



**Corporation of the County of Wellington**  
**Economic Development Committee**  
**Minutes**

May 17, 2022  
County Administration Centre  
Guthrie Room

**Present:** Warden Kelly Linton  
Councillor George Bridge (Chair)  
Councillor Doug Breen  
Councillor Campbell Cork  
Councillor Jeff Duncan

**Also Present:** Councillor Gregg Davidson  
Councillor Steve O'Neill  
Angelica Babiera, Reporter, Guelph Today

**Staff:** Jana Burns, Director, Economic Development  
Donna Bryce, County Clerk  
Eleanor Ciceri, Information Management Student  
Justine Dainard, Smart Cities Project Manager  
Ken DeHart, County Treasurer  
Crystal Ellis, Director of Economic Development

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**1. Call to Order**

At 10:00 am, the Chair called the meeting to order.

**2. Declaration of Pecuniary Interest**

There were no declarations of pecuniary interest.

**3. Delegation:**

**3.1 Elora South Inc. Tax Increment Equivalent Grant (TIEG) Request**

1/5/22

**Moved by:** Warden Linton

**Seconded by:** Councillor Cork

That the Elora South Inc. Tax Increment Equivalent Grant (TIEG) Request presented by Sara Macintyre, Communications Advisor, Elora Mill and Mackenzie Meek, Project Planner, Pearle Hospitality be received for information.

**Carried**

**4. Elora South Inc. Tax Increment Equivalent Grant (TIEG) Request**

2/5/22

**Moved by:** Warden Linton

**Seconded by:** Councillor Duncan

That the Elora South Inc. TIEG application be approved and forwarded to the Administration Finance and Human Resources Committee.

**Carried**

**5. Economic Development Financial Statements as of April 30, 2022**

3/5/22

**Moved by:** Councillor Breen

**Seconded by:** Councillor Duncan

That the Financial Statements as of April 2022 for Economic Development be approved.

**Carried**

**6. Our Food Future project – May 2022 Update**

4/5/22

**Moved by:** Councillor Cork

**Seconded by:** Councillor Breen

That the Economic Development Committee receive the Our Food Future report for information.

**Carried**

**7. April 2022 Economic Development Update**

5/5/22

**Moved by:** Councillor Duncan

**Seconded by:** Councillor Cork

That the Economic Development Committee receive the Economic Development April Report for information.

**Carried**

**8. County BR+E Municipal Implementation Fund**

6/5/22

**Moved by:** Councillor Breen

**Seconded by:** Councillor Duncan

That the Economic Development Committee approve the 2022 BR+E Municipal Implementation Fund for the Township of Centre Wellington and the Town of Erin.

**Carried**

**9. Adjournment**

At 11:38 pm, the Chair adjourned the meeting until June 21, 2022 or at the call of the Chair.

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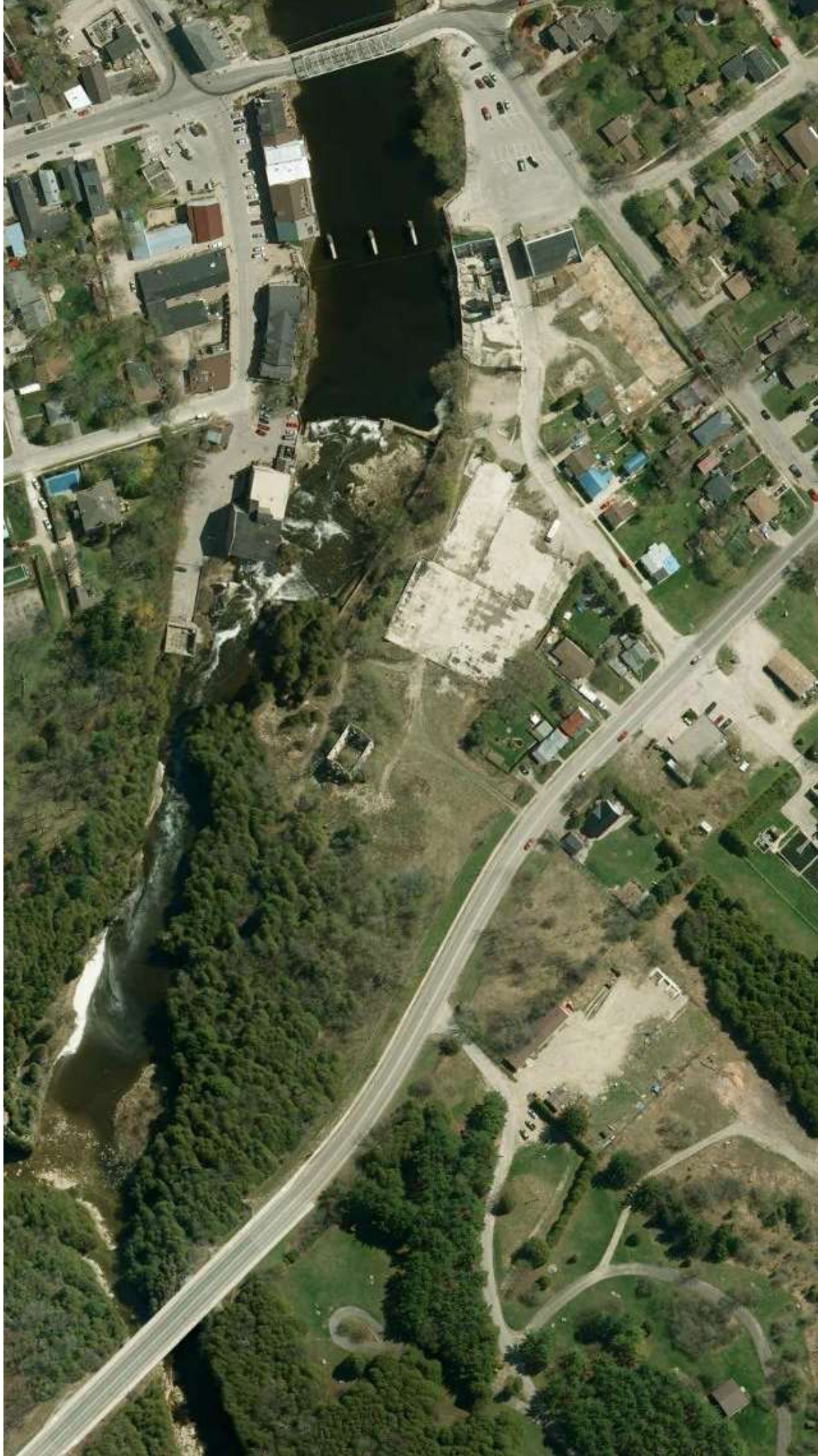
George Bridge  
Chair  
Economic Development Committee



