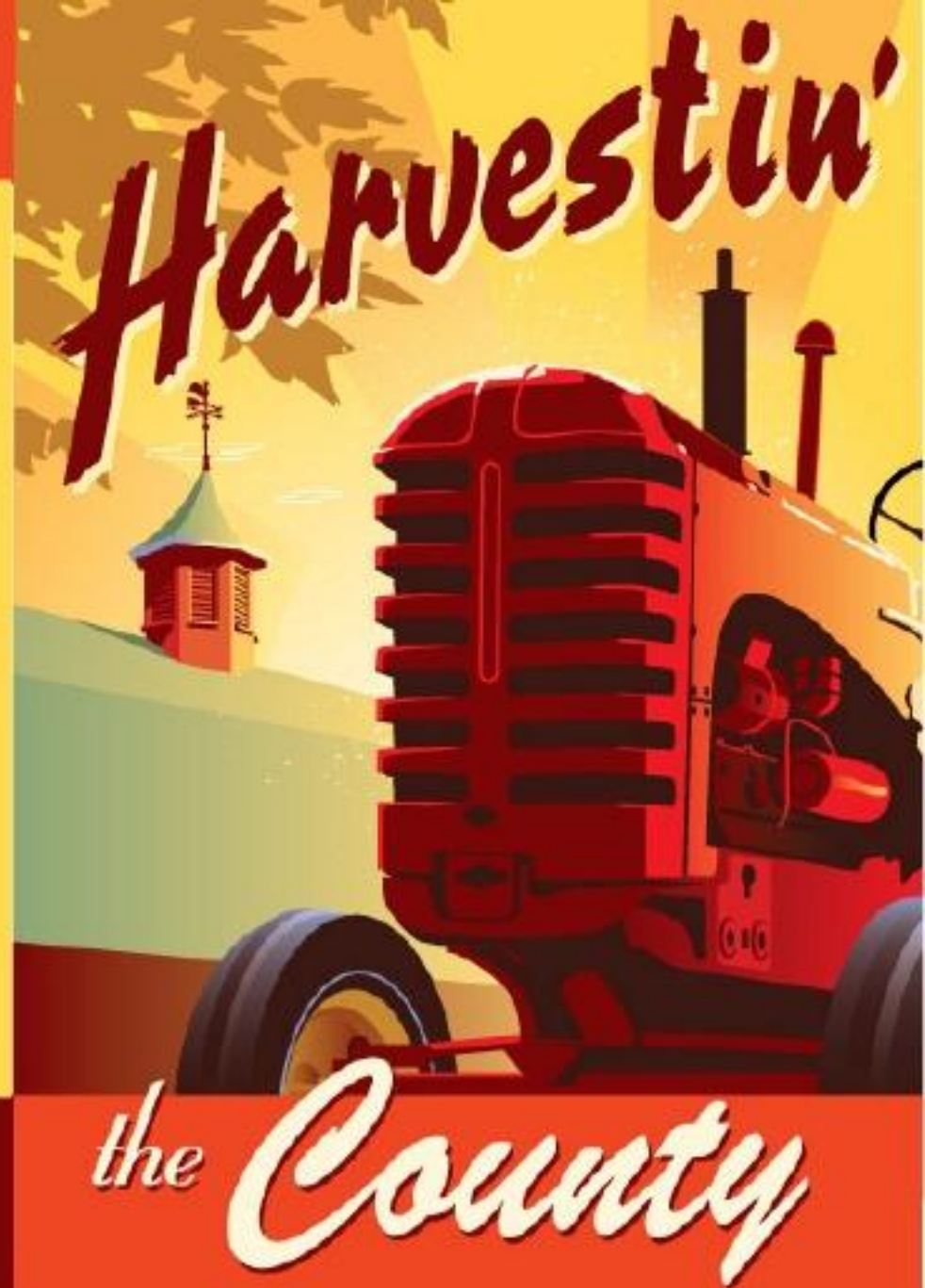


Rebuilding the Middle in
Prince Edward County



Rebuilding the Middle

- Background – PEC
- Where we started
- Evolution
- Where we are
- Where we are going



