



Ottawa Valley FARM SHOW

Official Ag Business Partner



FCC BECOMES FARM SHOW ‘OFFICIAL AG BUSINESS PARTNER’

February 13, 2009

The Ottawa Valley Farm Show (OVFS) has finalized a three-year, supporting partnership with Farm Credit Canada (FCC), the first agreement of its kind involving the 82-year-old non-profit event.

Effective with the 2009 OVFS being held March 17-19 at Lansdowne Park in Ottawa, FCC becomes the “Official Ag Business Partner” of the OVFS.

“FCC’s involvement enables it to raise its visibility and awareness among the agricultural community,” said OVFS General Manager Tom Van Dusen, emphasizing that FCC is a reputable agency with a mandate to enhance agricultural and rural Canada through specialized business and financial services.

“It makes for a good fit with the Farm Show which is all about enhancing agricultural and rural Ontario by annually displaying the industry’s latest goods and services in one convenient location.”

Van Dusen emphasized that, thanks to the non-profit nature of the OVFS and lots of volunteer help, the show has always paid for itself and made a modest profit.

Much of that profit is used by the sponsoring Ottawa Valley Seed Growers Association to support worthwhile causes such as 4-H, Women’s Institute, agricultural societies, research programs at the Kemptville and Alfred campuses of the University of Guelph, and the Children’s Hospital of Eastern Ontario.

“FCC’s involvement provides extra funds to bolster the show and support Seed Growers’ causes,” the GM stated. A new joint logo has been created identifying the Ottawa Valley Farm Show and FCC as its “Official Ag Business Partner.”

FOR MORE INFORMATION: Tom Van Dusen, OVFS, 613-445-3407.
Annette Deveau, FCC, 506-851-6590.
www.OttawaFarmShow.com