



Gazette photo by Jason Parks

Farm Hands ? – Councillors (from left to right) Gord Fox, Paul Morris, Monica Alyea and Economic Development Officer Dan Taylor, Robert Quaiff, and Brian Marisset look ready for the fields at the Harvestin' the County media day. The EDO and Taste the County have created a 31 day campaign to promote buying local produce.

Dive into county bounty

Harvestin' the County is looking for your participation

By Jason Parks
Gazette Staff

Harvest time is almost here.

And for the County's fresh market food producers and their supporters, this harvest should be very satisfying.

Harvestin' the County is a 31 day agricultural awareness campaign created by Taste the County and the municipality's economic development office aimed at county residents to buy local and eat fresh, and at the same time, put some more money in the pockets of Prince Edward's produce farmers in the month of August.

"Did you know there are over 2.3 million meal occasions (three meals a day x 31 days x 25,000 people) to be had in August by Prince Edward County residents? Imagine the financial impact that could have on farmers if all those meals were made up of locally grown food," Dan Taylor, Economic Development Officer for Prince Edward County, said at the recent *Harvestin'* media day.

"This campaign is about community and all about showing support and it's real easy to show support – just buy local," he noted.

The event is a unique one through the EDO office and Taylor said he was looking for a way to really positively impact county agriculture in a meaningful way.

"I think the difficulty in agriculture worldwide, let alone local, is a big economic challenge," Taylor said

regarding the issues facing farmers today.

"I've been looking for something that will have an economic impact as opposed to smoke and mirrors, so hopefully this idea is the start of where we are going to make a tangible difference. Prince Edward County wouldn't be Prince Edward County without agriculture and we don't want to lose it, and we can't afford to lose it. I think this is going to be a good...I mean who doesn't want to eat fresh and local and maybe we can have some fun with it," Taylor added.

Taylor acknowledged the event wouldn't address issues in other sectors of agriculture, (ie grains and oilseeds) but it was a start.

When compared to the other major campaigns the EDO and TTC have worked together on in 2006 (Maple in the County, Birding, etc.), this effort is contrasted in that it appeals to local county residents and not trying to attract tourists to Prince Edward County.

Executive director of TTC, Rebecca LeHeup-Bucknell, said the organization does more than just try and draw people to the place that was once known as Canada's foodbasket.

"We don't just work on things that are tourism oriented, Farmer's Faces, for example is an initiative we have

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Support County farmers by eating and buying locally grown food this August!

Harvestin'

of all products please visit our website to participate in Harvestin'

Make time to stop by the Harvestin' the County parade Sunday August 2nd 11:00am to 2:00pm at Elmfield's Mini Depot

the County

Connecticut's Harvestin' the County website is (619) 978-2796 or www.harvestinthecounty.com

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