



# Profile

Economic Development is our Priority

2012





# Welcome to Norfolk County

On behalf of Norfolk County Council and our 64,000+ residents, I encourage and invite you to explore what Norfolk can offer.

We are a small-urban, rural community in Ontario's south and our Carolinian climate is what allows us to have the diversity in growing things for Canada's table - we are "Ontario's Garden"!

At the same time our exceptional quality of life, health, education and recreational facilities, our world renowned biosphere and location on Ontario's South Coast are sure to impress you.

Our citizens have a desire and willingness to work with you and their work ethic is strong. Friendly, neighbourly and down-to-earth best describes us.

Before you look anywhere else to live, establish a business or to visit, give us a call today.

Dennis Travale  
Mayor, Norfolk County

Located on Lake Erie in Ontario, Canada, Norfolk County is close to many major metropolitan centres. Our largest towns include Simcoe (population 14,522), Port Dover (5,949), Delhi (4,070), Waterford (2,931), Port Rowan (1,139) and Courtland (1,017). The primary economic base of Norfolk County relies on agriculture, manufacturing and tourism...

**Airports:** From downtown Simcoe, to Hamilton International Airport: 56 km (35 miles), London International Airport: 98 km (60 miles), Toronto's Pearson International Airport: 135 km (85 miles), Buffalo International Airport: 208 km (130 miles), Detroit Metropolitan Airport 327 km (203 miles). There are small airports in Brantford and Tillsonburg.

**Education:** The Grand Erie District School Board and the Brant-Haldimand Norfolk Catholic District School Board provide elementary and secondary education. Fanshawe College and the University of Guelph have campuses in Norfolk County.

**Health Care:** The municipality is served by Norfolk General Hospital, a progressive, accredited 121-bed acute-care full-service hospital. NGH offers emergency, obstetrical, operating room, intensive care and diagnostic imaging services. Norfolk County

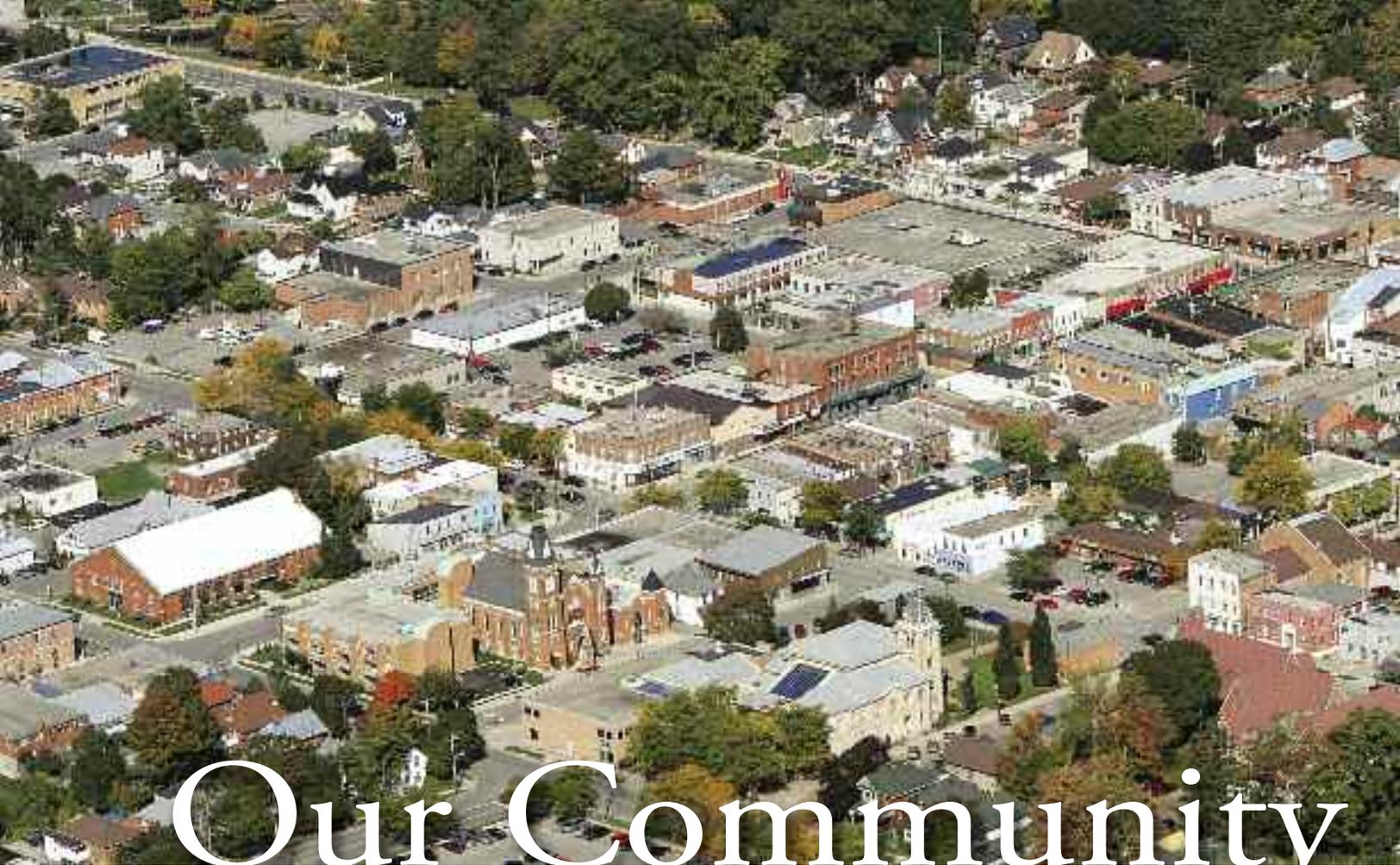
also boasts numerous community health centres, clinics, and health care professionals.

**Housing:** The average price of a detached bungalow in Norfolk County is \$200,000, among the lowest in Ontario.

**Labour Force:** More than 50% of the labour force of Norfolk County has some post secondary education. With more than 150,000 workers within a 30-minute commute, there is ample labour force available for all needs. An additional 700,000 workers live within one hour's drive of Norfolk County. A strong work ethic prevails as a direct result of the agricultural experience in the community.

**Media:** Norfolk County is served by CD98.9 FM radio, the daily Simcoe Reformer newspaper, and other regional media outlets. Cable television is available in all urban areas. Eastlink Communications and Nor-Del broadcast locally on TV.

**Proximity to Markets:** More than 130 million consumers live within a one-day trip by transport truck. Norfolk County is located 90 minutes from the U.S. border and the Greater Toronto area.



# Our Community

**Quality of Life:** Norfolk County is located in a natural, rural environment including several picturesque urban areas. With numerous golf courses, marinas, hiking trails, conservation areas, museums, libraries and other amenities, Norfolk County offers an exceptional quality of life and a welcoming attitude.

**Telecommunications:** Norfolk County is served by high-speed fibre and wireless broadband infrastructure. Telephone companies offer extensive mobile coverage, providing a smart phone friendly environment.

