



Media Release

February 20, 2018

Walkerton: Regional partners are undertaking a significant study of the area's agriculture and agri-food sector and seeking participation from local businesses to help develop regional and local Action Plans. The partnership group includes Bruce County as well as the Counties of Simcoe and Grey, the Cities of Barrie and Orillia, Georgian College and local business support agencies.

Announcing the study, Bruce County CAO Kelley Coulter said "Bruce County has an important role to play in supporting economic development in our communities. This study will provide us with the data we need to continue to encourage investment and growth in a key sector, and will help to guide the implementation of local initiatives."

About the study:

The Agriculture and Agri-Food Value Chain Business Retention and Expansion (BR&E) Study will consist of an analysis of the current agriculture and agri-food business climate based on standardized interviews with local businesses. The survey results will be analyzed by independent consultants and developed into Action Plans for the region and each County to address identified opportunities and challenges for this vital business sector. The study is being undertaken to ensure that future support provided by the partner organizations is based on sector-specific needs and opportunities.

Who should participate:

The regional group is aiming to interview up to 350 local businesses (owners/operators and/or managers) associated with the agriculture and agri-food sector, including farmers, agri-food processors, distributors, nurseries, food retailers, restaurateurs and agri-support businesses (i.e., tractor dealerships or grain elevators). At least 80 of these interviews will target Bruce County businesses.

How to get involved:

To participate or to learn more about the Agriculture and Agri-Food Value Chain BR&E within Bruce County, please contact the Economic Development Office at 519-534-5344 or email cmann@brucecounty.on.ca.

Interviews are being conducted from February 2018 to August 31, 2018. As the Action Plans will only be as strong as the input received, the group encourages as many businesses as possible from this sector to take part in the study.

For more information, contact:

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