Background

- Agriculture – difficult business
- Global Shifts
- Aging Farmers
- BSE
- Consolidation

Harvestin'



Background

- Niches
- Pockets of Strength
- Hope
- All is not lost
- Opportunities...
- Need to be sought and nurtured

Harvestin'



the County

Background

- Tried many things – nothing quite stuck
- George Morris Centre – workshop
- Identified Local Ag – 60% growth
- Farmers 2 Things:
 1. Food Brand
 2. Ag Awareness Opportunity
- EDO looking for doable solutions

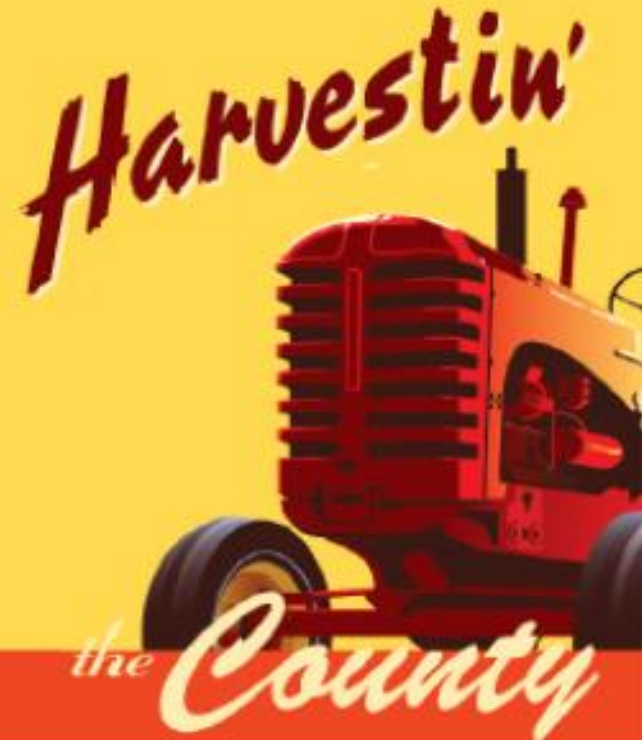
Harvestin'



the County

Why?

- Ag - Food Producing Region
- Primary source of food is not local/grocery
- Farmer – Chef Discussions – id'd a need
- Untapped opportunity
- Obvious
- Minimum barriers
- Easy?
- BR&E



Who?

1. Farmer
2. Chef
3. Grocer/Retailer
4. Customer
5. Leadership

Harvestin'



the County

Farmer

- Good at growing
- Most not so good at/selling marketing
- Identified need to assist
- Significant demand for their products
- 60% growth in the market
- Need help “packaging”/marketing
- Mill Creek Farm

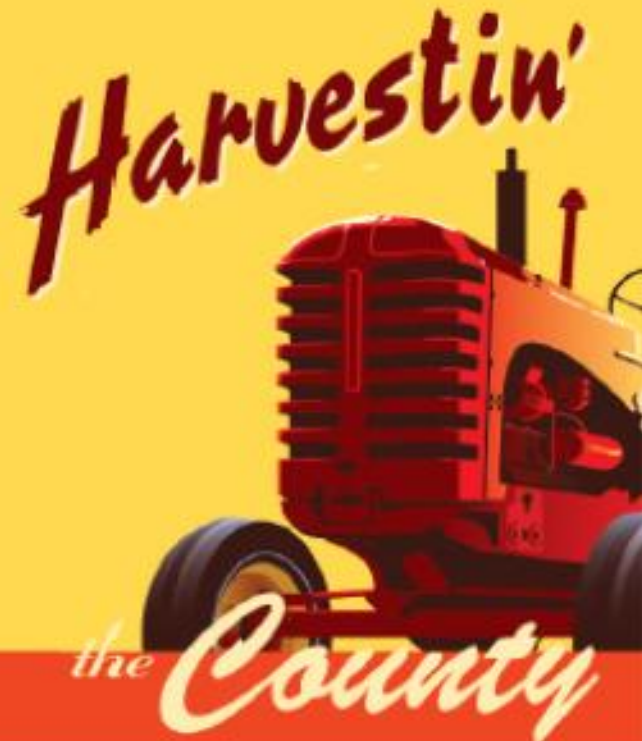
Harvestin'



