



Dear Hamilton/Niagara producer

On behalf of the City of Hamilton and Niagara Region, we are pleased to invite you to participate in a telephone survey that is seeking the input and opinions of agricultural producers in your area. The survey is one of a series of public consultation activities that form a critical part of a project to study the feasibility of establishing **local food distribution mechanisms in Niagara and Hamilton**.

The project team has commissioned Strategic Research Associates (SRA), a market research firm that specializes in agriculture to obtain your feedback.

If your name is randomly selected from a list of Hamilton/Niagara area producers, you may receive a call from SRA in the next few weeks. (We know it is a busy time of year right now, so we will try to accommodate your schedule as much as possible.)

The survey should take 5 to 7 minutes to complete and will ask you to comment on the barriers (and opportunities) facing producers who are looking to take advantage of the growing consumer interest in local food! We will also ask you to rate a few local distribution mechanisms.

The reason we are using SRA as a third party is to ensure that all information is handled confidentially and anonymously. Rest assured that your responses will be reported in aggregate only and the identity of individual respondents will not be disclosed to anyone.

If you have any questions or would prefer to complete the survey by email or fax, please contact Jeff Thibodeau at SRA at 1-888-792-0389 or email jeff@sraresearch.com. Jeff will make sure that your survey responses are counted.

We look forward to receiving your input. If you would like more information about this project, please feel free to contact any of the team members below.

Sincerely

A handwritten signature in black ink, appearing to read "John Vieira".

John Vieira
Senior Project Manager
Strategic Research Associates
1-888-792-0389 ext 202
john@sraresearch.com

A handwritten signature in black ink, appearing to read "Susan M. Coverdale".

Susan Coverdale
Business Development Consultant
City of Hamilton
905-546-2424 ext. 2363
Susan.Coverdale@hamilton.ca

A handwritten signature in black ink, appearing to read "Terri Donia".

Terri Donia
Planner, MCIP, RPP
Niagara Region
905-685-1571 ext. 3374
terri.donia@niagararegion.ca