

## **FoodRoots Local Markets Flourish**

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FoodRoots

FoodRoots Distributors Co-op is a community based co-operative focused on re-creating important links in our food system - a local food storage facility and distribution system. Over the past summer and fall FoodRoots "Pocket Markets" have been popping up across Greater Victoria. On December 1, a toolkit to help develop more markets was put on line. FoodRoots now moves another step forward expanding their storage and distribution capacity with a central warehouse.

## **FoodRoots Vision Statement**

- To promote a local sustainable food system by creating the infrastructure link between the eaters/consumers and the growers and processors in our region.
- To promote sustainable food grown and processed in the region. Sustainable food is grown naturally as close to home as possible. Certified Organic is our first choice
- To educate eaters/consumers about local agriculture and food security issues.

FoodRoots Distributors Co-op is a community based co-operative focused on re-creating important links in our food system - a local food storage facility and distribution system. Our member base includes farmers, retailers, community organizations and individuals interested in supporting the development of a stronger, sustainable local food system.

FoodRoots' distribution facility will support local small-scale organic farmers and micro-processors by making their products more easily accessible to the consumer through the Pocket Market Network (small-scale community focused markets) in public spaces, community centres, workplaces and institutions. FoodRoots currently participates in 12 markets: 5 in government of BC offices; and one each at Royal Roads, U Vic, Vic West, Quadra/Hillside, Fernwood and Esquimalt. In the new year, we'll be adding a second market at U Vic and a Saturday market at the Pearkes Arena (in partnership with Tillicum/Gorge Community Assn). For more information about how to start a pocket market in your area, go to [www.foodroots.ca](http://www.foodroots.ca) and click on the "Pocket Market Toolkit" button.

An important aspect of FoodRoots' work is community building and education. One of the ways we do these things is through the monthly Sustainable Feast – a four course gourmet meal featuring local and BC ingredients, live music and updates on what folks are doing towards food security in our region.

For information about FoodRoots and tickets for the Feasts, check out our web site at [www.foodroots.ca](http://www.foodroots.ca)

Click below to return to the Making Food Matter newsletter:

[http://www.communitycouncil.ca/crfair\\_nl/crfair\\_nl\\_issue3\\_index.html](http://www.communitycouncil.ca/crfair_nl/crfair_nl_issue3_index.html)

