

Albertans encouraged to take part in Alberta Local Food Week

The week-long celebration of Alberta food and food producers runs August 11 to 18th, 2019

ALBERTA, July 23, 2019 – Alberta’s farmers’ markets, U-picks and farms that sell to consumers right at their farm gate have a host of events and activities planned for Alberta Local Food Week, the second annual celebration of Alberta food and food producers, running August 11th to 18th inclusive.

The Alberta Farmers’ Market Association (AFMA) and the Alberta Farm Fresh Producers Association (AFFPA) and their respective members have teamed up to celebrate Alberta Local Food Week. “If you are looking for something to do with your family or friends to celebrate Local Food Week, pay a visit to a farmers’ market, U-pick or participate in a farm tour in your area,” says Willard De Wilde, Chair of the Board of Directors for AFFPA. “Many of these markets and farms have special events, tours and activities planned for Alberta Local Food Week and you can get the details at www.albertalocalfood.com.”

How can Albertans participate in Alberta Local Food Week?

- Visit a farmers’ market with your family. Take the time to talk to vendors, learn more about their products and try something new.
- Jump in the car and get your family to a U-pick or participate in a farm tour organized through Open Farm Days (happening August 17 and 18 at www.albertafarmdays.com).
- Make a meal with ingredients grown in Alberta, ask your local grocery store what produce is locally grown and sourced, or dine at an independent restaurant in your area known for sourcing ingredients from local farmers and growers.
- Share how you eat local and support Local Food Week on social media, using the hashtag, #ablocalfood.

Does shopping and supporting Alberta local food really matter? “Yes. Farmers’ markets, U-picks and buying direct from a farmer are great ways to diversify our economy, make fresh local food more accessible, ensure the families who make and grow our food prosper and thrive,” states Dan Young, Board Chair for AFMA. “We have set aside one week to celebrate Alberta grown and made food but we believe we should be embracing, buying and supporting Alberta food year-round.”

To learn more about Alberta Local Food Week, visit www.albertalocalfood.com.

-30-

For interviews and more information, contact:

Willard de Wilde
Chair, AFFPA Board of Directors
www.albertafarmfresh.com
Phone: 403-308-1196
skyviewacres2007@gmail.com

Dan Young
Chair, AFMA Board of Directors
www.albertafarmersmarket.com
Phone: 780-292-0615
dan_young@shaw.ca