**Transportation:** Norfolk is served by Highways 3, 6, 24 and 59, and is just 35 kilometres south of Highway 403 and 401. Courier, passenger and cargo facilities are available at the nearby Hamilton International Airport. Rail service is available in the industrial areas of Courtland and Delhi.

**Utilities:** Norfolk Power provides electricity for urban areas, and Hydro One provides power for rural areas. Norfolk County provides water and sewer service. Union Gas supplies natural gas.

**Wage Rates:** Average hourly wages for workers in Norfolk County are \$15 for general production labourers, \$21 for welders, \$17 for production machine operators, \$27 for tool and die makers, \$15 for data entry operators, and \$15 for administrative assistants.

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# Message from the **Manager**



A handwritten signature in black ink that reads "Clark Hoskin".

Clark Hoskin  
Manager, Tourism &  
Economic Development  
Norfolk County

The Norfolk County staff team is honoured to work with the residents, businesses and visitors of our great community. Our economic development team collaborates with our industry partners, neighbours in nearby municipalities and friends in senior levels of government and other agencies to make Norfolk County the best place to do business in Canada.

## **Development Underway**

Many businesses already know that Norfolk County is a great place to locate or expand their operations.

Unilever's ice cream plant demonstrated its support for Norfolk County by building a pre-treatment facility to help engineers retain the right balance of microbes in the Simcoe waste treatment plant. Plus, the company announced it was purchasing electricity credits through Bullfrog Power.

The owner of the former American Can property, Grant Sanders, has demolished a derelict eyesore from Simcoe's downtown core and plans to redevelop the property as multi-residential and commercial space.

The Simcoe Leaf tobacco processing facility entered a new chapter in its 50-year history when it was recently purchased by Grand River Enterprises, a tobacco manufacturer. It is now known as Norfolk Leaf.

Canadian Tire's new larger store on the Queensway in Simcoe is a welcome improvement to retailing in Norfolk County. Mark's Work Warehouse is expected to relocate to the new building. A Winners store is rumoured to be part of the development, too.

## **Agriculture powerhouse**

The Norfolk Fruit Growers Association, a major force in apple distribution in Ontario, recently invested funds in new grading equipment that will help the cooperative compete on the global market.

Naturally Norfolk began operating its Individual Quick Freeze (IQF) facility in Delhi over the past year. Located in Delhi, the heart of Ontario's Garden, this business is close to a wide range of fruit and vegetable crops. Norfolk County is the leading grower of many of these foods.

Agriculture continues to diversify in Norfolk County. The University of Guelph's Simcoe Research Station held its 50th anniversary recently, showcasing research in hazelnuts, biomass feed stocks, and alternatives to rubber. Burning Kiln is the latest winery to be added to our wine list (for a list of wineries, visit [norfolkfarms.com](http://norfolkfarms.com)). Silver Lake Vodka has opened its doors and has received acclaim. And Norfolk County's Entrepreneur of the Year, John Picard, was celebrated.

## **Welcoming and hospitable**

Tourism plays an increasingly important role in Norfolk County. Lavender farms such as Bonnieheath and Purple Daze are attracting tourists to their farms, and organizing open houses and tours. New businesses such as Schofields Bistro and Clare's Harley Davidson are opening, and others, such as Travelodge, are investing in renovations and upgrades. Liaison College South Coast, Ontario's largest training center for chefs and cooks, established itself in the Norfolk County community of Waterford, which will help train our workforce for the future.

## **Infrastructure upgraded**

While residential construction has slowed in some communities, houses continue to pop up in subdivisions in Delhi, Port Dover, Simcoe, Port Rowan and Waterford.

*"Our team looks forward to working with our partners, including you, to make the future bright in Norfolk County"*

Community groups work diligently behind the scenes to make their towns, villages and ports the best they can be. Just look at the new streetscape improvements in Port Dover, plans for the Port Rowan parkette, or all of the wonderful volunteer-run festivals that dot our landscape throughout the year.

Norfolk County has recently completed a round of upgrades to high-speed Internet service in rural areas of our community, with the assistance of Kwic Internet, Norfolk Power, the Province of Ontario, and the Norfolk District Business Development Corporation.

Road, water and sewer upgrades continue to rebuild our community infrastructure, allowing for more development, revitalized downtowns, and conservation-minded servicing.

Norfolk County Tourism and Economic Development works with more than 300 businesses and organizations to promote investment attraction, agriculture and tourism. Recently, we took dozens of our partner businesses to the Evergreen Brickworks event facility in Toronto to host an “evening in Norfolk County”. The travel writers and food writers who spent the evening with us, learning about vacation experiences and our local farmers, were impressed and will no doubt write about us.

Businesses saw increased spending from our renewed emphasis on the Greater Toronto Area over the past two years. Hundreds of thousands of flyers were put in the

hands of Torontonians, telling them about the uniqueness of Norfolk County. Thousands responded by requesting information on where to book their trip. Our partners tell us they are seeing more activity from this market due to our focused efforts there.

Finally, Norfolk County would not be able to grow its successes without partnering with its neighbours on issues related to economic development, tourism, green energy or agriculture. We are pleased to be active participants in South Central Ontario Region Economic

*“Many businesses already know that Norfolk County is a great place to locate or expand their operations”*

Development Corporation, Southwest Ontario Tourism Corporation, Ontario’s South Coast Tourism Alliance, the Green Energy Hub, and Erie Innovation and Commercialization, an initiative of the Ontario Fruit and Vegetable Growers Association.

Our team looks forward to working with our partners, including you, to make the future bright in Norfolk County.

# Welcome

## Creative, Youthful Entrepreneurs

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Youth, entrepreneurship and the creative economy are key aspects of Norfolk County’s new Economic Development Strategy. With input from scores of community stakeholders, the plan sets out specific concepts on where the community needs to go.

One of the focus directions of the Strategy is to nurture and grow Norfolk County’s emerging industries to strengthen and help diversify the County’s local economy, including tourism, arts, culture, heritage, green energy and entrepreneurship.

Unifying Norfolk County with a strong vision and direction for future community growth is also key, including the creation of a community strategy, as well as focusing on youth engagement and entrepreneurship.

Another focus is making economic development a municipal priority. A continued commitment to a cooperative and collaborative approach will ensure that ideas and opportunities are shared, commitments sought and energies harnessed.

“The people of Norfolk County have risen to meet these challenges with a renewed sense of cooperation and an inspired entrepreneurial spirit,” according to Adam Veri, a member of the Norfolk Arts Culture and Heritage Alliance. “As a community, we have an embarrassment of riches when it comes to people who are willing to think big, take risks, and have fun revitalizing our economy. The common link in all these new initiatives and efforts is creativity.”

“This combination of fresh ideas, collaborative approaches, and community leaders with the courage to take risks on new opportunities has positioned Norfolk County to be a regional leader in creative rural economic development,” Mr. Veri said. “Where we go from here, as a community and an economy, is limited only by our collective imagination and our desire to succeed together.”

