

Sturgeon County bounty

Developing value-added agriculture
in Sturgeon County



Discover the 50 mile diet... Real food. Real Local.

Celebrating and showcasing rural bounty
in Sturgeon County!

Sturgeon County, June 13, 2011: Start in Sturgeon! What better way to kick-start the Canada Day weekend then getting a taste of the country at the Sturgeon County Bounty local food event! Join local chefs and farmers at the Canada Day Celebrations from 11am – 2:30 pm on July 1st at the Edmonton Garrison Canadian Armed Forces Base, located just north of Edmonton on 97 Street. “It’s a great way to sample real food, grown right here in Sturgeon County, and a fantastic opportunity to meet the farmers and chefs!” explains Don Rigney, Mayor of Sturgeon County. “PEI has their lobster, B.C. has their salmon; its time for us to showcase our food specialties to Edmonton area visitors.”

Sturgeon County Bounty – a celebration of local cuisine and art
Friday, July 1, 2011 - 11:00 a.m. - 2:30 p.m. at Edmonton Garrison
Free admission, food tickets \$1 each
www.SturgeonCountyBounty.ca

Twenty five local chefs and artisans specializing in local fare will showcase delectable delights grown, handcrafted, harvested, and prepared right here in Sturgeon County, located a just north of Edmonton.. Visitors looking for opportunities to experience the uniqueness of regional foods will be delighted with the local offerings. Menu items include cold pressed Canola oil, garden fresh Beet Stackers, Cajun Angus artisanal Bratwurst, Don’s Bistro chicken skewers, Peas On Earth signature organic spinach salad, Rafters 2M Farms all beef sliders, Belle Valley Farms Peruvian burgers, Prairie Garden’s sweet summer shortcake, and local saskatoon berry dishes. Local pottery studios, alpaca ranches, and artists will also showcase their wares.

The Sturgeon County Bounty event launches a brand new daytrips program for visitors to Sturgeon County. Sponsored in part by Travel Alberta and the Alberta Canola Producers Commission, a day-trips map and guide for the region will be available online at www.SturgeonCountyBounty.ca. Visit anchor attractions including Prairie Gardens & Adventure Farm, an agri-tourism destination featuring corn mazes, family fun and u-pick produce. Or venture back in time to the dinosaur age at Jurassic Forest, just north of Gibbons. Round the trip out to a visit to First Choice Tree Nursery to view amazing outdoor garden décor, & a year round Christmas shop. Itineraries also include local artisans, pottery studios & saskatoon farms.

-30-

BACKGROUND / MENU ATTACHED

Media Contact:

Tam Andersen

Sturgeon Economic Development Board

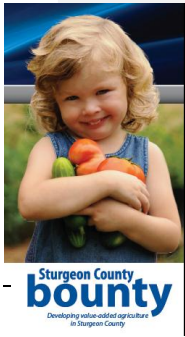
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For more details on the Sturgeon County Bounty initiative, please contact:

Sturgeon County Economic Development
Patrick Earl
780.939.8296

www.SturgeonCountyBounty.ca



For Details, Contact:
Tam Andersen
Sturgeon Economic Development Board
P: 780-921-2272 C: 780.909.6601

Sturgeon County Bounty

Backgrounder

Sturgeon County Bounty Regional Cuisine Initiative

Sturgeon County Bounty is a new Sturgeon County Economic Development initiative, aimed at providing local producers, chefs and processors with an opportunity to promote and expand value-added agriculture in our region. Building a strong connection between the producer and the consumer, while also promoting rural tourism are the goals of the initiative.

What is local food? Regional cuisine is defined as meals sold at a restaurant or food event where Alberta grown and processed ingredients are used. These include grains, fruits and vegetables, dairy and meats like free-range, organic, or grass-fed beef, elk, bison and other alternative meats.

Tourism Magazine reports “Canada is on the verge of becoming a true culinary destination” and that “we need to encourage visitors to find those unique places that promote the cuisines of Canada and use local produce . . . the use of local produce creates a connection between the land and the culture of the people who abide there.”

