

News Release

January 24, 2012

Local Food Videos Promote Caledon's Good Food Ideas

The Town of Caledon in partnership with Caledon Countryside Alliance, has taken part in the **Growing Good Food Ideas Video Project**. Two videos have been produced to showcase Caledon's Good Food Ideas, highlighting Caledon's food innovators and local "farm to table" efforts.

The videos communicate innovation and opportunity within Caledon's food industry, and are a great tool for assisting the Town's ongoing effort to support the agriculture, hospitality and tourism sectors of the local economy.

"These videos will help to increase the conversation and awareness around Caledon's many businesses that are linked to the local food industry" said Mayor Marolyn Morrison. "Sharing these stories will help promote existing businesses, programs and events and inspire other organizations to start their own good food projects."

This project was done as a collaborative venture with Sustain Ontario, a number of municipal and non-profit sector partners, and Powerline Films. With a contribution of funds from OMAFRA's Ontario Market Investment Fund, these groups have used video to tell the varied stories of just a few of the fascinating sustainable food projects that are being run successfully in Ontario.

The videos will be displayed and shared via the Town of Caledon's and project partner's electronic newsletters, social media profiles and websites.

For more information about the Town of Caledon Economic Development Department, visit www.caledon.ca/edc or e-mail edc@caledon.ca.

For more information about Sustain Ontario, visit www.sustainontario.com.

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