

# Township of Norwich Economic Baseline Report

**June 2008**

**Prepared for:  
The Corporation of the Township of Norwich**

**Prepared by:**

**HCA<sup>TM</sup>**

HARRY CUMMINGS & ASSOCIATES INC

96 Kathleen Street, Guelph, Ontario N1H 4Y3

phone: (519) 823-1647 fax: (519) 821-0202

url: <http://www.web.net/~hca>

email: [hca@web.ca](mailto:hca@web.ca)



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## 1.0 Introduction

This economic baseline has been prepared for the Township of Norwich to provide background information on general socio-economic conditions.

The profile is an essential component to be used in developing effective economic and human resource development strategies.

The profile was compiled using data from the 1996, 2001 and 2006 Statistics Canada Population Census. Tables and graphs were prepared as part of the analysis to illustrate the various population and labour force features for the Township of Norwich. The profile features comparisons between Norwich and the communities of Tillsonburg and Ingersoll as well as Oxford County and Ontario.<sup>1</sup>

The profile also includes an overview of the agriculture sector in the Township of Norwich given its importance in the local economy (see Chapter 3). Data for the agriculture profile was compiled from the 1996, 2001 and 2006 Statistics Canada Census of Agriculture.

A set of appendices with more detailed data tables for the demographic and agriculture profiles is contained in a separate document.

This report represents 1 of 3 companion research studies that were completed by Harry Cummings and Associates Inc. to inform the Township's Economic Development Strategic planning process:

1. Economic Baseline Report
2. SWOT Analysis Report
3. Competitive Analysis Report

An overview of the key findings of the three studies along with recommendations is presented in the Competitive Analysis Report.

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<sup>1</sup> The municipality of Delhi in Norfolk County was also considered as a comparison community. However, as a result of recent municipal restructuring, Statistics Canada has aggregated all data for Norfolk and the disaggregated data for Delhi is no longer available.

## 2.0 Demographic Profile

### 2.1 Population and Age

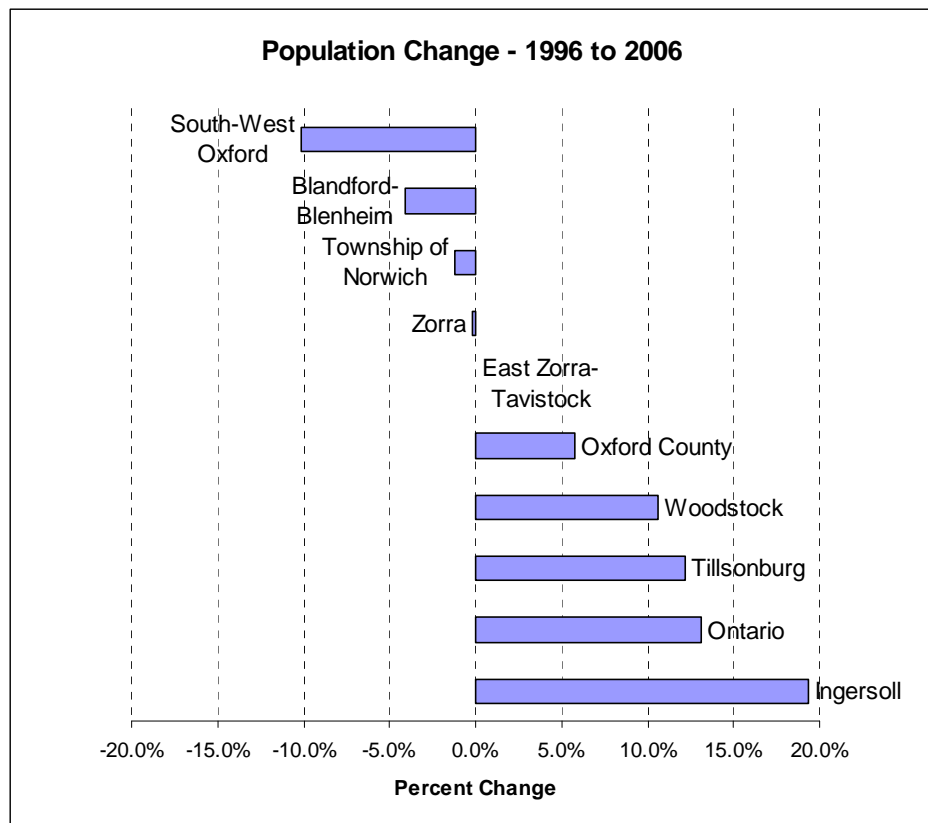
Between 1996 and 2006 the population of the Township of Norwich declined from 10,610 to 10,481. This represents about a 1% decline in population. Since 2001 however, the total population of the Township of Norwich has remained almost unchanged (Table 1). In contrast the population for Oxford County increased by almost 6% between 1996 and 2006 while the provincial population increased by 13% during the same period.

**Table 1: Population 1996 to 2006**

	1996	2001	2006	% change 1996 to 2006	Annual Growth Rate '96-'06
Ontario	10,753,575	11,410,045	12,160,282	13.1%	1.24%
Oxford County	97,140	99,270	102,756	5.8%	0.56%
Township of Norwich	10,610	10,480	10,481	-1.2%	-0.12%
Tillsonburg	13,210	14,050	14,822	12.2%	1.16
South-West Oxford	8,445	7,780	7,589	-10.1%	-1.06%
Ingersoll	9,850	10,980	11,760	19.4%	1.79%
Zorra	8,140	8,050	8,125	-0.2%	-0.02%
East Zorra-Tavistock	7,350	7,240	7,350	0.0%	0.00%
Woodstock	32,085	33,060	35,480	10.6%	1.01%
Blandford-Blenheim	7,455	7,630	7,149	-4.1%	-0.42%

Source: Statistics Canada. 1996, 2001, 2006.

**Figure 1**



All of the major urban centres in Oxford County (Tillsonburg, Ingersoll and Woodstock) experienced population increases of 10% or more between 1996 and 2006 while all of the rural municipalities experienced declines or no growth in population.

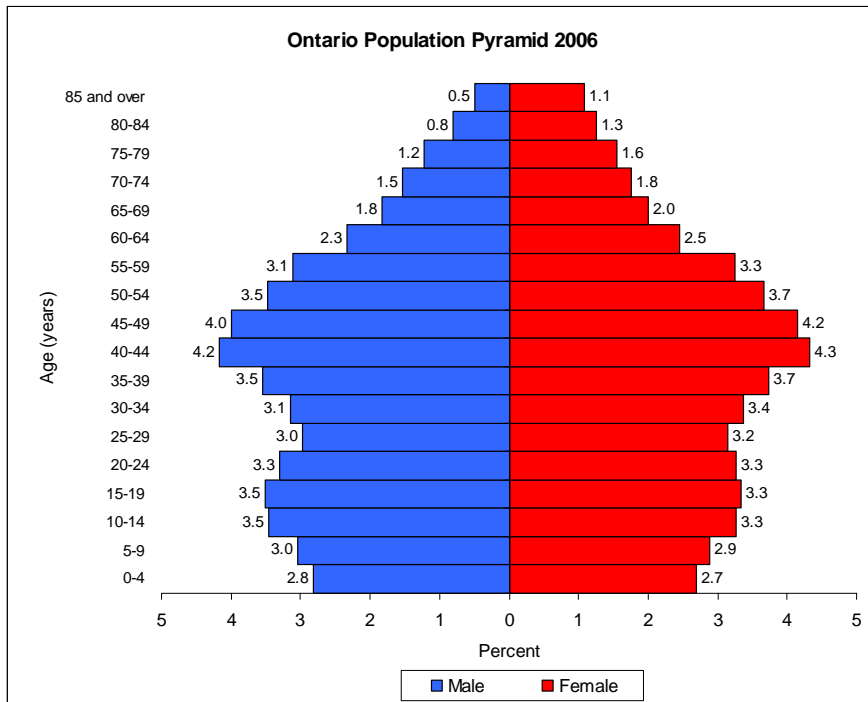
The decline in population as illustrated in Figure 1 is usually associated with the out-migration of young people for purposes of education and of younger members of the labour force looking for work outside the area. Out-migration is a strong indicator of economic decline.

