

Province supporting Heatherlea Market in Caledon

Ontario is investing in Caledon's Heatherlea Market to expand its operations, meet consumer demand and retain jobs.

The province is providing up to \$58,750 through the Local Food Fund to help Heatherlea Market on Winston Churchill Boulevard expand the farm-gate store with an in-house butcher shop with dry-aging capabilities, new cold storage equipment and the installation of new display units. Funding for the project will also assist in providing a larger selection of value-added products, such as in-house prepared meals and baked goods, and in meeting consumer demand for healthy, locally-prepared meat products while creating 24 and retaining nine jobs.

The Local Food Fund supports innovative local food projects that increase demand and sales of Ontario food, stimulate private sector investment and strengthen Ontario's agri-food sector.

Supporting a strong and innovative agri-food industry is part of the government's economic plan for Ontario. The four-part plan includes investing in people's talents and skills, making the largest investment in public infrastructure in Ontario's history, creating a dynamic, innovative environment where business thrives, and building a secure retirement savings plan.

It is great to see Heatherlea Market increasing the awareness of and demand for food that is grown, harvested or produced locally, commented Vaughan MPP Steven Del Duca. By supporting Ontario's agri-food sector our government is helping support farmers, strengthen rural communities and grow our economy.

Supporting local food projects is vital to the success and continued growth of Ontario's agri-food industry, Agriculture, Food and Rural Affairs Minister Jeff Leal added. Our government's continued investments in local food projects not only supports innovation and grows our economy, but strengthens the connection between farmers, food producers and consumers.

The Local Food Fund is part of the government's broader local food strategy to promote the good things that are grown, harvested and produced across the province.

Ontario's agri-food sector contributes more than \$35 billion to the province's economy and supports in excess of 781,000 jobs.