



FROM LOCAL FIELDS TO LOCAL PLATES IN WELLINGTON AND WATERLOO

Annual Source It Here Event to Focus on the Value of Local Food and the Importance of Food Industry Partnerships

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FOR IMMEDIATE RELEASE

Guelph Wellington - A cross section of local food industry professionals including farmers, producers and chefs will gather in Guelph Eramosa next month to learn more about how to successfully get more local products on local plates. **Source It Here will take place Monday, February 8 at the Ignatius Jesuit Centre from 11:00 am to 4:00 pm.** The day will feature guest speakers, a panel discussion and networking opportunities, an “Ask the Expert” session where attendees can get up close and personal with the guest speakers, and a marketplace that will feature local businesses and organizations, their food products and services.

The keynote address at Source It Here will be delivered by Dr. Sylvain Charlebois – Professor at the University of Guelph’s Food Institute, who will speak on **The Business Case for Local Food: From the Margins to the Mainstream.**

“What’s happening to agriculture these days is a continuing recalibration between supply and demand,” says Dr. Charlebois. “We’re merely going through a transition period in our food production and distribution systems. While no one knows how things will evolve, we’re definitely seeing the beginning of a new world order in food, including an enhanced interest in short-circuit food procurement.”

Joining Dr. Charlebois on stage will be Julia Gilmore from the Ontario Culinary Tourism Alliance, who will speak on **Leveraging Food Tourism to Grow Your Business.** New this year is a “Connecting the Dots Panel Conversation” with local food entrepreneurs including:

- Ben Sachse (Elora Brewing) and Leslie Zinger (Top Market Meats)
- Mark and Cindy Gerber (Oakridge Acres)
- Keirra Reid (Little Mushroom Catering)

The Panel will also include representatives from VG Meats, Gryph N’Grille Food Truck, a health practitioner and farmer.

“There is an abundance of farm, fresh and local food that is grown and prepared throughout Wellington County and Waterloo Region”, says Christina Mann, Coordinator for Taste Real “The key is making connections with the right people who have the knowledge and expertise in getting the food to local tables”.

This event is open to all businesses, organizations and individuals interested in making connections to local food in our region. Detailed information including online registration is available at www.tastereal.ca or www.foodlink.ca.

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For more information, please contact:

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