



## NEWS RELEASE

January 30, 2013

---

### **Hundreds of Local Food Products Available in Campbell River**

The Campbell River *Food Map* is being polished for its spring-time début and already 35 businesses and farms have listed more than 700 locally grown and produced products. These products range from local peppers, berries and other fruit, vegetable and meat products to jams, jellies and dairy. And, there's still time for retailers and restaurants that sell locally grown or produced food to put themselves on the map.

*"There are emerging opportunities for encouraging more local food consumption, as well as culinary tourism in our community"* says Colleen Evans, Chamber of Commerce President and CEO. *"The experience of culturally significant and unique foods that an area has to offer is becoming a vital part of the tourism experience, and the Food Map will help showcase the flavour of Campbell River and promote local businesses."*

The City's web-based *Food Map* is being developed in partnership with the Chamber of Commerce. The *Food Map* will connect community members to local food producers and retailers. It will also profile businesses that carry Campbell River, regional and island-sourced agricultural products.

*"Using the Food Map to buy local food map will help consumers reduce transportation costs and other environmental impacts associated with their food, while supporting local businesses in the community,"* says Councillor Larry Samson, who holds Council's environmental portfolio.

The *Food Map* will also contain an inventory of public and private land available for growing food. Over the next few months, City staff will assess the potential of several municipal properties for small-scale food growing such as community gardens, and urban orchards, and some of these will be listed on the *Food Map* as potential candidates for future community projects. Private land owners will also be able to list property available for small-scale food production or intensive backyard gardening. This land database will help community groups, individuals and new and young farmers find spaces to grow food and share resources.

*"Local agriculture and food are becoming increasingly important in both tourism and our communities,"* says Councillor Ron Kerr, who holds the Council portfolio for culture and heritage. *"Promoting healthier food choices, recognising the growing culinary industry, and highlighting the unique aspects of our local agriculture can help to build and promote our local culture. In Campbell River we have several food-themed local events such as the farmers markets, a wine festival, and the Salmon Festival. With the growing interest in local food, there is likely to be even more in the future."*

If you have products to list on the map, or if you would like to help test the map, please contact the *Food Map* coordinator at [richard.buchan@campbellriver.ca](mailto:richard.buchan@campbellriver.ca). This tool is being made for the benefit of the community; your input helps to ensure the success of the project.

For more information, watch for updates on the Sustainable Campbell River Facebook page, or visit the Green City section of [www.campbellriver.ca](http://www.campbellriver.ca).

###

Contact: Amber Zirnhelt, City of Campbell River

250-286-5742