

Regional Award Winners Berry Hill Fruit Farm & Nature's Perfection Shiitake Mushrooms Receive Agri-Food Innovation Awards

June 2010 - Two Malahide Township agri-businesses recently received Premier's Agri-Food Innovator awards for their inventive approaches in marketing their products

Dick and Renee Saarloos of Berry Hill Fruit Farm recently won an Ontario Agri-Food Innovation Award for focusing on local sales by determining what is in demand and building brand recognition. By doing these marketing techniques they saw a 30 percent increase in gross revenues in 2009. Berry Hill Fruit Farm is located one km north of Aylmer, turning west on Glencolin Line at 48937. For more information, please visit their website at www.berryhillfruitfarm.com

Carl & Judy Lindsay and Alvin Lindsay of Nature's Perfection Shiitake Mushrooms won an Ontario Agri-Food Innovation Award for their production methods which include converting a tobacco kiln into a mushroom cleaning facility. The cleaning facility includes customized carts, shelves and tracks that allows for easier cleaning of the product while reducing the potential of disease. The indoor facility allows them to have continual production throughout the year which has aided in increasing yields. The Lindsay's were also recognized for sharing their innovation with the community through educational farm tours and donating products to fundraising charities.