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FOR THE FIRST TIME, MORE THAN 1000 ACRES OF FRESH, LOCAL SUSTAINABLE PRODUCE FROM ONTARIO'S SALAD BOWL, THE HOLLAND MARSH, IS AVAILABLE IN STORES AND INSTITUTIONS ACROSS THE GTA

(Toronto: Oct 6, 2009) "This harvest season we are celebrating that we have crossed the 1000-acre mark of LFP Certified Local Sustainable produce in the Holland Marsh," says Lori Stahlbrand, President and founder of Local Food Plus. "When we launched our program three years ago, the idea that Toronto could have access to large quantities of sustainably produced food from its own backyard was barely on the radar. Today more than 15% of the Holland Marsh is LFP Certified and we're heading to the tipping point."

"The Holland Marsh is one of the most productive agricultural areas in Canada, but also one of the most complex because of its unique characteristics," says Burkhard Mausberg, President of the Friends of the Greenbelt Foundation. "We are pleased to have been able to fund the development of the first standard in Canada for local sustainable production on muck soils."

"It has been a double win for us," says Jamie Reaume, Executive Director of the Holland Marsh Growers Association. "Our farmers have always been at the leading edge of innovation in food production. Now we're at the leading edge of finding new markets in our own front yard. Being LFP Certified Local Sustainable has helped us identify the benchmarks for sustainability and win appreciation for our efforts."

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Your link for local sustainable food

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