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NEWS RELEASE

For immediate release

Food Freedom Day

Sherwood Park (February 13, 2012) – Canadians have now earned enough income to cover the cost of their groceries for the entire year. As in the previous three years, Food Freedom Day 2012 fell on February 12.

In recognizing Food Freedom Day, Wild Rose Agricultural Producers (WRAP) encourages Canadians to understand how food makes it from the farm to their tables, and to make choices at the grocery store that support the Canadian agriculture and agri-food industry.

“Canadians spend approximately 11.8 percent of their disposable income on food.” said WRAP President Lynn Jacobson. “Farmers receive a very small percentage of that amount – it only takes an average consumer three weeks to earn enough to pay the farmers' share of the food dollar. We work hard to maintain our standing as producers of food that is among the safest and most affordable in the world, and we’re proud that Canadian consumers are able to reap the benefit of our efforts.”

Food Freedom Day was first designated by the Canadian Federation of Agriculture, of which WRAP is a member, in 2007.

Relevant Links:

[Food Freedom Day Facts and how Food Freedom Day is calculated](#)

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Wild Rose Agricultural Producers is Alberta's largest producer funded general farm organization. Whenever decisions are being made that affect the province's agricultural industry, we're there, providing an effective voice for Alberta's farmers. For more information on WRAP, please visit our website at: www.wrap.ab.ca.