

Hungry for a challenge? Local Nova Scotia food initiative returns September 2015

August 19, 2015 – Halifax, N.S. - The 50% Local Food Club, a made-in-Nova Scotia initiative aiming to increase the purchasing and consumption of locally produced food, is once again asking Nova Scotians to — literally — step up to the plate. The tasty challenge? For people to source 50% of their diet from local producers for the entire month of September. By committing to eat 50% locally, Nova Scotians will put money directly into the pockets of local food producers while enjoying the delicious bounty of food grown close to home.

Last September, the 50% Local Food Club called on Nova Scotians of all ages to rethink their relationship with food. More than 3,000 Nova Scotians answered the call, committing to source 50% of their diet from local producers for the month. Among those community leaders who took up the challenge were Mayors Mike Savage and Pam Mood, Ministers Leo Glavine and Keith Colwell, as well as Deputy Premier Diana Whalen, Halifax MP Megan Leslie, and the entire Town Council of New Glasgow.

Keltie Butler, Executive Director of Farmers' Markets of Nova Scotia and one of the initiative's organizers, expects last year's participants are hungry for more. She is also looking forward to many new names being added to the club this year, with registration open now. With the goal of registering 5,000 participants, engaging Nova Scotians from Yarmouth to Cape Breton, and reaching eaters of all ages, the 50% Local Food Club invites us shop, eat and celebrate local.

“Eating local — especially in September — is an appetizing endeavour and a win-win situation. It puts money into our local economy and strengthens our local food system, and it also tastes delicious,” says Butler. “The 50% Local Food Club is a perfect excuse to indulge in local food, and to take the time to shop, prepare and savour the tastes of our beautiful province.”

Please visit nslocalfoodclub.wordpress.com for further details and to join the club.

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Members of the media may also wish to set up interviews with last year's participants. To do so, please use the contact information below.

About Farmers' Markets of Nova Scotia

Farmers' Markets of Nova Scotia (FMNS) is a cooperative of farmers' markets from Cape Breton to Yarmouth. Since 2004, FMNS has been working on behalf of farmers' markets and their vendors, producers and artisans. FMNS is a leader in training, community building, cooperative marketing, research and advocacy for farmers' markets.

About Your Local Farmers' Market

To learn more about upcoming events at your community farmers' market, and to set up interviews with market staff and local vendor producers, please use the contact below.

Contacts

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