



NEWS RELEASE

from Halton Healthcare Services

For Immediate Release

September 23, 2014

Halton Healthcare Services Wins Ontario Greenhouse Vegetable Growers' First Local Food Week Competition

Halton Healthcare Services (HHS) was selected as the winner of the Ontario Greenhouse Vegetable Growers' (OGVG) First Local Food Week Competition for its displays, promotions and activities during Ontario Local Food Week, which was held June 2 to June 8, 2014. The OGVG Recognition Award was presented to HHS on September 23, 2014 at a special ceremony at Oakville-Trafalgar Memorial Hospital.

The criteria for the submission included the size and creativity of local food week activities, as well as the effective promotion of Ontario Greenhouse Vegetables in displays, marketing, recipes and sampling. The competition was also based on HHS' ability to engage and attract customers to its local food week promotions.

In addition to a multitude of other activities, HHS celebrated Local Food Week, in 2014 by hosting its very first local food expo. The event was extremely successful with 14 farmers and manufacturers and over 500 attendees. The participants had an opportunity to showcase their products and featured recipes while attendees enjoyed tasty samples. Fresh farm produce and baked goods were also available for everyone to purchase.

"We had a lot of fun hosting our first food expo at the hospital, and organizing all kinds of cafeteria promotions, samplings and marketing activities during the week for our patients and visitors as well as our staff," explains Marianne Katusin, HHS Manager, Operational Readiness - Food Services. "The week provided us with an opportunity to educate our customers on how we work with local producers such as the Ontario Greenhouse Vegetable Growers to incorporate local foods into our hospital menus."

Ms. Katusin explains that in January 2014 HHS was awarded funding from the Ontario Greenbelt Fund for an innovative project called **Good For You, Locally Grown**, aimed at getting more local food into hospital kitchens across the province.

"The Ontario Greenbelt Fund provides us with the opportunity to build local network and support Ontario producers, as we develop a local food policy for HHS and help lead the way for other healthcare facilities in Ontario. It is with the help and support of the Greenbelt Fund & our local producers like OGVG that we could take such an active role in the First Local Food Week activities at HHS."

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Halton Healthcare Services (HHS) is a progressive, multi-site healthcare organization comprised of three community hospitals - Georgetown Hospital (GH), Milton District Hospital (MDH) and Oakville-Trafalgar Memorial Hospital (OTMH). Together these hospitals provide healthcare services to more than 300,000 residents in the communities of Oakville, Milton and Halton Hills. With an outstanding reputation as a workplace of choice and a good community partner, HHS hospitals have been recognized for their best practices in a number of patient safety and patient care initiatives. In 2013, HHS was Accredited with Exemplary Standing - the highest possible status granted by Accreditation Canada.

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