



## Fact Sheet

### THE ROYAL AGRI-FOOD INNOVATION

The Agri-Food Innovation Feature is one of the main attractions at The Royal. Covering over 30,000 square feet of display space in Hall B, Agri-Food Innovation is dedicated to educating visitors about the importance of the agri-food sector. It impacts the everyday lives of Canadians through five essential components: healthy living, renewable energy, environmental stewardship, agriculturally based bio-products, as well as safe and locally produced food.

#### FEATURES OF AGRI-FOOD INNOVATION

**The Jet Car.** With the body of a Corvette and the engine of a jet plane, this environmentally friendly car can travel up to 400 km/h. Created in Saskatchewan, the Jet Car runs on bio-diesel fuel and is no doubt the direction of the future. Buckle up; this fascinating automobile's first appearance in Ontario is sure to take off.

**Innovation Marketplace.** Have you ever heard of garbage bags made from corn? Neither had we, until The Royal. In fact, 10 new and innovative products that are beneficial to the environment will be making their debut at The Royal this year. Presented by various organizations in association with the University of Guelph, the Innovation Marketplace will host the new and upcoming environmentally savvy products.

**EnviroFarm.** EnviroFarm was developed and is managed by the Ontario Federation of Agriculture. Nearly the size of a volleyball court, the EnviroFarm model shows 22 of the best management farming practices currently used across the province to protect and preserve the environment. Visitors will be able to observe the innovative stewardship methods that farmers

(more)

use to protect the environment. On display are methods to prevent soil erosion, store fuel and pesticides, improve recycling practices as well as techniques for better crop and nutrient management leading to an increase in crop yield. In addition, visitors will see how Ontario farmers care for the land and protect our environment in all of their farming practices. In fact, Ontario farmers lead the world in environmental initiatives.

For more information on The Royal Agricultural Winter Fair visit [www.royalfair.org](http://www.royalfair.org)

Materials and images can be downloaded from the website and reproduced for media use

**Media Contacts:**

**Tiffany Fisher/Priya Sen**

Whetstone Communications Inc.

Tel: (416) 595-9776

Email: [tiffany@whetstonepr.com](mailto:tiffany@whetstonepr.com)/[priya@whetstonepr.com](mailto:priya@whetstonepr.com)