ELORA MILL

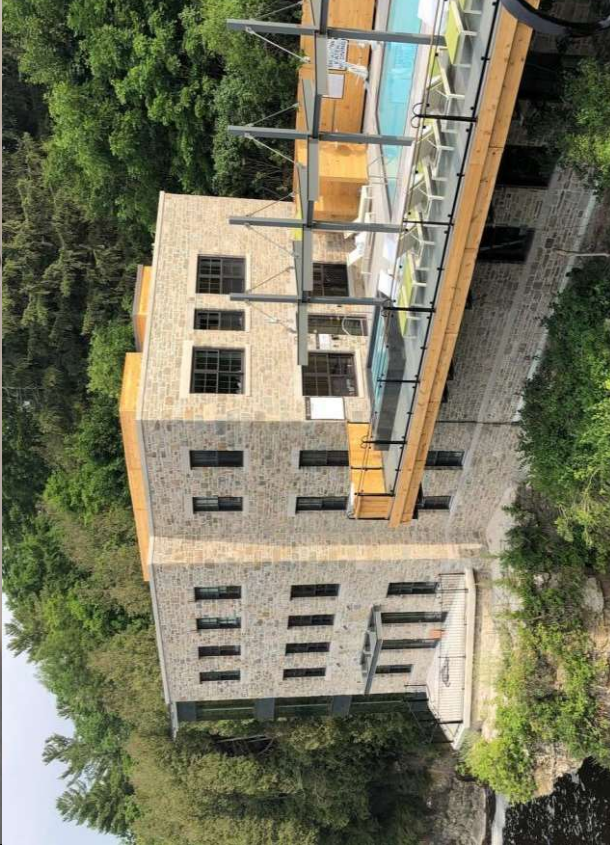


# The Elora Mill





# The Elora Mill Hotel and Spa



# The Elora Mill Hotel and Spa

Construction complete: Summer 2018

190 construction jobs



200 full time and 100 part-time employees



\$40,848 in County Development Charges Paid

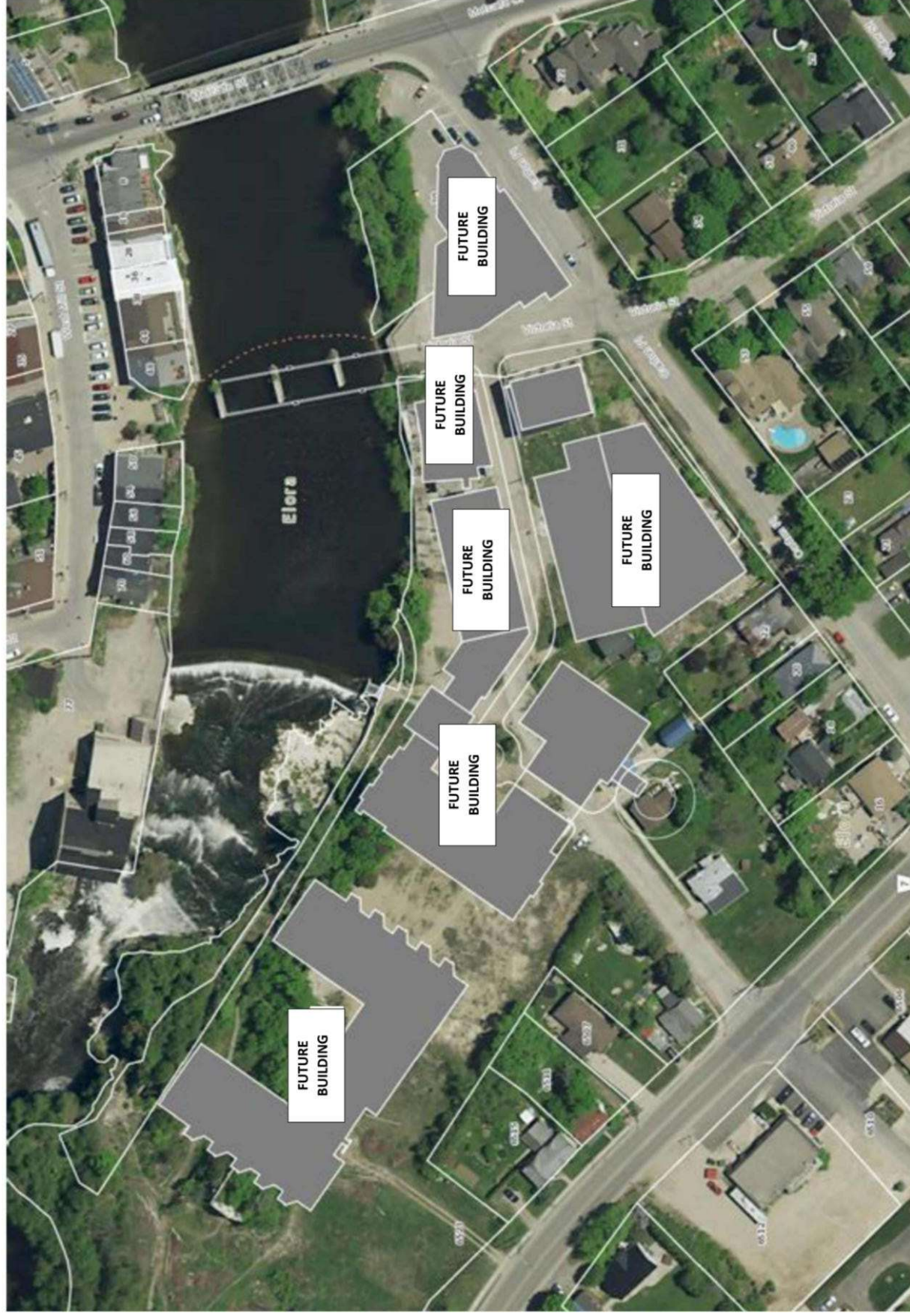


Annual County Property Tax Revenue : \$101,742





# The Elora Mill – South Side



# The Elora Mill – South Side

MPAC’s has estimated that the complete Elora Mill South project will cost of \$130,976,791 (based in the 2016 assessment year). Below are the annual property tax values based on this estimate:



\$773,483.40 in County Development Charges



Annual County Property Tax Revenue \$900,000

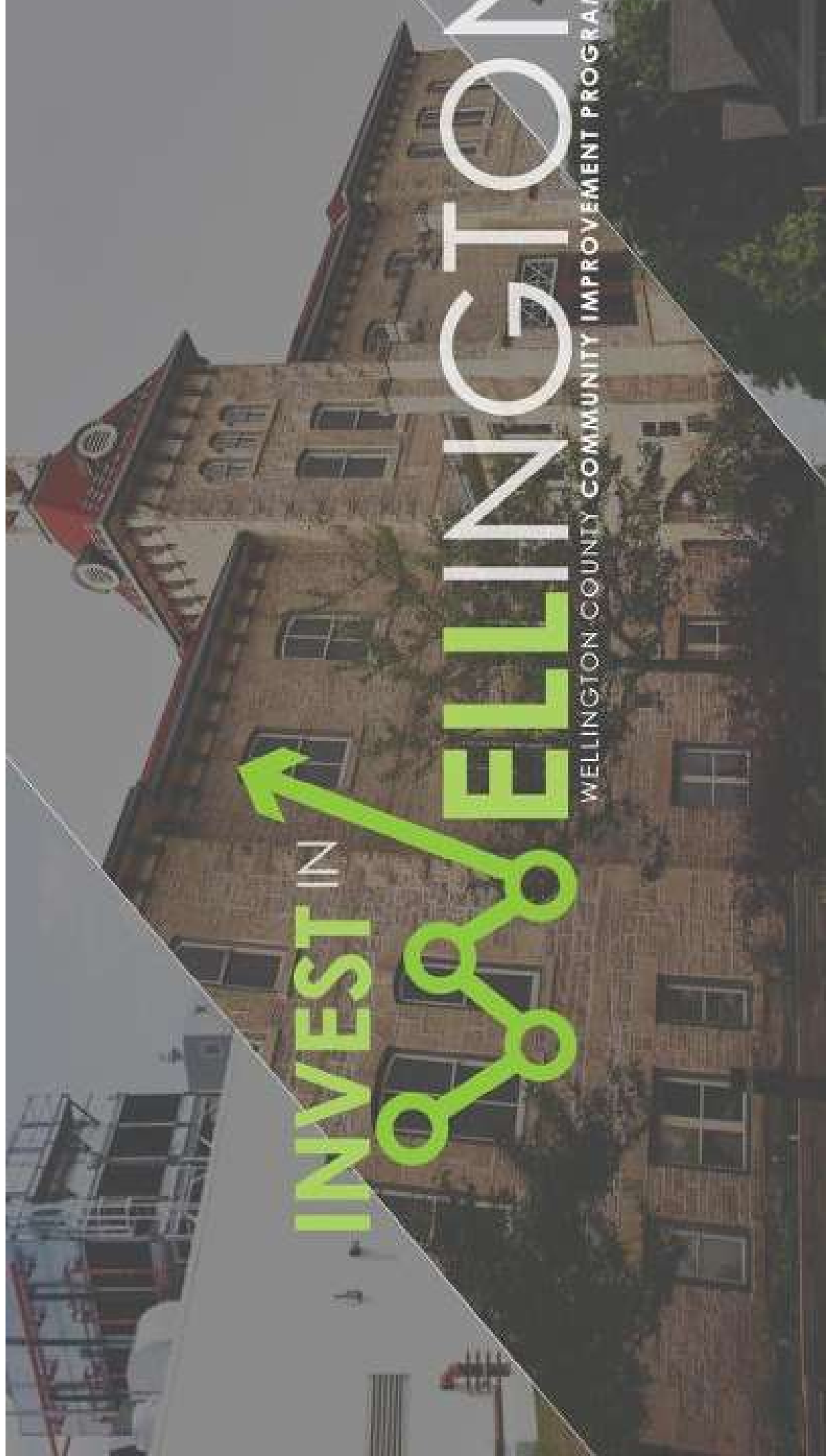


100 Construction Job are expected annually over the span of 10

200 new long term local positions are expected to be created

Elora South has already paid \$438,993 in County Development Charges

# County of Wellington - CIP





ELORA MILL





# COUNTY OF WELLINGTON

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## COMMITTEE REPORT

**To:** Chair and Members of the Economic Development Committee  
**From:** Crystal Ellis, Director of Economic Development  
**Date:** Tuesday, May 17, 2022  
**Subject:** **Elora South Inc. Tax Increment Equivalent Grant (TIEG) Request**

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### Background

Pearle Hospitality, referred to as Elora South Inc. submitted a Tax Increment Equivalent Grant (TIEG) request under the Township of Centre Wellington Community Improvement Plan (CIP) on July 26, 2021. Centre Wellington Council has designated the location a Priority Site and approved the Elora South Inc. TIEG application. The County of Wellington was approached by the Township of Centre Wellington to consider a TIEG for the project under the County's Invest Well Community Improvement Programme.

### Purpose of a CIP and a TIEG

A CIP is intended to encourage rehabilitation initiatives and stimulate development. A CIP allows a municipality to provide tax assistance, grants or loans to assist in the rehabilitation of lands and buildings within the defined Community Improvement Project Area. The County's Invest Well CIP prioritizes the investment of County resources into community improvement projects that directly support a set of long-term County-wide planning and economic development priorities.

A TIEG defers a property tax increase for a period of time in order to assist in financing substantial property development or improvements. This is treated more like a rebate than a grant, as full payment of taxation is required before the annual TIEG payment can occur. A TIEG is only applied to the portion of the taxes that increased due to the development or improvement. Only industrial and commercial development qualify for the TIEG, residential is excluded.

### Elora South Inc. Project

To evaluate the Elora South Inc. proposal, Economic Development Staff worked with the County Treasury department to review the application using the guidelines of the County Invest Well CIP. The Elora South Inc. project proposal includes multiple buildings with residential, hotel, and commercial uses. The development covers 3.6 hectares / 8.9 acres, and the assessed property value is estimated to increase from \$2 million to approximately \$130 million upon full build out. The current taxation of the property in 2021 is \$31,462 (Township \$10,874, County \$20,588). Upon buildout of the project, the resulting annual commercial and residential property tax, based on 2021 rate, would be \$1,411,591 (Township \$487,868, County \$923,723).

The proposal has six phases of development that will occur over a maximum period of 15 years. The TIEG will be calculated using assessment values provided by the Municipal Property



Assessment Corporation (MPAC) immediately following the completion of each phase and does not include education related taxation. Phase one, the condo development (Building A) does not qualify for the County Invest Well CIP and is excluded from the proposed County TIEG. Also not a part of the TIEG proposal, are the residential units, the community benefit infrastructure that includes a public pedestrian walking trail, a restored heritage ruin and a public square constructed by Elora South Inc.

