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For immediate release

Connecting producers and restaurateurs

Alberta is a province that boasts the biggest skies, the most sunshine, bountiful land, plentiful water and comfortable cool evenings – all things that are more than just easy to enjoy, they make for perfect growing conditions for all manner of food stuffs. As a province, Alberta is noted for grain production, a growing livestock industry, impressive amounts of honey, and producing a plethora of vegetables and fruits bursting with flavour.

“More and more consumers want to know where and by whom their food is grown, and they are increasingly interested in supporting local growers,” says Marlene Abrams, with Alberta Agriculture, Food and Rural Development’s *Dine Alberta: Savour Regional Flavour* program, Stony Plain. “The Dine Alberta program was launched three years ago, and each year participation has grown. Dine Alberta focuses on a single month, September, to really showcase Alberta-grown ingredients, the program has produced several long-term and year-long partnerships between producers, chefs and restaurateurs.”

Dine Alberta is a wonderful opportunity for bringing Alberta’s outstanding bounty to the attention of Albertans and to visitors to the province. Albertans have a lot to be proud of and can confidently say that food produced and prepared in the province is second to none.

The Dine Alberta team is accepting producer and restaurant registration for the September 2006 event. **Producers are asked to register for the program by May 15, 2006.** A source list of products and suppliers is prepared after that date and includes all participating producers. The list, distributed to all participating restaurants, helps create alliances between leading, market-ready producers and suppliers and restaurateurs and chefs.

Restaurant registration begins on May 1, 2006 and ends on June 15, 2006. “Dine Alberta presents an excellent opportunity for restaurant owners and chefs who want to enhance their supplier list and for those not yet sourcing regional products,” says Abrams. “The producer directory, promotional materials and the excitement generated make participating in this a program a ‘must do’ for more Alberta restaurants each year.”

While the staples of Alberta’s food production are very much a part of Dine Alberta, the program also promotes the use of lesser-known foods grown and raised in the province. Making Alberta products the focal point of special and unique menu items, cooks-up winning recipes for all – producers, chefs, restaurant owners and Alberta consumers.

The Dine Alberta program promotes:

- special production methods, such as free range, organic
- special aging processes for meats and fowl
- alternative meats such as elk, bison, wild boar, white-tailed deer, lamb
- specialty foods such as artisan cheeses
- field and greenhouse vegetables and fruits

For more information on participating in Dine Alberta 2006, contact Mary Rempel at (403) 381-5929, Abrams at (780) 968-3519 or check out the Dine Alberta website at www.dinealberta.ca.

Give Alberta producers a chance to show off their wares – Savour regional flavour all year long!

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Contact: Marlene Abrams
(780) 968-3519