



SAND PLAINS
Community Development Fund

PROJECT # 44-P001

PROJECT NAME: OFVGA & SCOR

Business/Organization: Ontario Fruit & Vegetable Growers Association

County: Sand Plains Region

Priority Categories Addressed: Agri-business, Food Industry & Food processing.

Contribution Amount: \$74,000

Committee Approval Date: April 28, 2010

Project Summary: A study will be conducted to analyze how fruit and vegetable producers currently access the marketplace. The study will research best practices and develop a range of options for market access. A business case for the preferred option will be prepared and made available to the public.

Regional Economic Impacts & Benefits: The study could result in changes to fruit and vegetable distribution that would improve access to the marketplace for producers in the Sand Plains region.

Market Impact Assessment: The project has broad support from the Ontario Fruit and Vegetable Growers Association which represents 7,500 Ontario producers.

WEB: PROJECT ANNOUNCEMENT