A description of the buildings and site map are as follows:

Phase	Location	Description
Phase 1	Building A	Mid rise residential building with 136 residential units. (Building A is excluded from the County's TIEG, does not qualify)
Phase 2	Building C	Walser Ruin, restored two storey ruin into a commercial building with artist space. 4,456 sq. ft.
Phase 3	Building D	Mixed use building with 58 hotel suites, 50 residential units and commercial space. 13,000 sq. ft. (Residential portion is excluded from the TIEG)
Phase 4	Building F	Mixed use building with 12 residential units and commercial space. 18,082 sq. ft. (Residential portion is excluded from the TIEG)
Phase 4	Building G	Parking Garage with 195 parking spaces.
Phase 5	Building E	Mixed use building with 15 hotel suites and commercial space. 25,400 sq. ft.
Phase 6	Building B	Flatiron building, a mixed-use commercial and residential building with 16 units. 3,600 sq. ft. (Residential portion is excluded from the TIEG)



The Elora South Inc. TIEG application was evaluated through the County's Invest Well CIP. Projects are measured based on five CIP priority areas. The Elora South Inc project is described below:

**Priority #1, To Use Land Strategically:** The project redevelops vacant/underutilized downtown land and exceeds the construction value threshold of \$200,000. The development is expected to provide 100 construction jobs annually over the span of the 10 years during buildout and 200 new long term local positions are expected to be created in new employment retail, service and commercial sectors.

**Priority #2, To Provide Rental Housing:** The project involves the development of a mixed-use form of housing and includes residential intensification in a downtown area, however the TIEG does not include residential.

**Priority #3, To Improve Buildings and Infrastructure:** The project involves adaptive reuse of vacant land and the repurposing of a underutilized building (Walser Ruin). There is also substantial utility and infrastructure improvements.

**Priority #4, Diversify the Economy:** The project creates new retail, restaurant and accommodation business in the downtown area.

**Priority #5, To Promote Tourism:** The project involves the beautification, restoration and enhancement of tourism assets in Wellington County. There is an increase in short-term accommodation options and the location is identified as a top destination in Wellington County.

The benefits to Wellington County include:

- The redevelopment of the Elora Mill and the proposed Elora South project have elevated the lure of Wellington County as a premier destination in not only Ontario but as a top destination in Canada.
- Visitors who stay overnight spend three to four times as much as daytrippers, and the additional downtown development in Elora enables the rest of Wellington County to benefit from such visitor spending.
- Creation of new jobs in construction and commercial sectors.
- Diversification of the local economy.
- Increase in the commercial and industrial assessment base in Wellington County.

### **TIEG Proposal**

The Township of Centre Wellington's CIP allows for a TIEG equal to 80% of the eligible tax increment over a 10-year period. This amounts to a total estimated member municipality grant value of \$3,815,952.

The County Invest Well CIP TIEG programme allows for a five-year term grant with 100% of incremental taxes in year one, dropping by 20% each year until taxes return to the full amount in the sixth year. This amounts to a total proposed grant value of \$931,695 over five years.

**Recommendation:**

That the Elora South In. TIEG application be approved and forwarded to the Administration Finance and Human Resources Committee.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Crystal Ellis', with a stylized flourish at the end.

Crystal Ellis  
Director of Economic Development

**Attachments:**

Township of Centre Wellington, Report to Council. COR2021-14, July 26, 2021, Tax Increment Grant: Elora South Inc.



## Report to Council

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**To:** Mayor Linton and Members of Council

**Report:** COR2021-41

**Prepared By:** Dan Wilson, Managing Director of  
Corporate Services & Treasurer

**Date:** 26 Jul 2021

**RE:** Tax Increment Equivalent Grant: Elora South Inc.

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### **Recommendation:**

THAT the Council of the Township of Centre Wellington approve the Tax Increment Equivalent Grant application submitted by Elora South Inc.

AND THAT Council authorize the Chief Administrative Officer and the Managing Director of Corporate Services & Treasurer to execute a Tax Increment Equivalent Grant agreement between the Township and Elora South Inc. based on the contents of report COR2021-41 dated July 26, 2021.

AND THAT Council authorizes the Chief Administrative Officer and the Managing Director of Corporate Services & Treasurer to execute an agreement between the County of Wellington and the Township regarding County participation in the Elora South Inc. Tax Increment Equivalent Grant.

### **Summary:**

Elora South Inc. has made an application for a Tax Increment Equivalent Grant (TIEG) under the Township of Centre Wellington Community Improvement Plan (CIP). The site has been designated as a Priority Site by Council and Elora South Inc.'s submitted cost estimates are considered eligible costs under the TIEG program.

As a result of the proposed development of the Elora South site, the assessed property value is estimated to increase from \$2 million to approximately \$130 million at full build out.

Staff in consultation with RCI Consulting are in the process of developing a TIEG agreement between the Township and Elora South Inc. A separate agreement will be required between Wellington County and the Township to allow for County TIEG payments to filter through the Township to Elora South Inc.

**Report:**

The Township of Centre Wellington adopted a Community Improvement Plan in 2015. The Township's CIP authorizes two categories of financial incentives, Level One and Level Two Incentives. Among the Level Two incentives offered is a Tax Increment Equivalent Grant (TIEG).

The TIEG Program offers grants to property owners whose property taxation has increased as a result of the "substantial" development, redevelopment, or rehabilitation of an eligible building or property within the Township's 'Urban Centre'. The purpose of the program is to defer a property tax increase for a period of time in order to help finance "substantial" property improvements that would otherwise be considered cost prohibitive by a property owner. It is anticipated that the nature of property improvements will be in the form of conversion, redevelopment, and/or intensification of underutilized sites for commercial, employment, and mixed-uses. The Township will benefit from a portion of the tax increase during the grant period, and the full tax increase following the grant period.

In order to qualify for a Level Two Incentive, a site is required to be identified by Council as a Priority Site. A property may be identified as a Priority Site if it meets one or more of the following criteria:

- Has frontage along the Grand River;
- Is a known brownfield property;
- A building on the site has significant heritage value;
- The site is vacant or underutilized and has potential for significant development/redevelopment; and/or
- The site is subject to a proposal that will help achieve targets and policies of the Provincial Growth Plan; accommodate significant job growth; achieve exceptional design standards resulting in increased building costs; or help achieve any other local economic development goal or priority identified by Township Council.

Collectively the Elora South Inc. properties were identified as a Priority Site by Council in 2015.

An application for a TIEG must provide an estimate of eligible costs. Eligible costs may include such costs as:

- Removal of debris including all site infrastructure and general improvements for structural safety purposes to meet the minimum requirements of the Ontario Building Code;
- Site preparation including construction/improvement of on-site infrastructure (e.g. water services, private sanitary and storm drains and/or private sewers, watermains, roads, curbs and gutters, catch basins, hydro, gas and communication services);

- Expenses related to the relocation of sanitary sewers, storm sewers and watermains within the same property boundaries;
- Demolition of all buildings and structures together with removal and disposal of all materials and debris;
- Capital expenditures for existing building renovation and/or new building construction, including accessibility costs;
- Capital expenditures for new building construction where exceptional design standards are met and result in increased building costs;
- Construction cost premium for the provision of underground parking or structured spaces vs. surface parking;
- Legal fees, consulting fees and financing costs, preparation of a business plan, preparation of professionally prepared drawings, expenses related to designated Heritage Buildings and/or properties as they relate only to specific eligible costs identified above; and/or
- Municipal Property Assessment Corporation Assessment Estimates.

A TIEG is calculated as a portion of the municipal property taxation increase due to the “substantial” development, redevelopment, or rehabilitation of an eligible building or property. The increase in property taxation, or “tax increment”, is calculated by subtracting the municipal portion of property taxes before development from the municipal portion of the property taxes after development.

The Township's CIP allows for a TIEG equal to 80% of the eligible tax increment over a 10-year period. Wellington County's TIEG program allows for a TIEG over a 5 year period as follows:

- 100% of the eligible tax increment in year 1;
- 80% of the eligible tax increment in year 2;
- 60% of the eligible tax increment in year 3;
- 40% of the eligible tax increment in year 4; and
- 20% of the eligible tax increment in year 5.

Luciano Piccioni, President, RCI Consulting assisted the Township with the review of the TIEG application and the preparation of the TIEG agreement. Some general conditions that will be incorporated into the agreement are as follows:

1. The development of the Elora South Inc. site will occur in phases over a maximum of 15 years.
2. The TIEG will be calculated using assessment values provided by the Municipal Property Assessment Corporation (MPAC) immediately following the development of each phase.
3. The TIEG will be based on Township and County taxation only. Education related taxation would not be included in the program.
4. The Township TIEG will be paid annually, over 10 years for each phase. Payment will only be made once specific conditions have been met, including payment of all property taxes due to date.

5. The sum of TIEG payments cannot exceed the total eligible costs for each phase of the development.
6. Any new construction or development on the site outside of the TIEG program will not be included in the TIEG calculations.

**Corporate Strategic Plan:****Strong Local Economy**

- Facilitate new business coming to Centre Wellington
- Facilitate new retail uses to meet the needs of a growing community

**Financial Implications:**

As mentioned above, the proposed development of the Elora South site is expected to increase taxation assessment value from \$2 million to approximately \$130 million. Based on 2021 tax rates, this equates to additional annual taxation revenue of over \$475,000 for the Township and over \$900,000 for Wellington County.

While a portion of this tax increment would be provided back to Elora South Inc. over a 10 year period (for each phase) in the form of a TIEG, the Township and the County would benefit significantly in the long term from this additional assessment and taxation.

