



**SAND PLAINS**  
*Community Development Fund*

PROJECT # 49-P001

**PROJECT NAME:** Hybrid Apple Line

**Business/Organization:** Norfolk Food Growers Association

**County:** Norfolk

**Priority Categories Addressed:** Agri-business & Agri-food

**Contribution Amount:** \$85,632

**Committee Approval Date:** June 30, 2010

**Project Summary:** The Norfolk Food Growers Association plan to update an existing apple packing line to increase efficiencies, and to effectively train staff to use the updated equipment.

**Regional Economic Impacts & Benefits:** The economic impacts of this project are that a large apple packing facility will become more competitive in an international apple market. The ongoing challenge for this commodity is to increase efficiency and therefore compete better in the open market. The apple packing facility employs 61 plus employees.

**Market Impact Assessment:** This apple packing facility competes with countries such as China and the US for a share of the apple market. This is a cooperative that was formed in the early 1900s and has been able to survive by aggressive marketing and efficiencies gained in its packing facility.

WEB: PROJECT ANNOUNCEMENT