



**KINGSTON ECONOMIC
Development Corporation**

MEDIA RELEASE

February 28, 2017

**RESIDENTS INVITED TO LEARN MORE ABOUT THE UP-AND-COMING
BUSINESS OF GOAT FARMING**

Kingston, ON - The Kingston Economic Development Corporation and the County of Frontenac want residents to get excited about goats.

Goat milk will be the foundation of an innovative, hypoallergenic product manufactured at the Feihe infant formula plant slated to be built in Kingston, and the hope is that as much as possible can be produced locally. In addition to being Canada's first and only wet formula facility, Feihe will be North America's first and only producer of goat milk-based infant formula.

Two public information sessions will be held on goat farming on March 23 to educate interested community members about the industry, including regulations and start-up considerations. The sessions will have the same content, and two are being held to accommodate as many interested people as possible. The content of the sessions will be valuable for those who are currently running farming operations and looking to expand to produce goat milk, or those hoping to enter the farming industry. However, anyone interested in the Feihe project is welcome to attend.

“The Kingston Economic Development Corporation is thrilled that Feihe International selected Kingston for their Canadian infant formula manufacturing facility. This project will provide multiple opportunities for both local and regional economic development from the construction of the plant to the company’s plans to produce goat milk based infant formula. We are excited to work with the County of Frontenac and our colleagues at the Ontario Ministry of Agriculture Food and Rural Affairs to develop a *Made in Ontario* plan for expansion of the goat milk industry to serve multiple markets”. Carey Bidtnes, Business Development Officer, Kingston Economic Development Corporation

ABOUT THE SESSIONS

Date: Thursday, March 23

Time: First session: 2 – 4 p.m.
Second session: 7 – 9 p.m.

Venue: County of Frontenac offices, 2069 Battersea Road, Glenburnie

Attendance: Seating is limited. Please register online at:

2pm: <https://goat-farming.eventbrite.ca>

7pm: <https://goat-farming-2.eventbrite.ca>

SPEAKERS

Carey Bidtnes, Business Development Officer, Kingston Economic Development Corporation, will present an overview of the Feihe project.

Richard Allen, Manager of Economic Development, County of Frontenac, will moderate the Q&A session with the panel.

Jillian Craig, Small Ruminant Specialist and Marlene Paibomesai, Dairy Specialist, both of the Ontario Ministry of Agriculture, Food & Rural Affairs (OMAFRA), will speak about the goat farming industry in Ontario.

Phillip Wilman, Raw Milk Specialist, OMAFRA, will speak about regulatory framework.

Katie Nolan, Regional Economic Development Advisor, OMAFRA, will be available to answer questions and provide information

For more information please contact:

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ABOUT THE FEIHE MANUFACTURING PLANT

The China-headquartered Feihe International Inc. is investing \$225 million in an approximately 300,000 square foot processing plant slated to break ground in the spring of 2017 at the Catarauqui Estates Business Park in Kingston's west end. It is expected to provide 200-250 new full-time direct jobs, 1,200 indirect jobs and up to 400 construction jobs. The plant will have a positive impact for rural communities throughout eastern Ontario and the province of Quebec.

ABOUT ONTARIO'S GOAT INDUSTRY

Opportunities in Ontario's goat industry are steadily growing as the demand grows for goat products, milk and meat. Ontario is currently home to 52 per cent of Canada's goats and accounts for 75 per cent of Canada's goat milk production. OMAFRA has a dedicated goat team in place to support the industry's needs in terms of resources, financing, innovation and more.