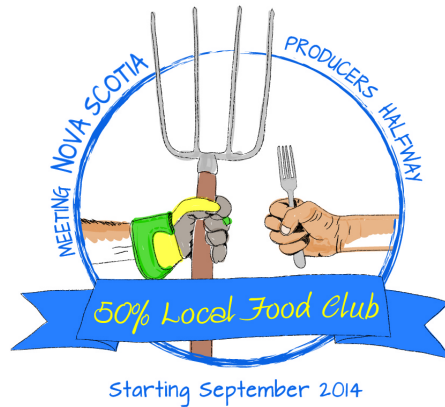


FOR IMMEDIATE RELEASE



50% LOCAL FOOD CLUB
Exciting new initiative whets province's appetite

August 26, 2014 – Halifax, N.S. - From Cape North to Yarmouth, many Nova Scotian communities are answering the call to eat close to home. The 50% Local Food Club, a province-wide initiative aimed to increase purchasing and consumption of locally produced food, is inviting Nova Scotians to source half of their diet from local producers for the upcoming month.

From individuals to families, students to seniors, community leaders to businesses – the initiative has gained wide interest and enthusiasm. According to organizers, families have fast become the largest demographic to sign up. Community leaders have certainly not shied away; Halifax Mayor Mike Savage has stepped up to the plate as have many other mayors as well as MLAs cross the province. Halifax MP Megan Leslie and Honourable Minister Leo Glavine were among the first in the province to commit.

One Nova Scotia community has sunk their teeth into the challenge. The New Glasgow Town Council has joined the 50% Local Food Club and is calling on its citizens to do the same. Lisa MacDonald, Chief Administrative Officer of New Glasgow, explains “Supporting our local producers is supporting our local economy.” For that reason, the Town of New Glasgow has been a core partner of the New Glasgow Farmers Market since the beginning. According to MacDonald, farmers' markets not only provide citizens and communities with healthy eating choices, but they also act as business incubators for new and emerging local food producers and artisans. All this keeps the dollars in the community, while supporting local business and the economy of Pictou County,” MacDonald proudly states.

And for every local food enthusiast like MacDonald, there are many more Nova Scotians yet to discover what our agricultural sector has to offer. The 50% Local Food Club initiative provides participants with the resources, support and *inspiration* necessary to eat a more local diet. Registrations continue to roll in with the initiative kicking off on September 1st.

Many restaurants and retailers are also expressing interest in the 50% Local Food Club, participating in various ways. Sydney restaurant Flavor on the Water, specializing in locally sourced food, is offering a 15% discount to club members for the month of September.

"We are thrilled with the response!”, says Keltie Butler, Executive Director of Farmers' Markets of Nova Scotia and one of the initiative organizers. "I suppose we shouldn't be surprised – we are all eaters!"

To register and to learn more visit nslocalfoodclub.wordpress.com.

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