Based on high level calculations, The Township's TIEG payments for this application would total approximately \$3.8 million. The County TIEG payment (commercial development only and subject to County approval) would total approximately \$930,000. These are only estimates and are subject to change based on what is actually constructed and the associated assessment values determined by MPAC. As mentioned above, these TIEG payments would take place over approximately 15 years while the Township (and County) retain the balance of the increase in property tax revenues over this time.

Included within this report (Attachment A) is a summary of taxation assessment estimates (future vs. current). These figures were used to calculate the TIEG estimates contained within this report.

Attachment B to this report includes an Elora South site plan with building references.

**Consultation:**

This report was prepared in consultation with:

- Andy Goldie, Chief Administrative Officer
- Brett Salmon, Managing Director of Planning and Development
- Luciano Piccioni, President, RCI Consulting
- Wellington County Staff

**Attachments:**

- [Attachment A - Elora South TIEG Taxation Assessment Estimates](#)

- [Attachment B - Elora South Site Plan with Building References](#)

**Approved By:**

Andy Goldie, Chief Administrative Officer



**Attachment A**  
**Elora South Inc. TIEG Application**  
**Summary of Assessment Estimates**

**Estimates Future Assessed Values (2016 \$)**

#	Description	MPAC Estimates (2016 \$) - see notes 1 and 2		
		Residential	Commercial	Total
A	Condo	60,905,000	-	60,905,000
B	Flat Iron Building	6,649,000	978,757	7,627,757
C	Walser Building	-	1,593,262	1,593,262
D	Hotel	23,355,000	19,021,000	42,376,000
E	Commercial	-	7,081,034	7,081,034
F/G	Parking Garage	190,000	888,300	1,078,300
F/G	Commercial/Residential	4,170,000	6,145,438	10,315,438
<b>Total</b>		<b>95,269,000</b>	<b>35,707,791</b>	<b>130,976,791</b>

Estimated Annual Eligible Taxation - see note 3 and 4			
Township	County	Total	
200,000	-	200,000	
26,600	9,100	35,700	
7,800	14,700	22,500	
169,900	176,400	346,300	
34,600	65,600	100,200	
5,100	8,200	13,300	
43,800	57,000	100,800	
<b>487,800</b>	<b>331,000</b>	<b>818,800</b>	

**Current Assessed Values (2016 \$):**

Roll #	Description	Class	Assessed Value
11.14500	24 Carlton Place	Commercial	1,970,000
11.14508	30 Carlton Place	Commercial	250,000
<b>Total</b>			<b>2,220,000</b>

Current Taxation		
Township	County	Total
9,649	18,270	27,919
1,225	2,318	3,543
<b>10,874</b>	<b>20,588</b>	<b>31,462</b>

Note 1: Per MPAC, all residential assessment would be considered a RT (residential) tax classification, not MT (multi-residential).

Note 2: Assessment estimates are based on 2016 valuations provided by MPAC and are subject to change.

Note 3: Taxation estimates are calculated based on 2021 Township and County taxation rates.

Note 4: Eligible taxation includes commercial and residential (mixed use) assessment for the Township and only commercial assessment for the County. Total County taxation (TIEG eligible and non-eligible) is estimated at \$923,500.





# COUNTY OF WELLINGTON

## COMMITTEE REPORT

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**To:** Chair and Members of the Economic Development Committee  
**From:** Justine Dainard, Project Manager Smart Cities Office  
**Date:** Tuesday, May 17, 2022  
**Subject:** **Our Food Future project – May 2022 Update**

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**Background:** Update on programmes within the Our Food Future project.

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### Upcycled Food Certification

Over the last two years, Our Food Future has demonstrated the circular value of food system byproducts, working with Anthesis Provision to build business-to-business (B2B) connections which resulted in new product lines. Some of these examples include spent grains from brewers being sent to bakers for bread, or whey from tofu production used as a protein base for ramen noodles. Now this new product sector will be supported by the Upcycled Certified™ Mark, demonstrating to Canadian consumers that their purchase choice is part of the circular economy.

The Upcycled Certified™ Program is the world's first third-party certification programme and has been delivered in the United States since January, 2021. The Circular Opportunity Innovation Launchpad (COIL) and Anthesis Provision have now brought it to Canada as a demonstration project with funding from FedDev Ontario. The full press release is attached to this report, and more information can be found at [coil.eco](https://coil.eco).

### Circular Food Leadership Program – in partnership with Ivey Business School

COIL has partnered with Ivey Business School to create a new stream of leadership training in innovative byproduct use. The **Circular Food Leadership Program** is seeking up to 100 small- or medium-sized food businesses in Southwestern Ontario who have not yet had experience with repurposing or upcycling their products. This leadership program will run for one year and will include a series of workshops and tailored coaching. The goal is to identify upcycled or circular solutions for organic waste materials, reducing costs or in some cases producing a new product which could be Upcycled Certified™.

While there is a fee to participate, a discounted rate is available until June 5. Participants completing this training will be invited to pitch their product solution to COIL in pursuit of prototype funding. For more details, please visit [coil.eco/cflp](https://coil.eco/cflp).

### Spark Grants now open.

The Nutritious Food Workstream has completed its initial phase of a Food Environment Assessment, compiling maps, data, and survey results to better understand how our communities access – or struggle to access – nutritious foods. The overview report from this research is attached.

To support better food access, we are inviting applications for **Spark Grants**. Groups, organizations, or individuals from Wellington or Guelph can apply by posting a short description of their idea on our website before June 3. This public platform will allow members of the community to find collaboration possibilities, to spark new ideas, and to support one-another's proposals. A shortlist of applicants will then be invited to submit more details, with full proposals due July 15. These will be reviewed, and several will be awarded grants between \$5,000 - \$10,000.

To learn more or apply, please visit [foodfuture.ca/SparkGrants](https://foodfuture.ca/SparkGrants).

**Recommendation:**

That the Economic Development Committee receive the Our Food Future report for information.

Respectfully submitted,

A handwritten signature in black ink, reading "Justine Dainard". The signature is written in a cursive, flowing style. The first name "Justine" is written in a larger, more prominent script, and the last name "Dainard" follows in a similar but slightly smaller script. The signature is positioned on a light gray rectangular background.

Justine Dainard  
Project Manager, Smart Cities Office



## *Upcycled Certified™ Expands into Canada*

*Certification for upcycled ingredients and products arrives in Canada*

**TORONTO, April 28, 2022** — The [Upcycled Food Association](#) (UFA), the premier trade association for the upcycled industry, announces expansion of its Upcycled Certified™ program into Canada after seeing its extraordinary success in the U.S. market.

As part of the expansion, UFA is partnering with [Anthesis Provision](#), the food sustainability experts within Anthesis Group and COIL (Circular Opportunity Innovation Launchpad), Guelph-Wellington's circular business accelerator, to expand the reach of the third-party verified Upcycled Certified™ Mark to Canadian consumers, raising awareness and providing confidence that the food, beverage, cosmetic, companion pet food, home care, and cleaning products they buy include upcycled ingredients.

Momentum leading to this expansion of Upcycled Certified™ Program in Canada, which has already certified over 200 products and ingredients in the United States and is projected to prevent over 820 million pounds of food waste in the next year, has been building for some time. The expansion of the Upcycled Certified™ Program is a demonstration project of COIL, which is being funded by the Government of Canada through the [Federal Economic Development Agency for Southern Ontario](#) (FedDev Ontario).

"Our government is proud to support innovative solutions that address climate change while growing Canada's economy. That's why the Government of Canada, through FedDev Ontario, is supporting Guelph-Wellington's COIL initiative as they work to expand the Upcycled Program into Canada, which will help to ensure Canadian consumers are aware of sustainable options for the everyday products they purchase," says the Honourable Helena Jaczek, Minister responsible for the Federal Economic Development Agency for Southern Ontario.

"For the last two years, Guelph and Wellington County have been working to support entrepreneurs and community leaders to reduce food waste and upcycle what can't be avoided into an economic resource," said David Messer, manager of COIL. "As part of this commitment to a new way of thinking about food and drink, we are excited to support the expansion of the Upcycled Certified™ Program and to champion the impact that it can have in growing the circular food economy in our region and beyond."

Named as one of the top food trends for 2021 by Whole Foods and one of the most prominent trends at Expo West in 2022, consumer research shows that demand for Upcycled Foods is strong and growing, with 80 percent of consumers saying they would seek out upcycled products.

"We're thrilled to see increased investment in the upcycled space by Canadian businesses and from all levels of the government. We are proud to expand the Upcycled Certified™ program to catalyze even more impact," says Ben Gray MS, RD, Co-Founder and Chief Innovation Officer at the Upcycled Food Association and co-chair of the Upcycled Certified™ Standards Committee. "We're confident the certification will further accelerate Canada's progress towards ambitious climate goals."

"Global impact can only be made by collaborating," says Pablo Perversi, Chief Innovation, Sustainability & Quality Officer and Global Head of Gourmet at Barry Callebaut, the world's leading chocolate manufacturer. "We drive innovation and then, through partnership with UFA and their Upcycled Certified™, we enable consumers to make informed choices and create more impact." Evocao™ WholeFruit Chocolate is the first upcycled certified chocolate made from 100% pure cacaofruit that enables brands and artisans to play a role in this movement in the US and Canada. Given that 70% of the 14 million tons of harvested cacaofruit is wasted annually, Perversi remarks, "cacaofruit is the most impactful fruit to fully upcycle."

The launch of Upcycled Certified™ in Canada is supported and made possible by a network of partners, representing the government and the food and beverage industry.

