



2008 HOST: UBC FARM
Vancouver, BC
Sunday, September 7th, 2008
1 pm - 5 pm

FARMLAND FOREVER UBC Farm - Vancouver's only working farm, an urban agrarian gem.

MEDIA RELEASE

FOR IMMEDIATE RELEASE

May 6, 2008

14th Annual Feast of Fields: Farmland Forever

Vancouver, BC With the recent observation of Earth Day on April 22nd, many people are thinking about the planet and the impact that we as humans are having upon it. One of the most profound changes that has taken place in the past century is the separation between ourselves and the production of our food. Many of the products we buy have already been processed into their finished form, and transported to us from thousands of miles away. This global food chain gives us access to a remarkable variety of produce, all year long, but comes at the expense of both our local food production networks and the environment. In a recent article in the New York Times, food advocate and author Michael Pollan writes, "It is estimated that the way we feed ourselves accounts for a full one-fifth of the greenhouse gases for which we are all responsible". These greenhouse gases, as most people know, contribute to the process of global warming, and threaten the way that our food systems, and our entire lives, are conducted.

The Feast of Fields celebration is a big step towards changing this trend. Farm Folk/City Folk's annual fundraiser, now in its 14th year, is the chance for members of the public to learn about and connect with a local, sustainable food source. Hundreds of foodies will gather at the UBC Farm on September 7th to experience this agrarian gem and sample some of the freshest and most delicious seasonal products of our regional harvest. Feast of Fields is helping to create a new set of social and economic relationships between people and their food.

By supporting local food, attendees will help to build the necessary connections in our community between farmers, producers, and consumers. Along with the experience of visiting Greater Vancouver's only working farmland at UBC, Feast-goers will be able to learn more about the variety of local products available, sample some amazing cuisine, and even purchase produce that has been harvested right from the UBC fields.

Feast of Fields is a celebration of finding local solutions to some of the major challenges faced by our society. The proceeds gained from this event go towards supporting FarmFolk/CityFolk's important work in creating a sustainable food system in our province. This year's event will be held at the UBC Farm on Sunday, September 7, 2008.

Tickets are \$75. Please visit www.feastoffields.com for more information. Don't miss out on the chance to experience this incredible event!

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14th ANNUAL FUNDRAISER



Farm & city working together to cultivate a sustainable, local food system

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