



INAUGURAL FRESH FEST EVENT ATTRACTS THOUSANDS

TORONTO, September 26, 2012 – In the early morning hours every Monday to Friday, while the city sleeps, hundreds of dedicated produce workers are bustling behind the walls of the Ontario Food Terminal, to provide Ontarians with a daily bounty of fresh fruits and vegetables. Every day, 250,000 Toronto residents drive past the OFT, unaware that 5.3 million pounds of fresh produce a day flow through there.

On Sept. 22, the 58-year-old terminal opened its doors for the first time to the general public and welcomed people to the first Fresh Fest.

“Fresh Fest provided the opportunity for the general public to understand the significant role the terminal plays in providing fresh produce for the public, the support it gives to local farmers, and the number of jobs and business that are created as a result of it’s existence,” said Bruce Nicholas, General Manager of the Ontario Food Terminal.

Close to 3,500 people visited the showrooms of major wholesalers, met Ontario growers in the outdoor farmer’s market, took part in cooking demonstrations and feasted on fresh salads and Ontario corn on the cob for a \$10 ticket.

“The public finally got to talk to the produce specialists. People that live and breathe produce 24/7. They know where it is grown, how it is grown, how to prepare it, what to look for when buying produce for the best taste, etc. I am pleased that the industry was able to provide this type of information directly to so many consumers,” said Ian MacKenzie, President of the Ontario Produce Marketing Association.

All money raised at Fresh Fest goes to FoodShare Toronto, a non-profit community food organization that spends \$1 million at the terminal each year to provide 141,000 students with healthy meals.

“Everything about Fresh Fest was such a delight,” said Zahra Parvinian, FoodShare Toronto’s Director of Social Enterprise. “I spoke to so many people from all over southern Ontario who were excited to learn about the Ontario Food Terminal’s great food distribution system and FoodShare’s community based solutions. We are so grateful to the Ontario Produce Marketing Association, the Ontario Food Terminal Board and the Toronto Wholesale Produce Association for organizing such a wonderful event on our behalf.”

Due to the success of the event, plans are already underway planning next year’s Fresh Fest. “Fresh Fest was a great success in so many way,” said Jose Da Silva, President of the Toronto Wholesale Produce Association. “We had great attendance and people were very excited to be at the O.F.T. buying and tasting great produce while supporting a great cause. Next year will be bigger and better!”

For more information, please contact:

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