

Media Advisory

June 13, 2009

Comox Valley Celebrates Opening of First 100% Local Foods and Products Grocery Store

Foodies' Dream Day with Launch of Brambles Market and the 2009 Growers Guide, Saturday, June 13, 2009

What: The grand opening of Brambles Market, the first grocery store of its kind to sell only locally grown, raised and made products.

Where: 244 A 4th Street Courtenay, BC

When: Saturday, June 13, 2009.

9:30 a.m. – 2:30 p.m.

Food tasting and demonstrations by local growers and food producers.

12:30 p.m.

Ribbon cutting and speeches, including launch of the 2009 **Comox Valley Growers Guide**.

Who: **James Street**, owner of Brambles Market as well as local food growers and producers will be available for interviews.

John Watson, Executive Director (cell 250-792-0375) for *Comox Valley Economic Development* will be on site and available to assist with visuals and interviews.

Why: With one of the longest growing seasons in Canada, the Comox Valley has made food and beverage processing their top priority when it comes to economic development. Located halfway up Vancouver Island's east coast, the Valley has easy access to 62,934 residents hungry for local product either direct from the farm, a well-established farmer's market and now a locally owned and operated grocery store.

The opening of Brambles Market is just a further example of how much this community is embracing what the right soil, economic environment and climate can provide. The Valley has 445 farms producing everything from oysters and venison to bison and hazelnuts.

By bringing producers and growers together with consumers, the new grocery store will help open up opportunities for farms to expand and create more value added product.

And for those who like to make shopping for locally grown and produced food more of an adventure, the new 2009 **Growers Guide** for the Comox Valley provides detailed maps and descriptions for over 70 farms.

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It also includes three driving tours that divide the Valley in thirds: Bounty from the Sea along Baynes Sound (perfect for Oyster lovers), Land, Sights, Tastes and Traditions (for a tour of the more urban farms, bakeries, markets and cheese factories), and the Northern Farm to Fork (for wine, sausages, meat and poultry). Each area has smaller farm markets selling a variety of products from roadside stands.

The combination of progressive and successful producers and the work of Comox Valley Economic Development captured the attention of Country Guide Magazine, who named the Comox Valley as one of the top agricultural destinations in Canada in 2008.

To complete this food lover's dream day, the Comox Valley Farmer Market will also be operating Saturday morning at the Valley's Exhibition Grounds, on Headquarters Road. www.comoxvalleyfarmersmarket.com/

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