### Population by Gender and Age Categories

Population pyramids (age structure diagrams) are helpful in examining the distribution of males and females by different age categories for the population.

The following population pyramids were created by dividing the total population by the total population in each age category. For example, Figure 2 shows the population pyramid for Ontario where females in the 85 years and over age category represent 1.1% of the total provincial population (males and females combined) and males represent 0.5% of the total provincial population.

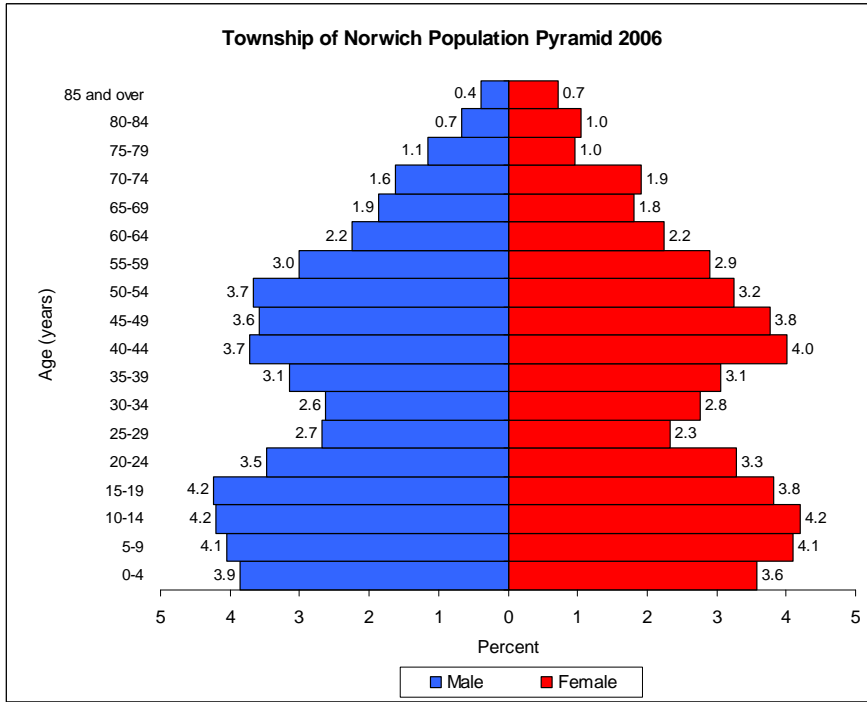
Figure 2



The 2006 Ontario population pyramid shows the distribution of males and females as a proportion of the total population. This provides a basis for comparison for the pyramids that follow.

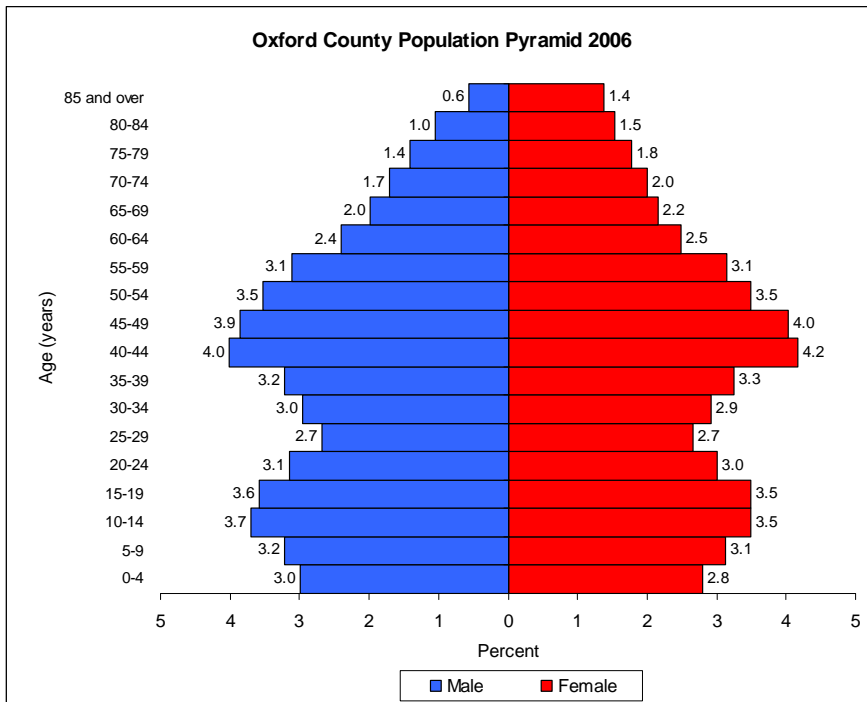
The population pyramid for Ontario shows the "leading edge" of the baby boomers is in the 55 to 59 age group and the bulge is in the 40 to 44 age group.

**Figure 3**



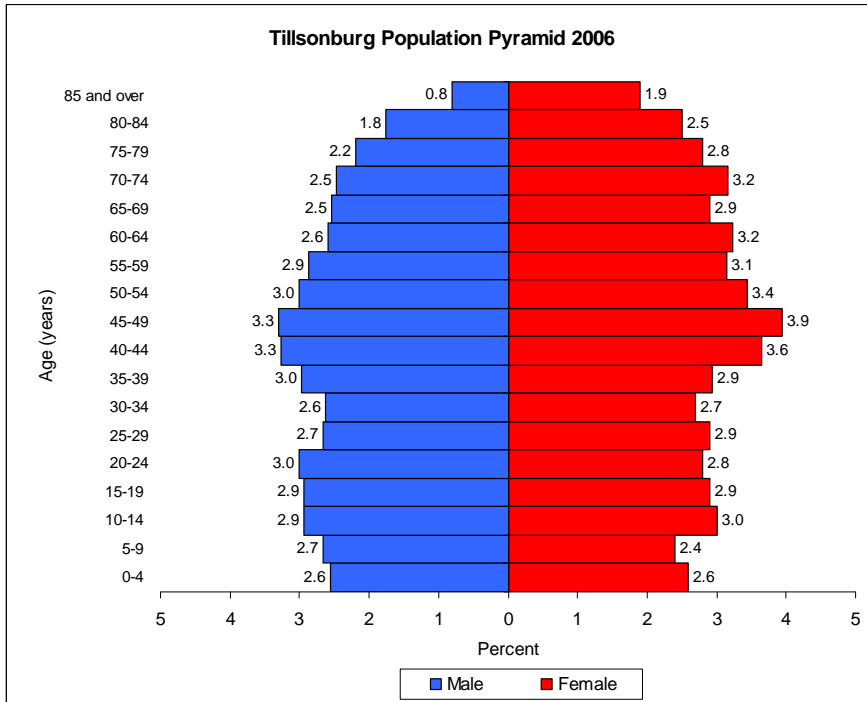
The population pyramid for the Township of Norwich shows a smaller proportion of individuals who are 25 to 29, 30 to 34, and 35 to 39 years of age. This is linked to individuals in these age groups leaving rural areas to attend post-secondary schools and/or pursue employment opportunities elsewhere. The pyramid also shows relatively fewer babies (under 5 years of age) in the local population which is linked to a combination of outmigration and an aging population.

