

GRIST FOR THE MILL

Although it has been months in the making, it seems like yesterday that I first entertained the notion of creating a new food magazine. *Edible Toronto: Celebrating the Abundance of Local Foods in the Golden Horseshoe* is now a reality and it fits me like a glove – combining my passions for sourcing seasonal, local foods with my professional experience in the fields of culinary education, recipe development and testing, and food writing and editing.

Edible Toronto is a perfect match for you, as well. It is the only magazine devoted entirely to the foods and beverages of the Greater Golden Horseshoe region. We focus on our local foodshed and safe, sustainable farming practices. We celebrate and applaud our local farmers and producers, food artisans and chefs, farmers' markets and food retailers. We bring you engaging stories about the fascinating people responsible for growing and producing the foods we eat, season after season.

Our articles are never preachy or political: our mission is to inform, not to proselytize. We don't want, and wouldn't expect, our readers to give up foods that are impossible to grow in our region, such as oranges, olive oil, coffee and chocolate. Our aim is to provide you with the knowledge you need to make informed decisions about the foods you purchase for yourselves and for your families.

I've been asked many times, "Why local?" Quite simply, eating locally and seasonally is beneficial from many standpoints. Nutritionally, the fresher the products, the more nutrients they are likely to pack. Economically, by supporting our local producers, our consumer dollar stays within our communities. Environmentally, consuming local products reduces carbon dioxide emissions caused by shipping goods from opposite ends of the continent and from the other side of the world. And, of course, knowing where our food comes from and how it was grown is highly reassuring and empowering, particularly in light of recent food safety scares.

In the course of getting *Edible Toronto* off the ground, I've met some amazing people, learned about numerous issues affecting farmers, and visited farms and villages, farmers' markets and food shops, butcher shops and bakeries, restaurants and cafés.

I've brought on board a team of talented local freelance writers, all of whom share my passion for sustaining our local foodshed. The articles in this inaugural issue are a testament to their insight and their writing skills. We've also been fortunate to have the support of our wonderful advertisers, who believed in our mission right from the start; we are extremely grateful to them.

The response to the creation of *Edible Toronto* has been overwhelmingly positive from all sectors. We'd like to extend our sincere appreciation to Burkhard Mausberg and his staff at the Friends of the Greenbelt Foundation who, when approached to write an article about Ontario's Greenbelt, agreed not only to write the article, but proposed funding to sponsor our launch party and to contribute towards our commitment to printing the magazine on 100 percent post-consumer recycled paper in a local, environmentally friendly printing facility.

Publishing and editing *Edible Toronto* would not have been possible without the foresight, conviction, and tireless dedication of Tracey Ryder and Carole Topalian, co-founders of Edible Communities Inc. They created this member-driven organization to enable people like me to launch and grow their own community-based magazines. They guide us with their expertise and support us every step of the way.

The past few months have provided the most exciting and fulfilling work I've ever been involved in. Sharing in my joy are my husband, Steven, and my daughters Amanda and Jillian, whose support, as always, has been unwavering.

Welcome to *Edible Toronto*!

With warmest regards,

Gail Gordon Oliver
Publisher and Editor



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