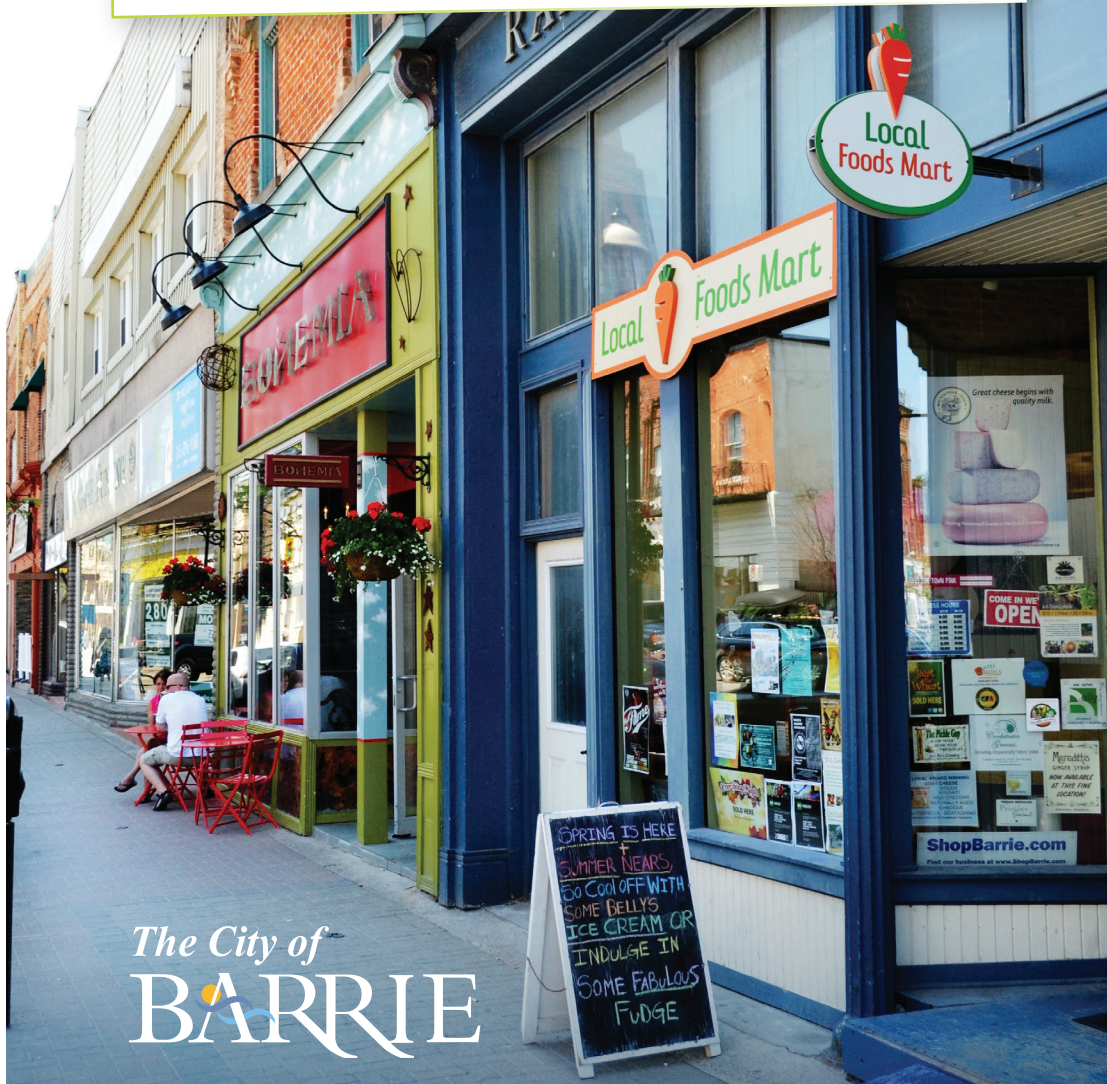


# BARRIE - A Place to Start a **Food Business**



The City of  
**BARRIE**

**Barrie is a city of growth** offering new and more opportunities for **food entrepreneurs**.

# With projected **population growth of 49% over the next 15 years**, Barrie is the location of choice for many companies, startups and entrepreneurs.