"Canada has made food waste prevention a priority and upcycling is the next stage in helping food and beverage companies become more circular," says Cher Mereweather, CEO of Anthesis Provision. "Anthesis Provision, part of the world's largest group of sustainability experts, is delighted to help bring the Upcycled Certified™ Program to Canadian food and beverage companies, to enable them to showcase their efforts to prevent food waste and use all their resources by creating new upcycled products that meet a growing consumer demand."

*"Upcycling is on track to sustain its momentum as one of the hottest trends in food through 2022"* says Greg Belt, CEO and Co-founder at [EverGrain Ingredients](#) (AB InBev).

Donya Litowitz of ImPASTA is one of the first brands to represent the UFA certified mark in Canada. "Canada and upcycling have been founding parts of our company story: a large portion of our squash is grown right here in Ontario."

Upcycled Certified™ is administered by a third party certification body, Where Food Comes From, which ensures that every Upcycled Certified™ product and ingredient meets the rigorous Upcycled Certified™ Standard. To learn more about the Upcycled Certified™ program visit [www.upcycledfood.org](http://www.upcycledfood.org) or contact [certification@upcycledfood.org](mailto:certification@upcycledfood.org).

## ADDITIONAL QUOTES

"The expansion of the Upcycled Food Association's Upcycled Program is great news not only for the City of Guelph but for all Canadians. With the demand for Upcycled Foods strong and growing, the Government of Canada funded COIL project related to Guelph's federally funded Smart Cities program, continues to make strategic partnerships while supporting southern Ontario's economy, and, more importantly, the health of our communities and the environment," says Lloyd Longfield, Member of Parliament for Guelph.

"The Canada expansion builds on the continued success of the program which has already certified over 200 products and ingredients available in the United States and is projected to prevent over 820 Million

pounds of food waste in the next year. For us, having the Upcycled Foods Certification on our packaging and assets tells consumers that our supply chain truly takes food waste out of the system," says Holly Hurley Feather, Head of Marketing for Take Two Foods who make Barley Milk with upcycled barley.

## **ABOUT**

Upcycled Certified™ is administered by a third party certification body, Where Food Comes From, which ensures that every Upcycled Certified™ product and ingredient meets the rigorous Upcycled Certified™ Standard. To learn more about the Upcycled Certified™ program visit [www.upcycledfood.org](http://www.upcycledfood.org) or contact [certification@upcycledfood.org](mailto:certification@upcycledfood.org).

### **Upcycled Food Association**

Upcycled Food Association (UFA) - The Upcycled Food Association is a non-profit focused on preventing food waste by accelerating the upcycled economy. With hundreds of Members across dozens of countries, UFA is changing the consumer product supply chain to eliminate food waste by design. Through consumer education and networking, UFA is empowering consumers to prevent food waste with the products they buy. To learn more, visit [www.upcycledfood.org](http://www.upcycledfood.org).

### **Anthesis Provision**

Anthesis Provision is the agri-food team within Anthesis, working across North America to help food and beverage companies grow their businesses in a way that benefits people and the planet, while generating more profit. Our purpose is to help make food sustainably, to achieve our vision of a circular food system.

At [Anthesis](#), our purpose is to activate sustainable performance for our clients. We believe that transformative action is required to rise to the challenge of the Decisive Decade, and we exist to enable and support that action.

### **Circular Opportunity Innovation Launchpad (COIL)**

Launched in April 2021 with [\\$5 million in funding from the Federal Economic Development Agency for Southern Ontario](#) (FedDev Ontario), COIL is an innovation platform and activation network aimed at creating, proving and scaling transformative solutions across the food and environment sectors in southern Ontario that will move Canada toward a more sustainable, circular economy. COIL is a smart cities initiative of the City of Guelph and County of Wellington.

### **About FedDev Ontario**

For more than 12 years, [FedDev Ontario](#) has worked to advance and diversify the southern Ontario economy through funding opportunities and business services that support innovation and growth in Canada's most populous region. The Agency has delivered impressive results, which can be seen in southern Ontario businesses that are creating innovative technologies, improving their productivity, growing their revenues, and in the economic advancement of communities across the region. Learn more about the Agency's impact in southern Ontario by exploring [Southern Ontario Spotlight](#), [pivotal projects](#), [Twitter](#), [Facebook](#), [Instagram](#) and [LinkedIn](#).

## **Contacts**

Esther Kim, Upcycled Food Association, [esther@upcycledfood.org](mailto:esther@upcycledfood.org)  
Holly Hendershot, Anthesis Provision, [holly.hendershot@anthesisgroup.com](mailto:holly.hendershot@anthesisgroup.com)  
David Messer, COIL - Guelph Smart Cities Office, [david.messer@guelph.ca](mailto:david.messer@guelph.ca)

Monica Granados  
Press Secretary, Office of the Minister responsible for the Federal Economic Development Agency for  
Southern Ontario  
[monica.granados@feddevontario.gc.ca](mailto:monica.granados@feddevontario.gc.ca)

**Funded by:**  
Federal Economic Development  
Agency for Southern Ontario

**Financé par :**  
Agence fédérale de développement  
économique pour le Sud de l'Ontario

**Canada** 



# Understanding our local food environment



## Guelph-Wellington Food Environment Assessment Overview of findings and funding opportunities

People make an average of 200 food-related decisions every day<sup>1</sup> about what, where, when, and how much to eat. Most of these decisions are unconscious, shaped by the surrounding **food environment**: the physical, social, economic, cultural, and political factors that impact our access to nutritious food.

From June 2020 to September 2021, the Nutritious Foods Workstream of the Guelph-Wellington Our Food Future initiative completed the initial phase of a Food Environment Assessment. The Assessment brings together local data and past research to provide a snapshot of food access in Guelph-Wellington. Many research projects and collaborations were formed to gather information: they included spatial mapping, surveys, focus groups, interviews, audits, and document review.

What we learned to date is summarized on the next pages. The Food Environment Assessment will be a launch point for community engagement to identify key actions we can take as a community to improve access to affordable, nutritious food all within the constraints of a circular regional food system. Throughout 2022, the Assessment will continue as we further explore food equity in our community. This work will be anchored for a Food Equity Summit in Fall 2022.

In 2023, the Nutritious Foods Workstream will release a culminating Guelph-Wellington Food Security and Health Action Plan that draws on the research, learnings from funded projects and additional engagement and charts out a path forward over the next five to ten years.

### **\$50,000 in funding available.**

The Nutritious Foods Workstream is providing grants to help address the issues related to food access that are highlighted in this assessment. We are looking for innovative pilot projects that encourage healthy eating, make food more affordable, or increase access to nutritious foods in settings where people live, learn, work or play. Examples may include healthier foods in neighborhoods, schools, workplaces, institutions, etc. Submissions should utilize circular strategies, be innovative, replicable, and support one or more of the following themes:

1. Increase **physical access** to a range of culturally relevant nutritious foods in the places where residents live, work, learn, and play so everyone can make healthy food choices.
2. Increase **economic access** to nutritious foods so everyone can afford a healthy diet.
3. Increase access to opportunities to acquire nutrition **knowledge and food skills** so that everyone can select and prepare healthy meals.
4. Increase **promotion** of nutritious foods so that these foods are valued, celebrated and shared, empowering everyone to eat well and reduce waste.

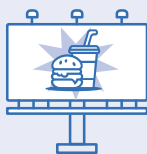
Additional details and application instructions can be found on page 4 of this document or at [www.foodfuture.ca](http://www.foodfuture.ca).



<sup>1</sup> <https://news.cornell.edu/stories/2006/12/mindless-autopilot-drives-people-underestimate-food-decisions>

## Availability and exposure

Highly-processed foods are widely available and promoted in our community. Strategies to reduce exposure and availability of these foods in various settings may be beneficial.



**80%** of food-related advertisements within 500 metres of schools promote highly-processed foods like fast food meals, ice cream and sugary drinks



In grocery stores, for every display of vegetables and fruit there are approximately **3** displays of highly-processed foods



Like many settings, in rec centres **100%** of food available in vending machines are sweet and salty snacks and **95%** of beverages are sugary drinks because this is what patrons are buying. Rec centre managers have added nutritious options in the past and are interested in testing new strategies



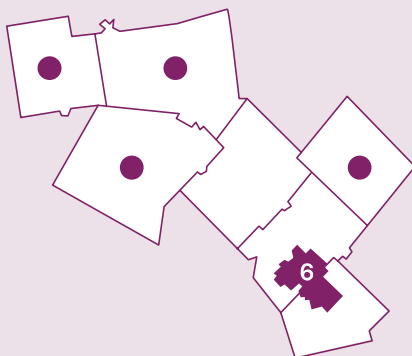
Managers of grocery and convenience stores expressed interest in modifying product placement and implementing subsidy programs

## Ease of access

Certain neighbourhoods and townships have minimal access to nutritious foods, while other areas are saturated with opportunities to purchase less nutritious options. Residents may be choosing highly-processed foods due to convenience — and some think it would be helpful to get food closer to home.



Less nutritious retail food outlets (e.g., convenience stores) are found more frequently across Guelph-Wellington than nutritious outlets such as grocery stores



**4 townships** in Wellington County and **6 neighbourhoods** in Guelph have been identified as geographic priorities for engagement and actions to improve access



**60%** of grocery stores offer online shopping



People who live in rural areas of Wellington County need to travel further to get to nutritious foods

## Food insecurity

Residents agree income-focused actions such as guaranteed basic income, living wages and higher social assistance rates would be helpful to address food affordability and food insecurity. Efforts to expand emergency food services that offer greater autonomy may also be beneficial.



