

PRESERVING COMMUNITIES

SUPPORT LOCAL BUSINESSES AND MERCHANTS

Most people think of sweet berries and plump field tomatoes when considering the buy local proposition, but, in fact, the concept can be applied to just about any purchase you make.

Buying local can extend to supporting businesses and merchants in your local neighbourhood or community.

According to a 2013 Business Development Bank of Canada (BDC) study, a majority of Canadians now make an effort to buy local or Canadian-made products. Here's why buying local benefits you — and everyone around you.

JOBS

Local businesses produce jobs for the local community. According to a Sustain Ontario document, if every household in Ontario spent \$10 on local food there would be an additional \$2.4 billion in the local economy at the end of the year and 10,000 new jobs.



SHUTTERSTOCK

FOOD SAFETY

The BDC study showed that international food safety incidents have caused concern.

"We have the best safety and traceability

food systems in the world," says Brian Gilvesy, co-chair of the advisory committee, Sustain Ontario, and a cattle farmer in Norfolk County in Ontario.

ECONOMY

According to the BDC study, a locally owned businesses can directly recirculate up to one-third of its revenues in the community. Local companies tend to use local suppliers.

COMMUNITY

Local businesses help preserve the unique character of neighbourhoods. Buying locally provides the opportunity for personal interactions, too, with the farmer, shopkeeper, artist, etc.

HEALTH

Buying local means you are getting the freshest, best quality, in-season products. Locally grown foods provide the maximum nutrients — and taste — for the dollar, says Christina Mann, Taste Real co-ordinator, County of Wellington.

ENVIRONMENT

Along with reducing carbon emissions created when food is transported long distances, "Canadian farmers are world class stewards of the land," Gilvesy says.

For example, pollination is important if you are a farmer growing food and you will make sure that the appropriate floral resources are out there for bees to survive.

New vendors round out Pickering farmers' market

What's new at the Pickering Town Centre Farmers' Market?

With more than two dozen vendors at the outdoor community market showcasing local seasonal produce and delicious prepared foods,

there's always something new to discover and enjoy.

New vendors include Tawse Winery from Vineland, Ont. (providing tastings), Smoke's Poutinerie food truck and Diana's Delicious

Dog Treats (your dog will love what's on the menu). British Baked Goods and Cracklin' Kettle Corn also recently joined the market, and Heritage House's food truck will be there beginning Aug. 14.

The market — now in its fourth year — hosts farmers who are all from within 100 kilometres of Pickering, and seasonal produce includes berries, kale, and beets.

There's also meat and poultry, maple syrup, fresh flowers, and specialty homemade food products. Local artisans display their arts and crafts,

and there's live entertainment on special event days.

"It's a delicious and delightful way to spend the day," says Lorna Murphy of Pickering Town Centre.

The non-profit event also gives back to the community, supporting the Salvation Army and St. Paul's on the Hill food banks.

"The community is encouraged to donate non-perishable food items to the food drive," says Murphy. Last year, more than 10,000 non-perishable food items were collected.

The farmers' market at Pickering Town Centre is held every Tuesday from 11 a.m. to 6 p.m. until Oct. 14.

Visit pickeringtowncentrefarmersmarket.ca.

PICKERING TOWN CENTRE
Farmers' Market
BRING THE FARM HOME.
TUESDAYS 11AM - 6PM UNTIL OCTOBER 14TH
ENTRANCE 4, EAST PARKING LOT
Fresh Fruit & Vegetables • Baked Goods • Honey • Fresh Flowers • Cheese
Donate non-perishable food items & support local food banks.
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GREEN BELT
DURHAM SUSTAINABILITY
Pickering Cares
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