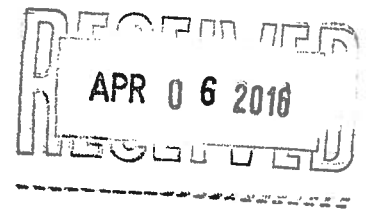


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# FONOM

The Federation of Northern Ontario Municipalities



For immediate release:

## FONOM Urging Members to Support Ontario Farmers

**April 6, 2015 - Kapuskasing, ON** - The Federation of Northern Ontario Municipalities (FONOM) is encouraging its membership to use their influence within their communities to support and promote Ontario farmers by purchasing French's ketchup.

In 2015, French's began to focus on using locally sourced ingredients with no preservatives in their ketchup line. They have promised to use only tomatoes grown in Ontario and have demonstrated a history of working with Canadian farmers through the use of mustard seeds from Saskatchewan in their famous mustard line.

The shift to promoting and using local ingredients and has resulted in overwhelming support through the public with the use of social media to push for people to purchase French's ketchup. The volume of sales has skyrocketed which has increased the number of contracts for local tomato growers.

"Buying local supports both Ontario farmers and our communities. We are encouraging our members to support and promote the French's brand when possible," says Mayor Alan Spacek of Kapuskasing and President of FONOM.

With local food week around the corner from June 1<sup>st</sup> to June 7<sup>th</sup>, it is a great opportunity to promote Ontario's farmers.

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For More Information:

Mayor Alan Spacek  
President of FONOM  
705 335 0001

- File  Incoming  Other
- Mayor
- Council   A
- CAO
- Building
- Finance  S  C
- Ec Dev  S  C
- Parks & Rec  S  C
- Planning  S  C
- Public Wks  S  C
- PPP
- Social Services
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