



Possibility grows here.

For Immediate Release

July 28th, 2011

Greenbelt Farmers' Markets bring locally-grown produce to tables across Ontario

– Win Market Bucks, locate nearby markets and more on Greenbelt website –

Toronto, ON. The Greenbelt Farmers' Markets (www.greenbelt.ca) are in full swing this summer and finding a farmers' market nearby has never been easier with a seasonal feature on the Friends of the Greenbelt Foundation's website. The 'Market Finder' section allows customers to enter their postal codes to find nearby market locations. Adding more excitement to the mix this year are Greenbelt Market Bucks, a fun way for families to get into the swing of seasonal eating. From now until September 30th, enter for a chance to win a weekly draw of \$50 in Market Bucks to be used toward purchases at participating Greenbelt Farmers' Market locations. Updated each Thursday, the website highlights seasonal produce features in the 'What's Fresh' section as well as suggested recipes in 'Food Ideas'. Website visitors can watch 'Greenbelt TV' for informative tips and updates, learn about local food sustainability and find out what's happening at the farm. For daily updates, Ontarians can join the discussion on [Facebook](#) and follow [@greenbeltca](#) on Twitter.

Greenbelt goodness – only in Ontario

From Northumberland to the Holland Marsh and south to Niagara, Greenbelt Farmers' Markets offer produce grown in some of the best soil, irrigation and growing conditions in the world. Families, locavores and food lovers alike can enjoy fresh, locally-grown produce in the convenience of their own neighbourhoods while supporting sustainability, promoting energy conservation and helping to protect Ontario's world-class farmlands.

“We know that shopping at farmers' markets gets families eating fresh, healthy meals prepared at home and even learning about how food is grown, something farmers really appreciate,” said Shelley Petrie, program director, Friends of the Greenbelt Foundation. “With over 6,000 farms in the Greenbelt, we are fortunate to have such easy access to all the great things grown and produced in this region,” she added.



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Sample and take home fresh strawberries, field-ripened tomatoes and a variety of seasonal fruits and vegetables, freshly baked goods, specialty and prepared foods, dairy products, meats and more.

Pick up artisanal honey, jams, preserves and confections, handmade botanical soaps and lotions, as well as flowers and plants for the garden. For a complete schedule and a list of seasonal products, visit <http://markets.greenbelt.ca/index.php/market-finder/>.

Shake the hand that harvests

Buying locally-grown and raised food has a lasting impact on sustaining family farms, supporting local rural and urban economies, encouraging agricultural diversity, and promoting sustainable environmental practices. It also secures a predictable and more stable food source for the future and provides a cushion against a vulnerable global food system.

Ontario farmers' markets are an important factor to our economy, generating an estimated \$641 million to \$1.9 billion annually. Visiting a Greenbelt Farmers' Market is an excellent way to educate families and communities about where food comes from, who grows it and why local food production and security is such an important issue. Meet farmers while shopping for more than 200 varieties of fruits, vegetables, dairy products and meats straight from local farms. Find out about seasonal items, specialty items, harvest times and discover the wonderful and diverse products available in your own backyard - visit a Greenbelt Farmers' Market this summer and let the goodness of the farm come to you.

About Ontario's Greenbelt and the Friends of the Greenbelt Foundation

Ontario's Greenbelt is an example of a vibrant multi-use greenbelt that protects significant agricultural and environmentally sensitive lands from development. Underpinned by one of the strongest legal frameworks and impressive political commitment, it provides diverse economic, environmental and social benefits to Ontarians. The Greenbelt is 1.8 million acres of potential to make Ontario a better place.



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The Greenbelt Foundation began in 2005 with a mandate to promote and sustain our Greenbelt as a permanent feature. For more information, visit www.greenbelt.ca, join the conversation on [Facebook](#) or follow [@greenbeltca](#) for updates.

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For additional information or to arrange an interview with a Greenbelt spokesperson, please contact Susan Willemsen, Renee Lalonde or Daliah Hijazi at The Siren Group Inc. Tel: (416) 461-5270. Fax: (416) 778-9047. E-mail: info@thesirengroup.com or www.thesirengroup.com or on Twitter [@thesirengroup](#)