

What's New

Join Us for a Job Fair – Tap into Local Talent and Make a Difference!

As the Spinrite Manufacturing Facility and Retail Store in Listowel prepares to close its doors, a group of talented, hardworking, and experienced employees will soon be entering the job market. To support them through this transition, Spinrite is hosting a Job Fair in the second week of July (exact date to be confirmed) — and we're calling on local employers to get involved!

Are you hiring? Looking to grow your team with dedicated and skilled individuals?

This is your chance to connect directly with a ready-to-work talent pool right here in our community.

Here's how you can get involved:

- Attend the Job Fair to meet potential candidates face-to-face.
- Can't attend? No problem — simply send us your job postings and we'll make sure they're shared with job seekers at the event.



To participate or share available positions, please email: hrrsupport@spinriteyarns.com



Click or scan the code to download the media kit!

Ontario Tourism Awards of Excellence

On behalf of the Ontario Tourism Awards of Excellence, we're sharing the 2025 Media Kit for your reference and distribution.

These awards recognize exceptional contributions to Ontario's tourism industry, and nominations are open until July 15th.

Please share with businesses, operators, and partners in your network to encourage strong participation from across Perth County.

What's New

Meet the next generation of entrepreneurs!

July 3rd, 2025: 2-4 PM @ Brch & Wyn

Invest Stratford invites you to celebrate as 10 local students launch their Summer Company businesses and showcase their exciting, innovative ideas.

Come out to support these young leaders and celebrate the future of entrepreneurship in our community!



Click or scan the code to register today!



The 2025 Explore Perth County Tourism Brochure & Farmgate Map & Guide is now out!

These resources highlight:

- Local food itineraries
- Signature attractions
- Scenic cycling routes
- Must-visit bakeries

The Farmgate Map features farm gate stores, self-serve stands, and pick-your-own experiences, making it easy to explore local agriculture.

If you're interested in having copies at your location for your customers, we'd be happy to drop them off—completely free of charge.

Let's help visitors and residents discover all that Perth County has to offer!

Contact tourism@perthcounty.ca for more details.



Calling All Businesses!

Has your business ever been involved with any mystery tours or road trips like those offered by Guess Where Trips? We'd love to hear about the partnership details and experience! Your insights will help us enhance tourism in Perth County.

Please email ecdevtourism@perthcounty.ca to share your story with us!



Free Resources, Events & Support



When: June 25 3:30pm - 6:00pm
Where: Lynn River Farm & Graze Farm Dinners

Rooted in Success

Perth County Agri-Business Mixer



Click or scan the code to register ↗

Rooted in Success is an event that provides you with the opportunity to collaborate with fellow business owners, bringing together great local food, fresh business ideas, and friendly connections — all in a welcoming, farm-to-table setting.

Experiential Tourism Training Workshop

When: September 15th 10am - 2pm
Where: Red Mill Farm - 2379 133 Rd, Perth South, ON N4X 1C4

Join us for a hands-on, interactive workshop designed to help you create unforgettable visitor experiences. Guided by expert trainers, you'll explore the principles of experiential tourism and gain practical tools to elevate or refresh your offerings.



Click or scan the code to register today! ↗



Prosper in Perth County

From promoting your events on our tourism social channels to hosting business tours that connect you with local leaders, the Prosper in Perth County program is here to support and celebrate your success.

Take part in our "Did You Know?" Facebook campaign, access valuable free business resources, and explore opportunities to be featured in our 2025 business highlights or our ongoing 'Planted in Perth County' and 'People of Perth County' spotlights.

Whether you're looking to grow, connect, or be recognized, we're here to help.

Reach out to ecdev@perthcounty.ca or connect directly with our Tourism Marketing Summer Student, Olivia Jackson, at ojson@perthcounty.ca to get started!



Click or scan the code to learn more! ↗



Free Resources, Events & Support

Become a Signature Experience!

Interested in joining the Discover More Adventures (DMA) program?

By joining, you'll engage new audiences, amplify your authenticity, and create shareable moments that boost your digital exposure.

You'll also receive expert guidance, professional photography and videography, targeted paid advertising, and ongoing promotion and support.



Click or scan the code to learn more.



FREE Marketing Materials

We've got FREE marketing materials to help your business stand out —delivered right to your door!

Available items include a Discover More Flavour flag, entrance sign, blade sign, Perth County branded cooler bags, brochure/display stands, and (soon to be restocked) A-frame boards.

