

# BRUCE, GREY AND SIMCOE, WHERE YOUR AGRI-FOOD BUSINESS CAN THRIVE.

## WHY LOCATE YOUR AGRICULTURE OR FOOD BUSINESS IN THE TRI-COUNTIES?

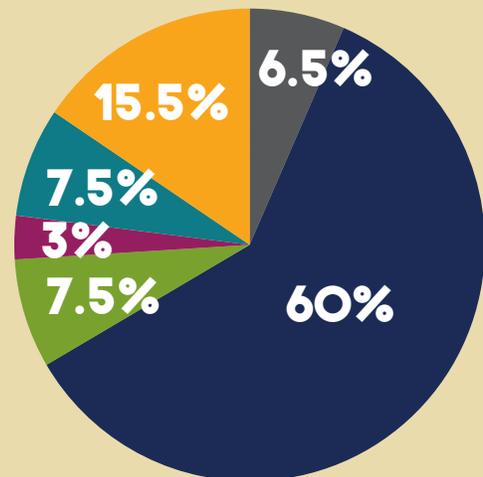
Benefits to being here include location (proximity to GTA and cottage country); quality of life, lower costs for housing and labour, land quality, and opportunity to grow. Live and work where you play! In our recent Agri-Food Business Retention and Expansion (BR&E) Study, 83% of agri-food businesses in Bruce, Grey and Simcoe told us they had a good or excellent overall impression of doing business in their local municipality.

## SURVEY OBSERVATIONS AND TRENDS

**276** businesses  
were interviewed across  
3 counties in 2018

### WHO PARTICIPATED IN THE SURVEY?

- Primary Producers
- Agricultural Services
- Consumption
- Agri-Food Processors
- Distributors
- Retailers



### PRIORITIES IDENTIFIED BY BR&E

Bruce, Grey, Simcoe and local business support organizations have committed to partnering on projects in key areas identified by our BR&E research

- 1 BUSINESS SUPPORTS
- 2 MUNICIPAL PLANNING & PROCESSES
- 3 AGRI-TOURISM
- 4 INFRASTRUCTURE
- 5 WORKFORCE

Download the complete report. 

# RESULTS

## A committed and connected agri-food community



**69%**

businesses participating own their properties and/or facilities



**88%**

indicated their primary market was local and/or regional

## Lots of opportunities



**53%**

looking to expand within 18 months



**59%**

said their industry/sub-sector was growing

## Workforce and employment



**41%**

said their workforce had increased in the last 3 years



**2/3**

said they did not have issues retaining employees once hired



**51%**

have used co-op / experiential learning programs for attraction

## BY SECTOR



Producers

**58%**

of producers have on-farm sales

**70%**

interested in niche markets and value adds

**48%**

sell meat directly to the consumer



Local Food

**83%**

of buyers were interested in sourcing locally produced food

**75%**

producers interested in or serving local markets

**77%**

producers doing some form of processing value add

FOR MORE INFORMATION CONTACT:



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