



PRESS RELEASE

The Corporation of the County of Hastings

Contacts:

Jim Pine, C.A.O.
Jo-Anne Albert,
Warden

FOR IMMEDIATE RELEASE

October 28, 2010

Provincial funding for artisan food investment

Hastings County – Hot on the heels of winning a national award for the investment marketing website InvestinCheese.ca, Hastings County has learned that the initiative is receiving \$93,396 from the Province’s Ontario Market Investment Fund (OMIF). The money will help cover additional human resources and marketing to assist new and existing investors expand their businesses through creating value added artisan food products from local agriculture such as craft beer.

“This is marvelous news for our area, for economic development and for our local agriculture industry”, says Warden Jo-Anne Albert. “Once again, I’m happy to see that our partnership with neighbouring counties is paying off and we have the continuing support of our M.P.P the Honourable Leona Dombrowsky.”

This successful and award winning Invest in Cheese initiative is a partnership between Hastings County, Lennox & Addington, Frontenac and Prince Edward County. The partners are positioning themselves as a thriving region for local, agriculture based artisan food production and are ready to assist stakeholders in the expansion of current businesses and attract new investment to the area.

“Successful economic development is based on collaboration”, notes Economic Development Manager Andrew Redden. “We are following the *better together* philosophy and showcasing the critical mass of assets that our entire region boasts. We’re building on the momentum built on the existing wine and cheese industries, and encouraging the start-ups of other producers in related areas to leverage the current trends in local food production and demand for local food.”

“These kinds of expansions and start-ups help keep farming vibrant and viable, adding value to existing farming operations through new opportunities in products such as preserves, vinegar, mustard, deli-style items, cheese, micro beer and create new job opportunities,” added Albert.

- 30 -

For more information, please contact:
Jo-Anne Albert, Warden
(613) 966-1319

Andrew Redden, Economic Development
Manager
(613) 920-2894 (mobile)
reddena@hastingscounty.com

County of Hastings, 235 Pinnacle Street, P.O. Bag 4400, Belleville, Ontario, K8N 3A9
Phone: (613) 966-1319 or 1-800-510-3306 Fax: (613)-966-2574