



PREMIER'S AWARD FOR
AGRI-FOOD INNOVATION EXCELLENCE

Award Recipient



For Immediate Release
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100 Mile Market receives Premier's 2009 Agri-Food Innovation Excellence Award

100 Mile Market co-founders Albert Knab, Paul Knechtel and Chris McKittrick were honoured to receive the Premier's Agri-Food Innovation Excellence Regional Award, presented by The Honourable Carol Mitchell, Minister of Agriculture, Food and Rural Affairs.

The ceremony was held in Wingham ON on May 26th, and in her comments, Ms Mitchell remarked;

“100 Mile Market has successfully become a crucial link in the Waterloo region food production chain, improving farmers' margins and providing restaurants, hotels, caterers and food service outlets with the timely delivery of a consistent, high-quality supply of local products. There is currently a roster of 110 producers, and a product list of fruits, vegetables, meats, dairy and grains that tops 1,000. By dealing with sales, marketing, distribution and logistics, 100 Mile Market has also freed up the farmers' time to concentrate on what they do best - produce food.”

Albert Knab, who farms 100 acres, and whose frustration at finding a viable, sustainable method of delivering local food to consumers inspired the development of the business model with Knechtel and McKittrick, noted “it is gratifying to be recognized now that we are in our third full year of providing a unique mechanism that's a win-win for our farmer / producers, food service and retail customers, rural renewal, and the availability of safe, healthy, nutritious local food. Since the Minister prepared her comments, we have grown our producer roster and product listings, and now cover Niagara, the GTA and soon eastern Ontario, and will be launching Fresh at Home home delivery in selected markets in the coming weeks”

100 Mile Markets Ontario Inc is a local food distributor which performs the sales, marketing, logistics and distribution function for a roster of over 135 producers and deliver over 1,200 local proteins, fish, produce, dairy products and prepared foods within a 100 mile radius of a city to chefs, caterers, food service companies and institutions. All perishable products are delivered fresh, not from inventory, and the food is truly fresh, **Local Food....Guaranteed.**

For more information, please contact:

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