



## MEDIA RELEASE

### Buy Local or Bye Local



**For Immediate Release – March 12, 2009 - 9:45 a.m.**

**Welland** – The City of Welland is encouraging residents, and anyone involved in the food industry, to attend “A Greener Spring” being held Saturday, March 21, 2009, between 8:00 a.m. and 11:00 a.m. at Market Square located at 50 Market Lane, in downtown Welland.

“A Greener Spring” is an initiative to introduce local restaurant owners, catering organizations, and grocers to local producers of baked goods, deli items, and produce. The local food industry is encouraged to attend this event, which is conveniently hosted during the Welland Farmers’ Market hours. Local businesses can meet and discuss potential partnerships with local producers, various organizations that support a Buy Local philosophy, and enjoy some refreshments.

Mayor Damian Goulbourne, a devoted advocate of sustainable communities, will attend the event to endorse the Buy Local pledge and encourage environmentally sustainable initiatives within the community. It is a healthy and vibrant community goal that has driven Mayor Goulbourne to initiate the Good Food Box program in the City of Welland. The Good Food Box program, which is being launched here this summer, is a fresh food distribution program, which has had great success in other regions across Ontario.

“Local farmers, who will grow and produce goods for distribution, will not be the only benefactors of the Good Food Box program”, said Mayor Goulbourne. “Residents who participate in the Program will also benefit by supporting the local economy and by consuming local, fresh, cost-effective produce”, continued Goulbourne.

Mayor Goulbourne encourages residents and the local food industry to attend “A Greener Spring” to better educate themselves on the benefits of Buying Local as well as the effects the community’s purchases have on the environment.

“The Welland Farmers’ Market has been a celebrated tradition every Saturday at Market Square for over 100 years where residents have enjoyed locally grown produce and other locally produced goods at a reasonable price”, states Market Square Coordinator, Bernice Booth. “The event at Welland’s Market Square on the 21st of March will give the local food industry a good opportunity to realize the benefits that Buying Local would have for their business and the local economy.”

“A Greener Spring” will provide an opportunity for the public to receive educational and promotional information about the following organizations and services: Niagara Buy Local, Niagara AgriTourism Centre, Niagara Region Recycling, Niagara Region Smart Gardening, Niagara Culinary Trail, and Welland’s future Good Food Box program.

“Wellanders have always been strong supporters of their community and the “A Greener Spring” initiative is a great opportunity for residents from across the Region to visit Welland, learn about the Good Food Box program, and Buy Local”, said Goulbourne.

For more information regarding “A Greener Spring” please contact Bernice Booth, Market Square Coordinator, at (905) 735-1700 ext. 2334.

For more information regarding the Good Food Box program please view Niagara Region’s Local Food Action Plan at <http://www.niagararegion.ca/government/initiatives/lfap/default.aspx> or view Good Food Box Foodshare at <http://www.foodshare.net/goodfoodbox01.htm>

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For further information contact:  
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