



March 13, 2007

Heat up International Earth Day with *Farmers Feed Cities!*

GUELPH, ON—Ontario Farmers are ringing in International Earth Day this March 20 with a promotion of a winter staple made from wholesome Ontario ingredients: chili.

“Heat up with Chili” is a promotion showcasing the meal to represent foods grown by Ontario farm families and their commitment to responsible environmental practices.

“Farm families make our living off of the earth, so we recognize the importance of taking really good care of it,” says Leo Guilbeault, Chair of Ontario Grains & Oilseeds. “Everything we do – the way we plant our crops, how we treat them, and how we manage waste – has huge implications on whether or not our land will continue to produce safe, quality foods.”

Throughout the month of March *Farmers Feed Cities!* is taking the opportunity to share information about how Ontario farm families care for and celebrate the environment. A 52 per cent reduction in pesticide use spanning two decades, changes in planting techniques that reduce carbon, and the fact that more than two-thirds of farm families have Environmental Farm Plans – voluntary, peer-reviewed assessments that promote positive environmental farm practices – are just a few examples of how Ontario farmers are helping the environment.

Visitors to www.farmersfeedcities.com are invited to submit their favourite chili recipes to be posted online. Anyone submitting a recipe will qualify for a draw for a *Farmers Feed Cities!* merchandise prize pack.

In addition, visitors can explore “recipes” for their own events to involve their communities. Supporters are encouraged to spread the word by organizing *Farmers Feed Cities!*-themed chili promotions in their own community, at work, at school, at home, or even their local diner.

“We’re in the home stretch of cold weather before farmers will begin planting their crops again,” says Guilbeault. “This is a positive way to celebrate our connection with the earth, and the locally-grown food ingredients such as Ontario-grown beans, tomatoes, and meats.”

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Contact:

Leo Guilbeault, Chair, Ontario Grains & Oilseeds, 519-796-2289

For media assistance, contact Lisa McLean, 519-767-4132 or info@farmersfeedcities.com