**1 in 8 (12%)** Guelph-Wellington households are food insecure and almost **two-thirds (63%)** of them reported this was a new experience since the pandemic began



**1 in 7 (14%)** of Guelph households and **1 in 10 (10%)** Wellington County households are food insecure



**Fewer than 25%** of food insecure households access emergency food services to meet their immediate needs

## Food purchasing and waste

Residents are throwing away nutritious foods while not necessarily following healthy eating patterns. Further education about highly-processed foods, protein foods, and the application of food skills to reduce food waste may be beneficial.



Households throw away **25%** of the edible food they buy from retail food outlets — namely fruits, vegetables, grains and plant-based protein



Residents are purchasing a **greater proportion of animal-based proteins** compared to plant-based

## Local programs

There is a lot of food-related programming and infrastructure to leverage and build off in Guelph-Wellington.



**39 food access** programs, **24 food skills and education** programs, and **57 community agriculture** spaces were identified in Guelph-Wellington

The assessment was led by the Nutritious Foods Workstream of the Our Food Future Smart Cities Initiative. The Nutritious Foods Workstream is a collaborative of health and social service organizations dedicated to increasing access to nutritious foods. For more information, visit [foodfuture.ca](https://foodfuture.ca) or contact the City of Guelph Smart Cities Office at 519-822-1260 extension 3559 or [foodfuture@guelph.ca](mailto:foodfuture@guelph.ca)

# Funding available to improve food access in Guelph and Wellington County

The Nutritious Foods Workstream is looking for ideas that encourage healthy eating, make food more affordable, or increase access to nutritious foods in settings where people live, learn, work or play in Guelph-Wellington, and lead to a regional circular food system.

## Apply for Spark Grant funding to accelerate your project or idea.

Spark Grants provide an opportunity to submit a ready to implement idea, receive input, lead a project, and access funds quickly. Rather than just filling out a funding application, applicants will first socialize their idea online through Our Food Future's online engagement platform called Kitchen Table, and have an opportunity to receive community feedback and identify possible collaborations across projects.

Applicants will complete a two-step online application process. Step 1 involves posting a 200-word description of your idea(s) on Kitchen Table. Step 2 involves being invited to submit a more detailed proposal that will be evaluated by a review team. A total of \$50,000 is available for multiple small-scale food access initiatives. We encourage ideas in the \$5,000-\$10,000 range and submissions should not exceed \$20,000. Anyone can apply, including individuals, non-profits, schools, neighborhoods, workplaces, etc.

Follow these steps:

- a. Download the Spark Grants Program Guide [here](#).
- b. Submit your idea [here](#). Application deadline June 3, 2022.
- c. Shortlisted projects will be announced on June 17, 2022
- d. A full project proposal will be due from shortlisted applicants by July 15, 2022.
- e. Winners will be announced by August 15, 2022.

**In addition to the Spark Grants, \$20,000 will be announced this summer for Community Agriculture Grants. This funding will support community food production efforts throughout the region. The Community Agriculture Grants builds on the interest in increasing the community's capacity to grow food that was shown in the 2020 Guelph-Wellington Urban Agriculture Challenge.**



**Helping Everyone in  
Guelph-Wellington  
Access Nutritious Food**

Community Conversations to Guide Action



# COUNTY OF WELLINGTON

## COMMITTEE REPORT

**To:** Chair and Members of the Economic Development Committee  
**From:** Crystal Ellis, Director of Economic Development  
**Date:** Tuesday, May 17, 2022  
**Subject:** Economic Development – April Report

### RIDE WELL Rural Transportation

In April, RIDE WELL serviced 415 rides in comparison to 522 in March. It is important to note that although there was a decrease in ride numbers this past month, there were four fewer operating days in April (19 operating days) than in March (23 operating days).

On April 4, the service returned to ridesharing (pairing separate bookings into one vehicle) and we can report that of those 415 rides, 67 (16%) were shared. Data shows that 93% of the shared rides occurred within Centre Wellington. This is not a surprise, since the ride volumes are higher in Centre Wellington, the chance of ridesharing becomes more frequent in this area.



**RIDE WELL**  
will return to  
shared rides  
on April 4

**What you need to know:**

- Bookings will return to a per-seat basis. Multiple rider discounts will apply to bookings with 2 or more seats booked.
- You may get paired with other community members taking the service to similar destinations.
- Ridesharing allows for more ride availability and flexibility!



Ontario 

Find out more at [www.ridewell.ca](http://www.ridewell.ca)

The following table compares monthly performance in 2022:

Month	Rides/ Bookings	Passengers	Unique users	New users	Average rides per user	Average Rides Per Day	New accounts registered
April 2022	415	425	76	9	5.5	21.8	40
March 2022	522	n/a	85	12	6.1	22.7	32
February 2022	383	n/a	67	8	5.7	20.2	28
January 2022	384	n/a	70	16	5.5	19.2	35

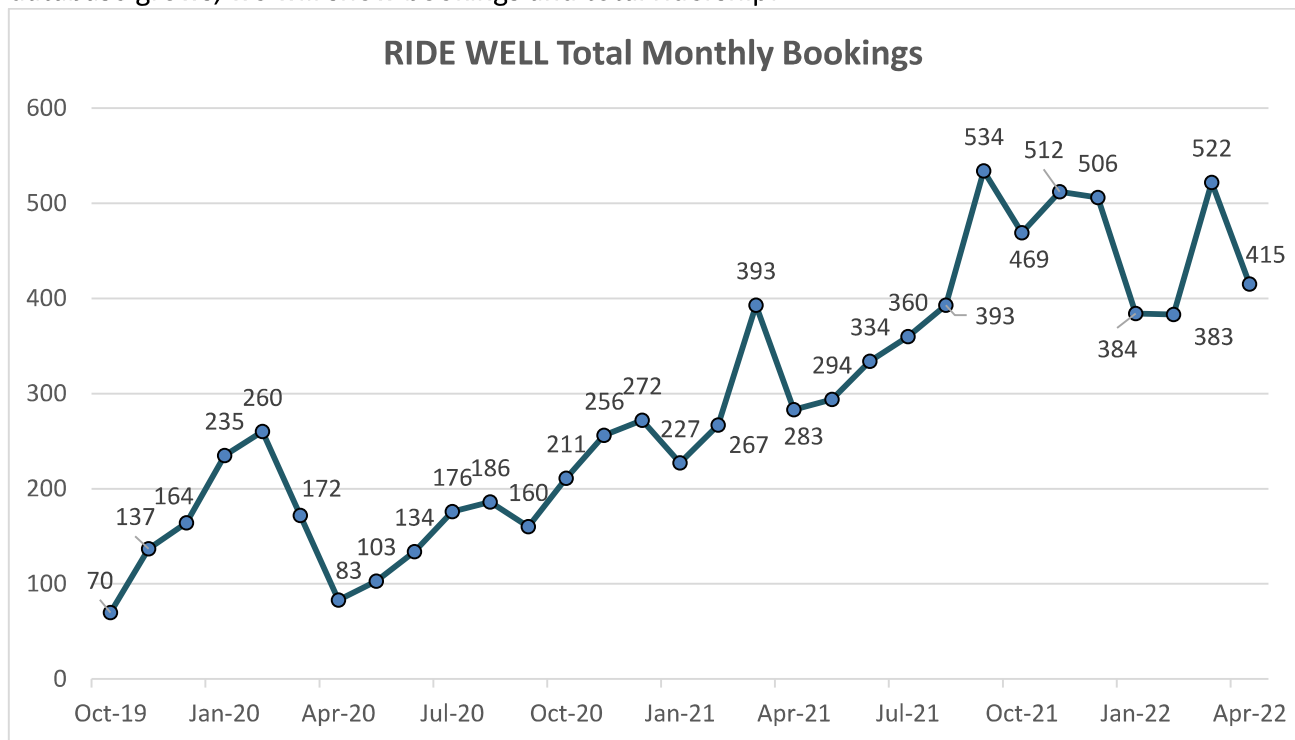
In April, RIDE WELL completed 19 youth trips. These trips were taken to the Skyline Community Hub in Fergus, and Guelph Collegiate Vocational Institute (GCVI). We are also seeing frequent trips to local grocery store, retail locations, library, and various medical services.

Staff have been working with Dillon Consulting to review the hourly service rate for RideCo operations. It has been identified that retaining and attracting new drivers for the service is an increasing challenge. This factor has been heightened by the recent increase of fuel prices. The recommendation to increase the service fee from \$30 to \$34 per hour will be implemented. The change is within the allocated annual budget.

RIDE WELL is showing growth in 2022, which is driven by an increased number of monthly riders using the service more frequently. Additionally, RIDE WELL can now track the total number of



passengers in vehicles over a month. The following graph show overall and 2022 ridership, as our database grows, we will show bookings and total ridership:



### Invest WELL Community Improvement Programme

Staff received and approved four 2022 Invest Well Community Improvement applications in the past month, all under the Invest MORE funding stream.

The Old Post at 33 Elora St S, Unit 3, Harriston was approved for \$2,500. The project will expand patio seating around and behind the building, as well as beautification efforts with planters and lighting. The expansion will also help the business access the rear entrance to the building for easier access to washrooms and other amenities. The Town of Minto approved the project for \$3,000 under their municipal CIP, and the applicant estimates the total costs to be \$9,000.

Dan Michael Investment Inc. at 35 Erin Park Drive, Erin was approved for \$5,000. The project includes construction of a new builders' and contractors' yard in the Erin Industrial Park. The Town of Erin approved \$2,500 for this project, and the applicant estimates costs to be \$648,288.53.

Excel Fine Cars at 9591 Wellington Road 124, Erin was approved for \$7,500. The project is a complete façade improvement of a car mechanic, sales and shop along Wellington Road 124 at the entry into downtown Erin. Improvement work includes new roof, brickwork, new signage, and landscaping. The Town of Erin approved \$8,000 for this project, and the applicant estimates costs to be \$64,000.