Norfolk County will work with community groups across the municipality, as well as its various regional networks, to achieve priority outcomes on the Economic Development Strategy.

# Norfolk's Infrastructure

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## Surfing the Web Made Easier

The "Broadband for Norfolk" project is nearing completion and now provides much of Norfolk County with high-speed internet services. The latest upgrades and tower installations include Langton, Walsingham, Bill's Corners, Green's Corners, Glen Meyer, east of Bloomsburg and La Salette. Future sites wrap up at the end of 2011 which include Lynedoch, Cultus, Port Ryerse, Rattlesnake Harbour/Lynnville, west of Langton and upgrades to Port Rowan. Free wi-fi hotspots throughout Norfolk County offer high-speed internet access for any type of mobile device. Locations include Courtland Community Centre, Delhi Arena, Langton Arena, Port Dover Arena, Port Dover Kinsmen Park, Port Dover Marina, Port Rowan Marina, Simcoe Recreation Centre, Talbot Gardens Arena (Simcoe), Waterford Arena, Vittoria Community Centre.

## Communications

Norfolk County is home to many media outlets including radio station CD98.9 FM (Radiocorp), daily newspaper Simcoe Reformer (a division of Sun Media Corporation), weekly newspapers Delhi News Record and Port Dover Maple Leaf. As well, there are monthly editions of Port Rowan Good News, Norfolk Hub, The Silo and Haldimand Norfolk Snap.

## Getting Around

Norfolk County is testing a pilot project "Ride Norfolk", bringing a new public transit system to the area which began Autumn 2011. The buses will travel into each area, Simcoe, Delhi, Waterford, Port Dover and Port Rowan. Norfolk County Council provided financial support to establish and implement this cooperative rural transportation initiative.



## Waste Management

**Port Rowan** - a new sewage treatment plant, replacing the old sewage lagoon will be the most advanced plant in Norfolk County. The new state-of-the-art system will respect the Long Point Bay eco-system. It will be fully automated and computerized and will greatly reduce Norfolk County's wastewater footprint. Waste water will be piped directly into enclosed buildings. Air in the structures will be force-vented through a filtration system consisting of tons of pine bark woodchips. The original site was 20 acres whereas the new plant will only occupy 1.5 acres. Plans are to create a wetland habitat area at the former lagoon.

**Port Dover** - upgrades include the installation of overflow tanks to offset the traditional practice of bypassing sewage during heavy storms. Capacity has also been greatly expanded, and the upgrades help keep Port Dover's waterways cleaner.

**Simcoe** - This plant was rebuilt increasing the capacity and will allow for more residential building development.

## Roads

Many roads across Norfolk County and the fixtures under those roads were upgraded, including a major improvement to the Front Road between Turkey Point and the Elgin County border, which included wider shoulders to share the road with cyclists, hikers, walkers and runners.

## Economic Development Strategy

In any municipality, it is extremely important to have infrastructure in place so that the public sector is provided an appropriate environment in which businesses can grow and prosper. Additionally, understanding the needs of our people is equally important. A community that can determine how to channel the ideas, energy and passion of its residents, business owners and entrepreneurs is well on its way to shaping a sustainable future. Norfolk County reviews its Economic Development Strategy on a regular basis and incorporates the visions, goals and priorities of its stakeholders. This helps build the final important part of our infrastructure - our capacity to realize our dreams.

# Incentives

## **Incentives for business and industry**

Norfolk County offers a number of incentives to businesses interested in growing their operations. Please contact our Economic Development Coordinator for more information, including eligibility, application and approval process. Ask for a copy of our Incentives for Attracting Investment brochure or visit our website [www.norfolkbusiness.ca](http://www.norfolkbusiness.ca)

**Environmental Assessment Grant:** This incentive is a matching grant program where Norfolk County will provide up to 50% of the cost of an eligible environmental study. Applications must be accompanied by a Phase I Environmental Site Assessment that demonstrates site contamination is likely.

The maximum grant amount for eligible properties will be up to \$15,000 for management plans and remedial work plans.

**Tax Increment Rebate:** This incentive is a multi-year rebate based on the difference between the pre and post-development assessments of an eligible property, which would involve a brownfield or derelict building. The property owner prepares a development plan in cooperation with the municipality itemizing the eligible expenses of the project. The property owner finances and develops the project, then the property is reassessed by the Municipal Property Assessment Corporation. The property owner may then receive a portion of their paid property taxes rebated over several years.

**Façade Improvement Program:** Owners of commercial properties, primarily in downtown areas, may apply for an interest-free loan from Norfolk County equal to half of the eligible expenses of the approved façade improvement project, up to \$10,000. Up to \$1,500 of the loan may be forgivable if conditions are met.



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# Forces at Work Business Supports



## SCOR – South Central Ontario Region Economic Development Corporation

SCOR is a partnership of five counties, including Brant, Elgin, Middlesex, Norfolk and Oxford. Its mandate is to pursue a regional approach to economic development thus ensuring the vitality and sustainability of our communities; to harness the region's potential and become a rural economic powerhouse in Ontario and Canada; and

to establish SCOR as a strategic, integrated and globally competitive economic region. Among SCOR's accomplishments is the development of a business portal website aimed at assisting entrepreneurs and business people. The partnership is also working on identifying areas where SCOR excels as a region and where there are areas of improvement.

## Erie Innovation and Commercialization

Norfolk County is a founding partner in the Erie Innovation and Commercialization initiative led by the Ontario Fruit and Vegetable Growers Association and funded by the Agricultural Adaptation Council. This project has been instrumental in projects concerning energy from biomass, new and emerging crops, expand-



music news information

## results

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ing the grape and wine sectors, and utilizing local resources such as the Simcoe and Delhi research stations to drive innovation.

## Ontario's South Coast Tourism Alliance

Norfolk County partners with its neighbours in Haldimand County, Elgin County and Chatham-Kent on the Ontario's South Coast Tourism Alliance, which primarily promotes motorcycle tourism along Lake Erie. The Ontario's South Coast brand has been in place for more than ten years, and is now widely adopted by communities and businesses. The alliance's award-winning touring map, website and exhibit at trade shows has lured thousands of motorcycle enthusiasts to tour the region.



## Southwest Ontario Tourism Corporation

Southwest Ontario Tourism Corporation (Region #1), known as SWOTC, was formed as a result of a provincial restructuring in Ontario's tourism industry. Representatives from Norfolk County, Chatham-Kent, Elgin County, Haldimand County, London, Middlesex County, Oxford County, Sarnia-Lambton and Windsor-Essex-Pelee work together to build and support competitive and sustainable tourism in their region. The Regional Tourism Organization has recently completed seven priority projects, including a market development strategy, agri-tourism strategy, birding assessment and strategy, culinary guide project, motorcycle tourism project, port coastal riverfront communities development plan and investment strategy and a recreation experience assessment. In particular, SWOTC has launched an online toolkit to assist agri-tourism operators and developed a strategy to lure investment to the region's key ports and waterfronts.



