



Slow Food Cycle Sunday

FOR IMMEDIATE RELEASE

FARMERS ALMANAC IS LOOKING FOR LOCAL KNOW-HOW

SLOW FOOD CYCLE STARTS NEW PROJECT TO HELP PEOPLE EAT LOCAL

June 12, 2007 – Pemberton, BC –

With the rise in attention to local eating, the organizers of Slow Food Cycle Sunday, (Pemberton's signature agritourism celebration that aims to shorten the conceptual and literal distance between food and table), anticipate that BC's fastest growing town will continue to host the fastest growing festival.

The ripple effect of the event, which last year saw 1000 cyclists descend on the Valley, has even reached the Ministry of Agriculture, whose officials recently met with Slow Food Cycle organizers to gather inspiration for a spin-off cycle tour the Ministry is putting together in Agassiz in the Fraser Valley.

Slow Food Cycle organisers are anticipating 2000 riders for the 3rd annual event, set for August 19 2007.

Funding support from the Village of Pemberton, the Squamish Lillooet Regional District, the Resort Municipality of Whistler, the Community Foundation of Whistler's ELF program and Sea to Sky Community Services' Food Security Project will assist the production of the event, and keep participation free.

"There are a lot of opportunities for people to leave their money in the valley during the ride," says Anna Helmer, event organizer, "with fantastic produce, lunches and local artwork available for purchase. But at the heart of Slow Food Cycle Sunday, we're promoting the accessibility of local food, so it's important to us that people are able to participate in the ride itself for free."

Also free to participants, and available throughout the corridor from 1 August, will be the first Pemberton Farmers Almanac, a 32 page guide to local produce and to Whistler's northern foodshed, to help people source local food, grow it, and steward the environment.

Says event coordinator Lisa Richardson, “We’re all very sensitive to the ecological crises that are playing out around us, but I think most of us have no idea what we personally can do to redress them. I mean, there’s only so many times you can watch An Inconvenient Truth before you’re just really really depressed. But just in something as simple as our food consumption, we actually have a forum to make a difference and turn our impact into a positive one.”

Richardson is speaking of “traceability”— or the ability of a restaurant or grocery store or hungry shopper to know where a food item came from, who produced it, what chemicals were sprayed on it, and a wide range of other characteristics. This information enables every consumer to advocate for the planet, and for the health of our habitat.

Getting this information depends, to a large extent, on shortening the distance between the farmer and the eater, or the food and the table.

“We’re trying to shorten the distance, at least for one day of the year, to a 50 kilometre bike ride,” says Richardson. “And we’re trying to keep that distance shortened through the Almanac.”

Inspired by the traditional Farmers Almanac, in a monthly format, the Slow Food Cycle version will be rooted completely in the local environment.

Local gardeners, farmers, naturalists, herbalists, growers, foragers, seed-savers, hunters and anglers are invited to visit www.slowfoodcyclesunday.com/almanac and contribute their suggestions and local lore to the monthly calendar.

“This is about our collective knowledge,” says Richardson, “and I think we need to be fierce about preserving it, sharing it with each other and maintaining public ownership of it.”

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For more information, contact

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