

*Media invited to attend Breakfast from the Farm  
9:00 a.m. to 2:30 p.m. October 2, 2021 - Western Fair District*

**September 29, 2021** – On October 2, 2021, *Breakfast from the Farm* will be hosted by Farm & Food Care Ontario (FFCO) and local farmers at the Western Fair District in London, Ontario. Local media are invited and encouraged to attend.

This contactless, family-friendly event, held to launch Ontario Agriculture Week (October 4 – 10), will provide a unique opportunity for farmers and non-farming Ontarians to have a conversation about food and farming. It gives visitors the chance to see farm animals and farm equipment displays and have their questions answered by real farmers.

Each carload of guests will also receive a bag of breakfast ingredients including pancake mix, eggs, maple syrup, milk, butter, cheese, vegetables and more.

Since 2013, farm families across Ontario have opened their farms to host Breakfast from the Farm events. These popular days have attracted thousands of urban and suburban visitors to local farms across the province. While all Breakfast on the Farm events were cancelled in 2020, FFCO planned three drive-through events in 2021 that meet all COVID-19 safety guidelines. The London event is the final of the season.

Breakfast from the Farm is made possible with co-host Western Fair District and the support of more than 30 agri-businesses and organizations.

To pre-register as a VIP media guest, email [events@farmfoodcare.org](mailto:events@farmfoodcare.org).

**Event Details:**

**Date:** October 2, 2021, 9 a.m. to 2 p.m.

**Location:** Western Fair District (in the parking lot with King Street on one side and Rectory Street on the other)

\*\*Arrangements to bypass the traffic flow will be provided for media who register in advance and indicate their interest in doing interviews or photographing the event.

For more information: Tammy Oswick, Special Events Manager, 519-837-1326, extension 243; cell 519-614-4595; [events@farmfoodcare.org](mailto:events@farmfoodcare.org)

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Farm & Food Care Ontario is a coalition of farmers, agriculture and food partners proactively working together to ensure public trust and confidence in food and farming. Farm & Food Care provides a coordinated approach and credible information on food and farming in Ontario. For more information visit [www.FarmFoodCareON.org](http://www.FarmFoodCareON.org)