



ONTARIO SUPPORTS FEAST ON

Ontario Culinary Tourism Alliance awarded Local Food Fund dollars to support Feast ON

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Ontario Culinary Tourism Alliance
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Toronto, ON -- The Ontario Culinary Tourism Alliance is pleased to announce that it has been awarded \$113,500.00 from the Local Food Fund for a "Feast ON - Certified Taste of Ontario" Consumer Marketing Campaign. The campaign will be focused primarily on digital media including YouTube, Google, Facebook and Twitter campaigns.

"Through support of the Local Food Fund from the Ministry of Agriculture, Food and Rural Affairs, we will be able to grow and enhance our Feast ON program, promoting Ontario restaurants that are committed to showcasing Ontario's taste of place" said Rebecca LeHeup, Executive Director of the Ontario Culinary Tourism Alliance.

The Feast ON program recognizes restaurants of all shapes and sizes, from food trucks to fine dining, that source, celebrate and promote Ontario food and drink. It is a criteria-based program that looks at a business's procurement, its regional partnerships and its community participation.

"It is great to see the Ontario Culinary Tourism Alliance working to boost the demand for food that is grown, harvested and made across the province. By supporting Ontario's agri-food sector we are helping our farmers, strengthening rural communities and growing our economy" said the Hon. Jeff Leal, Minister of Agriculture, Food and Rural Affairs

Ontario's agri-food sector contributes about \$34 billion to the province's economy and supports more than 740,000 jobs across the province. The Local Food Fund is part of the Ontario government's broader local food strategy to promote the good things that are grown, harvested and made across the province.

For more information, visit: feaston.ontarioculinary.com

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About the Ontario Culinary Tourism Alliance

The Ontario Culinary Tourism Alliance, along with its member destinations, is leading efforts in research, education and product development to promote the growth of the industry. Our ambition is to contribute to Ontario's goal of doubling tourism revenue by 2020. With this philosophy, we aim to move Ontario into the forefront of the culinary tourism industry.