With its strategic location in the heart of Central Ontario, Barrie brings together advantages of extensive transportation systems, resources, and quality of life to foster and support food-based companies. The Highway 400, the 2nd longest highway in the Province of Ontario that connects the highest density of GDP creation in Canada directly to Barrie, runs through the City with 5 major interchanges. Additionally, 3 major provincial highways are connected to Barrie. Barrie is also known for its year-round festivals and events. Kempenfest is one of Ontario's Top 100 Festivals, drawing over 200,000 attendees of which over 35% are visitors outside of Barrie.

Barrie is showing significant growth in food businesses. Between 2010-2015 Barrie has seen a 39% increase in dairy manufacturing; 41% increase in beverage wholesalers; and 19% increase in specialty food stores. The increase in local specialty stores is important

to food entrepreneurs because locally owned restaurants and stores more frequently support local producers when compared to their non-local counter parts. Currently, **30% of Barrie's downtown businesses are culinary based.**

Georgian College, one of the fastest growing colleges in Ontario has been sweeping across communities in Central Ontario running food entrepreneurship seminars. The college along with the Henry Bernick Entrepreneurship Centre is becoming the **go-to-place for everything food entrepreneurship** with novel seminars such as Food Safety Regulatory Training.

The City of Barrie was recently **ranked 7th on Financial Post's list of entrepreneurial cities in Canada.** Food based entrepreneurs and innovators are able to thrive in Barrie as a result of the local resources and support organizations who work together to help businesses launch, grow and succeed.

THE FOLLOWING ARE A FEW OF THE ORGANIZATIONS  
HELPING LOCAL BUSINESSES:



**SOUPERB SOUPS HAS TURNED FAMILY RECIPES INTO A SUCCESSFUL LOCAL BUSINESS. YOU CAN FIND THEM AT THEIR RETAIL LOCATION IN BARRIE'S SOUTH END OR AT BARRIE'S FARMER'S MARKET.**





### CASE STUDY

## Earth to Kids, Inc.: A Story of Barrie's Strong Entrepreneurship Ecosystem

Earth to Kids, Inc. is set to launch their first product: Chickapea Pasta! Chickapea is a delicious pasta made entirely from chickpeas!

High in protein, fibre and iron, it's a family favourite turned into a superfood. Better yet, Chickapea is organic, gluten-free, non-GMO, kosher and free of anything artificial. But what does it taste like, you ask? It tastes like pasta! You and your family will enjoy Chickapea just the way you enjoy traditional pasta: plain, with butter and parm or tomato sauce... but you'll feel way better about choosing Chickapea.

Shelby Taylor, a Collingwood native, founded Earth to Kids in 2014. She began her journey in the Self Employment Assistance (SEA) program through the Business Enterprise Resource Network. After learning the basics of starting a business, Shelby pitched Earth to Kids to a panel of experts at Georgian College's exCite! Week, where she won best pitch and was connected with a founding investor, as well as a mentor through the Henry Bernick Entrepreneurship Centre. From there she went on to win the smOffice Contest through the Creative Space in downtown Barrie – a prize package that included office space and a number of business services and mentorships with some of

“It’s truly amazing what kind of resources are available and how many wonderful people want to help you succeed”

Barrie’s best business minds, including Invest Barrie and ventureLAB. Not long after, Earth to Kids was awarded a \$5,000 grant through ventureLAB’s Boost fund, as well as a \$37,000 grant through the Ontario Centre for Excellence’s SmartStart program.

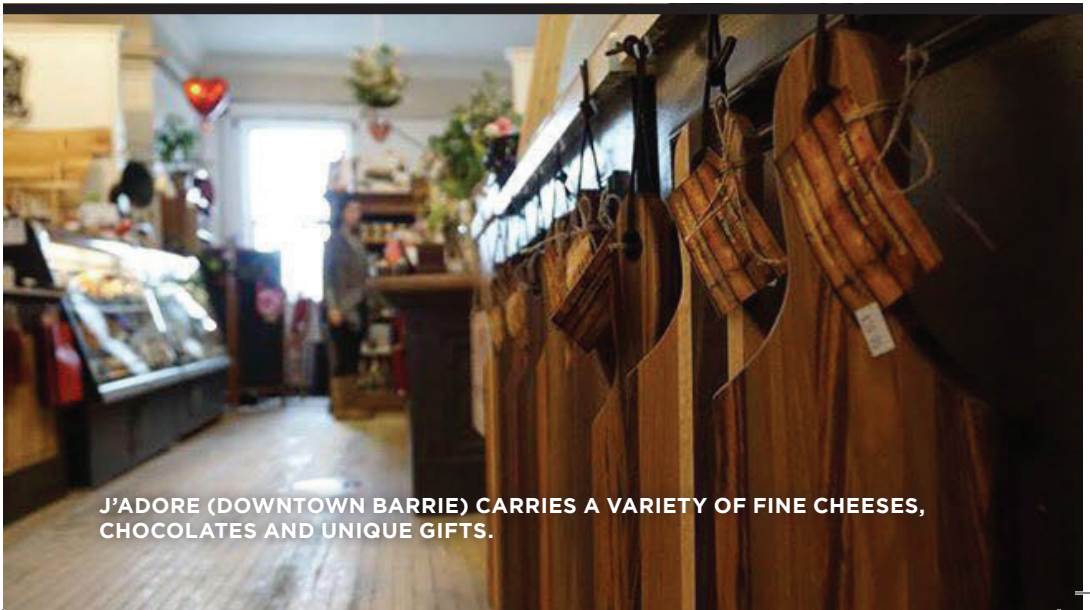
The advantages of being part of the Barrie entrepreneurship community:

