

Traynor Beef Farms Recognized as an EPIC Venture



Local farm is a leader in buy local initiatives and innovative product development

[PETERBOROUGH] The Greater Peterborough Area Economic Development Corporation (GPA EDC)'s Business Advisory Centre is excited to announce Traynor Beef Farms as August's EPIC Venture. Located in Otonabee-South Monaghan Township, Traynor Beef Farms has grown to be a strong champion for the buy local food initiative, Kawartha Choice FarmFresh, and has increased awareness for purchasing local in the Peterborough community and beyond. This has had an impact for farmers and farmer's markets throughout the region.

Greg Traynor is a "full time" farmer, which is no longer the norm in this industry, with farmers often taking off-farm jobs to make ends meet. His strong belief in his product and creativity in diversifying his business has contributed to his success. He has grown to include a farm gate store and a website where customers can place orders online. Traynor Beef Farms also partners with a local chef to provide added value to his customers by offering prepared chilis, stews and more.

Traynor Beef Farms was selected from a list of nominees due to their strong support and championing of buy local food initiatives, their knowledge and understanding of the local market, customer service through their freezer truck delivery and diversification of agricultural products. They have stayed competitive to ensure a stable farm business for future generations by creating partnerships to provide added value products to consumers.

"Without the help of the Greater Peterborough Chamber of Commerce and the Greater Peterborough Area Economic Development Corporation, Kawartha Choice and Traynor Beef Farms would not be where we are today," said Greg Traynor, "We work together to create awareness of local food and traditional ways of accessing food."

Traynor Beef Farms will receive a promotional prize pack that includes a "My Peterborough" radio feature on the KRUZ FM, a profile on PTBOCanada.com, on-line recognition on the Peterborough This Week and Peterborough Examiner websites, downtown display space provided by DNS Real Estate Limited Brokerage, a profile in The Business Beat, a one hour marketing insight session with Lazer Graphics and a one hour social media consultation with Sofie Andreou.

EPIC (Entrepreneurs Proudly Investing in our Community) Ventures is a program that has been designed to recognize the Peterborough region's small business community's contribution to economic growth, quality of life and creative business opportunities. Each month the BAC will collect nominations from the City and County of Peterborough and a winner will be chosen to receive the promotional prize pack.

Nominations for the EPIC Ventures program are due by the 20th of each month. Check out our new online nomination form at <https://www.surveymonkey.com/s/EPICnomination>

The Business Advisory Centre, a member of the Ministry of Economic Development & Trade's Small Business Enterprise Centre network, is a resource centre for entrepreneurs and small business owners. Our professional consultants advise business owners in the City and County of Peterborough on key aspects of startup and maintaining successful businesses. For more information, visit www.businessadvisorycentre.ca