**Figure 4**



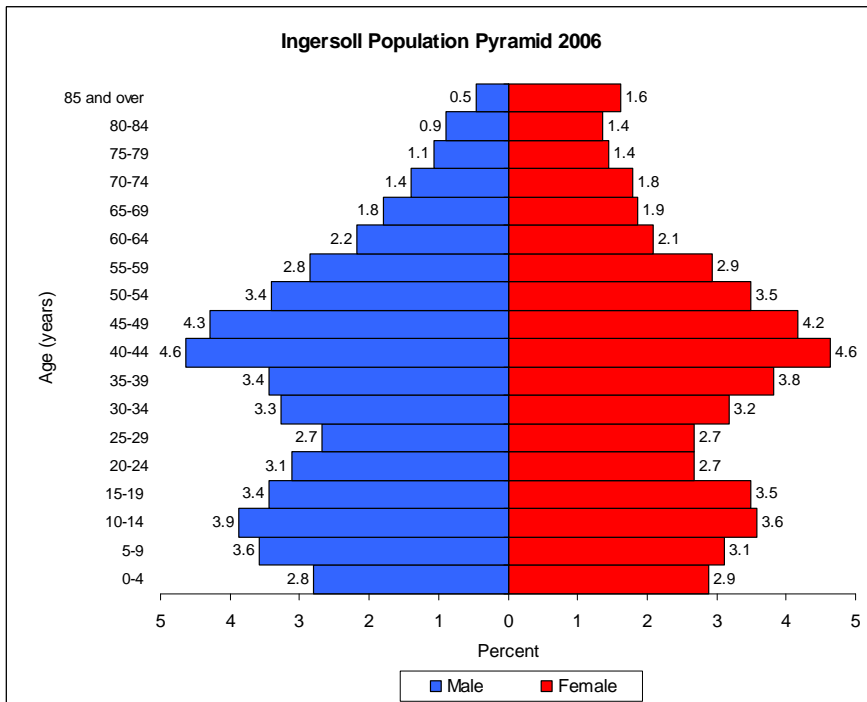
Oxford County as a whole has a similar age structure profile as the Township of Norwich. The smaller proportion of individuals in the 25-39 age group is linked to out migration from rural areas which is a common trend across rural Ontario.

**Figure 5**



The age structure profile for Tillsonburg reveals a more stable population. Tillsonburg also has a large proportion of individuals in the higher age groups relative to the profile for Oxford County and the Township of Norwich which suggests the importance of Tillsonburg as a retirement community.

**Figure 6**



The age structure profile for Ingersoll is more consistent with the profiles for the Township of Norwich and Oxford County than the profile for Tillsonburg.



The out-migration of individuals between the ages of 25 and 39 in the Township of Norwich (and other rural areas of Oxford County) has social and economic implications as participation rates in the labour force are highest for people between the ages of 20 and 44. As indicated above out-migration is strongly associated with the presence or absence of economic opportunity. The smaller and older workforce in the Township of Norwich presents several economic challenges including recruitment of skilled workers and workforce turnover.

## 2.1.1 Population Forecasts

Population projections prepared for Oxford County in 2006 show the population of the Township of Norwich increasing to 11,500 by 2011 and reaching 12,800 and 13,800 by 2021 and 2031 respectively. The projections for Tillsonburg show the population increasing to 16,500 in 2011 and reaching 19,400 and 21,500 by 2021 and 2031 respectively. The projections for Ingersoll show the population increasing to 16,500 in 2011 and reaching 19,400 and 21,500 by 2021 and 2031 respectively. Additional details are provided in Table 2 and 3.

**Table 2: Population Forecasts – 2006 to 2031**

	Year					
	2006	2011	2016	2021	2026	2031
Oxford	106,200	114,000	122,700	131,000	137,900	143,700
Township of Norwich	11,000	11,500	12,200	12,800	13,400	13,800
Tillsonburg	15,300	16,500	18,000	19,400	20,600	21,500
South West Oxford	8,000	8,300	8,600	8,900	9,100	9,300
Ingersoll	12,000	13,000	14,200	15,300	16,200	17,000
Zorra	8,500	9,100	9,700	10,300	10,800	11,200
East Zorra-Tavistock	7,500	7,900	8,200	8,600	8,900	9,100
Woodstock	36,000	39,200	43,100	46,700	49,700	52,300
Blandford Blenheim	7,800	8,400	8,700	9,000	9,200	9,400

Source: Oxford County Population, Households and Employment Forecasts - 2001-2031. Hemson Consulting Ltd. April 2006.

**Table 3: Population Growth Rates (Compound Annual Growth) – 2001 to 2031**

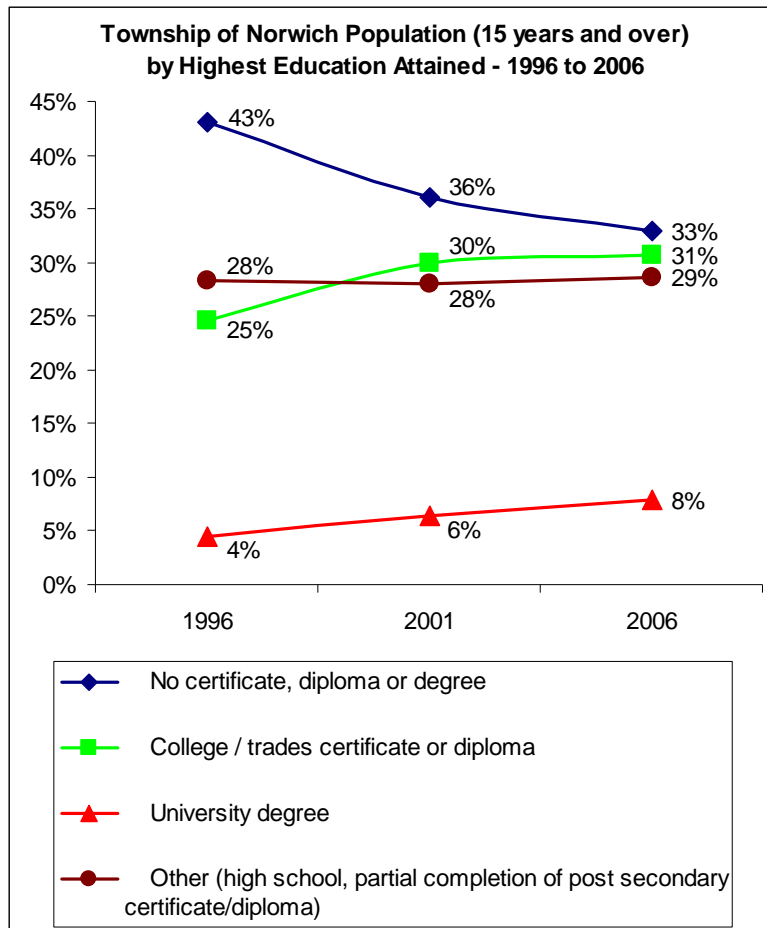
	Years					
	2001-06	2006-11	2011-16	2016-21	2021-26	2026-31
Oxford	1.36%	1.42%	1.49%	1.32%	1.02%	0.83%
Township of Norwich	0.99%	0.96%	1.11%	1.03%	0.80%	0.64%
Tillsonburg	1.74%	1.54%	1.72%	1.52%	1.15%	0.92%
South West Oxford	0.57%	0.72%	0.67%	0.65%	0.53%	0.42%
Ingersoll	1.77%	1.64%	1.76%	1.54%	1.17%	0.95%
Zorra	1.18%	1.38%	1.28%	1.17%	0.90%	0.72%
East Zorra-Tavistock	0.76%	0.92%	0.92%	0.83%	0.66%	0.54%
Woodstock	1.72%	1.69%	1.92%	1.63%	1.26%	1.04%
Blandford Blenheim	0.57%	1.42%	0.68%	0.66%	0.53%	0.42%

Source: Oxford County Population, Households and Employment Forecasts - 2001-2031. Hemson Consulting Ltd. April 2006.

