

Sales Contracting

In order to achieve these opportunities and develop some need for the proposed services, someone must ultimately sell Kent County's agricultural produce. But in order to sell a product, the product must be available at the right time, at the right place, in the right quality.

Recommendations:

- 1. That the Kent County Development Association become an agent for marketing Kent County agricultural produce outside Kent, and that the establishment of both long term sales and purchase agreements be the objective of the marketer.*
- 2. That the Kent County Development Association be responsible for the promotion of Kent County products both within and outside Kent County.*

Co-Operative Marketing

As the size of most farms in Kent is not conducive to individual marketing, it is suggested that a form of co-operative assembly and marketing is most appropriate in co-operation with the Kent County Development Association.

Recommendations:

- 1. That the New Brunswick Department of Agriculture encourage the establishment of local co-operatives by providing legal and financial expertise on a cost basis.*
- 2. That the Kent County Development Association work closely with the local co-operatives and citizen groups in advancing the co-operatives movement in Kent.*

It is felt that the recommendations outlined herein, although not all inclusive, could provide the base for a development strategy designed to help achieve many of the agricultural opportunities identified by this report.

But What Will It Cost and Who Will Pay?

Yes, it will cost money but then again anything that is worthwhile does. But the short term costs would be insignificant compared to the long term economic and social benefits.

The money is available. There is a \$2.7 million Kent pilot project which would well fit the proposed development strategy.

Recommendation:

That the Kent County Pilot Project finance the set up and operation of the Kent County Development Association.