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# News Release

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For immediate release

## Government of Canada Celebrates Food Day and the Best Food on Earth

**Ottawa, Ontario, July 29, 2010** – Food Day, July 31, 2010 is a perfect opportunity to recognize Canadian farmers' hard work and dedication to producing the best food in the world. This Saturday marks the 8th annual national celebration of Canada's culinary excellence, from farm to fork.

"Canadian farmers produce the best food in the world and we're not shy to say it," said Agriculture Minister Gerry Ritz. "What better day than Food Day to celebrate Canada's hard working farm families and their important contribution to our economy, our country, and the health of consumers at home and around the world."

Agriculture is a vital part of Canada's growing and modern economy as it drives eight percent of our Gross Domestic Product. The industry is responsible for one in eight of jobs and last year its contribution to trade was more than \$40 billion.

The Government of Canada has played a proactive role in promoting the world-class agriculture products that come from Canadian farms. In addition to leading dozens of trade missions to expand international markets for Canadian farmers, Minister Ritz has broken down trade barriers in important markets such as Russia, Hong Kong, Colombia and most recently China.

At home, Minister Ritz has hosted a breakfast together with Canadian farm leaders and high profile chefs at the Calgary Stampede and the 2010 Vancouver Olympics where they spread the word about the delicious, healthy and quality Canadian foods to international and domestic media.

Paired with strategic international market development, these events help tell the great story of Canadian food and pave the way for increased international demand to boost the bottom line for Canadian farmers.

"On Food Day and every day of the year, everyone is encouraged to cook, grill and savour Canada's safe, high-quality food," said Minister Ritz. "Our Government will continue to maximize every opportunity to highlight Canadian agriculture because increased international trade delivers benefits to all Canadians."

For more information about Food Day 2010 visit [www.foodday.ca](http://www.foodday.ca).



### **Message from the Minister**

On Food Day Canada – this Saturday, July 31 -- I encourage everyone to use the finest ingredients grown and raised by Canadian farmers and savour Canada!

Our Government takes every opportunity to highlight the top quality food that our farmers produce because we know consumers at home and around the world will enjoy it. We are always working to promote Canadian food and agriculture products, knowing that increased international trade stimulates economic growth and delivers benefits to all Canadians.

Chances are, no matter where you are in the world, a Canadian food product or one made with Canadian ingredients is close at hand. People around the globe are now starting to recognize Canada for producing world-class food and we are hard at work to bring those products to their doorstep.

What better day than Food Day to celebrate Canada's hard working farm families and their important contribution to our economy, our country, and the health of consumers at home and around the world?

On Food Day and every day of the year, everyone is encouraged to cook, grill and enjoy Canada's safe, high-quality food.

Thank you farm families! Bon Appétit!

Agriculture Minister Gerry Ritz

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