

# Champion Country

Covering Rural Halton & Wellington County



## Region now promoting area farms on Web site

Residents looking for a fun place in Halton to enjoy the autumn weather can now head to the Region's Web site for a listing of local farms that offer products and activities.

Called Simply Local, the initiative was launched earlier this year through a popular directory, A Guided Tour of Halton Farms.

"The Simply Local directories have been in great demand — residents and farm owners are continually asking for more copies. Adding a section to our Web site was the next logical step," said Regional Chair Joyce Savoline. "By introducing a more detailed version of the directory to our Web site, we've made it easier for residents to choose a local farm to visit."

One of the goals, she said, of the Simply Local initiative is to increase the number of consumers who buy direct from Halton farmers.

"The farm operators included in the Simply Local

directory tell us it's working — people are coming to farms with the directory in hand," said Ms. Savoline. "Residents enjoy the natural beauty and vibrant atmosphere of Halton farms, and Halton farmers benefit from the increased business — it's a win-win."

The Web site shows residents where they can enjoy activities, such as hay rides, a fall 'haunted' playground, horseback riding and picking seasonal fruit and vegetables. It also lists local nurseries and garden centres where residents can choose perennials and shrubs ideal for fall planting.

For farmers, the Web site features a developing section dedicated to connecting them with local agribusiness resources, such as veterinarians, feed suppliers and agriculture-related financial service providers.

The Simply Local initiative involves the Halton community through a work group consisting of local farmers, dietitians and other professionals.

In addition to supporting Halton's agricultural community, Simply Local is designed to encourage Halton residents to increase their fruit and vegetable intake by buying locally-produced food and increase their level of physical activity. These are strategies to prevent obesity and chronic diseases, such as cancer and heart disease.

Simply Local is funded by the Ministry of Health and Long-Term Care through Choices 4 Health program, which is the heart health initiative in Halton.

"We look forward to seeing this program grow as more farms participate and local residents take advantage of all the exciting opportunities they provide," said Ms. Savoline.

Visit [www.region.halton.on.ca](http://www.region.halton.on.ca) to see Simply Local on-line. For more information, call (905) 825-6000.

### Indian summer

A White Pine native dancer performs at the 17th annual Indian Summer Festival Sunday afternoon at Crawford Lake Conservation Area.

Photo by GRAHAM PAINE

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