

# INFORMATION SHEET

## ORIGINS OF THE PROJECT

In 2014 the United Counties of Prescott and Russell (UCPR) conceived the Local Food Counter initiative – a project that brought \$1M in net new sales to Metro, and a 32% increase in local food section sales in the first year.

**During the first year** of this Local Food Counter Initiative, a Poultry Farm in the UCPR had to triple its egg production to meet the demand.

**During the last four years**, FIVE OTHER FARMS in the UCPR had to double their production to meet consumer demand for contract sales.

With these successes, a survey was taken to determine the challenges faced by producers and the results became the basis of the food-hub project. With this facility, producers can finally grow their revenue without significantly increasing their costs. Producers need this facility's production and traceability equipment to get on grocery shelves. Abattoir owner and manager, Fulton Foods, advised the UCPR on cost projections to make the project profitable for all.

The UCPR will have the ideal location and designated land to launch a federal initiative to help producers grow their economies of scale. By partnering with investors to build a Federal Slaughter, Processing and Distribution facility, we will again help Small and Medium Producers get contracts to triple their production and increase sales on grocery shelves to meet growing consumer demand for local, fresh and traceable products.



# PRODUCERS WANT TO MEET THE UCPR'S REGION OF 1.1 MILLION CONSUMERS' DEMAND FOR LOCAL FOOD

But without this facility, there is not enough production within 100 km to meet buyer expectations. All generations are now asking for local, organic food, and are willing to pay the extra price to know where their products come from. The current pandemic situation increases the importance of food self-sufficiency and traceability.



**THE REQUIRED FACILITY SALES ARE MET YEAR AFTER YEAR**

Only one producer (per revenue line) is required to meet the production demands in Year 1, amongst the 7,257 Eastern Ontario farms producing within 1 - 1.5 hours' drive of the facility.

For example, one beef supplier can exceed the current beef income projections in Year 1 – and there are 18 other beef suppliers locally.

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**Moreover**, financial projections for Year 1 show annual sales of \$11,435,640 and that 65 jobs will be required to operate the facility with a potential of 100 jobs when fully operational.

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**THE FOOD HUB WILL BE FINANCED IN PART WITH PUBLIC FUNDS AND PARTLY BY THE PRIVATE SECTOR.**

The objective is to raise sufficient funds to avoid recurring financing costs. A number of federal and provincial programs are available for economic recovery after the pandemics, for job creation, innovation, the structuring of the agri-food sector, etc.

Tenders will soon be issued to raise the private portion of the investment.

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**ECONOMIC  
DEVELOPMENT  
AND TOURISM**

