



Supporting the Agriculture & Agri-Food Sector in Simcoe County

May 2, 2018

simcoe.ca

Economic Development Overview

ATTRACT

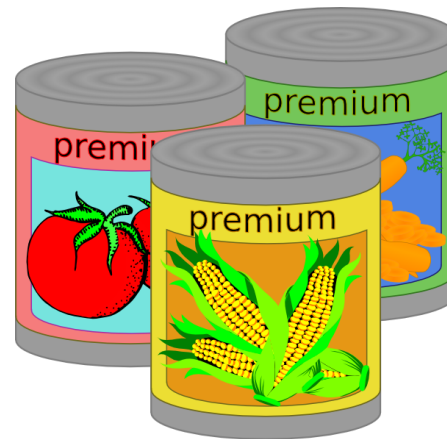
GROW

SUPPORT

- Responsible for the attraction, retention, and expansion of businesses and promote key assets within Simcoe County.
- The office works with regional partners including sixteen member municipalities, the Cities of Barrie, Orillia and various business service providers to help foster and build capacity for a regional approach to economic development activities.



AGRICULTURE & AGRI-FOOD SECTOR



Supporting the Agri-Food Sector

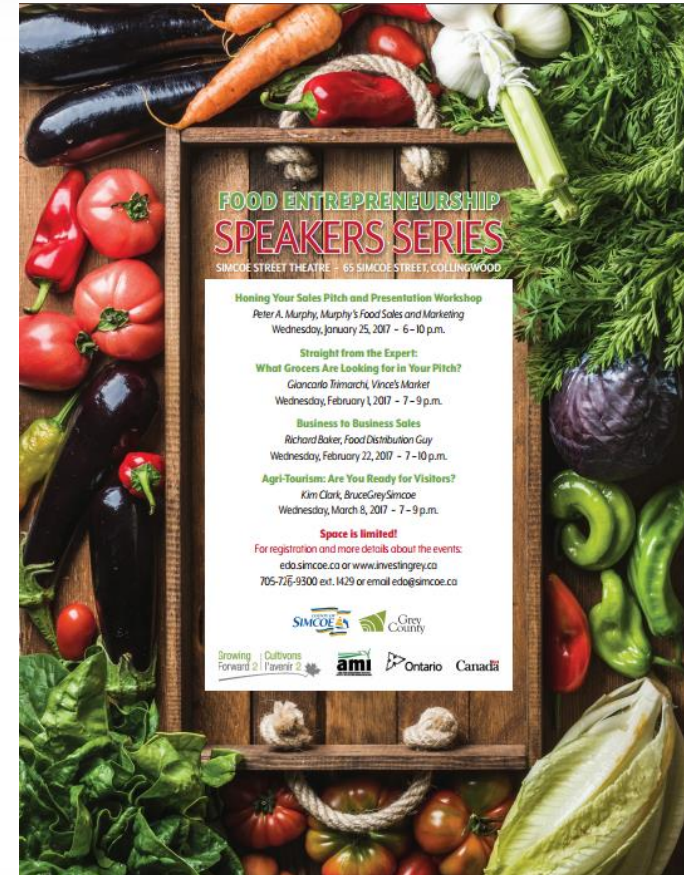


■ Industry Development and Training

- Partnership with Georgian College and area municipalities resulted in over 800 aspiring / emerging entrepreneurs and small-scale food businesses participating in area events (including the Agri-Food Management Institute's Provincial Conference).
- In 2017, partnered with Grey County on up-scaling workshops for food entrepreneurs looking to move into mainstream retail.
- Topics for training included food regulatory training, food labelling, on-farm processing, retail/foodservice sales and more.

