

Nova Scotia Loyal Introduced

By Linda Harrington

The government is taking the next step in its commitment to create a new provincial buy local program and encouraging Nova Scotians to offer ideas and opinions on its development.

The program - Nova Scotia Loyal - is now in the prototyping phase. This phase was launched on June 28th at Masstown Market and will include a team visiting stores and markets across the province this summer to research consumer behaviour and hear directly from Nova Scotians.

"Nova Scotia Loyal will be a buy local program like no other - a compelling call to action, highly visible and supported by a rewards program," said Premier Tim Houston. "For it to have the greatest impact, we need Nova Scotians to buy in and help build it with us. The prototyping phase will give people an opportunity to tell us more about what it means to be Nova Scotia Loyal."

In addition to the work of the prototyping team, the government will be working with retailers of all sizes and has also launched an engagement



Premier Tim Houston makes an announcement at Masstown Market about the launch of the Nova Scotia Loyal prototyping phase.

campaign to hear from people about Nova Scotia Loyal branding, including the creative look and feel. There will be a variety of ways to provide feedback, including in person, on the Nova Scotia Loyal website and on social media.

"We're establishing Nova Scotia Loyal to build on everything that's great about our province - and make things even better. This is about fuelling our local economy and boosting provincial pride," said Susan Corkum-Greek, Minister of Economic Development. "We are eager to hear from Nova Scotians about what they value most when it comes to motivating them to use their buying power here at home. This direct feedback will help us shape Nova Scotia Loyal."

Implementing Nova Scotia Loyal - a first-of-its-kind buy

local program - is an important part of the Economic Development Minister's mandate. The Departments of Agriculture and Fisheries and Aquaculture are also playing a key role by supporting the implementation of the program.

Laurie Jennings, Owner, Masstown Market Ltd. says, "Masstown Market began buying locally grown and made produce and products over 50 years ago. What began as a collaborative practice of supporting local farmers and providing quality healthy foods to local communities is possibly even more important today. Supporting local businesses and working together through Nova Scotia Loyal can only help to improve Nova Scotians' food security, protecting our communities and the businesses that supply them."



Premier Tim Houston poses for a photo with Masstown Market's Eric Jennings following the launch of the Nova Scotia Loyal prototyping phase.



Colchester North MLA Tom Taggart chatted with local farmer Curtis Millen and Premier Tim Houston at the launch of the Nova Scotia Loyal prototyping phase.



Mike Davis illustrates some of the prototyping products the team were using throughout Masstown Market to Susan Corkum-Greek, Minister of Economic Development, Premier Tim Houston and Masstown Market's Laurie Jennings.



The Nova Scotia Loyal prototyping team began collecting data at Masstown Market for four days in July. Left to right - Malak Reid, Jenna Andrews and Morgan Baker Tucker.



Premier Tim Houston talks to Masstown Market's Laurie Jennings about the new Nova Scotia Loyal program.

Not Since Moses - Events Schedule

THURSDAY, August 11th, 12:00 PM - 6:00 PM

Kit Pick Up

Aerobics First - 6166 Quinpool Rd, Halifax

FRIDAY, August 12th, 6:00 PM - 8:00 PM

GeoExperience: Sunset Walking Tour to the Old

Wife Formation

Five Islands Provincial Park - 618 Bentley

Branch Road, Five Islands

SATURDAY, August 13th, 1:00 PM - 5:00 PM

Kit Pick Up

Five Islands Lighthouse Park - Broderick Ln,

Lower Five Islands

6:00 PM - 8:00 PM

Volunteer Appreciation

Briny Bay Café - 951 Hwy 2, Nova Scotia Trunk

2, Five Islands

SUNDAY, August 14th,

8:45 AM

5KM Start

START: Five Islands Lighthouse Park

Broderick Ln, last bus at 8:15 AM

8:45 AM

10KM Start

START: Soley Cove Road, last bus at 8:15 AM

10:00 AM

Youth Run Start

START: Five Islands Lighthouse Park

Broderick Ln, last bus at 8:15 AM

*Buses will be available to transport participants to and from the parking location (Five Islands Baseball Field) and the starts/finish. The bus schedule will be coming soon.

To register for the GeoExperience: Email admin@fundygeopark.ca with your name, phone number, and the number of people in your party, including contact information for all participants. Geopark staff will meet participants at the Day-Use Park. Follow signs to beach from park office. Price: Free/donation



The "Not Since Moses" run is brought to you by your friends at Blue Nose Marathon will be held Sunday, August 14th to race the tides in Five Islands, Nova Scotia

For just a few hours, on just a few days of the year, the tides are low enough in this area of the Fundy shore to run the ocean floor. It's muddy, it's rough, it's a blast! Dig out your old shoes and come get stuck with us this August 14th.

If you're up for a bit of fresh, authentic, sea-

side fun, then this will be one of the most memorable experiences of your life! Spots are limited, so don't delay! This event is currently 80% sold out. Advance registration is required, see details below.

Registration kit includes: Chip-timed race; Not Since Moses medal; Dry fit performance tank and stunning seaside views of the Minas Basin. Additional details can be found online at: www.notsincemoses.ca

Live Right 1114 Highway 2, Five Islands Nova Scotia
Pet Supplies Open every day from 10:00 a.m. to 7:00 p.m.
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