

Community Partnership #6

<p><i>Partnership Title:</i> 6th Annual Farm Tour City of Oshawa – “Deep Roots”</p>	<p><i>Partnership Type:</i> Business/Employer Outreach</p>
<p><i>Description of Proposed Partnership:</i> Organize a 6th annual Farm Tour for regional, municipal and school board elected representatives and administrators, provincial and federal government members, advisory committee members, educators, agricultural leaders and the media, to inform about issues facing agriculture, new technologies, impact of legislation, and rural economic development.</p> <p><i>Origin of Partnership:</i> 2008 TOP Report – Trend: Skill and Workforce Shortages, Issue #2, p. 10.</p>	
<p><i>Role of Local Board:</i></p> <ul style="list-style-type: none"> • facilitate partnership, chair planning committee meetings. • lead promotion and outreach for the Farm Tour. • execute mailings; design, produce and fund program and agenda. • coordinate logistics, including industry partner recognition and the registration process. • evaluate the event, communicate results to community partners. 	
<p><i>Projected Outcomes:</i></p> <ul style="list-style-type: none"> • minimum of 120 will participate in 2008 Farm Tour, representing all municipalities, and receive current information from leaders in agriculture; 20% of attendees will be attending their first tour. • Metroland and other media provide coverage throughout the region. 	
<p><i>Key Partners:</i> <i>Industry:</i> White Feather Farms, Mountjoy Farms, Loa-de-Mede Farms, Thornlea Stables, Linton Farms, Durham Agricultural Advisory Committee. <i>Government:</i> Regional Municipality of Durham Economic Development and Trade and Planning Departments, City of Oshawa. <i>Media:</i> Metroland Publishing, Rogers Cable 10 TV.</p>	
<p><i>Projected Participation:</i> (see outcomes above)</p>	
<p><i>Projected Timelines:</i> September 16th, 2008.</p>	
<p><i>Potential Products:</i> Program.</p>	
<p><i>Completion Date:</i> September 2008</p>	<p>COMPLETED</p>
<p><i>Status:</i></p> <ul style="list-style-type: none"> • 106 participants, representing 40 different organizations, businesses, municipalities and constituencies, attended the farm tour in the City of Oshawa on September 16th, 2008. • 65 evaluations returned, 57 (of 63 respondents) said they were “very impressed, a worthwhile experience”. All 65 respondents indicated they would recommend the tour to a colleague. • 1 in 4 experienced the tour for the first time. 	