

# A LETTER FROM MICHAEL STADTLÄNDER

August 23, 2011



Dear Supporter of Foodstock,

This letter is meant as a call to arms to both individuals and businesses to get involved and help provide the funding and leadership required to amend current government policy and to refocus our societies values on the things that we can, and should protect.

If you have ever seen the film Avatar, James Cameron's story about the futuristic destruction of an alien planet's environment by humans hungry for natural resources, you'll be surprised to learn that such an exploitation has been proposed right in my backyard!

Highland Companies, funded by US hedge-fund Baupost Group, has purchased approximately 8,000 acres of prime farmland on either side of highway 124. They intend to dig a 2,300 acre limestone quarry, the 2nd largest in North America, that will extend 200 feet below the water table. The proposed mega quarry threatens not only the watersheds of many rivers and the water supply to over one million Canadians, but also viable, high yield farmland in close proximity to Canada's most dense population.

On October 16th, the Canadian Chefs' Congress, of which I'm the President, will present Foodstock, a once in a lifetime event where thousands of Canadian citizens will gather on 4 farms that did not sell to Highland Companies to celebrate local food and fresh water, and to voice their objections to this proposal.

I have invited over 70 Canadian chefs (from Nunavut to Nova Scotia to BC) to cook with ingredients from local farms, so that all who attend may taste the bounty of the land threatened by the proposed mega quarry. The day will also include a rich variety of programming with music, art and speakers.

We are constantly faced with environmental challenges and it is our responsibility, as ambassadors of the future, to work to protect our shared resources. We cannot afford to lose this farmland or allow the destruction of our fragile watersheds.

You are receiving this package because I feel we share the same ideals and values. I hope you will consider supporting this event either through financial donation or participation.

Thank you very much,

Michael Stadtländer, President  
Canadian Chefs' Congress

# BACKGROUND INFORMATION



The Highland Companies, a division of a multi-billion-dollar Boston hedge fund, The Baupost Group, has purchased over 8,000 acres of the richest farmland in Ontario, located in Melancthon Township, just north of Shelburne.

While amassing this land from local farmers, Highland claimed that their interest was potato farming, the business which has been the backbone of the local economy for well over 100 years.

However, in the spring of 2011, The Highland Companies filed an application with the Ministry of Natural Resources to excavate this land to create the largest quarry ever proposed in Canada and the second largest open pit mine in North America.

The proposed 2,300 acre mega quarry would replace thousands of acres of scarce class 1 agricultural land with an open pit mine one and a half times as deep as Niagara Falls that would see the extraction of a billion tonnes of limestone along with the destruction of prime farmland, natural habitat and fresh water resources.

The rare Honeywood silt loam that sits atop this landscape produces 25 pounds of potatoes for every resident in Metro Toronto. Rhubarb, peas, strawberries and beans are also grown on this land, all within an hour drive of Toronto. It is some of Ontario's most fertile farmland and it is at risk.

The proposal to the Minister of Natural Resources claims that The Highland Companies will be able to rehabilitate the land at the bottom of the 15-storeys deep pit to adequate agricultural uses. To do so would require the pumping of 600,000,000 litres of water per day, forever.

The Niagara Escarpment, a UNESCO World Biosphere Reserve, abuts the proposed mega quarry and is home to a rich biodiversity of plants and animals, some of which are endangered species, like the Bobolink and Henslow's Sparrow. The quarry would destroy prime habitat for many species and negatively impact the habitat for those living in the surrounding areas through noise, dust, blasting reverberations and traffic.

This vital region would be destroyed forever alongside a viable local food source and freshwater resource. We need to act now to convince government to protect this land, and others like it by amending aggregate extraction policy in this province.

Please, join us in this work.



# SPONSORSHIP INFORMATION



On October 16th, Michael Stadtländer and The Canadian Chef's Congress, will be presenting Foodstock; an outdoor, pay what you can public celebration of Ontario's bounty in solidarity with the movement to Stop the Mega Quarry. It will be a day for the history books, a once in a lifetime gathering in support of Ontario farmland featuring food, music, art, and speakers.

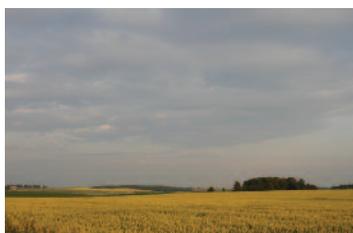
Over seventy of Canada's best chefs and local farmers will share the local bounty with thousands of Ontarians to help save the land that feeds us all.

