



TO: Chair and Members of the Board of Health  
FROM: Bryna Warshawsky, Acting Medical Officer of Health  
DATE: 2012 December 13

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## COVENT GARDEN MARKET LOCAL FOODS CALENDAR 2013

### Recommendation

*It is recommended that Report No. 143-12 re “Covent Garden Market Local Foods Calendar 2013” and copies of the calendar be forwarded for information to London City Council and Middlesex County Council.*

### Key Points

- For the second year, the Covent Garden Market contacted the Health Unit to partner in the development of its Local Foods Calendar. The focus of the calendar is to showcase local vendors, produce, and meats available to Covent Garden Market customers.
- Public Health Dietitian provided nutritional analysis for each recipe and included information about how recipes could be modified to optimize their nutritional value, along with healthy eating tips.
- Thirty-five thousand (35,000) copies of the calendar have been printed for distribution to patrons of the market, vendors, and farmers.

### Background

In 2011, the Health Unit partnered with the Covent Garden Market to develop the 2012 Local Foods Calendar. The calendar showcased recipes that contain ingredients, produce and meats available at the Covent Garden Market.

The recipes showcased in the calendar are nutritionally analyzed, thereby helping the public to understand nutritional information. The calendar also includes healthy eating tips for the reader and information on how the recipe can be changed to optimize the nutritional value of the recipe.

In the summer of 2012, the Manager of the Covent Garden Market contacted the Public Health Dietitian on the Chronic Disease Prevention and Tobacco Control Team to continue our partnership in the development of a 2013 Covent Garden Market calendar, focusing on dishes made from locally grown foods based on recipes which were chosen by the Market.

### The Calendar

This year, like in 2012, the Covent Garden Market was very pleased with the partnership with the Health Unit and the resulting nutritional analysis and healthy eating information provided in the calendar. The Market printed 35,000 copies of the calendar and is distributing them to patrons of the market, vendors, and farmers. The Middlesex-London Health Unit was provided with a box of calendars to share with our community partners, clients, and staff. The resource is available at the Covent Garden Market and also on the Health Unit's web site under new @ healthunit.com (towards the bottom of the web page) and the Covent Garden Market website at [www.coventmarket.com](http://www.coventmarket.com).

## Conclusion

The partnership between the Covent Garden Market and the Middlesex-London Health Unit continues to be very positive and has resulted in an opportunity to provide nutritional information to the public. The Public Health Dietitian is enthusiastic to explore continued partnerships with this organization to promote a comprehensive food literacy program. Promoting the use of fresh, local foods in our community and increasing people's ability to prepare healthy meals are significant components of this program.

This report was prepared by Dr. Heather Thomas, Registered Dietitian and Ms. Linda Stobo, Manager, Chronic Disease Prevention and Tobacco Control Team.



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Acting Medical Officer of Health

<p><b>This report addresses</b> the following requirement(s) of the Ontario Public Health Standards: Chronic Diseases and Injuries Program Standards 5, 7, 8, 11 and 12.</p>
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