SWOTC's new Board of Directors at their inaugural meeting held in Norfolk County

## Tourism and Economic Development Advisory Board

The Norfolk County Tourism and Economic Development Advisory Board was established for the purposes of advising Council on all matters, issues and policies pertaining to tourism and economic development in Norfolk County.

## Agriculture Advisory Board

The Norfolk County Agricultural Advisory Board was established to advise Council on matters pertaining to agricultural issues in Norfolk County. They help to develop alliances and partnerships to advance the County's strategic plan and provide a forum for discussion and coordination of agricultural initiatives.

## The Ontario South Coast Wineries & Growers Association



Growers and wineries from three counties are working together to "cultivate a distinct and vibrant wine region in Ontario's South Coast." Their long term goal is to be a thriving South Coast wine region that achieves designated viticulture area (DVA) status.

## Local Business Associations and Community Futures

Norfolk County works closely with five local Chambers of Commerce and Boards of Trade, representing Delhi, Simcoe, Waterford, Port Dover and Long Point Country. Business Improvement Associations include Simcoe BIA and Delhi BIA. Norfolk County cherishes the close working relationship it has with our local Community Futures organization, the Norfolk District Business Development Corporation (See Page 20).

## Green Energy Hub

As a result of the provincial Green Energy Act, the Green Energy Hub was created as a regional economic development strategy to attract green energy jobs to the area. Norfolk County is working in partnership with the City of Brantford, Brant County, Haldimand County and Six Nations of the Grand River to create the conditions for investors to locate in the region with emphasis on development of the local labour supply to ensure a skilled workforce exists.



# Agricultural Innovation and Research:

## University of Guelph – Simcoe Research Station

Perhaps a better name for this facility is the Agricultural Research and Technology Transfer Complex, according to Nick Kinkel, Regional Information Coordinator with Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA) because it provides services focused on horticultural crop development from seed through to the end product.

## Housed within the building are . . . University of Guelph Horticultural Research Station

The Simcoe Campus of the University of Guelph (Department of Plant Agriculture) has a mission to help strengthen the fruit and vegetable industries in this area. It operates research programs covering vegetables, fruits, and various alternative crops for the sandy soils of the area. Research and development has become crucial for the agricultural industry. Their main research focus areas are breeding and management of berry crops, apple physiology and management, vegetable weed management, vegetable production and physiology and alternative crops.

## Interesting facts:

- The Simcoe Research Station celebrated its first 50 years on July 14, 2011.
- The Simcoe campus has an on-site weather station that has been maintained since 1962.
- There are four outer-connected heated glasshouses connected to computers for controlled environment studies
- The Simcoe Experiment Station has a unit of six cold storages for storing seeds and leafy products at high humidity

## Ontario Ministry of Agriculture, Food and Rural Affairs Simcoe Resource Centre (OMAFRA)

OMAFRA is strategically focused on making Ontario's agri-food industry and rural communities prosperous and competitive in the provincial, national and global economies. Their vision is to create "thriving rural Ontario, agriculture and food sectors, strong rural economies; safe food; healthy animals and a healthy environment." Specialists at this location include New Crop Development, Ginseng and Medicinal Herbs, Integrated Pest Management (IPM)-Specialty Crops, Transition Crops, Horticulture Technology Application, Berry Crop Specialist, Pome Fruit integrated pest management, Fresh Market Quality Program and Water Quality Engineer.

## Ontario Ministry of Natural Resources

Norfolk Land Stewardship Council's (NLSC) is a project of the Ontario Ministry of Natural Resources. Its role is to provide a broad representation of Norfolk County, including landowners, land interest groups, agencies and associations. Together, these stakeholders identify and act on the needs of

the community. The NLSC provides landowners with access to programs and funding sources to support their stewardship efforts, including the Alternative Land Use Services (ALUS) program.

### **Erie Innovation and Commercialization/Ontario Fruit & Vegetable Growers Association**

Erie Innovation is targeting the diversification of the agriculture, food and bio-economy of south central Ontario, including the development of agri-food technologies, CleanTech and investment in the sector. Dr. John Kelly has an extensive background in these areas. He works towards developing projects of strategic value for the agri-food sector by removing barriers to growth and improving access to tools and information in the agriculture and food, life science and biotechnology sectors.

### **Ontario Ginseng Growers Association (OGGA)**

A non-profit organization of producers of *Panax Quinquefolius* (ginseng) who grow, harvest and sell the root. The Association supports research into new varieties, new production methods and harvesting advances. It also develops strategic marketing directions for the industry as a whole, while working with gov-

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### **Norfolk Fruit Growers' Association**

Today's consumers expect crisp, juicy apples year-round, regardless of where they live. Norfolk Fruit Growers' Association makes this their commitment to continuously improve the quality and quantity of fruit and to make the processing systems as efficient for the farmers as possible. Norfolk Fruit Growers' Association has over 100 years of expertise and is a well respected business. Their apples and pears are shipped worldwide.

### **Delhi Research Station**

The Southern Crop Protection and Food Research Centre is one of Agriculture and Agri-Food Canada's national networks of research centres, the Delhi Research Station being one of their satellite locations. The research at this site helps bring a long-term commitment in crop protection research to the agri-food industry in southern Ontario. The scientists develop alternative and environmentally acceptable technologies to help with crop protection. Delhi currently supports research in the area of air, water and soil nutrients and integrated pest management.

### **Reusing Tobacco Kilns**

With the decline in tobacco crops, many farmers are repurposing tobacco kilns for non-traditional drying of products. Local wineries are using kilns to dry grapes which create a sweeter fruit and accentuate the wine flavour. Similarly, lavender growers find the drying process easier by laying flowers flat rather than hanging and this method extends the life of the flower's scent.

ernment partners and associations to develop a larger market for North American ginseng. There are more than 220 growers in the OGGA, accounting for the largest production of North American ginseng.

### **Ontario Asparagus Growers' Marketing Board**

This is Ontario's oldest marketing board, beginning in 1938. It is incorporated and a not-for-profit agricultural association under the Ontario Farm Products Marketing Act. This provides designated representation for all commercial asparagus growers in Ontario. The purpose of the board is to regulate marketing to processors, represent the growers and advocate for growers to industry and government agencies.

## **EDUCATION:**

### **Fanshawe College - Simcoe**

Fanshawe College is a full-service Government of Ontario community college. The Simcoe Campus located in Norfolk County, has served the training and educational needs of the community since 1967. They are committed to personal, social and economic success through quality education and learning for employment.

The Simcoe campus is noted for its hospitality and client service. The campus offers a range of college services and programs including certificate and diploma programs, pre-apprenticeships, continuing education, customized corporate training for business and industry, career and employment preparation and counselling services.

### **Liaison Culinary College (South Coast) - Waterford**

The newest location of Liaison College has opened in Norfolk County. Liaison College is a registered private career college and is considered Ontario's largest trainer of chefs and cooks. Chef Tracy Winkworth of The Belworth House is the owner and training chef at this facility, located within her renovated restaurant.