## 2.2 Education

In 2006, approximately 8% of the population of the Township of Norwich (15 years of age and over) had a university certificate, diploma or degree while a further 31% had a college/non-university certificate/diploma or an apprenticeship or trade certificate. Approximately 29% of the population of the Township of Norwich has a high school certificate as their highest education certificate and about one third of the population does not have a certificate/diploma/degree (Figure 7).

Figure 7



A review of Census data between 1996 and 2006 reveals encouraging developments for the local labour force with respect to education and skills development. As shown in Figure 7, the Township of Norwich experienced an increase in the overall level of education of the labour force between 1996 and 2006 as both the number and percentage of college/trade school graduates and university graduates increased.

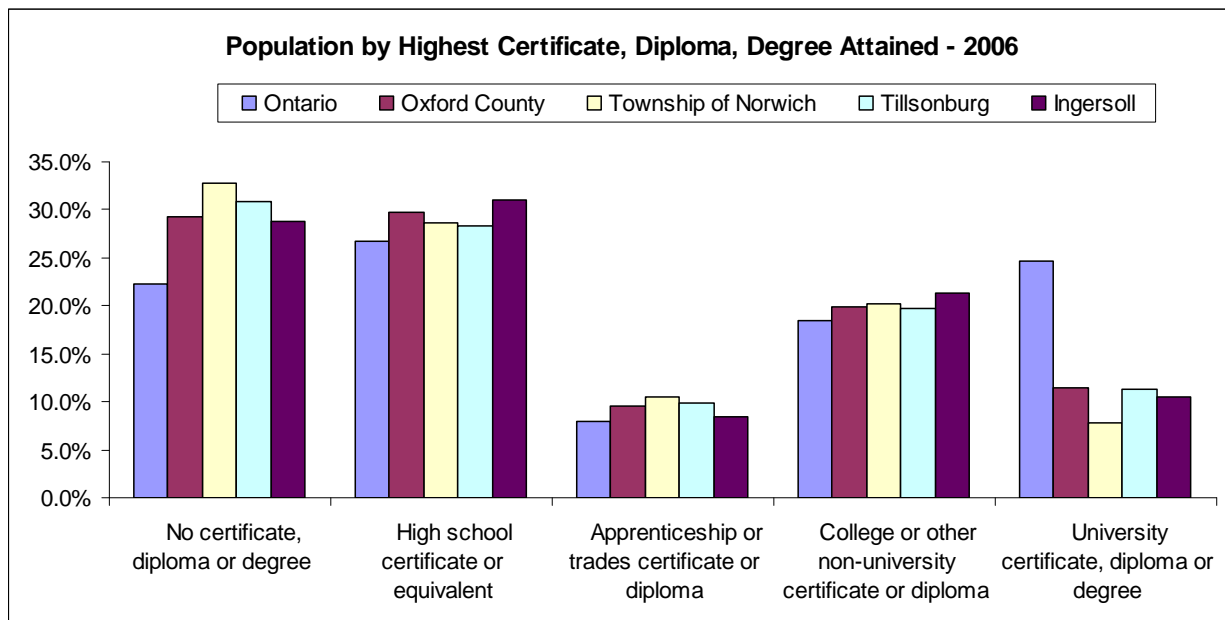
Compared to the province of Ontario, the Township of Norwich population has a slightly higher percentage of residents with a college or other non-university certificate/diploma (18% vs. 20%) and a higher percentage of residents with an apprenticeship or trades certificate/diploma (8% vs. 10.5%). However, compared to the provincial population, the Township of Norwich features a higher percentage of residents without an education certificate (22% vs. 33%) and a considerably smaller percentage of residents with a university degree (25% vs. 8%). The education profile for the Township of Norwich is fairly comparable to Tillsonburg, Ingersoll and Oxford County as a whole (Table 4, Figure 8).

**Table 4: Total Population 15 Years and Over by Highest Certificate, Diploma, Degree – 2006**

	Ontario	Oxford County	Township of Norwich	Tillsonburg	Ingersoll
Total population 15 years of age and over	9,819,420	81,665	7,955	12,240	9,265
No certificate, diploma or degree	2,183,630	23,955	2,610	3,780	2,670
Certificate, diploma or degree	7,635,795	57,710	5,345	8,455	6,605
High school certificate or equivalent	2,628,565	24,285	2,280	3,460	2,880
Apprenticeship or trades certificate or diploma	785,120	7,850	835	1,205	785
College, CEGEP or other non-university certificate or diploma	1,804,775	16,285	1,605	2,410	1,975
University certificate, diploma or degree	2,417,325	9,290	625	1,380	975
• University certificate or diploma below bachelor level	405,265	1,995	120	350	190
• University certificate or degree	2,012,055	7,300	505	1,030	775
• Bachelor's degree	1,243,725	4,870	320	645	565
• University certificate or diploma above bachelor level	245,145	950	90	145	110
• Degree in medicine, dentistry, veterinary medicine or optometry	57,685	180	10	45	20
• Master's degree	391,705	1,080	70	130	75
• Earned doctorate	73,790	210	10	50	10

Source: Statistics Canada, 2006.

**Figure 8**



## Post Secondary School Qualifications

Of the 2,450 residents of the Township of Norwich who reported having postsecondary school qualifications in 2006, the top 5 postsecondary fields of study were:

- Architecture, engineering, and related technologies (25%)
- Health, parks, recreation and fitness (21%)
- Business, management and public administration (16.5%)
- Agriculture, natural resources and conservation (9%)
- Social and behavioural sciences and law (8%)

As shown in Table 5, the Norwich population was very similar to Oxford County with respect to the distribution across the major fields of postsecondary study.

**Table 5: Total Population with Postsecondary Qualifications by Major Field of Study – 2006**

	Ontario		Oxford County		Township of Norwich	
	#	%	#	%	#	%
Total population with postsecondary qualifications by major field of study	4,078,130	100.0%	26,400	100.0%	2,450	100.0%
Education	268,100	6.6%	1,670	6.3%	105	4.3%
Visual and performing arts, and communications technologies	153,100	3.8%	750	2.8%	75	3.1%
Humanities	232,005	5.7%	1,035	3.9%	90	3.7%
Social and behavioural sciences and law	481,880	11.8%	2,150	8.1%	190	7.8%
Business, management and public administration	879,205	21.6%	4,885	18.5%	405	16.5%
Physical and life sciences and technologies	148,715	3.6%	425	1.6%	40	1.6%
Mathematics, computer and information sciences	225,840	5.5%	975	3.7%	80	3.3%
Architecture, engineering, and related technologies	869,545	21.3%	6,550	24.8%	610	24.9%
Agriculture, natural resources and conservation	75,605	1.9%	1,480	5.6%	215	8.8%
Health, parks, recreation and fitness	538,055	13.2%	4,505	17.1%	505	20.6%
Personal, protective and transportation services	205,755	5.0%	1,975	7.5%	135	5.5%
Other fields of study	325	0.01%	0	0.0%	0	0.0%

Source: Statistics Canada. 2006.