Foodstock will be a day-long event that will take place on 4 of farms that refused to sell to the quarry. While it will be a celebration of local food in Ontario we also hope that it will serve as a display of public interest as it relates to the security of our local food, water and wider environmental resources.

## **BENEFITS OF SPONSORSHIP:**

- Clearly demonstrated leadership of your organization around the issues of local food, food and water security
- Ability to interface directly with audiences concerned with these issues and passionate about working with government to improve policy
- Logo and company exposure on promotional materials in advance of the event
- Inclusion in media materials and mention in press outreach
- Inclusion on Foodstock website, eNewsletters, Facebook fan page (+3000 members) and Twitter feed (+600 followers)
- Ability to showcase product directly to audiences at the event in our 'Foodstock Marketplace'
- Awareness at the event on signage and in literature.
- Live interaction with concerned citizens as they voice their opposition to the proposed mega quarry
- Participation in what is going to be an excellent day of celebration

Please, join us on October 16th and become an official sponsor of Foodstock.



# SPONSORSHIP LEVELS



Browse through our Potato, Rhubarb, Cabbage, Bean and Pea sponsorship levels and call us for more information.

## **POTATO SPONSOR (\$25,000 MONETARY CONTRIBUTION)**

- 14 Tickets to Foodstock
- Opportunity to include materials or media kits during media events
- Your logo will be a permanent fixture on the Foodstock website as a Potato level Sponsor with a link to your website
- Opportunity to be involved with media interviews
- Pre-event advertising opportunities in local, urban and trade publications
- Ability to co-create content to be shared with Facebook and Twitter communities
- Large logo on official program/event map
- Prominent main and secondary stage signage
- Name and logo on all printed materials at event including signage, banners and posters
- Opportunity to showcase products at event in a branded booth
- Additional logo opportunity on T-shirts, bags, etc.
- Introduction and mention at opening and closing speeches
- Opportunity to include a speaker from your organization at the event
- Other ideas? We are happy to hear them

## **RHUBARB SPONSOR (\$15,000 MONETARY CONTRIBUTION)**

- 10 Tickets to Foodstock
- Opportunity to include materials or media kits during media events
- Your logo will be a permanent fixture on the Foodstock website as a Rhubarb level Sponsor with a link to your website
- Pre-event advertising opportunities in local, urban and trade publications
- Ability to co-create content to be shared with Facebook and Twitter communities
- Medium logo on official program/event map
- Main and Secondary stage signage
- Name and logo on all printed materials including signage, banners and posters
- Additional logo opportunity on T-shirts, bags, etc.
- Opportunity to showcase products at event in a branded booth
- Thank you at opening and closing ceremonies
- Other ideas? We are happy to hear them

# SPONSORSHIP LEVELS (CONTINUED)



## **CABBAGE SPONSOR (\$5,000 MONETARY CONTRIBUTION)**

- 6 Tickets to Foodstock
- Opportunity to include materials or media kits during media events
- Your logo will be a permanent fixture on the Foodstock website as a Cabbage level Sponsor with a link to your website
- Pre-event advertising opportunities in local, urban and trade publications
- Exposure on Facebook and Twitter communities
- Small logo on official program/event map
- Secondary stage signage
- Name and logo on all printed materials including signage, banners and posters
- Opportunity to showcase products at event
- Thank you at opening and closing ceremonies
- Other ideas? We are happy to hear them

## **BEAN/SUPPORTER (OFFICIAL SUPPLIERS \$2,500 CASH EQUIVALENT)**

- 4 Tickets to Foodstock
- Listing on Foodstock website as a Bean/Supporter
- Exposure on official website, Facebook and Twitter communities

## **PEA/FRIEND (UP TO \$1,000 CONTRIBUTION OR CASH EQUIVALENT)**

- 2 Tickets to Foodstock
- Listing on Foodstock website as a Pea/Friend

## **TO DISCUSS SPONSORSHIP PLEASE CONTACT:**

Miriam Streiman, 416.890.3574, [miriam@madmaple.ca](mailto:miriam@madmaple.ca) and/or Neil Epstein, 416-833-8063, [neil@madmaple.ca](mailto:neil@madmaple.ca)

