



BRAED
Battle River Alliance
for Economic Development

Press Release

Agriculture Needs Identified – Task Team Established

July 6, 2009

East Central Alberta - The Battle River Alliance for Economic Development (BRAED) is pleased to announce the formation of a new Task Team. The Agriculture Task Team will focus its efforts on identifying and promoting to area residents new economic opportunities in the agriculture, agri-food and agri-products industries. A strategic plan is to be developed and implemented that will support the agricultural industry in the BRAED region.

The first project for the Team is to do an inventory of the industry. A Request for Proposals has been drafted and consultants are being sought for the project. The project will provide an inventory of agricultural products produced in the BRAED region – including but not limited to the types, quantities and locations of raw, processed, and value-added products. The project will also identify the current markets for these products, and the modes of transportation used to reach those markets. It also seeks to identify agricultural initiatives in the BRAED region – including but not limited to farmer's markets, u-picks, Agriculture Societies and other pertinent community initiatives. By having a better understanding of local markets and local products, new economic opportunities for agricultural producers may be identified.

Chairman of the Team is Charlotte Curtis, Councillor for Flagstaff County. Other Team members are: Vern Hafso, Beaver County; Wayne Richardson, County of Paintearth; Janice Bishop, Village of Loughheed; and Bert Roach, Provost.

The Battle River Alliance for Economic Development (BRAED) is a group of thirty-six communities that work cooperatively and voluntarily to address community economic development issues from a regional perspective. BRAED is one of 13 alliances established in Alberta. Visit our website at <http://www.braedalberta.ca> for more information.

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