### **Long Point Waterfowl- Turkey Point**

LPW is a non-profit, non-government organization dedicated to waterfowl and wetland-related research, conservation and training. As a leading organization in North America in this field, they provide hands-on opportunities for young wildlife technicians, biologists and scientists at their Turkey Point facility. Executive Director, Dr. Scott Petrie is credited as one of the world's experts on the migrating tundra swan. Dr. Petrie is a Professor at the University of Western Ontario.

### **Bird Studies Canada – Port Rowan**

The national headquarters of Bird Studies Canada is located in Norfolk County. BSC advances the understanding, appreciation and conservation of wild birds and their habitats through studies that engage the skills, enthusiasm and support of members and others. Numerous scientists, biologists and wildlife specialists visit BSC each year.

# Local Companies Going Green

**Lake Erie Farms Inc.** in Courtland is a successful business with a diversified selection of market crops. In 2000, as they continued to expand, they added a new 5-acre greenhouse complex allowing them year-round production of English cucumbers. With the greenhouses came increased energy costs and they were forced to consider alternatives for cutting those costs. The answer: Greenhouse Energy Curtains.

With funding assistance from Union Gas and Natural Resources Canada, they installed energy curtains throughout their greenhouses which reduced their natural gas heating expenses by approximately 22% with the additional benefits of improved growing conditions.

Energy curtains are moveable curtains, mounted under the overhead panels, constructed of alternating strips of aluminum and transparent fabric. They are closed on cold nights and on extremely hot, sunny days so they shade and protect the plants. The curtains assist with humidity management and ultimately

create a much better working environment. The system is completely computerized saving labour costs and ensuring automatic responses to the weather.

**Good Humor-Breyers** in Simcoe, the only ice cream plant owned by Unilever in Canada recently announced that it plans to completely “green” its Ontario operations. The Simcoe plant buys virtually all of its electricity from the renewable energy provider Bullfrog Power, its water usage has been drastically reduced and they send virtually nothing to landfill sites. They are thinking long-term and would like to be responsible leaders.

**Greenbug Energy, Inc.**, is a new Norfolk County company that is using Archimedes screw technology for hydroelectric energy generation. The company recently received funding from the National Research Council to help develop micro-hydro technology. Greenbug Energy Vice President Tony Bouk presented on the topic of emergent hydro technology at a conference organized by the Ontario Waterpower Association.



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# Cultivating Relationships from Local Producer to Consumer

The local food movement (100-Mile Diet) has inspired thousands of individuals, and even whole communities, to change the way they eat. Consuming locally raised and grown food has been called “the new organic” — better tasting, better for the environment, better for local economies, and better for your health. From reviving the family farm to reconnecting with the seasons, the local foods movement is turning good eating into a revolution.

With the endorsement of the Broader Public Sector Investment Fund, Norfolk County and project partners; Norfolk General Hospital, Norview Lodge, Cedarwood Village and the Norfolk District Business Development Corporation have been awarded a \$150,000 grant to develop a sustainable framework for increasing the use of locally raised, grown and processed foods for persons in hospital and those residing in area retirement homes and long-term care facilities.

Partnering with the local food sourcing and distribution companies, our project promises to directly benefit local growers, local processors and local residents. It is anticipated that upon successful completion in early 2012, the program can be replicated and implemented in communities throughout Ontario and Canada.

## Norfolk County is Ontario's Garden

Norfolk County is installing gateway signage promoting itself as “Ontario's Garden”, as part of a project supported by the Ontario government funded by the Broader Public Sector Investment Fund.

As part of the project's consumer education and outreach, 17 gateway signs will be installed at entry points to Norfolk County. The new sign design with the slogan Ontario's Garden, From our Fields to your Table showcases Norfolk County's leadership and initiative in agriculture.

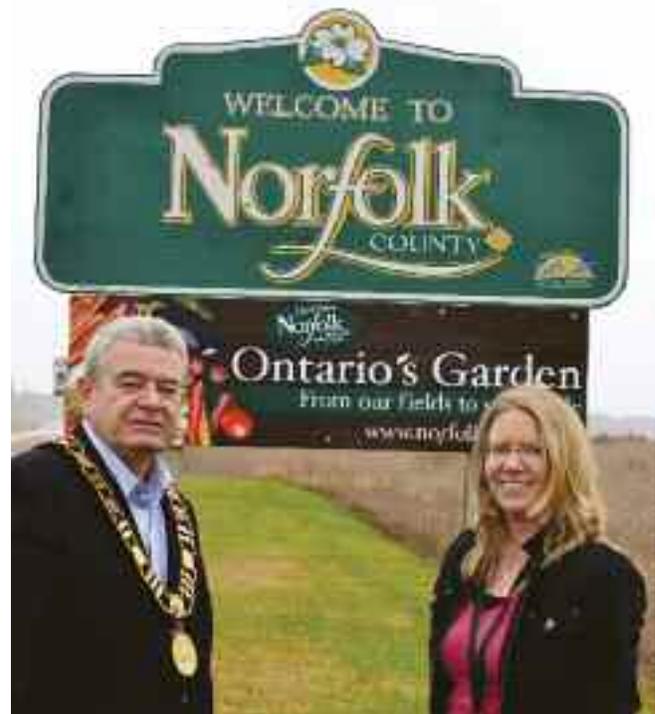
The initiative will help promote the many growers of

fruit and vegetables, plus cider and cheese makers, wineries, butchers and honey producers located within Norfolk County.

Norfolk County, Ontario's Garden is Canada's most diverse agricultural area. Due to the sandy soils and warmer than average climate, Norfolk County enjoys longer growing seasons, producing some extraordinary food such as edamame, goji berries, peanuts and Lake Erie yellow perch.

According to Statistics Canada, Norfolk County is Ontario's leading grower of apples, asparagus, cabbage, cucumbers, green onions and shallots, peanuts, pumpkin, strawberries, sweet corn, sweet potatoes, and zucchini.

“We anticipate these eye-catching signs to bring awareness that will increase the amount of food consumed locally and expand Ontario's Garden to other areas of the province,” said Norfolk County Mayor Dennis Travale. “When we buy Ontario, everyone wins. It's good for our economy, our farmers and the environment.”



Mayor Dennis Travale and Jane Dummer, Project Coordinator from Field to your Table - Local Foods for Health Care Facilities.







# Incentives

Norfolk County exempts the following types of projects from development charges:

- **Industrial development**  
manufacturing, producing, processing, storage or distribution; research or development; a commercial greenhouse which is not a farm business, a warehouse, and a mini-storage facility
- **Farming business development**
- **Roofed accommodation development**  
includes hotels, motels, inns, bed & breakfast establishments, guest houses, and timeshare tourist-oriented condominiums
- **All development within Central Business Districts**
- **Brownfield development**

For detailed definitions and clarification, please review Norfolk County By-Law No. 2004-184.

