – It's Worth It" week.**

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 Ontario Market Investment Fund grant received by the WEEDC in 2009 and 2010 has provided the exceptional opportunity to promote the "Grown Right Here" brand which positions Windsor-Essex as one of the most productive agricultural regions in North America.

Joseph Byrne, Acting Chair of the WEEDC Agri-Business Sector Committee explained, "We want to keep the momentum going by keeping 'local' top of mind. With the support of the region's municipalities our goal for this proclamation is to encourage consumers to **Look for Local, Buy Local and Taste Local.** There are so many ways individuals can support 'local' by shopping at a farmer's market, choosing local over imported products in a retail store, visiting our wineries and restaurants that serve local products and by purchasing locally produced and processed products."

Chris Ryan, CEO Tourism Windsor Essex Pelee Island and project partner added, "The 'Grown Right Here Look For Local' campaign sends a powerful message to buy local and help support our farmers, producers, processors and wineries. From a Tourism perspective, initiatives such as the local campaign are an important part of a travel experience. Visitors want to experience food that reflects an area's rich culture and heritage, and we can certainly deliver on that."

“The timing of the proclamation coincides nicely with the upcoming visit by the Ministry of Agriculture Food and Rural Affairs who have chosen Windsor-Essex as one of nine Ontario communities to film for an Ontario Market Investment Fund (OMIF) vignette. We understand that the purpose of developing these films is to highlight the communities that have successfully executed buy local food campaigns through an OMIF grant. I can’t think of a better way to show that we are world leaders in the production of safe high quality food, and how important agri-business is to our local economy. The ECFA believes that a healthy local economy is dependant on a viable agricultural industry,” stated Larry Verbeke, President of the Essex County Federation of Agriculture Board of Directors.