

**MEDIA RELEASE – for release Friday, April 12, 2013**

**EcoSuperior Receives Ontario Trillium Foundation Funds for Food Strategy Project**

The Ontario Trillium Foundation has awarded \$212,000 in funding to a collaborative project supporting the development of a Food Strategy for Thunder Bay and area. OTF funding allows for the hiring of a coordinator, as well as development of educational materials, a communications plan, events and pilot projects over the 3-year period of the grant.

The Coordinator, to be hired through EcoSuperior, will facilitate the work plans of Steering Committee Working Groups focused on the different 'pillars' that will build the Strategic Plan: urban agriculture; school food environment; public food procurement; food distribution, storage and marketing; new farmer mentorship; and wild foods.

“We are pleased to be able to provide administrative support to help this project move forward,” said Ellen Mortfield, Executive Director at EcoSuperior. “The Food Strategy is an important step toward sustainability in Thunder Bay and area.”

The Food Strategy Coordinator will work with a Steering Committee comprised of the City of Thunder Bay, surrounding municipalities, Thunder Bay District Health Unit, Fort William First Nation, the Thunder Bay Federation of Agriculture and other stakeholders.

The purpose of the 3-year Food Strategy project is to develop and implement a strategic plan for improving people's access to safe, healthy, locally-produced food, following the Thunder Bay Food Charter adopted by Thunder Bay City Council in 2008. The Food Strategy will work towards a food-secure environment by increasing local food production, processing, and procurement; decreasing food miles to transport food; improving market share and public value of locally-produced food; introducing public policies in support of local food production and purchasing; and demonstrating collaborative initiatives to integrate local food into consumer patterns through pilot projects.

A leading grant-maker in Canada, the Ontario Trillium Foundation strengthens the capacity of the voluntary sector through investments in community-based initiatives. An agency of the Government of Ontario, OTF builds healthy and vibrant communities. To learn more, please visit [www.otf.ca](http://www.otf.ca).

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