the County

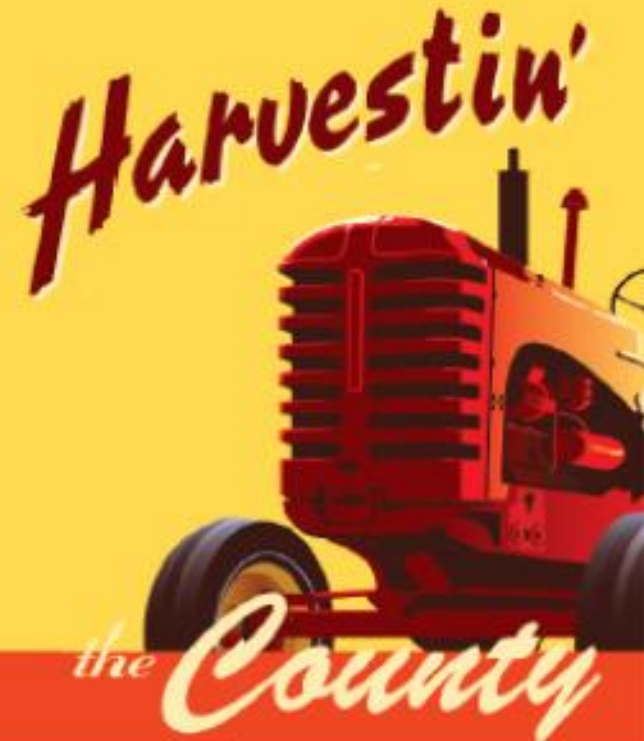
Chef

- Using products – interested in using more
- Time starved
- Looking for solutions
 - Co-op
 - Delivery
 - Awareness
 - Networking
 - Call/P.R.



Grocer/Retailer

- Grocer Limited Purchasing Options
- Sobeys' - IGA most flexible chain
- Local retailers interested
- Opportunities to do some unique things
- Open to partnerships



Customer

- Buck stops here
- Need to engage, involve, inform
- Convenience
- Build Relationships

Harvestin'



Leadership

- Who's going to lead?
- Somebody has to drive the tractor!
- EDO initiative – developed
- Engaged community partners to implement
- Partnering on Incubator Start Up

Harvestin'

the County



Start Up

- What
- How
- Funding
- Process
- Stages
- Status
- Next Steps

Harvestin'



the County

Thank-You!

Harvestin'



the County

What?

- In-store
- Brochures

August is agricultural awareness month.
Eat locally grown!

WIN
Show your support, sign up now and...

1 of 4 delicious prizes when you pledge to participate in Harvestin'

Grand prize: 1/2 share at Vicki's Veggies

2nd prize: Dinner for two at Harvest

3rd prize: Cooking class for two at Waring House

4th prize: Picnic basket from Merrill Inn

Pledge now to spend a portion of your weekly grocery bill on locally grown and made food.

Harvestin' the County lunch

Buy tickets today for 100% County lunch

\$10.00 for children, \$15.00 for adults

Join your neighbours and farmers

Tuesday, August 22nd

Main Street, Bloomfield

11:00 am to 2:00 pm

To pledge, buy lunch tickets or for more information contact us at (613) 393-2796

www.thecounty.ca/harvestin



What?

- Newspaper Inserts
- Partners



Koning's Orchard

Jersey McIntosh

1.74/kg

Canada Fancy Grade

.79/lb

Locally grown - Farm fresh - Community minded