



A Public Awareness Campaign For Local Food


## **MEDIA PROGRAM BACKGROUNDER:**

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The Buy Alberta program is a multi-year public awareness campaign designed to aid Alberta Consumers to readily identify high quality processed and fresh food products produced here in Alberta. Research indicates a growing demand for locally grown and processed foods as educated consumers appreciate the environmental and economic value of supporting their local food industry. The Buy Alberta campaign is designed to clearly identify quality Alberta Foods at the point of sale so consumers can make comparisons and their purchasing decisions armed with the knowledge that the foods they have chosen are indeed products of Alberta.

The Alberta Food Processors Association (AFPA) will administer the program and ensure that products identified with the Buy Alberta symbol do in fact meet the program's qualifying criteria. Interested processors/growers must complete an application form and submit it to AFPA to be eligible for inclusion in the program. Qualifying Criteria may be obtained at [www.buyalbertafood.com](http://www.buyalbertafood.com) . The program will benefit both processors and farmers through increased sales as Albertans choose to make Alberta foods their products of choice.

In phase one of the program retail partner Canada Safeway will invest \$2 million in point of sale support to identify the over 1800 Alberta grown and processed food products currently available on the shelves of their 86 retail outlets in the province. By clearly marking each item Safeway will make it simple for shoppers to recognize Alberta foods from amongst the choices presented and will heighten consumer awareness of the broad range of quality Alberta processed foods that are available every day. For a complete listing of Alberta products available at Safeway stores visit [www.buyalbertafood.com](http://www.buyalbertafood.com) .

Future phases will see the program rolled out to smaller retailers and to restaurants across the province as momentum and consumer demand continues to grow. A global movement to support local or regional food production and processing activities makes the launch of  a very timely endeavor.

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