

June 13, 2011

FOR IMMEDIATE RELEASE

GUELPH WELLINGTON FOOD FEST

WHEN: JUNE 26 2011

TIME: 11 AM TO 5 PM



**6th Annual Guelph Wellington
Local Food Fest**

Celebrates the Bounty of our Region-

Public Launch of the *taste real* Food Brand for the Region

Guelph Wellington

Ignatius Jesuit Centre will be the site of the 6th annual Guelph Wellington Local Food Fest, where the public launch *taste real* new local food brand for the region will be featured. Discover local foods available in our region, learn more about agriculture, enjoy a day of inspiration, information, farm-fresh shopping, and entertainment in an idyllic farm setting. *"Come out to enjoy this wonderful event to celebrate not only the diversity of our community but also the diversity of our local food,"* suggests Jim Profit, SJ, Director of Ignatius Jesuit Centre.

Last year, over 1800 people turned out for this family-friendly event and this year promises to be even bigger and better. This year, the event will feature:

- NEW this year – Cooking Theatre sponsored by Bernardin Canning, showcasing cooking demos featuring taste real food grown on regional farms to give you fresh ideas on cooking local and teach you how to preserve some of summer's juicy harvest
- Over a dozen workshops and farm tours, as well as over 50 exhibitors, many of them taste real members
- Wagon rides and strawberry u-pick at Ignatius farm
- a hands-on children's area presented by Everdale Organic Farm and Learning Centre and the Ontario Early Year's Centre
- An eclectic mix of live music featuring many well-known local musicians
- Local culinary delights prepared by some of the region's best-known restaurants and caterer. Plan to have your lunch el fresco and enjoy a scoop of Mapleton's organic ice cream
- A free shuttle bus running from Guelph to the event

Be sure to bring a shopping basket to buy local, farm-fresh products, or stock up on some prepared meals and sweets to take home—from maple syrup to garden plants and strawberries to local bread and beef. All the information about this event can be found at www.guelphwellingtonlocalfood.ca. There are so many reasons for people to source local food, including supporting the local economy, encouraging healthier options and preserving local farm land. Why not come out to the Local Food Fest and build your local food connections.

For more information please contact;

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Guelph Wellington Local Food, an initiative of the Guelph CHC, promotes the accessibility of local food by consumers and industry within the City of Guelph and the County of Wellington, through education, events and the annual publication of the Guelph Wellington Local Food map. Guelph Wellington Local Food works with many organizations and stakeholders to move local food forward.

The event is generously sponsored by Bernardin, City of Guelph, County of Wellington, Guelph Wellington Food Round Table, Organic Meadow, Ontario Natural Food Coop, Organic Council of Canada and the Wellington Waterloo Community Futures Development Corporation