



## Media Release

### FOR IMMEDIATE RELEASE

#### **North Peace Economic Development Commission Invites Public to Explore Horticulture Sector Potential at July 12 Presentation in Hudson's Hope**

**FORT ST. JOHN, British Columbia, June 23, 2017** - The North Peace Economic Development Commission (NPEDC) is hosting a presentation and feedback session on July 12 to share the initial findings and recommendations of its North Peace Horticulture Business Case and Marketing Strategy. The event will be held at the Hudson's Hope District Office from noon to 4:00 p.m. and registration is required for those wishing to participate.

Throughout May and June, the project has engaged horticulture stakeholders in the region to identify opportunities and challenges and recommend specific initiatives to support growth of the horticulture sector throughout the North Peace, as well as improve food security in the region.

Economic development consulting firm EcoTactix is working with the Commission to formulate an evidence-based business case that assesses the commercial viability of the sector. The presentation on July 12 will be followed by an open discussion of the information presented and provide an opportunity for the audience to further explore horticulture growth potential in the North Peace.

Karen Goodings, Director of Electoral Area B of the Peace River Regional District anticipates great interest for the event. "Please join us for this opportunity to bring food security and the value of local food production to the forefront," says Goodings.

Space is limited so individuals wishing to attend the event must register by contacting EcoTactix at 250 256-1813 or by sending an email to [info@ecotactix.com](mailto:info@ecotactix.com).

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