A Community Improvement Plan has been approved for Norfolk County, with additional incentives for developers. For commercial development in our downtown areas, ask about our **Façade Improvement Program** (see page 7) and our new **Rehabilitation Tax Increment Based Grant Program** (see page 7).

# Entrepreneur of the Year

## Picard Peanuts

Waterford

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

Picard Peanuts have been growing, processing and selling peanuts and peanut products for more than two decades. Their family pioneered the first commercial shelling plant in Canada. Each year, they process over one million pounds of peanuts in their Waterford facility, selling peanuts and other confectionary items at their nine retail stores located throughout Ontario. Picard Peanuts continues to launch new products and look for new opportunities for their growing peanut empire.



*The Mechanical Contractors Association of Hamilton is a not for profit organization in it's 46th year of operation, representing Mechanical Construction industry companies operating in Southern Ontario.*

- ◆ Education programs, and support through the Canadian Mechanical Contractors Education Fund
- ◆ Training and Apprenticeship Programs
- ◆ Member Scholarships
- ◆ Support for the McMaster University Student Chapter & Heavy Construction Chair
- ◆ Government Liaison and Community Support
- ◆ Social Networking Opportunities



*MCA Hamilton membership provides connections to Provincial, National and International associations through MCA Ontario, MCA Canada, and MCA America.*

**MCAH Contractor Members:**

Action Industrial, Kvaerner North America Construction Ltd., Alabco Construction Ltd., Bennett Mechanical Installations 2001 Ltd., Black & McDermid Ltd., BML Multitrade Group, Bramkat Contractors Inc., Camstock Canada Ltd., E.B. Fox Ltd., Geona Mechanical, Great Lakes Contracting Ltd., Sewing Contractors Ltd., Hofer Mechanical Co. Ltd., Johnson Controls, Lockridge & Hale Eastern Inc., Mainway Industrial Installations, Onyx Mechanical, R.D. Stewart Mechanical (1990) Ltd., R & J Mechanical Ltd., Blomont Building Technologies, Sprint Insight Inc., S.M. Agnew Mechanical Ltd., TEEC Contracting Corporation Ltd., The State Group, Trade-Mark Industrial Inc., Urban Mechanical Contracting Ltd., Varan Mechanical Const. Ltd., Vette Mechanical and Western Plumbing & Heating

*For Supplier Listings, Programs and Services visit our website.*



**MECHANICAL CONTRACTORS ASSOCIATION HAMILTON**

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 Norfolk Counties*

Lorraine Waller, 2011 President

Wanda Heimbecker, Association Manager

# Norfolk County works to make public areas accessible for all

Many Norfolk County locations and services have been equipped under the Accessibility for Ontarians with Disabilities Act (AODA) guidelines.

## Projects include...

- Power assist door operators at most county facilities
- Ramps into key county buildings
- Lifts installed at Delhi Tobacco Museum and County Administration Building
- Purchase and installation of accessible computer terminals with screen reading software at all Norfolk County libraries
- Equipment purchased for webcasting of Council meetings
- Sidewalk improvements to eliminate stairs in key areas
- Washroom upgrades at the County Administration Building and Port Rowan Medical Centre
- Purchase of accessible picnic tables for County parks
- Purchase of new pool lifts at Delhi Kinsmen Pool and Simcoe Recreation Centre



# Construction UPDATE

Norfolk County's builders were hard at work in the latest annual report on construction, with \$73 million in total value in 2010. Single family dwellings and multi-residential construction accounted for 59% of total construction value, with \$41 million in homes and \$1.8 million in multi-res developments on the books. Institutional building construction totaled \$16.7 million. Agriculture-related construction was

valued at \$7.1 million. Commercial and industrial construction added \$6.1 million in construction value.

In the first three quarters of 2011, construction value totaled \$57.1 million. Residential construction accounted for 76% of the total, commercial 11.5% and agricultural 9%.

## Norfolk County Construction Activity

### 2010

Port Rowan	Sewage Treatment Plant	\$9,832,735
Waterford	Ada B. Massecar School Addition	\$2,200,000
Simcoe	Simcoe Recreation Centre Alterations	\$1,100,000
Langton	Lake Erie Farms Greenhouse Addition	\$1,470,000
Waterford	Waterford District High School Science Lab Renovation	\$951,000
Delhi	Grading Facility - Corn and Asparagus	\$500,000
Simcoe	Solar Farm - Hydro Utility Building	\$405,000
Port Dover	Solar Farm - Hydro Utility Building	\$405,000
Tillsonburg	Zehrs Alterations (Simcoe Street)	\$400,000
Waterford	Waterford District High School Classroom Conversion to Office Space	\$400,000
Simcoe	The Brick Interior Alterations	\$400,000
Simcoe	Lisa Naves Dance Studio Renovation	\$380,000
Norfolk	Old Colony Mennonite Church Addition	\$350,000
Delhi	Naturally Norfolk Interior Alterations	\$350,000
Waterford	Bloomsburg School Addition	\$300,000

### 2011 to Date

Simcoe	Canadian Tire Store	\$3,500,000
Port Dover	Six-Unit Townhouse	\$948,000
Waterford	Sewage Treatment Plant	\$680,000
Waterford	Cooler/Storage Building (Magalas)	\$680,000
Simcoe	Hotel Conversion to Apartments	\$650,000
Simcoe	Butcher Shop Addition (Townsend)	\$600,000
Former Townsend Twp	Dairy Barn	\$499,000

# Industrial Land

For large industrial developments, Norfolk County has the lowest combined property taxes per square foot compared to 80 other municipalities in Ontario, according to recent data prepared by BMA Management Consulting. Combined municipal levies and education taxes totalled 42 cents per square foot in Norfolk County for large industry. Property taxes in all other land classes are among the lowest in the province. Industrial land prices are very competitive, at approximately \$26,000 per acre in Norfolk County, compared to much higher land prices in other centres.



Norfolk County was named the *Best Place to Invest in Ontario* at the annual Canadian Brownfields Conference. As well, Norfolk County was named the *Second Best Place to Invest in Canada*. Norfolk County was recognized as having revitalization-friendly policies and regulations, a pro-development Council, an engaged community and numerous incentive programs.



## Award-Winning NORFOLK

An *Ontario Economic Development Award* was given by the Economic Development Corporation of Ontario (EDCO) to the Ontario's South Coast Tourism Alliance of which Norfolk County is a part, in the Specialty Brochure category for their Cruise the Coast Motorcycle Map. The map was designed and coordinated by Norfolk County Tourism and Economic Development staff for the purpose of promoting motorcycle tourism along Lake Erie.

A *Premier's Award for Agri-Food Innovation Excellence* was awarded to the Zelem family of Kent Kreek Berries of Simcoe for their invention of a state-of-the-art harvester. The machine cleans, sorts and grades their blue-

berries at a rate of 2,000-3,000 pounds per hour. The process is so much faster than hand-picking. This makes their farm run more efficiently and helps keep their berries competitively priced.

