



FOR IMMEDIATE RELEASE – September 3, 2013

The Holland Marsh – Growing Food for a Diverse Population



Welcome to the fourth of seven video clips that are being brought to you by the Holland Marsh Growers' Association (HMGA) – and this time talking about how the farmers in this unique area have been and continue to grow for an ever-diverse and growing population. Providing for this growing segment of not just the local market place but, to a greater extent, North America and beyond, has placed unique challenges and opportunities in front of farmers – at a time when rapid change is occurring in the food and farming sector.



What is not a well known fact is that farmers are leaving their profession at a pace unrivalled by any other in Ontario, in Canada, or anywhere else – and while those farmers remaining, which account for less than 1.7 per cent of the population, are picking up the slack where they can, as attested to in the video. And it is a population that wants familiar tastes – like home, which is what the Holland Marsh and area farmers are providing. For years now, these farmers have been growing an ever-increasing diversity of crops; and are willing to grow specific crops when requested. From beets (red, white, gold, striped, mini, etc.) to bok choy to celery root to collard greens to garlic to kale to leek to zucchini – the Holland Marsh and area is a vegetable section unparalleled anywhere.



That is why the topic of the video speaks towards both circumstances – with additional environmental information: **Adapting for the Future.**



And, as in the previous week, the Holland Marsh Growers' Association announces another bonus video – and one that is closer to home for all of us. The Holland Marsh Soupfest (www.hollandmarshsoupfest.ca and taking place on Saturday, October 5, 2013), as mentioned in the previous bonus video, is a partnership between the HMGA and King Township and Bradford-West Gwillimbury. Now into its fifth year, the reasoning behind this event is simple – we live in a world where today's consumers are far removed from farming. Education, therefore, is paramount to ensuring future growth and consumer awareness for the local farming and food community. Drive folks into the marsh; show them the unique soil where the crops are being harvested as they park their vehicles; walk them through a farmers' market where products and crops – recognizable and unrecognizable are found for sale; and then showing them an end product (soup) that is easily established as Canadiana as possible (there is even pea soup every year). It is the perfect recipe to make people understand the cycle that is farming in Ontario – show them where it grows, watch as the food is harvested, highlight the products in a marketplace atmosphere, and let them taste a readily recognizable end product: soup.



Holland Marsh
Vegetables --
Treasure Them



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From the association standpoint, the Holland Marsh Soupfest is exactly what needs to be done as a reminder to all that all food, regardless of its end use, comes from a farm, somewhere. In this case, the HMGA was able – with its partners – to showcase an area that is literally the backyard garden to millions of consumers in Ontario eager to know where their food is coming from and, more importantly, what they can do with it once they get it home.



The farmers within the Holland Marsh and area take great pride in growing for our fellow citizens – and it shows with each and every product that comes from this, the most unique and most productive lands not just in Ontario but within Canada. We proudly grow for you.



Without further ado; the fourth video link is called: **Adapting for the Future**

<https://vimeo.com/channels/561381>



The second video link about the Holland Marsh Soupfest is:

<https://vimeo.com/71869053>

Again, Enjoy at your leisure – and please remember that 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 to everyone and anyone. Until next week. . .



And for those who missed our previous clips, far be it for us to forget about it:

Feeding the Golden Horseshoe & Beyond

<https://vimeo.com/channels/561042>

Safe Food Sound Practices

<https://vimeo.com/channels/561375>

Moving Farming Forward

<https://vimeo.com/channels/561377>

Bonus Video:

<http://www.king.ca/Business/Pages/GoldinKingTownship.aspx>



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