The total value of the of regional cuisine market in Alberta was estimated to be \$268 million, with an 8% growth rate is estimated in regional cuisine expenditures. Consumer trends indicate a significant potential growth for regional cuisine.

The Sturgeon County Bounty events planned for 2011 are adding a cultural taste to the mix showcasing artisans and other operators highlighting what makes Sturgeon County and the region a great place to live and visit. Come out to participate in the many activities happening around Sturgeon County on July 1 and be a part of the Canadian Forces community celebrations at the Edmonton Garrison.

The next Sturgeon County Bounty event is planned to coincide with fall pumpkin harvest, on October 1st, and will open Prairie Gardens & Adventure Farms “Haunted Pumpkin Festival” which draws over 40,000 visitors to the region each October.

Sturgeon County Economic Development remains committed to hosting future Bounty events and continuing to develop value-added agriculture within the region. The Bounty events are showcases for local agriculture, chefs, restaurants and products being developed within the region. Continuing to build the relationships and aid in promotion and development of agriculture is what the Bounty is all about.

Producers, Processors, Chefs and Artisans! :If you would like to be a part of the Sturgeon County Bounty for in October, please contact Patrick Earl at Sturgeon County Economic Development at pkearl@sturgeoncounty.ab.ca or 780-939-8296.

www.SturgeonCountyBounty.ca

Sturgeon County Bounty - Canada Day Menu

11:00 AM – 2:30 PM

Mountain Meadows Food Processing (2004) Ltd.

A variety of delicious products are created at Mountain Meadows Food Processing Ltd. near Legal, Alberta; including NoNuts Peabutter, a nut-free / gluten-free spread that tastes very similar to peanut butter, as well as a number of gluten-free baking mixes.

Peabutter Goodies

1 Ticket

Gluten-Free Cookies

1 Ticket

Gluten-Free Canada Day Cupcakes

1 Ticket

Don's Bistro

Don's Steak and Seafood Bistro is a relaxing, family-oriented restaurant where you can enjoy homemade, inexpensive food with your family or come in for a special occasion and enjoy a quiet dinner.

We are open to serve you from 8:00 AM to 10:00 PM every day, serving breakfast, lunch and dinner. We also deliver fresh meals to your home for your convenience. We also provide catering for any function or event. We proudly use local products to provide our guests with high quality.

At Don's Bistro, it is our priority that each guest receives exceptional friendly service and great home-cooked food to provide a great experience.

Stuffed mushroom with chicken and vegetables

2 Tickets

Mini pizzas

3 Tickets

Fruity chicken skewers

3 Tickets

Prairie Gardens

Tam has been gardening for 40 years and has been growing strawberries and vegetables at her market garden for 25 years. Her interest in growing food crops goes back through several generations of master market gardeners, dating back to the Vales of Shropshire, England, in the early 1800's. In her childhood, her mother had a large garden to feed the farm family, and sold cucumbers to supplement the family income.

Beet Stacker with goat cheese, dill and greens with balsamic vinaigrette

3 Tickets

Shortcake with tangy rhubarb, sweet strawberries & saskatoons, real whipped cream

4 Tickets

Rhubarb Cordial Sweet - homemade rhubarb / sparkling soda

2 Tickets

Cajun Angus

Our vision ... Our cattle. Our cattle are raised with a commitment to superior genetics, diligent record keeping, and environmental sustainability. Utilizing artificial insemination, Cajun Angus has incorporated the best genetics from across North America. The majority of our cattle have been sold in Alberta with sales over the past decade spreading into Saskatchewan and Manitoba, primarily through private treaty at the farm. While our primary focus is the production and sale of breeding stock, we have diversified into the business of selling meat products. Conscious of the increased emphasis on food safety, we provide full traceability, detailed production records upon request and process all products through provincially inspected facilities. Products range from whole muscle meat cuts, steaks and roasts to ground meats and sausages. Satisfaction is guaranteed or you will receive a full refund!! For further information, please call 780-921-2180.