As shown in Figure 9 there is considerable variation by gender with respect to the types of major fields of postsecondary study.<sup>2</sup>

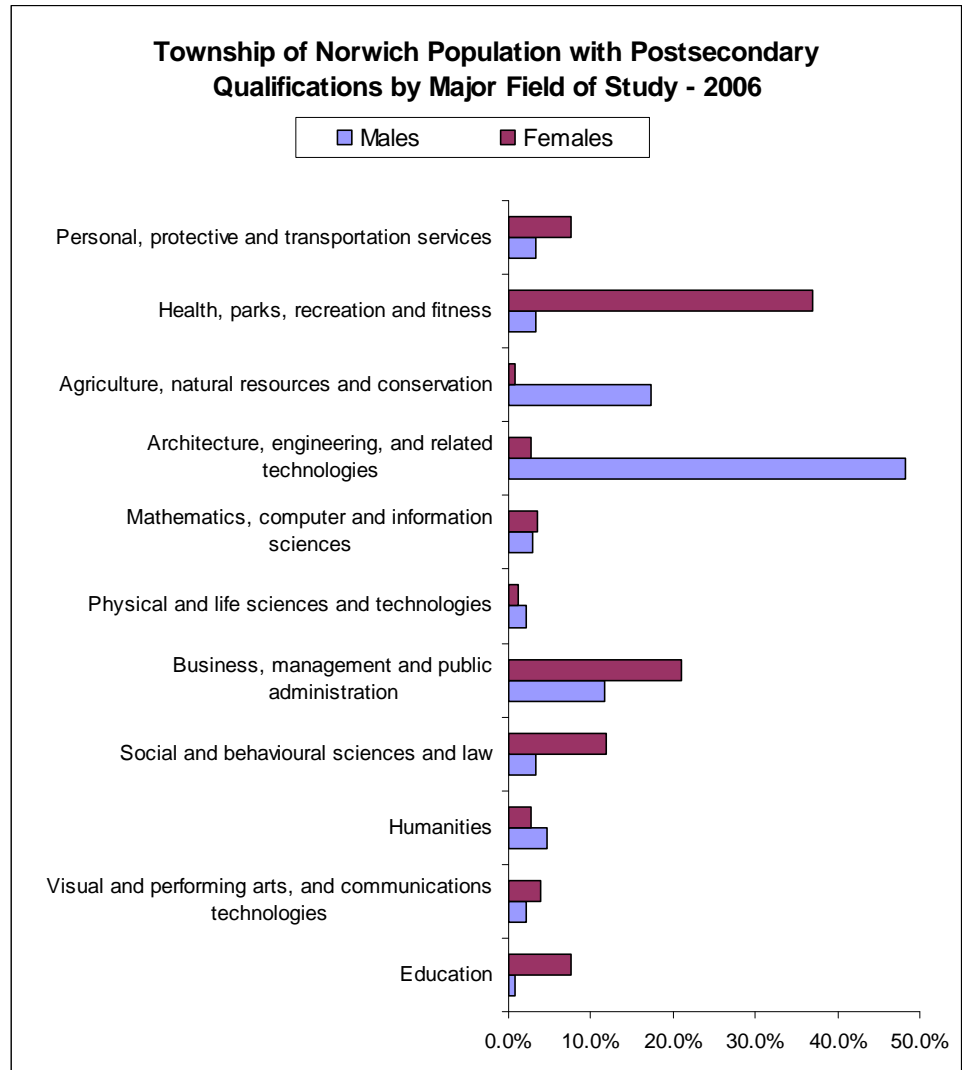
**Figure 9**

The top 3 postsecondary fields of study for males in the Township of Norwich in 2006 were:

- Architecture, engineering, and related technologies (48%)
- Agriculture, natural resources, and conservation (17%)
- Business, management and public administration (12%).

The top 3 postsecondary fields of study for females in the Township of Norwich in 2006 were:

- Health, parks, recreation and fitness (37%)
- Business, management and public administration (21%)
- Social and behavioural sciences and law (12%).



<sup>2</sup> It was not possible to make a direct comparison between 2006 Census data and data from previous Census periods as Statistics Canada restructured the 'postsecondary qualification by major field of study' categories used in the 2006 Census. More detailed data related to the postsecondary qualifications by major field of study for 1996, 2001 and 2006 are provided in the Economic Baseline Appendix report.

## 2.3 Income

The median family income in the Township of Norwich in 2005 was \$67,301 (Figure 10).<sup>3</sup> This is fairly comparable to the median family income reported for Oxford County (\$68,543) and Ontario as a whole (\$69,156). In contrast, Tillsonburg reported a lower median family income (\$62,631) and Ingersoll reported a higher median income (\$72,178).

Figure 10

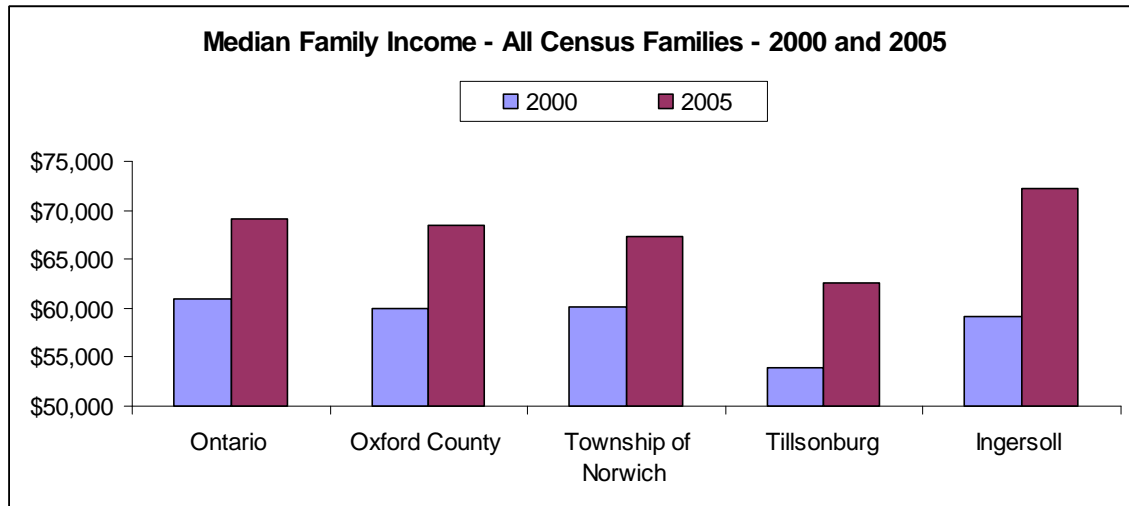
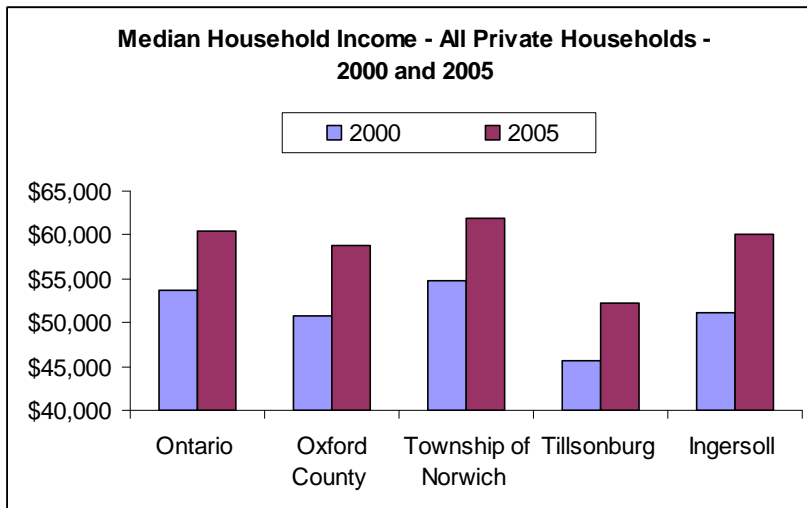


