

Foodland Ontario Returns to 'Celebrating Healthy Living Expo'

Foodland Ontario and the Federated Women's Institutes of Ontario (FWIO) are joining up once again at Canada's Outdoor Farm Show to promote ways that local food products can be incorporated into a healthy lifestyle.

Visitors are encouraged to stop by the "Celebrating Healthy Living Expo" which includes daily interactive programs, presented by Foodland Ontario. FWIO coordinates the programs and promotes all commodity sectors at the Show, with daily programs ranging from cooking to gardening. Exhibits, demonstrations and presenters promote the quality and diversity of local food products – a perfect tie into Foodland Ontario's mission.

"More and more Ontarians are interested in, and want to purchase fresh, local Ontario foods. When we buy Ontario, everyone wins. We help support our farmers, strengthen our local economies, and protect our environment," says Carol Mitchell, Minister of Agriculture, Food and Rural Affairs.

For more than 30 years, the Foodland Ontario program has been promoting the breadth, depth and variety of Ontario foods. In 2007, the program was expanded to promote Ontario food across all categories – fruits and vegetables, meat, dairy, eggs and specialty products, such as honey.

The familiar Foodland logo is now visible on Ontario food products throughout the province's retail grocery stores. In turn, 96% of Ontario's principal grocery shoppers recognize the Foodland Ontario logo and 85% intend to buy fresh Ontario foods, which is excellent news for Ontario producers.

Attendees at the Celebrating Healthy Living Expo will also learn ways that producers can be more involved in supplying produce to meet this growing demand from health conscious consumers. Organizations that assist with marketing opportunities will be exhibiting and providing information to help producers better meet the needs of the local foods movement.

"We were very pleased with the response from attendees at last year's Celebrating Healthy Living Expo," says Coral Defayette, Expo co-ordinator. "Foodland Ontario plays an important role in Ontario agriculture and we are pleased to have them return to Canada's Outdoor Farm Show."



Foodland Ontario will also be at the Show as part of the Ontario Corn Fed Beef "There's No Taste Like Home" trailer cooking up fresh Ontario foods for attendees to enjoy - from delicious beef-on-a-bun to veggie treats.

Programs in the Celebrating Healthy Living Expo exhibit area run daily from 10:00 am to 3:00 pm on the North Mall - a must see stop for attendees at Canada's Outdoor Farm Show.

Canada's Outdoor Farm Show will be held September 14, 15 and 16, 2010 in Woodstock ON.

For more information visit: www.OutdoorFarmShow.com