In the last several months, Shelby has taken advantage of

the many resources available to entrepreneurs in the Barrie and surrounding area. She has developed her food labels with Georgian College, attended a number of networking and professional development workshops hosted by Invest Barrie, ventureLAB and The Creative Space, and has received extensive media coverage on her involvement with the local entrepreneurial ecosystem.

“It’s truly amazing what kind of resources are available and how many wonderful people want to help you succeed,” says Shelby. “I’ve been so embraced by both the support network for entrepreneurs and food start-up community, which has made a world of difference to the growth and development of my business.”

*For more information on Earth to Kids and the company’s story, visit [www.chickapea.me](http://www.chickapea.me)*



**J'ADORE (DOWNTOWN BARRIE) CARRIES A VARIETY OF FINE CHEESES, CHOCOLATES AND UNIQUE GIFTS.**



## CASE STUDY

### **Not Yer Granny's Granola: A Story of Using Local Opportunities to Grow**

Not Yer Granny's Granola is a Barrie based business that started off in a training kitchen in Barrie which happened to be the workplace of co-founder Fran Kruse.

Only Fran was not in the food business. Instead she was working in adult career training at Barrie's Liaison College. With her office peering into the kitchen, Fran

was inspired by the newly budding chefs and motivated by their dedication to food. This inspiration lead Fran and her husband to start their company Not Yer Granny's Granola, a granola product closer to trail mix and unlike the typical boxed granola found on most grocery store shelves. Using the Liaison College in Barrie as her temporary production site, Fran and Mark started to develop their own granola which made their debut through samples at the Mariposa Market. They started by sampling and selling their products to various fairs,

“The overwhelming demand (over 50% from the previous year) from local retailers has been so high that Mark and Fran needed to move into their own permanent facilities”

markets and shows and eventually entered the retail market. The overwhelming demand (over 50% from the previous year) from local retailers has been so high that Mark and Fran needed to move into their own permanent facilities. In July 2015, Mark and Fran moved into their brand new facility in Barrie, ready to hire staff, expand their customer base and product line and evolve Not Yer Granny's Granola into a food company.

Using Barrie's local resources to get to market and stay competitive:

Not Yer Granny's Granola started in the core of Barrie's downtown at their Liaison College location. In addition to having the access to a commercial kitchen, Barrie offered Fran and Mark access

to cottagers along route and access to local farmers markets. In addition, the company utilized the network and resources at Georgian College including The Henry Bernick Entrepreneurship Centre. The college has supported Fran and Mark by using their product in swag bag to promote in their annual golf tournament, provides food entrepreneurship advisory through their knowledgeable staff, and the college's culinary students provide a large hiring pool for the company. Here are some other resources that have helped Fran and Mark grow their company:

- Demographics information available at the Barrie Public Library
- Many local retailers looking to sell local food
- Food Safety Handling through the Simcoe Muskoka District Health Unit
- Central location relative to cottagers and deliveries to/from Toronto
- Networking opportunities through organizations like Small Business Connect.
- Co-working spaces like The Creative Space

*For more information on Not Yer Granny's Granola and the company's story, visit [www.notyergannysgranola.com](http://www.notyergannysgranola.com)*





**If you're looking to start or grow your food business, Invest Barrie and its partners can help.**

Contact us at [invest@barrie.ca](mailto:invest@barrie.ca) to learn about the one-on-one support that the Barrie ecosystem can provide to you and your business.