Figure 11



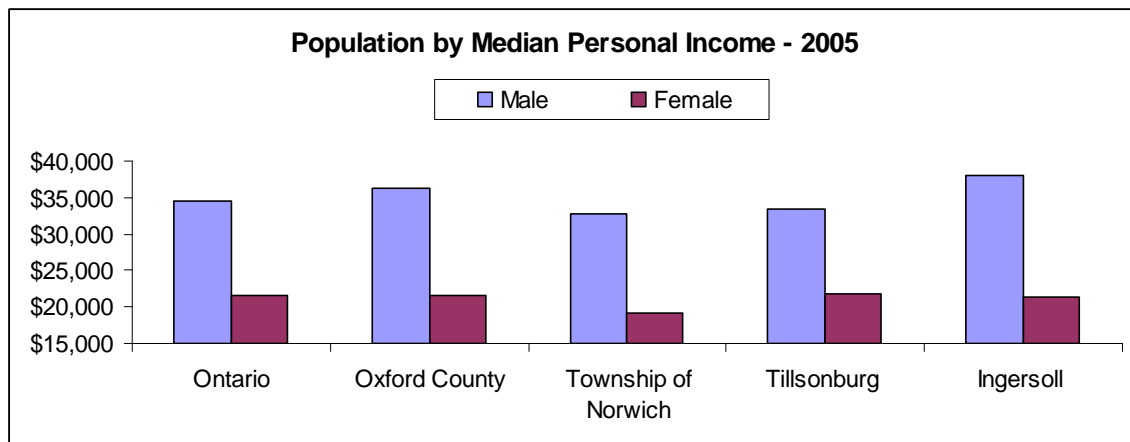
The median household income in the Township of Norwich in 2005 was \$61,810 which was higher than the median value reported for Oxford County, Ontario as a whole, and Tillsonburg and Ingersoll (Figure 11).

<sup>3</sup> As defined by Statistics Canada, the median is the value which is in the centre of a group of values (for example, in the values, 16, 24 and 48 the value of 24 is the median). If the total number of observations is even, the median is the average of the middle two observations.

With respect to personal income, the median personal income in the Township of Norwich in 2005 was \$21,928. This is slightly lower than the median personal income values reported for Tillsonburg, Ingersoll, Oxford County, and Ontario as a whole which ranged from \$23,000 to \$26,000.

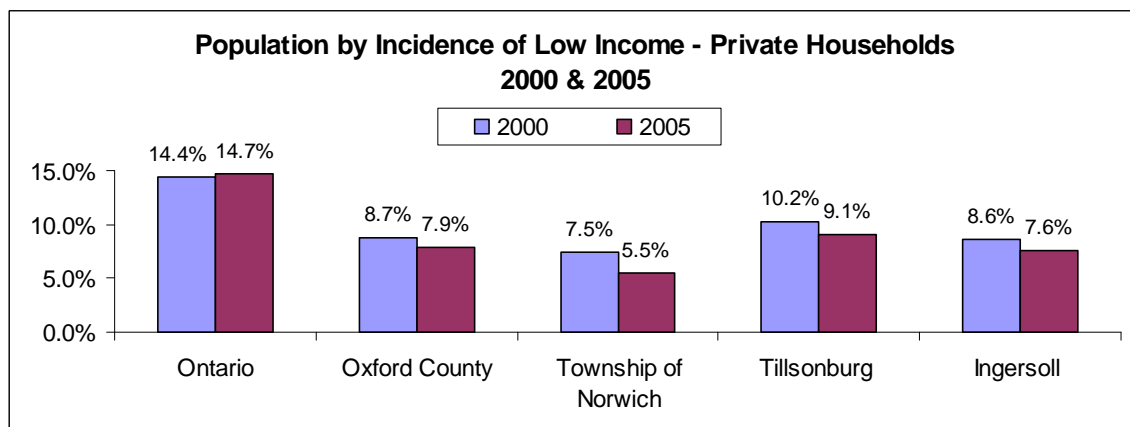
As shown in Figure 12 there is considerable variation by gender with respect to median personal income levels. The median personal income for males in the Township of Norwich in 2005 was \$32,800 compared to \$19,117 for females.

Figure 12



In 2005, approximately 5.5% of private households in the Township of Norwich were categorized as low income compared to 9% for Tillsonburg, 8% for Ingersoll, and 8% for Oxford County as a whole.<sup>4</sup> In contrast, almost 15% of all households in Ontario were reported as low income families in 2005 (Figure 13).

Figure 13



<sup>4</sup> As defined by Statistics Canada, the incidence of low income is the proportion or percentage of economic families or unattached individuals in a given classification below the low income cut-offs.

## 2.4 Housing Characteristics

In 2006, the Township of Norwich reported a total of 3,465 occupied private dwellings (Table 6). Just over 93% of these dwellings were classified as single-detached houses while about 1% was classified as semi-detached houses. About 2.5% of the occupied dwellings were classified as apartment type dwellings while the remaining occupied dwellings were made up of row houses, movable dwellings and other types of single attached houses.

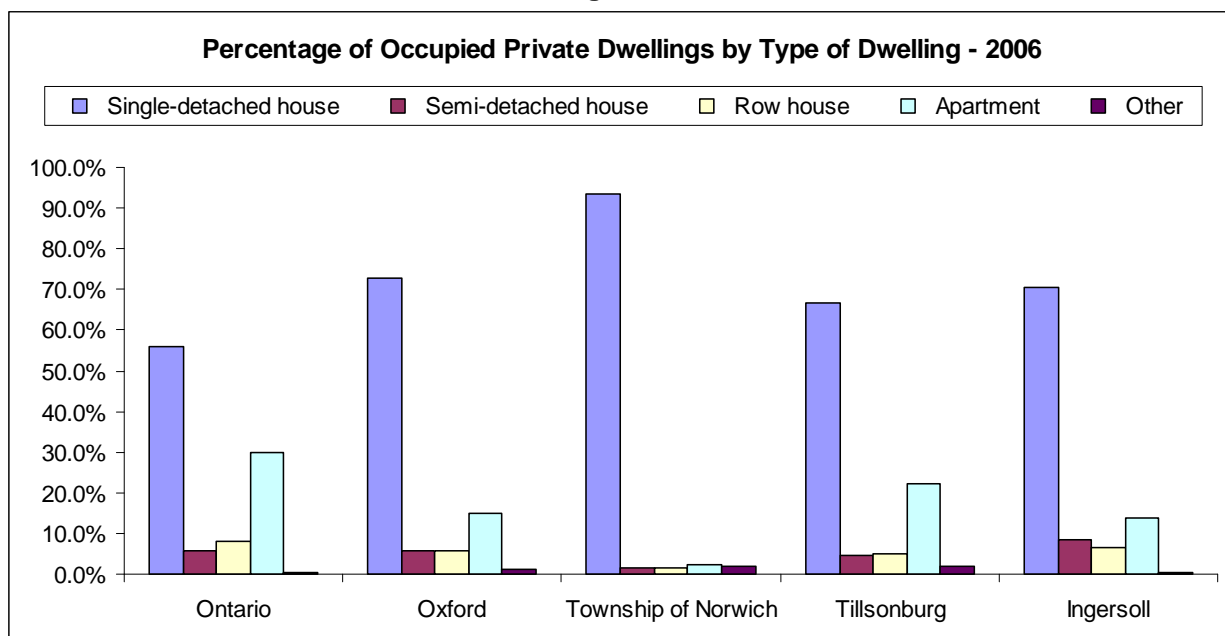
**Table 6: Total Number of Occupied Private Dwellings by Type of Dwelling - 2006**

	Ontario	Oxford County	Township of Norwich	Tillsonburg	Ingersoll
Total number of occupied private dwellings by structural type of dwelling	4,554,255	39,335	3,465	6,375	4,570
Single-detached house	2,551,760	28,570	3,235	4,245	3,225
Semi-detached house	260,170	2,270	50	285	385
Row house	358,495	2,280	50	315	290
Apartment, detached duplex	158,755	690	15	165	80
Apartment, building that has 5 or more storeys	710,785	1,515	0	395	30
Apartment, building that has less than 5 storeys	490,355	3,630	65	855	520
Other single attached house	11,725	240	45	65	25
Movable dwelling	12,200	140	15	50	0

Source: Statistics Canada. 2006.

