



Toronto Environmental Alliance

For Immediate Release

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## Unique Local Food Guides Tantalize Multicultural Toronto's Taste Buds

TORONTO – Today the Toronto Environmental Alliance (TEA) launched four new guides that help Torontonians buy locally grown food used for African/Caribbean, Chinese, Middle Eastern and South Asian cuisine.

“This is a first for Toronto and Canada,” said Franz Hartmann, Executive Director of the Toronto Environmental Alliance. “Now people from four of Toronto’s key cultural groups have guides that tell them which retailers and local farmers sell fresh, locally-grown foods they use in their cultural dishes.”

“Locally-grown food isn’t just tastier and healthier, it’s also good for the environment,” explained Mr. Hartmann. “Buying locally-grown food means fewer greenhouse gas emissions because the food doesn’t have to travel a long way to get to us.”

The easy-to-read guides display community-based listings and maps of retailers supplying locally grown food in key neighbourhoods for each cultural group.

“As a recent immigrant to Canada, I can tell you these guides fill an important need for new Torontonians,” said Asumani Serugendo, Outreach Coordinator for FarmStart, a group that helps new farmers grow ecologically sound foods. “Newcomers to Canada want fresh, nutritious locally-grown food to cook with, just like they had back home. These guides tell them where they can buy it.”

“We support projects that open new, local market opportunities for Greenbelt farmers and growing non-traditional crops has obvious possibilities for local agriculture.,” explained Shelley Petrie, Program Director with Friends of the Greenbelt Foundation. “The guides also foster an urban, rural relationship around food and portrays the incredible value of the Greenbelt. The guides will create demand for produce grown in the Greenbelt and surrounding areas. This means money in the pockets of our farming neighbours. This, in turn, means important agricultural land in the Greenbelt stays productive: that’s a recipe for a healthier and more vibrant Greenbelt.”

The guides are available for free. Thanks to Toronto Public Health, the guides will be distributed through community health centres across the city. Please call 416-338-7600 to find the nearest location to get your free guide. For bulk orders, please call the Toronto Environmental Alliance (TEA) at 416-596-0660. The guides can also be found online at: [torontoenvironment.org/campaigns/greenbelting/foodguide](http://torontoenvironment.org/campaigns/greenbelting/foodguide).

-30-

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