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FOOD & AGRICULTURE VIDEO SERIES RECEIVES PROVINCIAL RECOGNITION

[PETERBOROUGH, ON] On Thursday February 9th, representatives from Peterborough Economic Development were in attendance at the Economic Developers Council of Ontario (EDCO) President's Dinner to receive a provincial marketing award in the advertising category for last year's Food & Agriculture Video series. This series showcased the opportunities and experiences available to business, residents and visitors in the food and agriculture sector in Peterborough & the Kawarthas.

EDCO is a non-profit organization that provides leadership and education to enhance professional development and support municipalities in fostering economic prosperity in Ontario. This year's awards gathered 400 industry leaders and celebrated winning communities of all sizes for a variety of economic development projects from promotional brochures to infrastructure development projects. Close to 60 communities made submissions for 110 projects commencing in 2016 across the province.

The Food & Agriculture video series features farmers, food & beverage producers and chefs from throughout Peterborough & the Kawarthas. The series includes a food and agriculture business sector video, 6 short videos profiling individual producers and 5 new "The Chefs of Peterborough & the Kawarthas" videos (an addition to the already successful Chef program). This series highlights Peterborough & the Kawarthas' unique position and market differentiation: an intersection of vibrant city surrounded by rolling hills of centuries old farmland; a place where local ingredients are artfully offered up by renowned chefs who have selected this region because of its amazing access to great local products and producers.

"This award is a win for our entire community, including the many food and agri-businesses that are located here, and the business support organizations that foster their success," explains Peterborough Economic Development President & CEO Rhonda Keenan. "The experiences and stories in our community make our region an attractive place for visitors, while the collaborative business ecosystem makes Peterborough & the Kawarthas an amazing place for farmers and food entrepreneurs to live, work and invest."

Peterborough Economic Development, and its tourism division, Peterborough & the Kawarthas Tourism, continue to provide the support that businesses need to start, grow and prosper in the region, and position the region as an amazing place to live, work, invest and visit.

To view PED's Agriculture & Rural Sector Video: www.peterboroughed.ca/agriculture

To view PKT's Producer Videos: www.thekawarthas.ca/producers

To learn more about The Chefs of Peterborough & the Kawarthas series visit:
www.thekawarthas.ca/thechefs