During the same period, single-detached houses accounted for 67% of the total occupied dwellings in Tillsonburg and 71% of the occupied dwellings in Ingersoll while apartment type dwellings in these communities accounted for 22% and 14% respectively (Figure 14). The Township of Norwich has the smallest percentage of apartment units and the largest percentage of single detached dwellings of all the comparison units, a profile that is characteristic of smaller communities in rural Canada.

**Figure 14**





Between 2001 and 2006 the total number of occupied private dwellings in the Township of Norwich increased by 1% from 3,430 to 3,465 (Table 7). During this period the number of occupied single-detached houses in the Township of Norwich increased by 2% from 3,160 to 3,235 while the number of occupied row houses increased by 43% from 35 to 50. The period between 2001 and 2006 saw an 11% increase in the number of occupied semi-detached dwellings (from 45 to 50) and a 47% decline in the number of occupied apartment type dwellings (from 150 to 80) in the Township of Norwich.

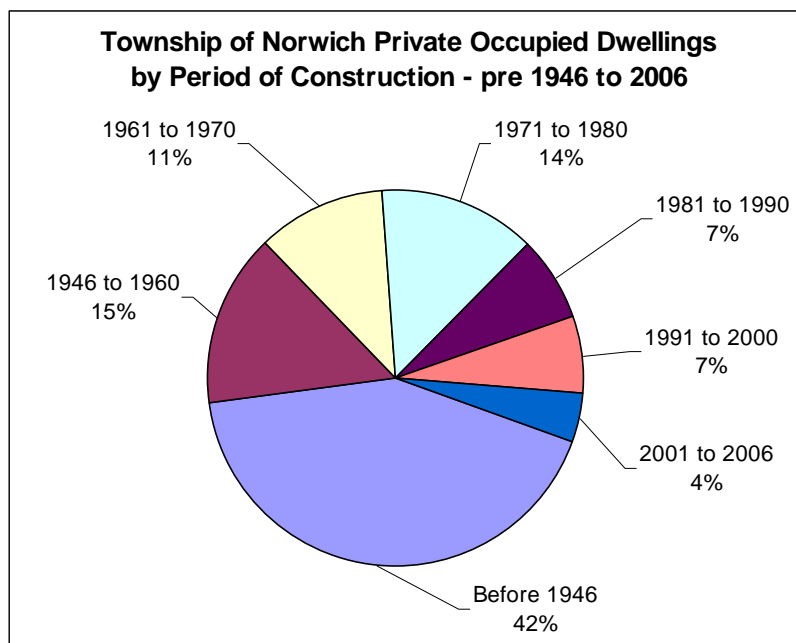
During the same period Oxford County as a whole experienced a 5.5% increase. Increases in almost all housing types were reported in Oxford County with the exception of movable dwellings.

**Table 7: Change in Total Number of Occupied Private Dwellings by Type of Dwelling – 2001 & 2006**

	Oxford County			Township of Norwich		
	2001	2006	% change	2001	2006	% change
Total number of occupied private dwellings by structural type of dwelling	37,270	39,335	5.5%	3430	3,465	1.0%
Single-detached house	27,195	28,570	5.1%	3160	3,235	2.4%
Semi-detached house	2,115	2,270	7.3%	45	50	11.1%
Row house	2,080	2,280	9.6%	35	50	42.9%
Apartment, detached duplex	575	690	20.0%	40	15	-62.5%
Apartment, building with 5 or more storeys	1,310	1,515	0.0%	0	0	0.0%
Apartment, building with less than 5 storeys	3,495	3,630	3.9%	110	65	-40.9%
Other single attached house	200	240	20.0%	20	45	125.0%
Movable dwelling	300	140	-53.3%	25	15	-40.0%

Source: Statistics Canada. 2001, 2006.

**Figure 15**



Of the 3,465 occupied private dwellings reported in the Township of Norwich in 2006, 1,460 or 42% were constructed before 1946. About 15% were built between 1946 and 1960 and 25% were built between 1961 and 1980 while 18% were constructed between 1981 and 2006.

## Age of Dwellings

The Township of Norwich features a higher percentage of older occupied dwellings relative to other areas of Ontario. About 42% of the total occupied dwellings in the Township of Norwich were built before 1946 compared to 13% in Tillsonburg and 28% in Ingersoll. At the provincial level only 15% of the occupied dwellings were built before 1946.

The high percentage of pre 1946 dwellings in the Township of Norwich is partially linked to farmstead homes. The Township of Norwich reported 494 farms in the 2006 Census of Agriculture and many of these operations have likely maintained the original farm dwelling.

With respect to recent housing construction, the Township of Norwich reported a total of 250 occupied private dwellings that were built between 1981 and 1990 and a further 375 that were built between 1991 and 2006. These figures combined (1981 to 2006) represent about 18% of the total occupied dwellings in the Township of Norwich. In comparison, dwellings constructed between 1981 and 2006 represent 40% of the total occupied dwellings in Tillsonburg, 34% of the dwellings in Ingersoll, 31% of the dwellings in Oxford County and 39% of the dwellings in Ontario.

The age of dwellings is reflective of a stable population where there is not a lot of new family formation or demand for new residences. However, a number of new housing developments are currently underway or planned for the Township of Norwich including a total of 320 single family lots in the Village of Norwich, 19 lots in Burgessville, 16 lots in Otterville, and 9 lots in Springford (Norwich Gazette. Aug. 23, 2006).

