

A close-up photograph of a young child with dark hair and eyes, wearing an orange hat, looking intently at a basket of fresh fruit. The child's hand is visible, holding a red apple. The basket contains several dark purple grapes and other fruits.

Greatness Is In Our Nature Food

Good Taste

You love food – healthy, tasty, mouth-watering food. So it's a good thing that you live in an "all-you-can-eat" province, well served by dedicated, hardworking farmers that provide us with the food we love to eat.

Not all land can grow food quite like ours. Only 5% of Canada's land is prime agricultural land but more than half of it is right here in southern Ontario, with the best combinations of soil, temperature and moisture to give us incredible choices for a variety, quality and quantity of foods, season after season.

And we have just as many options with where we get our food, from farms and markets to grocery stores, shops and world-class restaurants.

But for the last two decades, Ontario has been losing large amounts this valuable land to wasteful development.

“*We all benefit when farming is a prosperous livelihood, when farmlands are preserved so that they can continue to feed us in the future...*

Friends of the Greenbelt Foundation

No Waste

Nearly 26% of all Canadians and 75% of Ontarians live here in the Golden Horseshoe – that's around 8.6 million people. It's also one of the fastest growing areas in the country, and in twenty years it will be home to over 13 million of us.

We're building to keep up with this growth, but without careful planning these developments have been wasting space and resources, eating up our valuable farmland and our food along with them.

On top of that, food that travels great distances can lose nutrients with every mile and comes with a big helping of climate-stabilizing carbon emissions, which isn't really helpful at all.

But Ontario can grow successfully without losing our farmland or food security.

A Recipe For Greatness

Ontario's Greenbelt is world-leading legislation that preserves your food choices and defends your good taste. Its central purpose is to protect farmland from unnecessary and wasteful loss and over one million of its total 1.8 million acres is some of the richest farmland in the world.

The Greenbelt is southern Ontario's fresh food source, with over 7,000 farms producing enough of it to feed all eight million plus of us.

The variety of foods is astonishing, too. From fruits and vegetables, beef, poultry and pork, dairy and maple syrup, the Greenbelt grows something for every palate and cuisine.

And as if that wasn't delicious enough, the Greenbelt generates \$5.4 billion a year in agricultural activity for Ontario's economy.

It also saves us around \$2.6 billion a year in crucial services like fresh drinking water and clean air; taxes that we didn't have to pay, because the Greenbelt did those things for us – for free. Lose the Greenbelt and we lose these benefits and savings.

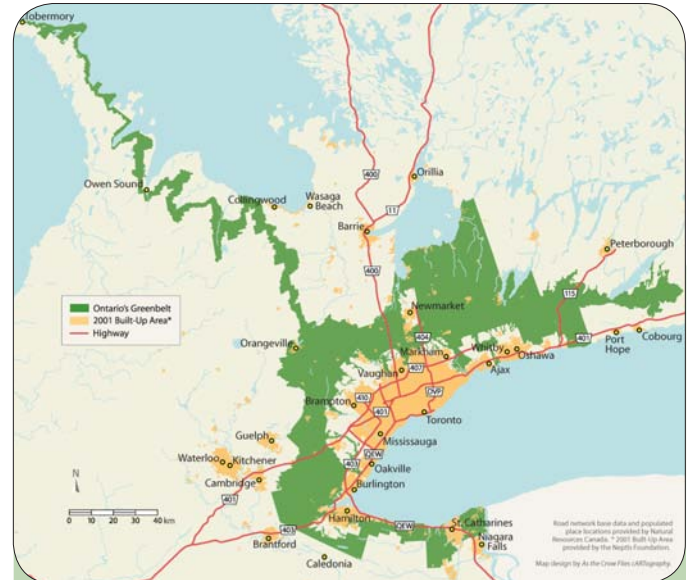
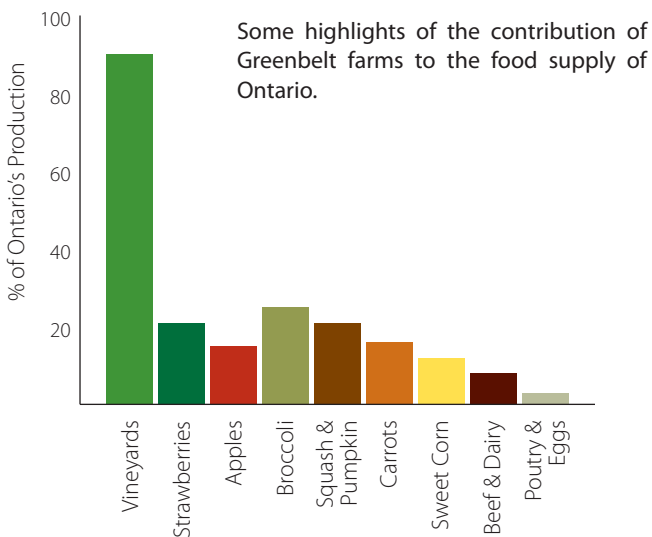
The risk is real. Our fresh food supply is under constant threat from inefficient and unbalanced development.

And we're doing something about it.

Stir It Up

The Greenbelt provides the most good for the most of us. It is a plan for our shared health and prosperity and collaboration is the key to its success.

The Friends of the Greenbelt Foundation works with dedicated people and organizations all over the province to make the Greenbelt bigger, better and permanent, so that it can continue to provide us with delicious, healthy, homegrown food.



96% of Ontarians believe that preserving agricultural lands is an important benefit of Ontario's Greenbelt. Environics poll, 2009.

Eat, Drink & Be Fruitful

You can help keep the Greenbelt healthy and permanent, just by doing the things you do everyday.

- Choose Ontario Greenbelt-grown food at your grocer, farmers' market or favourite restaurant. Visit www.greenbeltfresh.ca for locations and recipes.
- Buy locally grown VQA wines and visit award-winning wineries.
- Tell your MPP and local government that you care about the Greenbelt, that what is important to you should be important to them. And if you want an area of land or water included under its protection, ask your MPP to have it added.
- Stay in touch with Greenbelt newsletters at www.greenbelt.ca and join us on Facebook and Twitter to share your photos and thoughts.



Possibility grows here.

The eating is good here. The Greenbelt will keep it that way.