Kulhay Wellness Centre at 165 Main St., Erin was approved for \$2,500. The project will be constructing new accessibility features, such as a ramp and an automatic sliding door. This will allow a critical business in the downtown core to access new clientele and improve building safety. The Town of Erin approved \$2,500 for this project, and the applicant estimates costs to be \$10,185.

## Taste Real

Taste Real continues to host virtual monthly **Farmers' Market group meetings** for market managers and other stakeholders, such as public health, in order to address common concerns, provide support and work on collaborative initiatives. This forum has been invaluable for local markets to assist each other with resources, advice, vendor recruitment and collaborative promotional activities.

The Taste Real **Farmers' Market Box** 2022 programme has launched. Orders can be completed on our website at <https://www.wellington.ca/en/business/tr-farmers-market-box.aspx>. The Farmers' Market Boxes cost \$59 and feature a curated selection of products from a different local farmers' market every two weeks. Boxes are available for pick up and a home delivery option is available to anywhere in Wellington County or Guelph for a \$5 flat fee. This initiative adds significant sales for vendors, promotes the markets, and provides an opportunity for new and emerging local businesses to get their products in front of a larger audience.

The 2022 Farmers' Market Box schedule has a different market every two weeks and orders close one week before delivery day or when sold out.

- Guelph Farmers' Market. Delivery: Tuesday, June 7.
- Elora Farmers' Market. Delivery: Tuesday, June 21.
- Rockwood Farmers' Market. Delivery: Tuesday, July 5.
- Wellington North Farmers' Market. Delivery: Tuesday, July 19.
- Erin Farmers' Market. Delivery: Tuesday, August 2.
- Minto Farmers' Market. Delivery: Tuesday, August 16.
- Mapleton Farmers' Market. Delivery: Tuesday, August 30.
- Aberfoyle Farmers' Market. Delivery: Tuesday, September 13.

**Farmers' Market Trail Passports** are now available at each farmers' market, libraries, tourism outlets, and the Economic Development Office. Market-goers can collect a stamp each time they visit a different market for a chance to win a local food prize pack. The Trail will be featured as a key food tourism itinerary on the Great Taste of Ontario platform (beginning of June) and is a great way to draw locals and visitors to explore Wellington's outstanding communities. A copy can be requested on our website here <https://www.wellington.ca/en/business/tr-farmersmarkets.aspx> or by emailing [ecdev@wellington.ca](mailto:ecdev@wellington.ca).



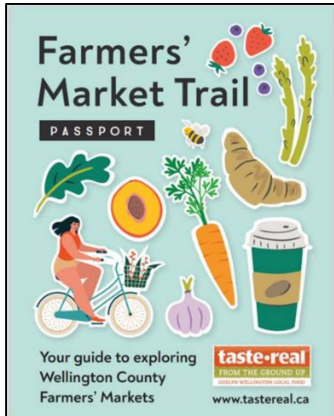
**Market Box Series**  
**DELIVERY**

Explore our farmers' markets from home or surprise someone with a delicious gift!

Order curated market boxes delivered to your door this summer and fall. Each box features a different Wellington County and Guelph Farmers' Market.

**For dates and details see [www.tastereal.ca](http://www.tastereal.ca)**

The graphic features a stylized illustration of a person on a scooter delivering a box to a house, with various farm-related icons like a plant, a cat, and a location pin.



**Farmers' Market Trail**  
**PASSPORT**

Your guide to exploring Wellington County Farmers' Markets

**taste•real**  
FROM THE GROUND UP  
www.tastereal.ca

The graphic features a stylized illustration of a person on a bicycle, a carrot, a kiwi, a coffee cup, and various farm-related icons like a plant, a bee, and a location pin.

After two years, the **Spring Rural Romp** in Northern Wellington County returns as an in-person event on Saturday, May 28 from 10:00 am – 4:00 pm. 13 farms, bakeries, and greenhouses are lined up to welcome visitors on this self-guided farm and food tour. The event focuses on creating strong business–consumer connections, educating the public about local food and agriculture, and encouraging the public to explore Wellington’s rural communities. <https://www.wellington.ca/en/business/tr-springruralromp.aspx>. A copy of the Spring Rural Romp map is included at the end of this report.



**Taste Real Business Highlight - Silver Fox Distillery** in Arthur, Ontario was named the 2022 U.S. Open Spirits’ Grand National Champion by winning an amazing six medals in the Spirits categories including 3 Gold Medals. Silver Fox Distillery became the first Canadian company to win the Grand National Champion’s Plaque in the 14-year history of the U.S. Open Championships. The distillery has won 26 Awards in North America in its first two years of business.

### Attainable Housing

The Attainable Housing Campaign has continued to release additional social media and print advertisement. Staff have heard from members of the community sharing their personal stories of housing unattainability and their thanks for raising the profile of this community issue. We have also seen spirited public discussion and engagement within the social media platforms, signaling that a conversation is beginning to occur. Project information about the need for attainable housing, how the lack of diverse housing options impacts our community, and provides an information flyer, animated video, as well as community and business stories, are all available at [www.wellington.ca/livehere](http://www.wellington.ca/livehere).



The Township of Wellington North hosted a Growth, Housing and Development public information session on April 13 in Arthur. Economic development participated with a presentation about the Attainable Housing Campaign. The event was positive, and it was decided that the township will repeat the event on May 26 from 5:30pm to 7:30pm at the Mount Forest and District Sports Complex with the same format.

As we move forward with the attainable housing work, economic development staff will be working with planning to meet with each member municipality to discuss attainable housing in their community. This information will be presented back to the Attainable Housing Taskforce, to help guide the direction for the project.



## Talent Attraction

In collaboration with Settlement Services, staff prepared a report from the results of the English Language Training Needs Assessment Survey. The survey was conducted from April 1 to 10 with the proposal of providing background information and justification for a request to Immigration, Refugee and Citizenship Canada (IRCC) and the Upper Grand District School Board for English Language Training support in Wellington County. The survey found that a significant number of new immigrants who come to live in the County experience language barriers, and often leave for other communities where they can access English language training. Barriers to obtaining training include access to childcare, transportation, access a computer and comfort with technology.

## Funding Announcements

On April 29, the Honourable Helena Jaczek, Minister responsible for the Federal Economic Development Agency for Southern Ontario announced local funding for projects.

\$10 million in funding is being directed to Innovation Guelph from FedDev Ontario to lead the delivery of the **i.d.e.a. Fund** in southwestern Ontario. The fund will target companies with a focus on agri-innovation, cleantech and advanced manufacturing in urban and rural communities. Additional details related to the fund and the application process can be found at [www.idea-fund.ca](http://www.idea-fund.ca).

\$2.6 million in funding was announced for the **Community Revitalization Fund** and the **Tourism Relief Fund**. About \$1.15 million of that funding is dedicated to projects in Wellington County and included:

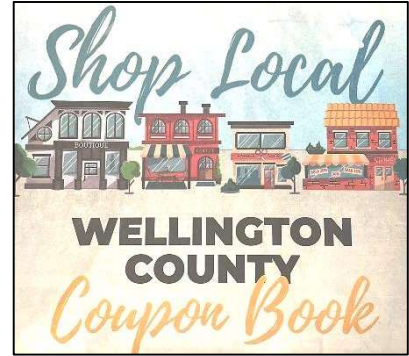
- \$65,335 for the Clifford Rotary Celebration Square, Town of Minto.
- \$750,000 for Rockmosa Park new outdoor pavilion and accessible washrooms in Guelph/Eramosa.
- 39,750 for Erin Agricultural Society, electrical infrastructure upgrades at the Erin Fairgrounds. As well as \$82,350 to enhance and expand the 2022 Erin Fall Fair.
- \$208,600 for new public washrooms at Hoffer Park, Elora in the Township of Centre Wellington.

Guelph projects include \$709,576 for the Guelph Farmers' Market, \$750,000 for Riverside Park, and \$15,000 for Guelph Hiking Rail Club downtown section of the Trans Canada Trail.

As part of Minister Jaczek's local visit a "Roundtable with Leaders from Guelph's Innovation" was held at the Guelph Chamber of Commerce with MP Lloyd Longfield, and staff from the County of Wellington, City of Guelph, University of Guelph, Wellington Waterloo Community Futures, Innovation Guelph, Bioenterprise and the Our Food Future office were in attendance. Discussion focused on the strengths, challenges, needs and opportunities facing the community and sectors as we come out of the pandemic and look ahead to recovery and growth.

## Shop Local Campaign

The Centre Wellington Chamber of Commerce lead a Shop Local Wellington County campaign in 2021 and into 2022. This campaign was support by Economic Development. We would like to share some highlights of the campaign from the Chamber and congratulate them on a successful project:



- Over 250,000 consumers reached through the various campaigns.
- 525 actively participating businesses.
- 172 resources developed – largely social media toolkit pieces.
- 100+ businesses participated in the coupon book and video profiles.
- 100+ submissions for our Put Your Money Where Your Heart Is, shop local campaign, with 20+ businesses donating prizes.
- \$90,000 spent locally on the marketing campaign.

## Other Activities

- 41 enquires received from April 7 to May 6. Ride Well (17), Tourism (7), Taste Real (7), Business Directory (3), Business/General (2), Internet (2), Housing (1), CIP (1), Property Enquiry (1).
- Business e-Newsletter sent April 21.
- Taste Real e-Newsletter sent May 6.
- Tourism Directional Signage, 2022 signage will be installed in May.
- Economic Development division is working with the Communications team to activate the Crowdriff photo platform to retain and collect photo content of Wellington County.
- The team is in the process of applying for the Tourism Relief Fund (\$100,000) for an 'Experience Wellington' Tourism Strategy and exploring Cycle Tourism opportunities.
- Staff participated in RTO4 Workforce Development project.
- Christina is assisting the Town of Minto to attract beverage producers for Raleway Festival on June 25.
- Summer student Hailey Root joined the team on May 9.