In 2011 *Carolinian Canada Conservation Awards* were given to Norfolk County residents and groups recognizing their contributions in greening the future of southwestern Ontario. Harry Barrett of Port Dover received the lifetime achievement award. Harry, an area farmer and educator, was founding president of both the Norfolk Field Naturalists and the Dover Mills Heritage Association. Other winners included Dave Reid of Simcoe and an honourable mention to the Long Point Causeway Improvement Project.

## Norfolk District Business Development Corporation

One of Norfolk County's most important economic development partners is the Norfolk District Business Development Corporation (NDBDC), which is the municipality's Community Futures office assisting small businesses and entrepreneurs. Since its establishment 24 years ago, NDBDC has disbursed \$25.3 million in loans to 611 businesses, influencing more than 3,400 jobs in the community.

NDBDC is known across Ontario as a best practice, a model for similar agencies to follow in order to achieve successful outcomes. Norfolk County is proud and honoured to have such a successful group assisting in the development and growth of small business in their community. NDBDC also works with the Sand Plains

Community Development Fund and the Canadian Youth Business Foundation to leverage the base funding it receives from the federal government.

NDBDC has been at the table every month, working with the community advisory boards for agriculture, as well as tourism and economic development. The agency has been supportive of initiatives such as the agritourism gap analysis, the wholesale food sales marketing plan, the broadband initiative and the Buy Local food project. NDBDC has also been successful in assisting the Ride Norfolk transportation program and many other important tools for the economy. For more information, visit [www.ndbdc.com](http://www.ndbdc.com).

# Norfolk General Hospital

A Tradition of Caring



Norfolk General Hospital is rich in community spirit and passionate about quality patient care. Our full service hospital is conveniently located on Ontario's Southcoast by the shores of Lake Erie in the beautiful town of Simcoe. Serving Norfolk County and surrounding area, NGH is home to health care professionals dedicated to excelling in their sphere and focused on the well-being of their patients and community.

Staff at Norfolk General Hospital provide patients with a diverse range of clinical services. Our Laboratory has been recognized as a leader in quality. We have a well-known Diabetes Educational Program and an aggressive Infection Control Program. The Operating Room is equipped with high definition laparoscopic surgical equipment. Some 5,500 procedures are performed annually. Norfolk residents have the benefit of reduced travel, faster diagnoses, earlier treatments and discharges with modernized

equipment such as our 64-slice Computed Tomography (CT) Scanner, Digital X-ray and Digital Mammography unit.

With its beautiful design and architectural structure, Norfolk General Hospital reaches beyond a typical small-scale health care facility. Recently, our Emergency Department Redevelopment Project was presented with the Canadian Healthcare Engineering Society's Award of Excellence. Approximately 30,000 people visit our Emergency Department annually. Patients are also well served by the six-bed Intensive Care Unit.

Norfolk General Hospital is large enough to have advanced technology, but small enough so most of us know each other by name. We pride ourselves on patient and employee safety, support lifelong learning for professional and support staff, and continue to explore innovative ways to deliver compassionate care to those we serve.

[www.ngh.on.ca/real-opportunity.html](http://www.ngh.on.ca/real-opportunity.html)



We're here for you...



Norfolk GENERAL HOSPITAL



## Core Services:

- Emergency Department
- Intensive Care Unit
- Obstetrics
- Surgical Care
- Medical Care
- Complex Care

*Large enough to be Cutting Edge... Small enough to be Remarkable...*

Norfolk General Hospital, 365 West Street, Simcoe, Ontario N3Y 1T7 Canada  
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# Business Spotlight

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## Zortech Industries Inc.

Zortech Industries Inc. are specialists in the LED electronic hardware field. Designing, supplying, installing and servicing businesses with LED products all over the world. Their strongest growth area has been in the white LED light market – an eco-friendly solution to lighting. They have an extensive range of products to suit most commercial and residential needs.

**Interesting FACT:** Zortech Industries supplies display lighting to the high-end fashion retailer Prada.

## Ranpro

Ranpro is known for their “Extreme Condition Protective Apparel” which is designed to solve the needs of demanding work environments. They have been in business since 1865 providing generations of customers with work clothes. Industries such as petrochemical, agriculture, food processing, forestry, utilities and commercial fishing rely on Ranpro’s clothing for comfort, durability and safety.

**Interesting FACT:** One of the hats from Ranpro’s line was featured in Vogue Magazine “America the Beautiful-Maine Attraction”

## Cadman Power Equipment Ltd.

A recognized leader in the field of irrigation and nutrient management equipment and design. “The Cadman motto is: Strength, Simplicity, Dependability”. Experienced and caring employees backed by a committed management team ensure that Cadman Power Equipment products surpass today’s quality and reliability standards. Utilization of the latest in technology merged with simplified design features and ease of operation makes Cadman a leader in their field.

## Lower Lakes Towing

Lower Lakes Towing, a subsidiary of Rand Logistics, Inc, provides bulk freight shipping services for dry bulk commodities. Recently, the company has acquired the Maritime Trader, a Canadian flagged dry bulk carrier. This acquisition increases the company’s fleet size to dry bulk carriers.

## Townsend Butchers

Townsend Butchers has been in business for 39 years providing a one-stop shop for locally raised beef and pork at their Simcoe location and weekly at the Simcoe Farmer’s Market. With support from Ontario’s Rural Economic Development Program, they will be installing a new processing line, allowing them to increase production, source more local products and create jobs.

## VG Meats

VG Meats installed new equipment that will more than double meat processing capacity at its Simcoe plant. These upgrades helped create co-packing opportunities for other meat producers and suppliers, provided more local meat products to consumers, created five new jobs and retained 17 existing positions. The company was assisted by Ontario's Rural Economic Development program. VG Meats won nine awards in the Ontario's Finest Meat Competition recently.

## Norfolk Leaf Company

Formerly Simcoe Leaf, the plant processed and blended cured tobacco for cigarette companies in the Canadian market. Recently, under the new name of Norfolk Leaf Company, it has become a major processor of tobacco for Grand River Enterprises which is Canada's third largest manufacturer of cigarettes. This change is good news for farmers and employees who continue to work in the tobacco industry.

## Canadian Tire

Demolition has begun of the former Metro store on the Queensway in Simcoe. Canadian Tire is the owner of these lands and plans to build a new Canadian Tire that will be about three times its current size. The entire facility will have new facades and upgrades.

## Burning Kiln Winery

Norfolk County's Burning Kiln 2010 Strip Room red wine and a white wine from Niagara have been chosen as the Legislative Assembly of Ontario's Private Label Wines for 2011-2012. The wines will be served exclusively at all Legislative Assembly functions and will be available for purchase at the Legislative Gift Shop at Queen's Park in Toronto. Burning Kiln Winery is one of the newest additions to Norfolk County's tourism industry, located along Ontario's South Coast. The wine is 60% Cabernet Franc, 40% Merlot.

