

Media Release

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International Pig Day March 1st...

Prince Edward County Celebrates The Pig Throughout the Month of March

(Picton) –

International Pig Day (IPD) will be officially launched in Prince Edward County this Monday March 1st as a way to celebrate and promote our Rural and Agricultural communities. Here in PEC, we have decided to adopt the American tradition and begin to celebrate our own International Pig Day (see backgrounder for information about National Pig Day in the USA), extending it into a month-long appreciation of pigs, pork and the people who raise them.

We have a variety of pig farmers with different breeds of pigs on small family farms here in the County. Much of the large-scale pig farming has now ceased, with pork prices being too low to justify costs. With increased awareness and demand for local foods, however, smaller scale producers- some of them focusing on heritage breeds- are gradually taking their place.

Locally raised pork combined with an array of talented chefs who make some phenomenal dishes with pork, it's no surprise that Prince Edward County's reputation as the Gastronomic* Capital of Ontario is quickly spreading! But as we all know, pork doesn't need to be fancy to be delicious!! Throughout the month of March, we can be sure to enjoy the hog on a BLT, beside some scrambled eggs or even in a hot dog!

One of the County's abattoirs (slaughter house), Aman's in Wellington is working with local business owner Andrew Mackenzie of Buddha Dog to create a pork hot dog in honor of pig day. The specialty hot dogs that Ted Aman regularly produces for Buddha Dog are made with 100% County beef.

Economic Development Officer Dan Taylor recently learned about National Pig Day and Couchon 555 after attending the San Francisco Fancy Food Show in January. "In a region of gastronomy I couldn't help but think of what a wonderful promotion opportunity this could be. I tweeted my local gourmet hot dog proprietor Andrew MacKenzie at [Buddha Dog](#) and asked him if he would entertain doing something for National Pig Day. They currently specialize in all beef locally grown 'haute' dogs. He got in touch with the abattoir that makes his dogs and let me know that he was planning on honouring National Pig Day in all three of his locations (Toronto, Collingwood and Picton - Ontario) with a [Tamworth Breed](#) Hot Dog, their first ever! This all happened via twitter and a phone call within a matter of a day or two! We are going to try and figure out how to support him and promote National Pig Day in Prince Edward County. Next year we hope to be the first international

(and Rural) location for Cochon 555 a culinary event featuring 5 Pigs, 5 Chefs and 5 Wineries and one cause." (as featured on Dan Taylor's Blog on Tumblr)

The Economic Development Office in conjunction with Savour Ontario is leading an initiative to help to highlight local pig farmers and businesses who serve pork by raising awareness about pig farming and the businesses who sell and promote it throughout the month of March. Whether it's bacon and eggs, a ham sandwich, in a terrine or pate or a succulent pork tenderloin slathered with exotic herbs and spices; everyone is invited to join in International Pig Day (month)!

The EDO continues to employ a strong Social Media strategy, and will use social media platforms to promote Pig Day and Month. Follow #InternationalPigDay on Twitter, visit the event "[International Pig Day](#)" on the Prince Edward County Fan Page on Facebook, check out the photos on Flickr, page name Prince Edward County. To date, we have already gathered support and generated awareness around International Pig Day within the GTA through conversation threads that have attracted the attention of food media and promotion heavyweights interested in celebrating the pig as well!

To conclude the month of pig promotion, what better way to celebrate than with a pig roast? During Maple in The County, the annual Harvestin' The County Chef-Farmer Meet and Greet will take place once again; the Meet and Greet is an annual event that allows chefs to meet the producers and form direct relationships and find sources where they can access local food to feature on their menus throughout the year. This year, pig farmers will be given a special nod at the event, (Friday March 26, 2010) complete with a whole pig, smothered in County Maple Syrup, being spit-roasted and enjoyed for lunch at the Meet and Greet.

Backgrounder

National Pig Day is an event held annually on March 1 in the United States to celebrate the pig. The holiday celebration was started in 1972 by sisters Ellen Stanley, a teacher in Lubbock, Texas, and Mary Lynne Rave of Beaufort, North Carolina. According to Rave, the purpose of National Pig Day is "to accord the pig its rightful, though generally unrecognized, place as one of man's most intellectual and domesticated animals"

The celebrations of our American friends involve very simple, "down-home" kinds of cooking including community breakfasts featuring bacon and ham right down to pig roasts with potato salad and cole slaw!

***Gastronomy:**

Gastronomy is the study of the relationship between farming, food and people. It is multidisciplinary, involving discovering, tasting, experiencing, researching, understanding and writing about food, where it comes from, how it is processed or prepared and how it tastes.

