



BRAED
Battle River Alliance
for Economic Development

Press Release

BRAED showcases agriculture diversity in the region

November 16, 2009

East Central Alberta - BRAED is very pleased to announce the completion of an agriculture inventory that showcases the diverse agricultural products produced, processed and manufactured in the Battle River Region.

BRAED's Agriculture Task Team focus is to identify and promote economic opportunities in the agriculture, agri-food and agri-products industries.

The Team contracted a survey to produce an Agricultural Inventory of all products produced in the region including the types, quantities and locations of raw, processed, and value-added products. The survey report encompasses the Counties of Beaver, Camrose, Flagstaff, Paintearth, and the Municipal Districts of Provost and Wainwright, the City of Camrose and the Village of Consort.

The survey will be used to identify market opportunities, industry trends and production gaps in the region. It will be used as a base point for the Task Team upon which future agricultural initiatives will be implemented. Task Team Chair Charlotte Curtis stated, "Agriculture is incredibly important to us. This survey will help us identify the strategies and partnerships we should be pursuing so that we can keep the industry thriving in our region."

BRAED is one of 13 alliances established in Alberta. BRAED's mission statement is "to enhance regional economic development opportunities in the Battle River region." Battle River area producers have good reason to be proud of their commitment to agriculture. The goal of this initiative is to create a strategic plan that when implemented will support the agricultural industry in the BRAED region.

Visit our website at <http://www.braedalberta.ca> for more information.

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