



SAND PLAINS
Community Development Fund

PROJECT #30-P002

PROJECT NAME: Sedum Master

Business/Organization: Sedum Master Inc.

County: Oxford

Priority Categories Addressed: Green Products

Loan Amount: \$250,000

Board-Approval Date: November 22, 2010

Project Summary: Sedum Master Inc. supplies pre-cultivated sedum products for the growing North American green roof market. This project will: establish a program to attract regional cultivators; increase inventory in order to supply 25% of the addressable market; and enable participation in activities to facilitate the industry's development in Canada.

Regional Economic Impacts & Benefits: "Sedum" is well-suited to the Sand Plains soil and so there will be a direct benefit as sales expansion accelerates.

Market Impact Assessment: Sales will grow as additional urban centers look to mandating the installation of green roofs in new developments.

WEB: PROJECT ANNOUNCEMENT