



Holland Marsh – A reminder from Ontario’s Soup and Salad Bowl

Welcome to the first of seven video clips that are being brought to you by the Holland Marsh Growers’ Association (HMGA) – and it is our belief that these educational clips will showcase an area that has been around for nearly 100 years; is recognized around the world for productivity and economies of scale; has a diversity found nowhere in Ontario; and yet, it exists on no map of Ontario. It is renowned for its organic-like soil, its black soil responsible for the creation of both a unique microclimate and the ability to produce safe, quality products, and its farmers working side-by-side, without fences, in a community-like setting.

Welcome to the world of the real, the Holland Marsh – Ontario’s soup and salad bowl – an area that has seen turmoil, hurricanes, tornadoes, and yet comes back each and every year in a way that renews the spirit of agriculture and peaks the interests of locals. It is this province’s crown jewel of food production and an area where growth takes place literally in the shadow of the largest city-state in Canada: Toronto. The Holland Marsh is one of only a handful of icon landmarks within the Province of Ontario (the others being Algonquin Park, the Bruce Trail, and Niagara Falls).

With each week, a new clip will be showcased – building up to a major announcement in mid-September from the Holland Marsh Growers’ Association. Stay tuned.

As for this first clip, it is an introduction to the Holland Marsh and its farming community – and one that the HMGA feels is appropriate at this time. Why? Perhaps it is because of the ever-growing interest in connecting back to one of four essential components to human existence: food. People, most three generations removed from any farming background, are more interested today in food than ever before – and that growing pressure from local foodies, from the buy local movement, is forcing dramatic changes across the entire stakeholder system – from retailers to government.

Rather than be an isolating factor, Holland Marsh farmers have become part of the solution to some of the immense challenges facing Ontarians. Farming is more than food; it is fibre, fuel, even construction and industrial resources. And we are renewable. Farmers are carbon catchers and oxygen distributors. In an era of high cost North American societies, we have become more efficient in everything that is done – including the usage of chemistries, water, fuel, and land. And we are environmentally-friendly with growing practices ensures clean water; safe, healthy, and nutritious food. Farmers have long been touted as Stewards of the Land – but the Holland Marsh Growers’ Association is reminding our consumers, our fellow citizens, that we are much more – to both you and our society. We are the cornerstone of human existence – and nowhere is that shown more than in the

Holland Marsh
Vegetables --
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Holland Marsh. And it is yours because it is in your backyard. Visit sometime and view it up close – not speeding north to the cottage, but in a leisurely tour that will highlight cutting edge technology against the backdrop of virtually the oldest profession known to man. Farming and food – the Holland Marsh brings it all together for you.



Without further ado, here is the first clip. Enjoy at your leisure – and we'll be bringing you another next week. This clip will also be put up on the Holland Marsh Growers' Association website (www.hollandmarshgold.com) and its YouTube channel. Feel free to pass it on – all of them. Until next week . . .



1st vid - Feeding the Golden Horseshoe & Beyond
<https://vimeo.com/channels/561042>



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