



Possibility grows here.

For Immediate Release

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Ontariofresh.ca Now Open for Registration

- New website grows the Business of Local Food -

(Toronto, Ontario) - Great news! Starting today, a groundbreaking online marketplace will be available for registration to help everyone involved in local food grow their business. Whether a farmer, producer, chef, caterer, buyer or foodservice distributor, **Ontariofresh.ca** will provide new opportunities to source local food quickly and easily.

The site will provide buyers with the opportunity to find new local food sources that are right for their business. While, farmers will be able to make new business connections with buyers who are interested in the products they raise and/or grow.

"Ontariofresh.ca will provide new economic opportunities and benefits for our agribusiness community," commented Burkhard Mausberg, President of the Friends of the Greenbelt Foundation. "Now is the time to make changes to help more Ontario food reach our public institutions and beyond."

Information collected on the **Ontariofresh.ca** site will help to populate it with four profile types: farmers, buyers, distributors and friends/supporters. Via a short survey profiles will be built that address questions such as, location, availability, seasonality, traceability and more. The business focus of the site will make connections between buyers and producers, building a community that celebrates Ontario food.

Throughout the spring and summer, information will be collected and profiles built to prepare for the full Ontariofresh.ca launch in September. Pre-registration opens today online at **Ontariofresh.ca** or by calling 1-888-249-9399 or 647-426-8420.

Don't wait, join today!

Friends of the Greenbelt Foundation:

Ontario's Greenbelt is over 1.8 million acres of green space, farmland, vibrant communities, forests, wetlands, and watersheds – all permanently protected by world-leading legislation. In return, the Greenbelt gives back much to Ontario, providing \$5.4 billion to Ontario's economy through farming and food production, and \$2.6 billion in ecosystem services annually.

The Friends of the Greenbelt Foundation is working to help farmers in the Greenbelt be more successful; to protect and enhance natural features; and to strengthen local economies. To learn more about the Friends of the Greenbelt Foundation, please visit www.greenbelt.ca.

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