



# Nova Scotia Federation of Agriculture

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## *Media Release*

**February 11, 2011**

### **Food Freedom Day is tomorrow!**

Tomorrow, February 12, 2011, is Food Freedom Day. This date has been calculated to represent when the average Canadian will have earned enough disposable income to pay his or her individual grocery bill (food only) for the entire year.

Beth Densmore, President of Nova Scotia Federation of Agriculture (NSFA) states that, “Farmers take great pride in providing Nova Scotians with high quality of foods produced in an environmentally sustainable manner.” Beth adds, “It is important to support local agriculture because agriculture provides more than food; it generates wealth to the economy of Nova Scotia.

Food Freedom Day is occurring on the same day for the third year running, which is slightly later than in previous years, due to the effects of the recession on disposable income and an increase in the price of food. The calculation is a simple comparison of Canadian’s disposable income and the amount they spend on food.

Beth says, “While Canadians as well as Nova Scotians enjoy a reasonably priced food basket, farmers continue to be challenged with gaining a fair return of the food dollar.” A Food Miles report released last summer by the Federation indicated that only 13% of food dollars spent in this province goes back to Nova Scotia farmers.

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*The Nova Scotia Federation of Agriculture represents the interests of over 2400 farm families in Nova Scotia. Founded in 1895 to provide Nova Scotia’s farm community with a single voice, the NSFA is the province’s only general farm organization.*