■ Commercial Kitchen Directory

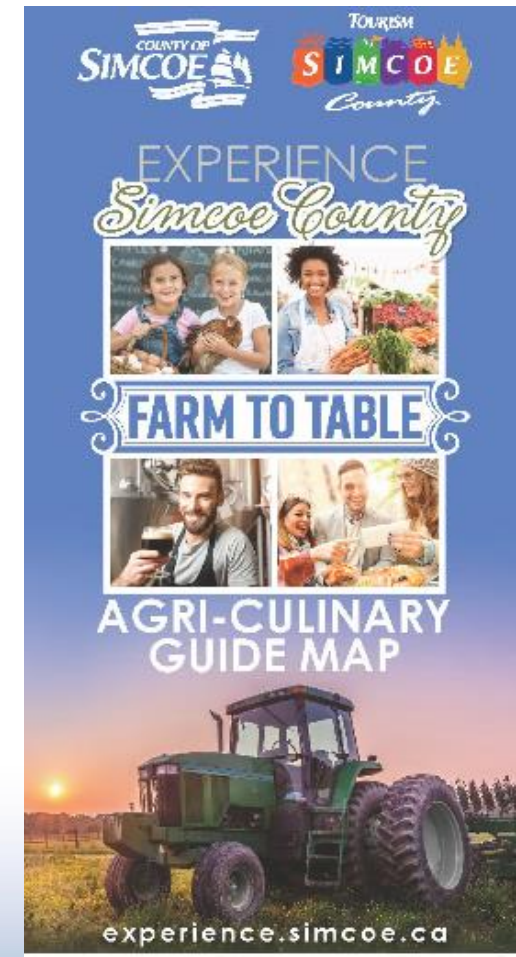
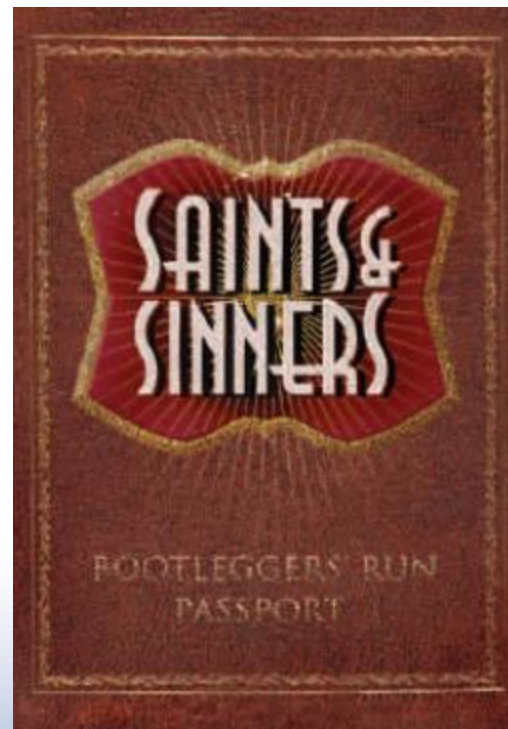
- Working with the Health Unit to map out commercially inspected kitchens.



Supporting the Agri-Food Sector - continued



- **Municipal Training**
 - Informal and periodic training for municipal staff on topics of interest (e.g. Medical Marijuana 101)
- **Support for Agri-Tourism**
 - Product development
 - Promotional materials
 - Event support



Supporting the Agri-Food Sector - continued



We're all ears



Farmers, food processors, food retailers, restaurateurs, and agricultural support businesses...

HAVE YOUR VOICE HEARD!

This business retention and expansion study involves in-person surveys across all agri-food business sectors, throughout Simcoe, Grey, and Bruce counties.

We want to hear from you so we can better understand how we can help.



We are conducting interviews to better understand your needs. Contact us today to setup your interview.

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(including Barrie/Orillia)
705-726-9300 ext. 1206
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Bruce County
519-534-5344 ext. 123
cman@brucecounty.on.ca

Grey County
519-372-0219 ext. 6125
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- **Agriculture and Agri-Food Business Retention & Expansion (BR&E)**
 - In 2018, in partnership with Grey County, Bruce County, City of Barrie, City of Orillia, Georgian College and local business support agencies, launched a BR&E to develop regional and County level agricultural support work plans.
 - Municipal staff and partners conducting interviews.
 - Consultant providing advice and guidance and conducting analysis.
 - Report to be presented to participants end of 2018 / early 2019 for validation and feedback.



A stylized logo in the top left corner featuring a sailboat with three sails and two evergreen trees behind it, all in shades of blue and white. The background of the slide is a gradient from light blue at the top to dark blue at the bottom, with a white wave-like shape separating the two sections.

Thank you.

Rachel Sullivan

Economic Development Manager

County of Simcoe

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