Barbecued bratwurst sausage on a bun served with a smothering of onions cooked in beer and butter

3 Tickets

Smokie Sausage on a bun with Swiss cheese and red chili pepper jelly

3 Tickets

Peas on Earth

Buying local food is the best way to connect to the origin of your food. Not to mention the freshness of local food, the growing conditions in your local area are perfect for what your body needs. If you know that the food you are eating was grown by producers in your area, you will appreciate it more and it definitely will taste better! Supporting local food doesn't just cut down on the carbon footprint and environmental impacts, it also brings people together. Again, it is the food we eat and the environment we live in which play a major role in our health. Now the decision is yours!

Peas on Earth Signature Spinach Salad

Coronado Saskatoon U-Pick Farm

Saskatoon berries are considered to be one of the 'Super fruits' that contain high levels of antioxidants. The experience of getting freshly-picked fruit is wonderful.

Saskatoon Pie

3 Tickets

Saskatoon/Rhubarb Pie

3 Tickets

Assorted Saskatoon Jam

5 Tickets

The Nutty Diva

Sugar-coated almonds in a variety of flavours: cinnamon/sugar, cocoa/sugar, honey/brown sugar

4 Tickets

Belle Valley Farms

We feel that food is a gift that should be cherished and utilized rather than taken for granted and wasted. The education of food that we produce here in Canada has been in our family since the late 1800's. We take great pride in producing great food and sustainable agriculture as so that the next generation has great resources to produce what they need to sustain life.

Inca burgers (Alpaca)

4 Tickets

Smokies

3 Tickets

Berry Ridge Orchard

Berry Ridge Orchard is located in Sturgeon County, between Gibbons and Bon Accord. Started in 1993, we mainly produce Saskatoon berries, as well as some black currants and chokecherries. Our "Super Saskatoon Berries" are the jewel of the prairies, and are very high in antioxidants and have other healthy properties.

Saskatoon Sorbet

Rafter 2M Farms

Rafter 2M Farms is a family-run, profitable, well managed farm business with a strong focus on animal health and welfare, and environmentally sustainable practices. We strive to be industry and community leaders with a foundation built on honesty, trust, and communication while providing an enjoyable atmosphere and fostering interest in off-farm activities.

Slider Burgers

Hamburger from Rafter 2M Farms
Buns from the Morinville Hutterite Colony
3 Tickets

Rose Ridge Land & Cattle

We believe that we grow the best, safest food in the world. If we want good, safe food, we should buy locally. I believe that people should support the local farmers in their neighbourhood.

Rose Ridge BBQ Beef on a Bun

3 Tickets

Country Quality Meats

We deal with local producers only to deliver high quality end beef and pork products like jerky, sausage and smokies.

Smokies (Regular and Jalepeño-Cheese)

3 Tickets

Pepperoni Sticks

2 Tickets

Alberta Canola Producers Commission

Canola is a major Canadian cash crop as it contributes billions to Canada's Gross Domestic Product. Each year, more than 45,000 Canadian farmers from the Prairie provinces, northern B.C., and southern Ontario plant an average of 11 million acres of canola. Buying canola oil means supporting local farmers & Canada's agricultural industry. Buying locally is a sustainable practice that results in a more stable economy.

Cold-press canola oil tasting with slice of either white OPR whole grain bread

1 Ticket

Tasting Plate with full booklet on how to best do a canola oil tasting

3 Tickets

Elaine Wilson – Allium Foodworks

Who says you can't play with your food!

Bringing a sense of fun and adventure to cooking, my passion is creating delicious, easy-to-prepare food from around the world. A long-time supporter of local food producers, I encourage students and clients to explore the amazing bounty of flavours and ingredients locally available to create scrumptious international dishes.

Asado Rubbed Beef with Chimichurri Sauce

Morinville Hutterite Colony

We have a great selection of pies, bread, buns and vegetables.