

Durham Region Local Training Board Area
Partnership Plan 2007-2008

Community Partnership #4

<i>Partnership Title:</i> 5 th Annual Farm Tour Brock Township – “The Agricultural Heartland”	<i>Partnership Type:</i> Business/Employer Outreach
<i>Description of Proposed Partnership:</i> Organize a 5 th 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. <i>Related TOP issue(2007) – agriculture needs to project a more positive industry image, raise public awareness, and attract new entrants to the sector.</i>	
<i>Role of Local Board:</i> <ul style="list-style-type: none"> • facilitate partnership, chair planning committee meetings. • lead promotion and outreach for the Farm Tour. • source farm locations, tour guides. • 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. 	
<i>Projected Outcomes:</i> <ul style="list-style-type: none"> • minimum of 120 will participate in 2007 Farm Tour, representing all municipalities, and receive current information from leaders in agriculture. • Metroland and other media provide coverage throughout the region. 	
<i>Key Partners:</i> <i>Industry:</i> Farms (TBD), Durham Agricultural Advisory Committee, Durham Farm Fresh Association. <i>Government:</i> Regional Municipality of Durham Economic Development and Trade and Planning Departments, Municipal Government (TBD). <i>Media:</i> Metroland Publishing, The Ontario Farmer, Rogers Cable 10 TV.	
<i>Projected Participation:</i> <ul style="list-style-type: none"> • minimum of 5 farms will participate on tour. 	
<i>Projected Timelines:</i> October 2007.	
<i>Potential Products:</i> Program.	
<i>Completion Date:</i> September 2007	
<i>Status:</i> <ul style="list-style-type: none"> • record number of participants (112), representing 44 different organizations, businesses, municipalities and constituencies, attended the farm tour in Brock Township on September 28th, 2007. 	