

GROWING **Opportunities**

# **MAFRI & Community Economic Development**

For Municipal Officials Seminar 2006



# Core Priority

To increase sustainable community development and growth by capturing increased income and profits for producers, rural businesses and communities as they participate further up the value chain.

# What We've Done

- **Realigned Human Resources**
- **Undertaken Creating Opportunities consultation process**

# Human Resources

- **Each GO Team**
  - **Business Development Specialist**
  - **Rural Leadership Specialist**
  - **BDS – Community Development**

# Knowledge Centres

- **Economic Development Initiatives**
- **Food Commercialization & Marketing**
- **Economy & Rural Development**

# Community Economic Development is about . .

- **Identifying community needs and opportunities**
- **Building community capacity - local skills and expertise**
- **Making decisions locally**
- **Investing locally**

# **Community Economic Development is about . .**

- **Employing local residents over the long term**
- **Producing and using local goods and services**
- **Building individual and community pride, self-reliance and leadership**

# Remember

- **Changes to your local economy require long-term commitment.**
- **Plans must evolve as your community changes and grows.**



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