



Slow Food Cycle Sunday

FOR IMMEDIATE RELEASE

THIRD SLOW FOOD CYCLE SUNDAY SHOWS SUPPORT FOR LOCAL AGRICULTURE IS GOING STRONG, AND COMES FROM ALL QUARTERS

Pemberton's signature agritourism event, August 19 enjoys bounty of Valley's capital, and reprieve from the weather

August 21, 2007 – Pemberton, BC –

It wasn't just the foodies out in force on Sunday for the third annual Slow Food Cycle. The diversity of participants taking part in the event, which has quickly become a Pemberton fixture, is evidence of the growing support for local agriculture.

From 3 year old Tristan Curran, who pedaled 10 kilometers to demonstrate his new training-wheel free adeptness, (urged on by his godmother and the enticement of ice-cream), to Samurais of Singletrack, local physicians, directors of the Chamber of Commerce, posses of pre-teens, pregnant women, and multi-generational parties, the event proved definitively to be a great day out for all.

Despite a wet start, over 1300 cyclists headed out to pedal and graze the length of Pemberton Meadows Road, and were rewarded with gorgeous weather, and delicious food to fuel their efforts at more than 20 roadside stands or local farms. Offering up everything from ice-cream sandwiches to road-side French fries, to Pemberton Meadows Natural Beef burgers, to potato-filled samosas, the food was a showcase of Pemberton produce, and good, clean fare.

Growers did incredible jobs hosting and feeding hundreds of visitors to their farms, and showcasing the fruits of their labours. Chefs, food artisans, bakers, barbecuers, lemonade makers and restaurant partners value-added on site, so participants could enjoy incredible food, right in the fields in which they'd been grown, with growers on site to answer any questions.

Supported by almost 100 volunteers, as well as by local businesses (with a special note for Mark and Carolyne Blundell and Bob and Sue Adams of the Pemberton Valley Grocery Store, Chefs Grant Cousar and Rick Blake of Whistler Cooks!, James Walt of Araxi and Rob Clark of West, and Slope Side Supply who donated sugarcane plates), the event provides ample evidence that Pemberton has no shortage of natural capital – from the produce being grown in the Valley, to the artists working here, to the incredible people who give freely of their time to contribute to the event and to show support to the

farming community. And that support for the local growing community came from all quarters, including:

- the Pemberton Library, hosting 100 Mile Dieters James MacKinnon and Alisa Smith for an inspiring start to the day
- the Pemberton Centennial Rotary Club for providing a shopping shuttle service
- the Pemberton Valley Trails Association, for manning critical traffic junctions on the road, to ensure the smooth flow of traffic and sharing of the road amongst users
- the Pemberton Search and Rescue team, adding another volunteer day to their already massive contribution to our safe adventuring
- Tracy Howlett and the Mount Currie Natural Resources Department for preparing the full-colour, accurate map of the Valley
- And the Slow Food Cycle Sunday volunteer support crew.

Eating locally is being widely touted as one of the easiest and most effective ways that people can care for the environment. In addition to promoting a healthy appetite for locally food, and encouraging people to get out on their bikes, Slow Food Cycle Sunday 2007 also incorporated the following green initiatives, in the belief that is the cumulative effect of many small actions that have the power to make a great difference:

- The use of 4000 compostable sugarcane plates, donated by Slopeside Supply, for riders who didn't bring their own lunch-bowls.
- Festival merchandise was sourced from ethical suppliers, and screenprinted locally. Tshirts from HT designs were bamboo. The American Apparel shirts are produced are sweatshop free. The grocery totes were made from 100% organic hemp.
- The Slow Food Cycle Almanac was printed on recycled paper stock with soy inks by New West Press.
- Mail-outs to supporters were done electronically, minimizing paper usage, and those wanting to stay in the loop for 2008 are encouraged to visit the website and join the googlegroups mailing list. (It will not be made available to any other parties.)
- 90% of pre-event meetings for the executive were attended by bicycle.
- Whistler Blackcomb's Envirofund provided a free shuttle service from Whistler so participants could take part in the ride without getting into cars first.

The 4th annual Slow Food Cycle will take place Sunday August 17 2008, during the United Nations International Year of the Potato.

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