



Royal Winter Fair

South Eastern Ontario participates in "Spotlight on Local"

2019/2020 Successful Collaboration and Partnership

Royal Winter Fair



Challenge:

Participating at trade and consumer events may not be a viable option for small producers and operators, often due to the cost and time required for planning, marketing and showcasing products and services to meet consumers' needs and expectations. Solo attendance is often out of reach for these small businesses.



Royal Winter Fair

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Solution:

Since 1922, the country has come to the city as farmers, growers, producers and homesteaders arrive in Toronto, from all over Canada, to exhibit their very best agricultural products and livestock at the Royal Winter Fair. New for 2019 was a “Spotlight on Local” presented by Metro Grocery Stores. It was a unique feature that celebrated the local food being grown, produced and manufactured in Ontario.

Recognizing the alignment of South Eastern Ontario’s tourism offerings with the Royal Winter Fair’s objectives (and attendee profile), RTO9 and Frontenac County developed a collaborative partnership that brought together fifteen vendors from the region to participate in 2019’s “Spotlight on Local”. Producers from Prince Edward County, Gananoque 1000 Islands, Brockville, Cornwall and SDG Counties were highlighted on particular days throughout show.

Case Study

Royal Winter Fair

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Results:

The collaboration resulted in many benefits, including reduced costs and planning time, for the partners involved. For example, a professional designer from the theatre industry created a theme called “Trousdale’s General Store; the oldest general store in Canada” for a shared booth space. With props and coordination from Upper Canada Village and Trousdale’s General Store, the replica early 1900’s general store was brought to life. To further enhance the experience, actors were enlisted to portray the “owners” of the store.

Attendance at the Royal Winter Fair gave RTO9, Frontenac County, and the participating producers, an opportunity to increase regional brand awareness, interact directly with consumers, get consumer feedback, and distribute product information.

Results:



VISITORS

- Approximately 5,000 consumers visited the booth for samples/information.



PARTNERSHIPS

- Two producers discussed potential business partnerships.



RELATIONSHIPS

- Renowned Chef Michael Bonacini was introduced to the region's products.
- RTO9 and Frontenac County have a strengthened relationship for future collaborations.

At the Royal Winter Fair



Images: South Eastern Ontario's Trousdale's General Store booth at "Spotlight on Local", 2019 Royal Winter Fair.

TROUSDALES
GENERAL STORE

STOCKING
STUFFERS!

STOCKING
STUFFERS

Chocolate
Bars \$7

**GETAWAY
GIVEAWAY!**
Weekend Escape
Kinfrossenac

Bark
\$7.75

Chocolate Covered
Sponge Toffee
\$7.75

SINCE 1836
TROUSDALES
GENERAL STORE


South Eastern
ONTARIO