



FOR IMMEDIATE RELEASE

April 17<sup>th</sup>, 2008

## **LOCAL AGRICULTURAL INITIATIVE- FIRST SALE A SUCCESS**

The Local Agricultural Initiative is beginning to fulfil its sales goals, and future prospects are looking good. The first order ever processed through the initiative was delivered April 16<sup>th</sup>, 2008 to Rosedale Golf Club in Toronto.

The Local Agricultural Initiative's first order was delivered to Rosedale Golf Club, one of Canada's most distinguished and prestigious golf clubs, founded in 1893. Executive chef Luther Miller has provided enthusiastic support towards the Local Agricultural Initiative, modifying his menu to accommodate local product that is available. David Roper, Sales and Marketing Manager, is incredibly pleased with the enthusiastic response from the restaurant industry. 'We are all overwhelmed not only by the response we are getting from chefs and restaurants at this time, but the quality of the establishments we are supplying. It is amazing to see something that has been years in planning come to fruition.'

The Local Agricultural Initiative has been overwhelmed with this type of enthusiasm. Chefs and grocers are eager to receive fresh, local produce from a reliable resource as quickly and easily as possible. Most chefs hold a preference for produce and product from Prince Edward County due to the extensive variety of products available, and the mineral rich soil that provides a fresh produce with a unique flavour.

Many local farmers have been equally enthusiastic to participate in The Local Agricultural Initiative. Roper is quick to address the necessity of the support of local farmers. 'All this is possible because of the participation of the agricultural community here in Prince Edward County. The participation of these individuals has provided us with suppliers who have a history of producing a great product, and producing it right.' The initiative provides these farmers with the resources to maximize their sales with minimal additional marketing and logistics. The first completed order was supplied with product from four producers within Prince Edward County, giving Toronto a true sample of what is available in this diverse region. Fresh perch, McIntosh Apples, Maple Syrup and Honey straight from the county will be served at Rosedale this week, thanks to Kendal and Joanne Dewey, Campbell's Orchards, Nyman Farms, and Honey Pie Hives and Herbals.

The Local Agricultural Initiative anticipates nothing but increased demand for local produce and product as the spring season gets underway. While the demand for produce will be high during peak season, the Local Agricultural

Initiative is already looking ahead to ensure that product from Prince Edward County is available to interested consumers twelve months a year. 'There is a significant demand for value-added product as well as fresh produce' says Emily Seres, Logistics Coordinator. 'While meat and dairy products are readily available, prepared foods, condiments, and cosmetics are also high quality products that we are able to provide on a year-round basis.'

The Local Agricultural Initiative is a municipally backed organization founded to help local farmers, growers, and producers access new markets. It is a single order and delivery service with access to the products from many different farm gates. The initiative facilitates the ordering experience for both the client and the supplier. By providing logistical and marketing services to the farmer, new markets are available to family farms, and the hassle of coordinating invoicing, payments and transportation are eliminated. For the client, a multitude of local product is available from a variety of different farms, and all desired product will arrive on one truck, with one invoice.

For more information about the Local Agricultural Initiative, please contact Emily Seres, Logistics Coordinator.

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