

Wednesday December 5th, 2012

'BUY ALBERTA' CAMPAIGN HELPS CONSUMERS IDENTIFY LOCAL FOODS

Edmonton- Today, Premier Alison Redford and the Alberta Food Processors Association (AFPA) launched the *Buy Alberta* campaign. *Buy Alberta* aims to help Albertans identify and purchase food products produced and processed right here in Alberta. Consumers demonstrate a clear preference for locally grown and processed foods, *Buy Alberta* ensure locally produced food products are clearly identifiable to assist shoppers in making informed choices quickly and simply at their local Safeway store.

"Working together, the Alberta Food Processors Association and Canada Safeway is a partnership that will help raise the awareness of buying high quality, locally grown, safe Alberta food products." said Premier Alison Redford. "Albertans should be very proud of our food, feed and beverage industries, which are the second largest manufacturing sector in the province. Selling locally should be just as important as our international markets."

"With this program, Albertans will find highly visible signage throughout our stores that specifically celebrates the incredible local selection available at Safeway. Alberta companies, both smaller vendors and nationally known, should benefit in greater sales and production needs as a result of this initiative," said Dave Rodych, Vice-President of Retail Operations, Canada Safeway. "Safeway's locally produced Lucerne branded ice cream, milk and bread products, among others, will also be showcased through the Buy Alberta program."

The goal of this campaign is to raise awareness of the broad range of quality Alberta food products available and increase sales of locally produced foods to benefit local businesses, processors and producers.

"The AFPA is happy to be the administrator of this important initiative. The program will allow consumers to discover food products that are processed and produced in their community and province," said Ted Johnston, President & CEO, AFPA. "We are also very happy to be

working closely with Canada Safeway – their significant support of the program will help consumers to easily identify and choose local products at the retail level.”

Food processing is the largest manufacturing sector in the province, with \$11 billion in annual shipments and employing 26,000 Albertans. A list of the 1800 Alberta food products currently available in 86 Safeway stores across Alberta can be found at www.buyalbertafood.com

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