



for food. for farming.
for our future.

January 23, 2025

To: Mayor Steve Soloman and Members of Council for Grand Valley

RE. Request for \$500 for Headwaters Farm Fresh Guide in support of agricultural sustainability and food security

Dear Mayor Soloman and Members of Council for Grand Valley,

On behalf of Headwaters Food and Farming Alliance we are writing to thank you for your continuing support of the Headwaters Farm Fresh Guide. It was another successful year for the guide and our local farmers.

Although the food map is 14 years old, it never gets old to people. We find more than ever people are searching out their local food providers. They are finding new — and old — farmers at their farmers' markets. They are shopping online with more and more producers. They are visiting on-farm stores to keep contact with their local neighbourhood farmers. The richness of this ability to connect with our local farmers is one of the things that makes living in Headwaters such a wholesome experience.

With the influx of new residents and new visitors to our region, there is more and more demand from the public to find sources of local, healthy, nutritious food. The Headwaters Farm Fresh Guide connects people to our local farmers. People can meet the growers and develop relationships with their local farmers. The farmers develop relationships with their neighbouring farmers and often do business with each other. Every dollar spent on this project goes toward building a stronger and healthier community.

We continue to partner with In the Hills magazine to distribute the guide to 45,000 households in Headwaters via their June issue. The guide is updated every year which requires continued communication with all the listed participants. It can also be found online at <http://headwatersfarmfresh.ca>. As well, we will be printing an additional 5,000 copies of the stand-alone guide to be distributed to Town offices, libraries, local eating and drinking establishments, and at long last, fall fairs and other outdoor events. It is sought after as a tourism tool for visitors.



This year we will include the map in In the Hills with a “Pull me out” tag on the front, so it can be removed and saved as a separate publication on coffee tables or in the car. The costs of paper and additional overruns is ever-increasing. For that reason, we depend on your continued support for this essential community asset which benefits local producers and contributes to the well-being of eaters all over Grand Valley.

We respectfully request a contribution of \$500 to cover the costs of updating, printing, distributing and promoting the 2025 Headwaters Farm Fresh Guide.

We appreciate Council’s consideration of this request. If there are any questions, please do not hesitate to contact us.

Best regards,

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For more details, visit:

<http://headwatersfarmfresh.ca>

<https://headwatersfoodandfarming.ca/food-charter-food-policy/>

If approved, please make payment out to **Headwaters Communities In Action** and *not* HFFA.
E-transfers can be sent to action@headwaterscommunities.org
EFT information will be provided on request.

