



NEWS RELEASE

Rising cost of groceries in Canada affects The Mustard Seed *Food cost increases 7.8% over last 12 months*

Calgary, AB (July 17, 2009) The average cost to serve a meal at The Mustard Seed has increased to \$3.11 after a survey was conducted across Canada. The Mustard Seed was part of the survey. According to the Federal Government, food prices are the largest factor in the upward CPI rise. The figures showed that food prices rose 7.9% during the 12-month period ending in March, on the heels of a 7.4% rise in February. The increase in March was the largest since November of 1986.

“We plan to increase our number to reflect the Canadian average,” says Pat Nixon, CEO and founder of The Mustard Seed. “Going from \$2.62 to \$3.11 is a significant jump, but will make up for the shortfall we may face in paying for rising grocery costs. We’re committed to continue providing high quality meals in the most cost-effective manner we can. We’re grateful for the generous support of our donors that ensures we can care for this urgent basic need for our homeless.”

Last year, The Mustard Seed provided 365,000 nutritious meals to Calgary’s homeless. To help support The Mustard Seed’s meal program, please visit www.theseed.ca

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