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# Work Hard – Play Hard

*Norfolk County has everything you need for brainstorming sessions and corporate functions.*



## Meetings

Norfolk County has many excellent choices for meeting locations for gatherings large and small. Many small locations offer excellent ambience for the meeting that requires intimacy and focus. Larger venues provide more flexibility as well as catering choices, wireless Internet, and nearby accommodation. For assistance in location a venue, visit [norfolktourism.ca](http://norfolktourism.ca) or contact Norfolk County's Tourism and Economic Development office.



## Wineries

Norfolk County is an emerging wine region, now offering six local wineries each with distinctive flavours. Tours can be arranged to visit the various locations, learn about the history and art of growing grapes and making wine in this unique region. A number of wineries offer meeting spaces and dining facilities.



## Golfing

Norfolk County has over a dozen golf courses of all sizes and challenge levels. Choose from spots that weave within the Carolinian Forests or locations closer to Lake Erie's water's edge. Some courses remain open all year long due to the much milder climate conditions. Affordable pricing is one of the key factors attracting city guests. Many have corporate function facilities on site with licensed dining facilities. Locations include Norfolk Golf and Country Club, Pine Valley Golf Club, Springview Golf Club, The Greens at Renton and Woodside Greens.



## Recreation/Team Building

Long Point Eco-Adventures has become one of the best attractions in Ontario and is a great destination for groups. Spend an afternoon harnessed together while ziplining through the tree-tops overlooking Turkey Point Marsh in Long Point Bay, Lake Erie. On-site catering is available along with other activities such as star-gazing, kayaking or hiking through wooded trails.

For smaller groups, fishing charters have become a popular

approach to brainstorming. Jimmy Riggins and at Play Adventures team up to offer groups the ultimate fishing outings. Catch perch, bass and other species in Long Point Bay on Lake Erie. They take care of all of the details and guarantee you will catch a fish.

### Dinner Cruises/Sightseeing Cruises

Visit Port Dover and board the Nomada Charters vessel which will take your group on a sightseeing tour of Long Point Bay on Lake Erie. Choose from a simple sightseeing excursion or a licensed dinner.

### Caterers

There are a number of restaurants and caterers throughout Norfolk County who can service your function right at their location or off-site. Many local chefs offer catering. Authentic homemade meals are available from the many ethnic halls located in Delhi.

# Recharge

Simcoe is a hub of Norfolk County and can provide you with a choice of hotel accommodations for large and small conferences. Major hotel locations include Best Western, Comfort Inn and Travelodge, located near restaurants and many meeting locations. For smaller groups, other options include At Play Adventures, offering executive cottages and motel units on Long Point Beach, bed and breakfast spots and cottages located along Lake Erie in Port Dover and Port Rowan/Long Point. For something truly unique, try the new wilderness suites at Long Point Eco-Adventures.

**Simcoe Comfort Inn**

85 The Queensway East, Simcoe, Ontario

**Call 1-800-4-CHOICE or 519-426-2611**

[www.choicehotels.ca/CN295](http://www.choicehotels.ca/CN295)





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Norfolk County's economy is changing, and the team at Barber & Veri is proud of the innovative contributions we make that keep our clients and partners competitive.

We're thinking big, and we can help you build excitement around your business, organization, event, or project.

The professional graphic artists, web designers, writers, and film makers at Barber & Veri Inc. are part of your community. We live, volunteer, work, and play here and we share your hope for a productive Norfolk County.

We're excited to be a part of this creative rural economy.

519.582.0881      [barberveri.com](http://barberveri.com)

# Norfolk County Business & Industry Partners

## **Barber & Veri Inc.**

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E-mail: [info@barberveri.com](mailto:info@barberveri.com)  
Website: [www.barberveri.com](http://www.barberveri.com)

Award-winning graphic design and public relations company proudly serving communities and businesses across Southern Ontario, with a focus on not-for-profit campaigns and projects.

## **Charles Jones Industrial Ltd.**

4 Hawk Street  
Nanticoke, ON N0A 1L0  
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Fax: 519-587-5190  
E-mail: [robinglis@cji.on.ca](mailto:robinglis@cji.on.ca)  
Website: [www.cji.on.ca](http://www.cji.on.ca)

Charles Jones Industrial Ltd. sources and sells industrial supplies and equipment for a variety of light and heavy industries, telecommunication and utility companies.

## **Comfort Inn**

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Toll Free: 1-800-228-5150  
Fax: 519-426-0053  
E-mail: [cn295@whg.com](mailto:cn295@whg.com)  
Website:  
[www.choicehotels.ca/hotels/hotel?hotel=CN295](http://www.choicehotels.ca/hotels/hotel?hotel=CN295)

You'll find our rooms clean and comfortable; our staff friendly, competent and dedicated to helping you enjoy your stay. We deliver all the amenities you're looking for with the comfort you deserve. Our easy-to-access central location and customer service makes us the perfect choice for short or extended visits.

## **Delhi Business Improvement Area**

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Website: <http://www.delhiontario.com>

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## **Fanshawe College**

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Phone: 519-426-8260 Fax: 519-428-3112  
E-mail: [mrowbottom@fanshawec.ca](mailto:mrowbottom@fanshawec.ca)  
Website: [www.fanshawec.ca/simcoe](http://www.fanshawec.ca/simcoe)

The Simcoe Campus of Fanshawe College offers a range of college services and programs including post-secondary and adult training programs, continuing education, contract training for business and industry, career and employment preparation programs and counselling services.

## **Good Redden Klosler LLP**

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## **Mechanical Contractors Association Construction House**

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Fax: 905-522-2608  
E-mail: [manager@mcahamilton.org](mailto:manager@mcahamilton.org)  
Website: [www.mcahamilton.org](http://www.mcahamilton.org)

Founded in 1966 as a not-for-profit organization serving contractors in six Southern Ontario municipalities providing government labour relations, apprenticeships, international communications, education, scholarships, community support and networking.

## **Norfolk General Hospital**

365 West Street  
Simcoe, ON N3Y 1T7  
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A fully accredited modern hospital with 121 beds. Serving Norfolk County for 84 years with a tradition of caring and a spirit of giving.

## **Norfolk Mutual Insurance Company**

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## **O'Grady And Associates Insurance Services Inc.**

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Website: [www.moondesign.ca](http://www.moondesign.ca)

Over The Moon is a professional, affordable company offering a full range of graphic design services - working closely with clients to achieve their business goals.

## **Picasso Fish Corporation**

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Website: [www.picassofish.com](http://www.picassofish.com)

Picasso Fish is a full service marketing company that caters to small and medium sized organizations. Our expertise in web and print design can help you sell more, reduce your costs and build better relationships with your clients.

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Website: [www.cd989.com](http://www.cd989.com)

CD 98.9FM is Norfolk County's only local radio station, serving listeners and advertisers alike with extensive local news and events coverage every day. Listen live anywhere @ [www.cd989.com](http://www.cd989.com). For advertising opportunities contact Robin Glennly at [rglenny@cd989.com](mailto:rglenny@cd989.com), 519-426-7700 ext. 229.

# Norfolk County

www.norfolkbusiness.ca  
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