



SAND PLAINS

Community Development Fund

PROJECT #4-P007

PROJECT NAME: Potted Callas

Eligible Business/Organization: Clearwater Gardens

County: Norfolk

Priority Categories Addressed: Agribusiness, Green Products

Loan Amount: \$125,000

Board-Approved Date: December 16, 2009

Project Summary: Production of potted calla lilies, a high-value crop not being grown elsewhere in the region, to be marketed to Greater Toronto Area, Québec and the U.S.

Regional Economic Impacts & Benefits:

- Job retention and creation
- New product for sales and wholesale export
- Increase local purchases of bulbs, supplies and fertilizers
- Increase in sales beyond Sand Plains region

Market Impact Assessment:

- Limited availability of potted calla lilies indicates market growth potential for both retail and wholesale business
- Expansion of sales into international (U.S.) market