



Ontario AgriCentre, Suite 201  
100 Stone Road West  
Guelph, Ontario N1G 5L3

For Immediate Release

## ***Press Release***

# **Farmers Celebrate Food Freedom Day**

Guelph, Ontario, February 11 -- On February 12, only 43 days into 2010 the average Canadian has already earned enough income to pay their individual grocery bill for the entire year.

On Food Freedom Day, producers across Canada will celebrate their role in providing some of the safest, high quality and inexpensive food in the entire world. While this is good news on one level there is a growing concern put forward by farmers in regards to the sustainability of our food production system as it stands today.

In many parts of the world food costs are significantly higher than they are here in Canada. The Organization for Economic Co-operation and Development (OECD) reports that other member countries spend an average of 8.3 percent more of their disposable income on their annual grocery bill than Canadians. Australians spend 12.7 percent more, Japan spends 35.7 percent more, and Mexicans spend over 125 percent more of their disposable income on food than Canadians.

Within our own country agriculture is often an industry that is overlooked or misunderstood. It seems as though as long as safe, high quality, affordable food keeps showing up on grocery store shelves there is nothing to be concerned about. It is important to remember that prices of many agricultural commodities have been volatile and our Canadian farmers are in fact bringing home a very small percentage of consumer's food dollars taken in at the grocery store.

Next time you're in the grocery store remember Ontario's farmers and show your support by buying local.

### **About Farmers Feed Cities!:**

*Farmers Feed Cities! is an agricultural awareness campaign that seeks to make a stronger link between farm and non-farm families in Ontario. Farmers Feed Cities! is proudly lead by Ontario Grains & Oilseeds, the commodity organizations that represent farmers who grow corn, wheat, soybeans, seed corn, coloured beans, white beans and canola in Ontario.*

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For more information please contact:

Jenny Van Rooy – Farmers Feed Cities! Campaign Coordinator

Phone: (519) 767-4132

Cell: (519) 820-0670

Email: [jenny@farmersfeedcities.com](mailto:jenny@farmersfeedcities.com)