

MA-B2-1

Ministry of Agriculture,
Food and Rural Affairs

Ministère de l'Agriculture,
de l'Alimentation et
des Affaires rurales



Office of the Deputy Minister

Bureau du sous-ministre

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Toronto (Ontario) M7A 1B3
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REFERRAL TO _____
RECOMMENDED _____
DIRECTION REQUIRED _____
RECEIPT RECOMMENDED

September 14, 2011

Please share the enclosed resources with staff members who are responsible for agri-food innovation and economic development in your municipality.

Dear Chief Administrative Officer/Clerk/Treasurer:

In November 2010, to recognize and foster the spirit of innovation that thrives in Ontario's agricultural sector, the Ontario government made the Premier's Award for Agri-Food Innovation Excellence a permanent program.

This annual program awards outstanding agriculture and agri-food innovators. It also encourages both the development and recognition of innovations that add value to existing products, support job creation, and drive economic growth on our farms, within our food processing businesses, and in our rural communities.

This program will recognize 45 innovations each year from across the province. Award recipients will receive a plaque, a gate sign, various promotional materials and \$5,000. In addition, there will be a Premier's Award valued at \$75,000, a Minister's Award valued at \$50,000, and three Leaders in Innovation awards valued at \$25,000 each.

Primary producers, processors and agri-food organizations are invited to submit applications. The innovation must have already been developed, or in the planning stages of development with a business plan to support implementation, and be within the agriculture and agri-food sector. The innovation must also have the potential for broader use and demonstrate a positive effect on the agricultural industry.

Details regarding eligibility, assessment criteria, the application and selection process can be found in the enclosed 2011 Program Guidebook and Application Form or online at www.ontario.ca/agrifoodinnovation.

The enclosed materials have been developed to make people aware of the opportunities provided by this award. I ask that you encourage outstanding agriculture and agri-food innovators to submit an application by the deadline of 5 p.m. on November 14, 2011.

LEGISLATIVE SERVICES	
Chair	Committee
CAO	<input checked="" type="checkbox"/>
Corporate Services	<input checked="" type="checkbox"/>
Public Works	<input checked="" type="checkbox"/>
Employee and Business Services	
Health Services	<input type="checkbox"/>

RECEIVED

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SEP 20 2011

Ministry of Agriculture, Food and Rural Affairs
Bureau de l'Agriculture, de l'Alimentation et des Affaires rurales
1 Stone Road West, Guelph, Ontario N1G 4Y2
1, rue Grenville, Toronto (Ontario) N1G 4Y2

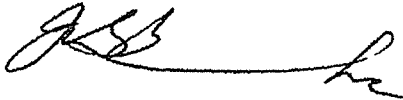
REGION OF PEEL
CLERKS GROUP
Good Things Grow in Ontario
A bonne terre, bons produits



Should you require additional resources, please contact the Agricultural Information Contact Centre at 1-877-424-1300 or ag.info.omafra@ontario.ca.

Thank you for your assistance, and I look forward to learning about agri-food innovations in your community.

Sincerely,

A handwritten signature in black ink, appearing to read 'JBB' followed by a long horizontal line and a small flourish at the end.

John Burke
Deputy Minister

Enclosure