

Marketing in the Muck

Restoration Success in the Holland Marsh

Latornell Presentation

Tuesday, November 19, 2019

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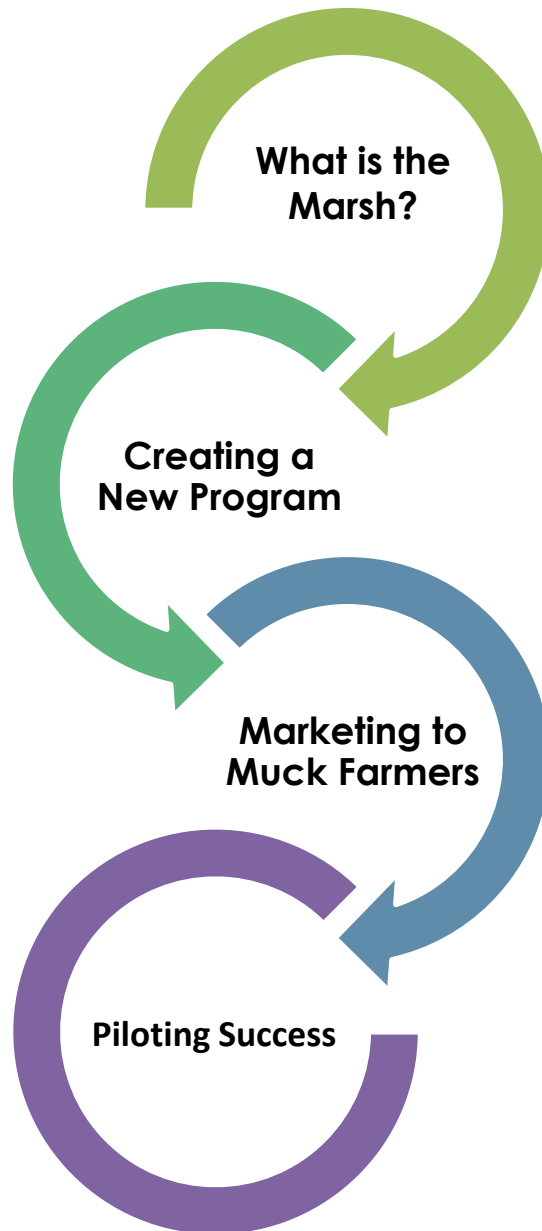