## Recommendation:

That the Economic Development Committee approve the Economic Development April Report.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Crystal Ellis', with a stylized flourish at the end.

Crystal Ellis  
Director of Economic Development



#tastereale | #ruralromp



Meet the people growing, producing and preparing your food. Taste the first products of spring, get gardening and pick up plants and seedlings at Wellington farms and greenhouses.

FIND the story behind your food.

## SPRING RURAL ROMP

A self-guided tour of farms,  
markets and local food locations  
in Northern Wellington County



Saturday, May 28 • 10:00 am – 4:00 pm

## Romp Destinations

1

### 3 GEN ORGANICS

7875 4 Line, WALLENSTEIN  
GPS 43.6823053, -80.6998782  
T 226.220.5882 [www.3genorganics.ca](http://www.3genorganics.ca)

Welcome to our certified organic farm, where we raise hogs, laying hens, and grow all the food our animals eat. Learn how soil health equals human and environmental health! Enjoy tasty samples at The Farm Shop, produced from our healthy soil for you to enjoy! Take some time to appreciate mother nature, health, and positive energy!

**Must Taste:** Single Origin Corn Tortilla Chips

2

### ALPACA TIME

5509 Highway 9, HARRISTON  
GPS 43.950937, -80.945016  
T 519.327.4566 [www.alpacatime.ca](http://www.alpacatime.ca)

Visit our unique fibre mill where we process raw alpaca fibre, dye or own yarns, and make premium alpaca products. Visit the alpacas in our yard. Browse the store for socks, scarves, headbands, insoles, and a yarn, as well as quality imported alpaca items, and a selection of local foods.

**Unique find:** Locally made alpaca socks

3

### ARTHUR GREENHOUSES, NURSERY AND MARKET GARDEN

7470 2 Line, ARTHUR  
GPS 43.829720, -80.492952  
T 519.848.6816 [www.arthurgreenhouses.ca](http://www.arthurgreenhouses.ca)

Visit our family farm and plant nursery for a huge selection of herbs, fruit trees, shrubs, and vegetable transplants. Browse our greenhouse for bedding plants, perennials, and more. Join us at 2:00 pm for a hands-on make-your-own planter workshop. Confirm your spot in advance via phone or by emailing [info@arthurgreenhouses.ca](mailto:info@arthurgreenhouses.ca). A few drop-in spots are available.

**Unique find:** Unique fruit shrubs and trees

4

### THE BARREL HOUSE CANADA

6275 Highway 89, CLIFFORD  
GPS 43.9634625, -80.8639877  
T 613.243.3762 [the barrel house](https://www.facebook.com/thebarrelhouse)

Stop at our barrel-themed destination for incredible baking, gifts and more. Try our mouth-watering cinnamon rolls, butter tarts and sweet treats made with barrel aged ingredients. Visit our workshop, learn about barrels and browse art, décor, and barrel inspired gifts.

**Must Taste:** Butter Tarts

5

### THE GREEN LEGACY TREE NURSERY

8554 6 Line, ARTHUR  
GPS 43.920893, -80.454748  
T 519.546.4788 [www.greenlegacy.ca](http://www.greenlegacy.ca)

Visit the County of Wellington Green Legacy tree nursery and pick up a free tree! Join us for refreshments, explore the nursery, tour the greenhouses, go on a nature hike and try your hand at transplanting a tree! Learn more about how we work with students and volunteers to help increase forest cover locally. Green Legacy nurseries provide 170,000 years annually to residents and landowners in Wellington County.

6

### JOE'S HOME FARM AND GREENHOUSES

6866 Wellington Road 16, BELWOOD  
GPS 43.7886935, -80.3887668  
T 905.866.7567 [www.joeshomefarm.ca](http://www.joeshomefarm.ca)

Bring the whole family! Visit our NEW farm store for a variety of farm fresh meats, produce, maple syrup, and other locally made artisan crafts and products. Take a stroll along the milkweed-lined creek while the kids play in the open spaces, giant sandbox, assortment of play obstacles, and more kid-friendly activities. Pick up your vegetable garden starter plants to harness that green thumb and reap the rewards all season long!

**Must Taste:** Artisanal chicken

Alternate formats available upon request

[www.tastereale.ca](http://www.tastereale.ca)





### THE PFISTERER FARM

Display at Green Legacy Nursery, DAMASCUS

GPS 43.920893, -80.454748

T 519.831.8244 [www.pfistererfarm.com](http://www.pfistererfarm.com)

Join Farmer less to learn about our sustainable and regenerative farming practices on 100 acres. We produce slow-growth pasture-raised chicken, free-range turkey and eggs, heritage pork, and grass-fed and finished Galloway beef along with hay and field crops. Check out our interactive displays and get a freebie when you ask about our one-of-a-kind Chicken CSA program!

**Must Taste:** Multicolour free-range eggs



### POOTCORNERS ALPACA

9455 Road 146, RR 2, PALMERSTON

GPS 43.802661, -80.817539

T 519.343.3745 [www.pootcorners.com](http://www.pootcorners.com)

Pootcorners will be humming along with the completion of the shearing season during your visit to our farm. Watch the fibre fly as our annual harvest is collected and begins its journey to the fine products available in our farm store. Stick around for hourly shearing demonstrations, relax at the picnic tables and view our new crias (baby alpacas)!

**Must Taste:** Alpaca pepperettes



### REROOT ORGANIC FARM

5642 11 Line, HARRISTON

GPS 43.919975, -80.917114

T 519.820.1891 [www.reroot.ca](http://www.reroot.ca)

Welcome to our busy, diversified, organic farm! Visit our critters in the barn and pastures, take a horse-drawn wagon ride around our certified organic gardens and check out our farm store. We have organic vegetable seedlings available for your garden. Visit our on-site farm and forest school, The Owl's Nest and let your little farmer dig into some fun and educational activities.

**Must Taste:** Pasture raised, organic chicken wings



## Win a Prize!

### Go on a local food TREASURE HUNT

Answer a trivia question at each Romp stop for a chance to win! Look for the QR code at each location. Details at [www.tastereale.ca](http://www.tastereale.ca)



### Our Partners



### SILVER FOX DISTILLERY

7999 Wellington Road 109, ARTHUR

GPS 43.82688, -80.5342542

T 519.848.3235 [www.silverfoxdistillery.ca](http://www.silverfoxdistillery.ca)

This 2022 U.S. Open Spirits' Grand National Champion is a must-visit destination in Wellington County. Tour the distillery, sample their selection of spirits, or cool down with a non-alcoholic slushie. Explore their 'Geek Museum' and take pictures with the antique cars on display. Visit and see why this distillery has won 26 awards in its first two years.

**Must Taste Item:** Dracula's Flower and ginger beer



# COUNTY OF WELLINGTON

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## COMMITTEE REPORT

**To:** Chair and Members of the Economic Development Committee  
**From:** Crystal Ellis, Director of Economic Development  
**Date:** Tuesday, May 17, 2022  
**Subject:** **County BR+E Municipal Implementation Fund**

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### Background:

The Business Retention and Expansion (BR+E) Local Implementation Fund provides member municipalities with the opportunity to access funding for the direct execution of BR+E activities to enhance the local economy. A request for 2022 BR+E municipal funding has been received from the Township of Centre Wellington and the Town of Erin.

### Township of Centre Wellington

The Township of Centre Wellington requests \$20,000 to cover one hundred percent of funding for the 2022 Shuttle Pilot Project. The service will allow visitors to park in areas outside of the downtown cores and be transported to various areas in Elora and Fergus. This will decrease the parking pressures in core areas and encourage visitors to experience other attractions in the area, such as the Wellington County Museum and Archives.

The shuttle will operate on weekends starting June 4 and ending September 5, from 12:00 pm to 6:00 pm. On long weekends, the service will operate on the statutory holiday. There are six pick up and drop off locations between Elora and Fergus:

1. Elements Casino Grand River (OLG Facility) / Grand River Raceway
2. Downtown Elora
3. Victoria Park, Elora
4. Bissell Park, Elora
5. Wellington County Museum and Archives, Aboyne
6. Downtown Fergus

The Shuttle Pilot Project will help ease parking restraints, offering a safe and reliable option for tourists and encourage travel between Elora and Fergus downtowns. The project supports downtown revitalization, local business recovery and brings attention to areas outside of Downtown Elora, broadening the visitor experience for those coming to Wellington County.

### Town of Erin

The Town of Erin requests \$25,000 to cover twenty-five percent funding for activities under the Town of Erin's Economic Development Plan. Three main business retention and expansion projects that this funding will support include:

1. A series of professional development webinars for the creative sector through the Entrepreneurial Hub.

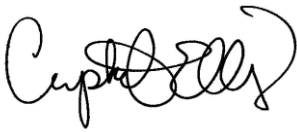
2. The development and distribution of a brand new “Erin Life” magazine.
3. A new Christmas Market event series in the downtown core of Erin Village starting November 16.

These projects support business retention and expansion goals including community marketing, visitor attraction, downtown development, and business support in the Town of Erin.

**Recommendation:**

That the Economic Development Committee approve the 2022 BR+E Municipal Implementation Fund for the Township of Centre Wellington and the Town of Erin.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Crystal Ellis', with a large, stylized loop at the end.

Crystal Ellis  
Director of Economic Development