

The Corporation of the
County of Prince Edward



332 Main Street
Picton, Ontario
K0K 2T0
Tel: 613.476.2148
Fax: 613.476.5737



For release: April 15, 2011

NEWS RELEASE

LOCAL FOOD SURVEY FIRST OF ITS KIND

Picton, ON - Prince Edward County and the East Central Ontario Training Board are partnering with 8 other communities and the Province to launch an unprecedented effort to help 'local food' businesses across Eastern Ontario.

Working together with the communities which lie between the City of Kawartha Lakes and Frontenac County, Northumberland County's Economic Development and Tourism department is leading a Local Food Business Retention and Expansion Survey over the next year. The survey will be delivered to businesses that produce and sell local food products throughout the region.

By conducting the survey as part of a partnership, each community involved will benefit from the information required for internal development and also receive information on overarching themes and goals that may lead to future partnerships.

"Thanks to this initiative our local food producers and suppliers will be able to access region-wide data on gaps and opportunities in the market place, giving them the information they need to grow their businesses, find new markets and remain competitive," said Mayor Peter A. Mertens. "Our agri-business sector is already strong and this project positions it to continue to grow."

Project co-ordinators are currently seeking individuals who have an interest in local food and would like to volunteer to help deliver or administer the survey as well as any local food-supporting business to submit survey responses. Anyone wishing to get involved can contact Karin Desveaux-Potters at 613.476.2148 ext. 344 Kdesveaux-potters@pecounty.on.ca

Half of the funding for the \$100,000 project is being provided through the Province's Ontario Market Investment Fund, the other half through contributions from project partners, Community Futures Development Corporation offices in the region and the Eastern Ontario Development Fund.

More information on the project is available at www.localfoodbre.ca or by contacting:

Kari Spry,
BR+E Research Coordinator
1-800-354-7050 (ext. 6266)
spryk@northumberlandcounty.ca

Amy Petherick,
BR+E Research Coordinator
1-800-354-7050 (ext. 6249)
pethericka@northumberlandcounty.ca

-30-

For further information contact Mayor Peter A. Mertens at 613.476.2148 ext. 242 or Karin Desveaux-Potters at 613.476.2148 ext. 344.