



PRESS RELEASE
For immediate release

Buying Local Food Made Easy with *Local Freshness*
Launch during Ontario's Agriculture Week Oct 3-9th, 2016

Ottawa-Gatineau-Renfrew, October 3, 2016 – The Table agroalimentaire de l'Outaouais, Just Food and the Ottawa Valley Food Coop are pleased to launch the first regional portal dedicated to helping eaters find local food products.

On this portal, eaters from Outaouais, Ottawa and Ottawa Valley will find important links in one place to identify local producers and locate where they are selling food – at the farm-gate, at restaurants, and/or online. Indeed, this portal unites for the first time *Savour Ottawa*, *Outaouais Bite Into it!*, *Ottawa Valley Food Coop*, *Outaouais Gourmet Way*, *Just Food's Buy Local/Grow Local Guide*, and *Marché de l'Outaouais*.

All year round many local food products can be found either at the farm, in restaurants, in shops or online. This portal will make life easier for customers wanting to buy local food and experience agro-tourism in our region.

“For the first time, organizations dedicated to the promotion of local producers and local food from both sides of the Ottawa River unite to help customers find local products with one click. The Table agroalimentaire de l'Outaouais is proud to be part of this innovative initiative that brings two provinces closer through one unifying goal: put local food at the center of the customers' plate.” said Sylvain Lefebvre, Chair of the Table agroalimentaire de l'Outaouais.

“A perfect way to celebrate Agriculture Week in Ontario – Oct. 3-9th – we encourage both tourists and residents alike to use this portal as a springboard to visit the incredible farms, farmers' markets and restaurants in our region that showcase regional food. In fact, not just this week, but all year round! Local Freshness allows you keep updated, with regional Buy Local maps at your fingertips, to help plan your next local food adventure”, said Patricia Ballamingie, Chair of Just Food.

“Demand for buying local food online is increasing, and the Local Freshness portal makes finding this option even easier”, said Daniel McCarthy, Chair of Ottawa Valley Food Coop. “From meat and poultry to honey and maple syrup, to frozen and fresh fruits and vegetables, to prepared food and household items, the options from local farmers and processors in this region are growing all the time for year-round product. See for yourself!”

Tourists and residents will be able to visit www.localfreshness.ca as well as follow the initiative on Facebook.

Sponsors of this initiative include Canada Economic Development for Quebec Regions, City of Ottawa and the Trillium Foundation of Ontario – all three funders have been long-standing, strong supporters of local food in this region.

“The support we grant to Canadian businesses that focus on innovation clearly demonstrates our commitment to advancing sustainable growth and prosperity in Canada. That is why we are pleased to support the Local Freshness initiative, which will help local enterprises develop new business partnerships and showcase local products,” stated the Honourable Navdeep Bains, Minister of Innovation, Science and Economic Development and Minister responsible for Canada Economic Development for Quebec Regions.

Local Freshness. Simply delicious!

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