

## Only in Canada, eh?

At WaudWare, we're always on the look out for insightful information that affects the produce industry and its community partners. CBC News recently published this story (February 1, 2007) showing how **Peak of the Market**, a Winnipeg vegetable producer, is offering a much needed kick in the plants to a community food bank!

Question: Could Ontario fruit and vegetable growers take on hunger one bushel at a time? Read on and get ready to be inspired! Then sign up at [www.peakmarket.com](http://www.peakmarket.com) to make a difference!

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### Click of the mouse sends free veggies to food bank

Simply by signing up for free recipe e-mails, internet users anywhere in the world can send 23 kilograms of fresh vegetables to the Winnipeg Harvest food bank.

Local vegetable producer **Peak of the Market** launched an e-mail campaign Thursday in an internet-age way of shoring up support.

**For every person who signs up for Peak of the Market's recipe e-mails during the month of February, the company will donate 23 kilograms of Manitoba-grown vegetables to the food bank.**

Harvest executive coordinator David Northcott said Peak of the Market held a similar campaign a couple of years ago, to much success: the food bank received more than 200,000 kilograms of vegetables that time. "It was spectacular. It just took off, it was quite innovative," he said Thursday. <Check out Winnipeg Harvest at [www.winniepegharvest.org](http://www.winnipeg Harvest.org)>

"Because of this neat e-mail loop that goes on, we had people signing up around the planet. The depth of response was remarkable. It allowed us to look at the linking that humans have on the planet."

Peak of the Market president Larry McIntosh said his goal is to have 10,000 people sign up onto the recipe mailing list. If that goal is met, Winnipeg Harvest will get 227,000 kilograms of vegetables.

Northcott said the February e-mail campaign presents an opportunity for the food bank to have locally grown vegetables in their hampers. "The opportunity here is to tap into Manitoba-grown vegetables, root crops particularly, and have that available in hampers year-round," he said.

"And we can move that through the various storage systems that Peak of the Market has, and the processing they have over the winter months. It's a delightful opportunity for us to keep fresh vegetables flowing, even through the winter months."

Winnipeg Harvest distributes food to more than 325 food banks and soup kitchens across the province, sharing food with nearly 40,000 people every month.

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