



## FOR IMMEDIATE RELEASE

### TASTE! Raises Funds and Food for Picton Food Bank

**PRINCE EDWARD COUNTY, Ontario, October 14, 2008** – Prince Edward County's 7<sup>th</sup> annual edition of TASTE! *a celebration of regional cuisine* is proud to announce the success of its first-ever TASTE! Farmers Market, which raised funds and food for the Picton Food Bank.

Designed to strengthen the event's partnership with local food producers, the TASTE! Farmers Market enabled visitors to purchase everything from honey and fresh baked bread to arugula, edible flowers, peppers and beats—all locally grown.

Grace Nyman of Taste the County™, the County's not-for-profit destination marketing organization that produces TASTE!, directly attributes the market's success to the generosity of the food producers who donated all the produce and products that were sold. "As an organization, we knew that we wanted TASTE! to give back to the community in some fashion and that the Picton Food Bank seemed like a good fit, but we were sincerely gratified by how local farmers really embraced the idea of the market and ran with it."

Participants were: Berwick Apiaries, Bethel Organics, Black River Cheese Company, Campbell's Orchards, Cherryvale Organic Farm, Fosterholm Farm Market, The Pastry House, Stonehouse Farm, Sunset Farms and Vicki's Veggies, whose efforts raised over \$1,000 in funds and \$500 worth of food for the Picton Food Bank.

*Developed and launched by the Municipal Economic Development Department in cooperation with Taste the County™ and the culinary community, TASTE! a celebration of regional cuisine was created to strengthen the link between agriculture and tourism and brand Prince Edward County as regional culinary destination.*

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