

## Downloadable content

Message example to employees



To all employees,

As part of the **ourGREENstrategy.ca** program and in view of adopting a more responsible approach to consumption within the company, we would like to raise your awareness toward the importance of buying local products.

Did you know that the average distance covered by food is equal to the distance between the island of Montreal and the city of Orlando, Florida? In fact, from the field to your table, food is transported approximately 2,600 kilometres. In addition, road traffic caused by the transportation of food is constantly on the rise, generating increases in greenhouse gas emissions.

Favouring the purchase of local foods also creates employment: according to Équiterre, tens of thousands of jobs would be generated if every family replaced \$20 worth of foreign goods by the same value in Quebec products.

For the benefit of all, we invite you to purchase more local foods.

Thank you for your collaboration.

**RESPONSIBLE CONSUMPTION**



# 7 tips to encourage the purchase of LOCAL FOODS



1. Read the labels well to identify the origin of the products that you purchase.
2. Give priority to products identified as *Aliments du Québec* (Quebec foods): they are made from at least 85% of Quebec ingredients and are entirely transformed and packaged in Quebec.
3. Subscribe to a seasonal fruit and vegetable delivery program from a local farm
4. Create your menus with seasonal fruits and vegetables.
5. Shop at public markets to find local products.
6. Support restaurants that promote Quebec products. You will find a list of these restaurants on the following website: [www.alimentsduquebec.com](http://www.alimentsduquebec.com).
7. Replace foreign products with local products (for example, replace orange juice with apple juice).



RESPONSIBLE CONSUMPTION

