

For Immediate Release
August 19, 2010

Home Grown at MOV **How Backyard Farming Is Changing the Way We Eat**

Media Preview: August 25th, 10am to 12pm

The Museum of Vancouver (MOV) has partnered with FarmFolkCityFolk to explore Vancouver's passion for backyard farming and local food. The large-scale **photographic exhibit** captures the current momentum behind local food production and urban agriculture. The exhibit **Home Grown: Local Sustainable Food**, is a visual feast of 39 Brian Harris photographs set across four seasons, **opening on August 26, 2010** and running to January 2, 2011.

"With harvest season in full swing and farmers markets bursting with tomatoes, we felt it was the perfect time for MOV to celebrate the city's backyard farmers," says Museum of Vancouver's Director of Audience Engagement, Amanda Gibbs.

Using large-scale photographs **Home Grown** introduces visitors to the people behind local food. The photos range from proud inner city **gardeners** to an aerial view of an industrial scale **sustainable hothouse**. Visitors will gain insight into alternate styles of growing food like **house-lot farming** and **farming co-ops**.

"This series of photos is dedicated to those who see the beauty in small scale sustainable farming. Urban agriculture is about how we relate to the physical world and strive to develop a deeper connection to our food. The industrial world doesn't seem to want people to know how their food is being produced," says featured photojournalist, Brian Harris.

Harris' images take MOV visitors to the city's rooftops where a beekeeper tentatively lifts a tray of bees from a hive atop of the Vancouver Convention Centre's living grassland roof.

"The living roof is 20 acres of grassland – it's like a prairie up there – smack bang in the middle of a city, a powerful juxtaposition to the cityscape behind it," remarks Harris.

The exhibit will also include a **Communal Wall of Preserves** which will grow with public participation, as MOV hopes patrons will donate jars of home-preserved fruits and vegetables. Jars of all shapes with a maximum height of 11 inches or 28cm can be dropped off at the Museum's front desk.

MOV will host a series of food-based events throughout the fall, including a **Free Outdoor Summer Film**, a **Food and Beers** speaker series, **Family Workshops**, and **Talks and Tours**. *See page 2 for details.*

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Home Grown at MOV - Fall Events

MOV-ie in the Park *August 23, 9pm*

Presented by Potluck Café and Catering and Horizon Distributors

Attention all foodies! Roll out a blanket and enjoy ***Eat Drink Man Woman***, a food-themed movie, ***Directed by Ang Lee*** on a giant outdoor screen in Vanier Park, just behind MOV. Free event.

Opening Night *August 25, 7pm*

Presented by MOV and FarmFolkCityFolk

Join us to celebrate the launch of the new feature exhibition *Home Grown: Local Sustainable Food*.

Event is open to the public. Tickets are \$15 and available at museumofvancouver.ca or at the door. Members will receive an invitation postcard in the mail valid for themselves and one guest.

Food and Beers Speaker Series Hosted by David Beers

Presented by Tides Canada

- **Can The City Feed Itself?** *October 14, 7pm*

A panel of local food corporate knights from growers & chefs to manufacturers discuss what still needs to be done to ensure a sustainable local food industry in Vancouver.

- **How Do We Compare to Other Cities?** *November 25, 7pm*

Renowned authors of *The 100 Mile Diet*, James McKinnon and Alisa Smith, return from their travels to share ten local food ideas being trialed in other North American cities.

- **Vancouver's new Food Writing:** *December 8, 7pm*

Meet Vancouver's food writers as they discuss the current passion for food writing and how urban kitchens are linking their food to the planet.

Talks and Tours with Growers, Activists, and Chefs Hosted by FarmFolkCityFolk

Held the first Thursday of the month at 7pm. Free with admission.

- *September 2* - Chris Bodnar, Glen Valley Organic Farm Cooperative. Topic: A farmer's direct relationship with his customer through CSA, farmers markets & restaurant delivery.

- *October 7* - Karen Howbolt, Salt Spring Seeds and The Haliburton Community Organic Farm Society. Topic: The politics of seeds and our local food system with a global view.

- *November 4* - Chris Hergesheimer, The Flour Peddler with Jim Grieshaber-Otto, Cedar Isle Farm. Topic: Growing local grain and the first grain CSA in the Lower Mainland.

- *December 2* - Chef Andrea Carlson, Bishops with Heather Pritchard, Glorious Organics Farmer. Topic: Co-creation of our local food cuisine.

Family Workshops *October 2 & 3*

For the first weekend of October, MOV will open its doors to families to take part in family workshops. Details will be outlined on the Museum of Vancouver's website, museumofvancouver.ca.

Please visit www.museumofvancouver.ca for updates and additional events.