

(*Morrison...* continued from page 4)

Trevor Crowe, coordinator in the County's Community Development office, offered encouragement to the group and indicated that several developments underway should help sub-communities such as Black River. New road signage is being developed by the County over the next year or two and it should help people find the smaller centres. Community Development is taking over tourism from the Chamber of Commerce and in March of this year it will be operating the official tourism "Visit the County" website. Free listings on the directory, which attracts up to 25,000 visitors per month, will be offered to all County businesses serving tourists. The listings of a sub-community such as Black River can be clustered together onto one page.

South Marysburgh councillor Steve Ferguson also offered encouragement for the local initiative and offered to assist with process. At the same time, however, he noted that he was responsible for trying to promote the success of businesses throughout South Marysburgh and not just Black River. The group agreed with Steve's priorities but stated that while our own focus is in on the Black River and its immediate area, we want to increase mutually beneficial links with other businesses in South Marysburgh.

The group agreed to meet again February 21. The agenda will include planning of events in which all the Black River businesses could work together in the upcoming season, including the Black River Cheese Factory's Dock Launch party in June, and the potential beautification of the Black River bridge. In the meantime, work is being done to prepare a map and a directory of local businesses for posting both on the "Visit the County" website and on the wall of Black River Cheese.

For more information about this initiative, feel free to contact me at Robert.Burkinshaw@gmail.com or Conrad Biernacki at BlackRiverBB@gmail.com

The Gay Lea Story



Our story began in 1958 when a group of farmers came together with a common vision – to better the lives of Ontario farming families and co-operatives. Today, we are proud of that heritage as the second largest dairy co-operative in Canada, owned by over 1,200 dairy farmers; since our humble beginning, we have grown to 12 production facilities and distribution centers across Ontario and Quebec.

Throughout our history, our growth has come from high-quality products and dedication to innovation. We are always looking to expand Gay Lea's well-known brands. Our most recent addition, Black River Cheese, is one of the oldest cheese companies in Prince Edward County and further adds to the variety of products we offer. From Ivanhoe, Hewitt's, and Salerno Cheese to Gay Lea and Nordica, our loyal customers know they are buying fresh, natural products that they can trust.

And while making great products is important to us, we never forget we have other commitments - Gay Lea Foods is about concern for community. To date, we've raised over \$450,000 in support of co-operative development around the globe. We help at home too, through contributions to organizations in rural communities across Ontario.

And so, as a co-operative, we have learned the best of working together. From the moment our milk is born on the farm until our products reach the tables of Ontario families, we collaborate – farmers, members, employees and customers – to make Gay Lea Foods what it is today.

We are excited to be included in "The County". We have over 16 local county farmers in our co-operative, are excited the store will continue to grow, and enjoy hearing the history of Black River Cheese through your stories.



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