Lake Simcoe Region
conservation authority

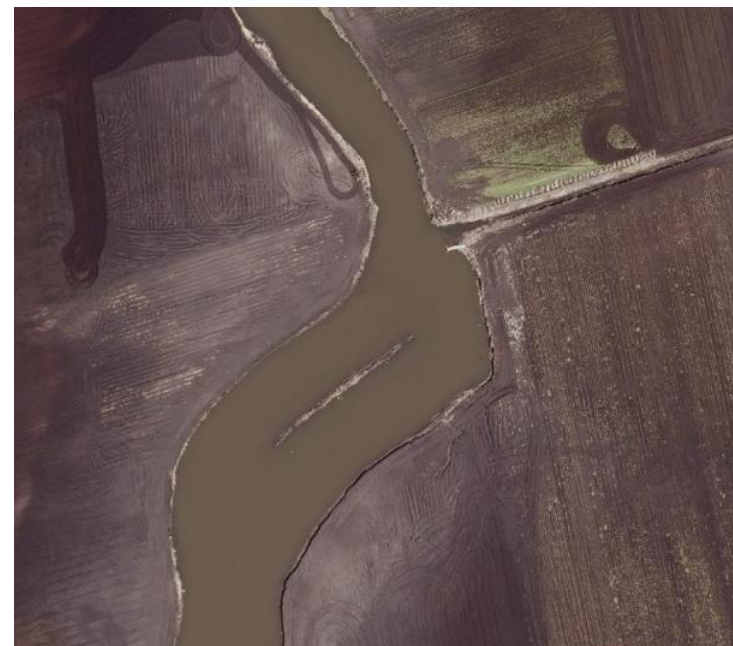


Member of Conservation Ontario

Agenda







Grants



Creating a New Program



Creating a New Program



**HOLLAND MARSH
DRAINAGE SYSTEM**
Joint Municipal Service Board



Lake Simcoe Region
conservation authority

Creating a New Program



Ontario Federation of Agriculture



A Growing Tradition



Wash Water Treatment Systems

De-dirting and Water reuse



Wash Water Treatment Systems

De-dirting and Water reuse



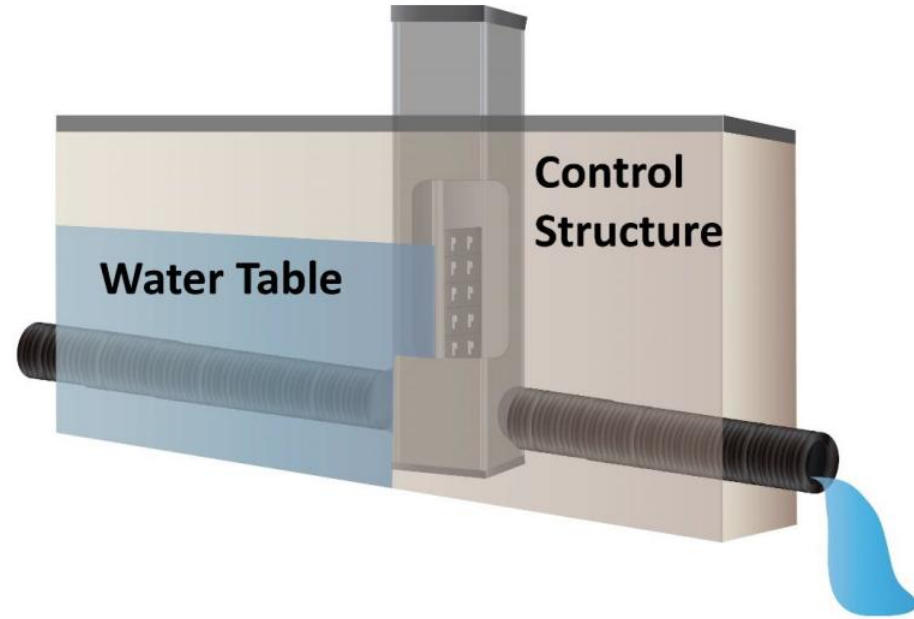
WESCOR
Watermeter & Environmental Solutions
For Sales & Service Contact: 800-834-4533



Tile Outlet Control Structures



Tile Outlet Control Structures



Funding Our New Categories

Wash Water - Water Reuse

1. 90% up to \$20,000
2. 75% up to \$15,000
3. 50% up to \$10,000

Wash Water - De-dirting

1. 90% up to \$10,000
2. 75% up to \$7,500
3. 50% up to \$5,000

Tile Outlet Control Structures

1. 90% up to \$4,000
2. 75% up to \$3,000
3. 50% up to \$2,000



Cover Crops



\$25 per acre up
to \$2,000



Cover Crops



100% of seed costs
up to \$2,000



Understanding Our Audience



Understanding Our Audience

Eager Ed



Distrustful Dan



Who Delivers the Message?

Past Clients

Media



Who Delivers the Message?

Past Clients

Media

Trusted Partners

Associations



Marketing the New Categories



Landowner Environmental Assistance Program


Marketing the New Categories



Choosing the Right Message

An orange speech bubble with a tail pointing towards the bottom left. It contains the text "Increase your crop yields" in orange font.

Increase your
crop yields

A blue speech bubble with a tail pointing towards the bottom left. It contains the text "Keep your soil on your land" in blue font.

Keep your soil
on your land

New Tactics

Eager Ed



Distrustful Dan



Challenges



Project Highlights

An aerial photograph of a vast agricultural landscape. The fields are divided into numerous rectangular plots of varying colors, including vibrant green, dark brown, and light tan. A winding waterway or canal cuts through the center of the field. The sky is overcast with soft, grey clouds.

**+1,700 acres of
vegetables harvested
with de-dirting
equipment**

Project Highlights



**Saved over
17,928,000 L of
water/year**

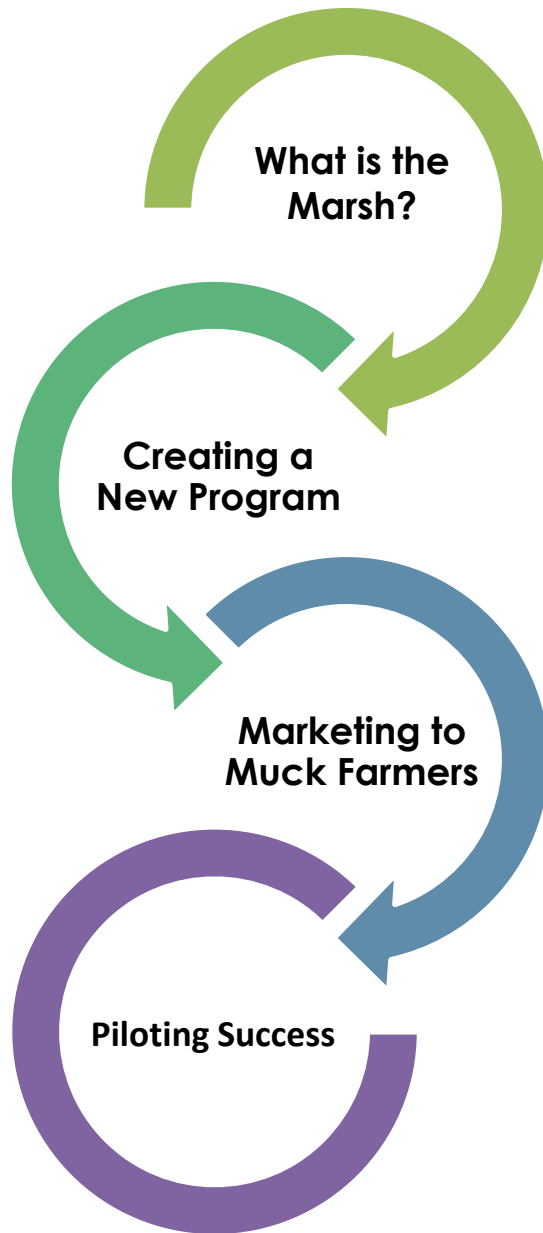
Project Highlights

**Controlled runoff on
over 70 acres of field**

Project Highlights

A close-up photograph of a person's hands holding a plant root with soil. The person is wearing a dark long-sleeved shirt and blue jeans. The background is a blurred green field. The text 'Project Highlights' is overlaid at the top in a blue font.

**+3,100 acres of muck soils
protected with cover crops**





Thank You

Questions?

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