



## News Release

For Immediate Release

March 9, 2021

### County of Brant to Offer Workshop Series for Farms Directly Selling to the Public

**County of Brant, ON** - Starting March 23, 2021 to April 20, 2021, the County of Brant will be offering a weekly virtual workshop on selling direct to the public for local farmers and agricultural operators. These sessions will be presented by the Ontario Farm Fresh Marketing Association, a membership based organization that promotes direct farm selling including retail, pick your own and agri-tourism related activities. .

These workshops, offered at no cost, are hosted by industry experts and will cover a variety of topics related to direct selling.

The topics include:

- Introduction into the Wacky World of Agri-Tourism;
- Merchandising Excellence;
- Outstanding Customer Service;
- Digital Marketing on a Shoestring Budget; and
- Panel presentation from farmers who are doing on-farm processing.

“The impacts of the COVID-19 pandemic has brought added awareness to how we source our food. Given this and the enviable position of having a variety of agricultural products grown in the County of Brant, it makes sense to encourage direct farm selling to the benefit of both local producers and consumers,” remarked Russell Press, Director of Economic Development and Tourism.

The workshops align with the County of Brant’s Economic Development Strategy and Action Plan and are part of an enhanced focus on the Agriculture Sector in Brant to create new revenue opportunities for County farmers.

In 2020, the County of Brant updated its Land Use By-Law for On-Farm Diversified Uses which include retail, on farm processing and agri-tourism. The workshop series is funded in part by a grant from the Ontario Ministry of Food and Rural Affairs Rural Economic Development program.

If you are interested in attending one of these sessions, visit [investinbrant.ca/Events](https://investinbrant.ca/Events) or contact the Brant Economic Development team at [invest@brant.ca](mailto:invest@brant.ca) or 519.44BRANT (519.442.7268), 1.855.44BRANT.

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