This offer is exclusively for businesses in our Farm Gate, Bakery Trail, and Discover More Signature Experience programs.



Click or scan the code to order!



Provincial & Federal Support

Labour Force Management Strategies Initiative

Primary producers and processors in Ontario's agri-food sector can now access up to \$4 million in funding through the Labour Force Management Strategies Initiative. This program supports innovative approaches to attract, recruit, and retain workers.

Eligible businesses can receive funding for up to 50% of project costs—up to \$40,000 for individual businesses and \$100,000 for industry collaborations.

Don't miss this opportunity to strengthen your workforce! Apply by September 2, 2025 or before funds run out.



Click or scan the code to apply!



SWPP+

STUDENT WORK
PLACEMENT PROGRAM

Student Work Placement Program+

Food Processing Skills Canada has launched the Student Work Placement Program+ (SWPP+) to help employers in the Canadian food and beverage manufacturing industry hire post-secondary students.

The program offers up to \$7,000 in wage subsidies per placement and simplifies the hiring process by connecting employers with students in areas like food science, business, engineering, and quality assurance.

Through work-integrated learning (WIL) placements, employers gain access to fresh talent and new ideas while supporting student career development.



Click or scan the code to learn more!

Investing in Food Safety Initiative

Investing in food safety just got easier with Food Processing Skills Canada's new Pay for Performance training bundles. This program helps businesses strengthen their workforce by offering up to 70% reimbursement on training costs after performance targets are met.

Choose from bundles focused on food safety or quality assurance and leadership—each providing comprehensive, credentialed training. After reimbursement, the Food Safety Bundle costs just \$299.70, and the QA/Leadership Bundle is \$449.70. Empower your team while saving on training costs.



Click or scan the code to learn more!



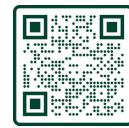
Provincial & Federal Support

New Funding to Strengthen Canada's Food Supply Chain

Protein Industries Canada has launched the Strengthening the Canadian Supply Chain Program to support businesses facing trade uncertainties with the U.S.

The program offers up to 75% reimbursement on eligible project costs, with a maximum project value of \$200,000. Projects must focus on reformulating with Canadian ingredients, scaling up domestic food production, or commercializing Canadian-grown ingredients. Eligible feedstocks include wheat, oats, barley, peas, soy, fava beans, and emerging crops like lupin or hemp.

Interested companies can apply by emailing: projects@proteinsupercluster.ca.



[Click or scan the code to learn more!](#)



Now Open: RTO4's 2025–2026 Partnership Program

The program offers funding streams to support businesses in the tourism ecosystem, including attractions, DMOs, BIAs, festivals, restaurants, and accommodations.

With five funding streams, it is open to projects that attract visitors from 40+ km away, offering grants of up to \$35,000.

- **Accessibility:** Partnering with Sawchuk Accessible Solutions to provide five partners with a subsidized Accessibility Consulting Program.
- **Non-traditional Art in Destination Storytelling:** Funding for community-based artistic storytelling programs such as poetry, sculptures, soundscapes, and Indigenous art.
- **Importance of Tourism:** Support for innovative, community-driven approaches that highlight tourism's positive impact.
- **Signage & Wayfinding:** Funds for developing signage and wayfinding strategies, including traditional and interpretive formats.
- **Indigenous Signage & Related Research:** Projects promoting awareness of Indigenous presence, language, and history through signage and other related research initiatives.

Applications close Monday, June 30 at 5:00 PM. Join the info webinar on Tuesday, June 17 at 12:00 PM to learn more.



[Click or scan the code to learn more!](#)



Meet the Team

The Economic Development & Tourism team is here to support businesses, residents, and visitors with a range of programs to help Perth County grow & thrive. Our office is always open and we're just a phone call away.



Director of Economic Development



Economic Development Officer



Tourism Officer (Contract)



Economic Development Officer (Contract)

Summer Students



Tourism Marketing



Destination Development



Destination Development

Central Reception Opening June 20!

We're excited to announce that as of June 20, 2025, the central reception for the Perth County will officially open to the public. Located off 1 Huron Street, adjacent to Shakespeare Gardens, this will now serve as the main entrance to the facility during regular operating hours (Monday to Friday, 8:30am – 4:30pm).

We look forward to welcoming visitors through this new space!

