



for food. for farming.
for our future.

December 2021

Dear Mayor Wade Mills and Members of Shelburne Council,

On behalf of Headwaters Food and Farming Alliance, we are writing to thank you for your contribution of \$500.00 to the Headwaters Farm Fresh Guide in 2021.

It was another strange year of pandemic living. Nothing returned to normal. But we adapted to the new normal. Farmers responded quickly and creatively with online business, contactless pick up, collaborations with their farming neighbours and responding to the immediate needs of their customers seeking easy access to fresh, safe and nutritious foods.

2021 proved to be another high-demand year for our local farmers. More and more people turned to local food out of concerns over safety, nutrition, and supply. They wanted to learn more about where their food comes from. Their habits were changing and the reliance on local food was growing. We can only anticipate that this is a growing and lasting trend, where more people will seek out their local suppliers, turning to the Headwaters Farm Fresh Guide as a go-to resource.

New farmers are sprouting up all over our county and the Guide gives them an opportunity to reach new customers. Farmers' markets opened up again, with the ability for eaters to visit farmers and engage in conversation with them. The market is a place for people to ask questions and learn about farming practices. The Headwaters Farm Fresh Guide is on tables throughout our region's many local markets, farm stores and retail locations, as well as online.

We could not have done it without your help. With the funds raised, and with the partnership of In the Hills Magazine, 45,000 copies of the Guide were included in the Summer 2021 issue. Another 5,000 stand-alone copies of the Guide were printed and distributed. People look forward to a new guide each year, and the printed map is very handy for folks driving through our farming communities. We look forward to our 2022 issue in June.

Once again, we thank you for your support.

Wishing you a happy, healthy 2022.

Marci Lipman, HFFA Co-Chair

Karen Hutchinson, HFFA Agriculture and Food Sector Representative