



Saturday, February 27, 2010
Mr. Dan Taylor
Economic Development Officer
The Corporation of the County of Prince Edward

Dear Dan Taylor,

On behalf of the Board of the Ontario Culinary Tourism Alliance I wanted to send a note to you applauding your efforts, leadership and activities that clearly model the power and the impact of integrating culinary tourism into a regional economic development strategy. Prince Edward County, through their focus and encouragement in this area, have shown that their culinary tourism strategy has benefited the County's attraction as a destination, encouraged food entrepreneurship for many small businesses, inspired a unique food tourism culture and appreciation and, become a cornerstone for community building. Dan, you have been a pioneer in this area and I wanted to thank you and those who have supported you through investment and leadership, that the County shines as an example of how culinary tourism can be effective and a strong contributor to a regional economy.

As you know, the Ontario Culinary Tourism Alliance is dedicated to advancing Culinary Tourism destinations in the province of Ontario through regional support and in conjunction with destination marketing organizations, provincial, national and international partnerships. Our goals, as set out in 2005 in our 10-year strategy and action plan are:

- Help build and sustain regional identities and agricultural resources and food supplies;
- Present opportunities to develop new quality tourism products and experiences;
- Become a way in which we share our story and tell it with pride.

Dan, thank you - we support the efforts of Prince Edward County to continue to lead, inspire and create innovative and award-winning culinary tourism experiences. We look forward to working with you so Prince Edward County and the Province of Ontario exceeds all of our goals.

Yours Sincerely,

A handwritten signature in black ink, appearing to read 'J. S. Barbara Shopland', with a stylized flourish at the end.

J. S. Barbara Shopland
Chair, The Ontario Culinary Tourism Alliance