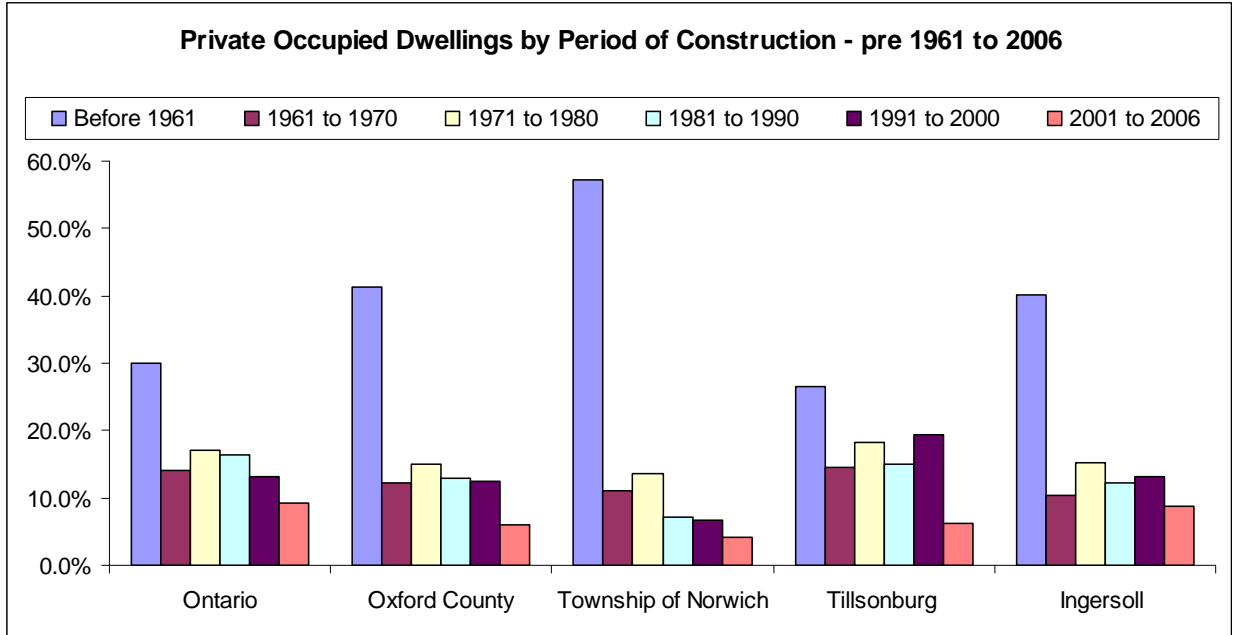
Additional details are provided in Table 8 and Figure 16.

**Table 8: Number of Private Occupied Dwellings by Period of Construction – pre 1961 to 2006**

	Ontario	Oxford County	Township of Norwich	Tillsonburg	Ingersoll
Period of construction, before 1946	677,875	10,480	1,460	855	1,305
Period of construction, 1946 to 1960	690,155	5,750	525	840	530
Period of construction, 1961 to 1970	640,660	4,830	385	930	470
Period of construction, 1971 to 1980	776,745	5,865	470	1,165	695
Period of construction, 1981 to 1985	338,575	1,750	95	345	160
Period of construction, 1986 to 1990	410,160	3,330	155	605	400
Period of construction, 1991 to 1995	291,480	2,685	135	565	330
Period of construction, 1996 to 2000	312,215	2,240	95	665	270
Period of construction, 2001 to 2006	417,165	2,405	145	400	400
<b>Total</b>	<b>4555,025</b>	<b>39,335</b>	<b>3,470</b>	<b>6,375</b>	<b>4,575</b>

Source: Statistics Canada. 2006.

Figure 16



## Household Size

There is considerable variation between the Township of Norwich and other areas of Ontario with respect to household size. In 2006, approximately 50% of the private households in the Township of Norwich were occupied by 3 or more persons. In contrast, private households occupied by 3 or more persons represent 32% of the total private households in Tillsonburg, 41% of the households in Ingersoll, 41% of the households in Oxford County and 44% of the households in Ontario.

Single person households represent about 16% of the total private households in the Township of Norwich compared to 28% in Tillsonburg and 24% in Ingersoll. At the other end of the spectrum, households occupied by 6 or more persons represent about 8% of all private households in the Township of Norwich compared to 2% in Tillsonburg and 2% in Ingersoll. The percentage of private households occupied by 6 or more persons in the Township of Norwich is slightly more than double the provincial figure (3.5%) for this size of household.

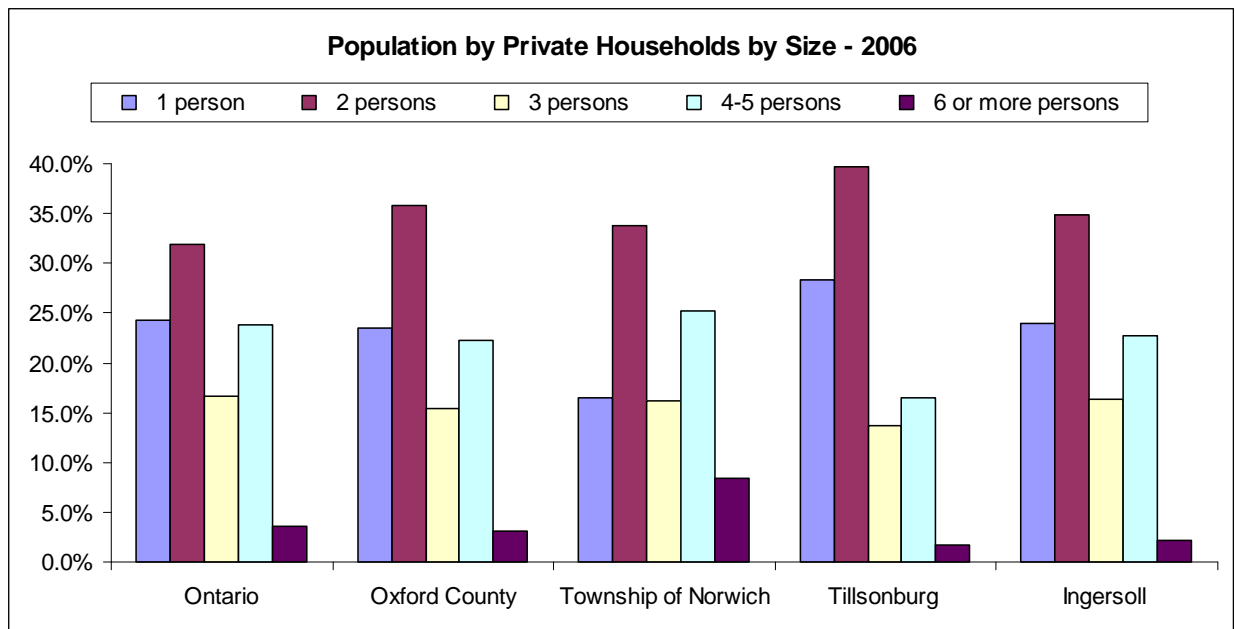
Additional details are provided in Table 9 and Figure 17.

**Table 9: Number of Private Households by Household Size – 2006**

	Ontario	Oxford County	Township of Norwich	Tillsonburg	Ingersoll
1 person	1,105,075	9,230	570	1,810	1,095
2 persons	1,449,975	14,100	1,170	2,530	1,595
3 persons	755,060	6,060	560	875	745
4-5 persons	1,082,905	8,735	875	1,050	1,040
6 or more persons	161,245	1,215	290	110	100
<b>Total</b>	<b>4,554,250</b>	<b>39,335</b>	<b>3,465</b>	<b>6,375</b>	<b>4,570</b>

Source: Statistics Canada. 2006.

**Figure 17**



## 2.5 Labour Force Participation

The labour force participation rate<sup>5</sup> for the population of the Township of Norwich (15 years and over) is higher than other areas of the province. In 2006, the labour force participation rate for the Township of Norwich was 72% compared to 61% for Tillsonburg and 72% for Ingersoll. During the same period Oxford County and Ontario reported labour force participation rates of 67% and 69% respectively. The lower participation rate in Tillsonburg is linked to the larger population of seniors in this community.

The labour force participation rate for females in the Township of Norwich in 2006 was 63% which was fairly comparable with the participation rates reported for females in Ingersoll (66%), Oxford County (63%), and Ontario (62%). In contrast, the labour force participation rate for males in the Township of Norwich in 2006 was higher than other areas of the province. In 2006, the labour force participation rate for males in the Township of Norwich was 80% compared to 77% for Ingersoll, 76% for Oxford County, and 73% for Ontario.

In Tillsonburg the labour force participation rates for males (67%) and females (55%) were considerably lower than other rates which as noted above is linked to the larger population of male and female seniors in this community. Additional details are provided in Table 10 and Figure 18.

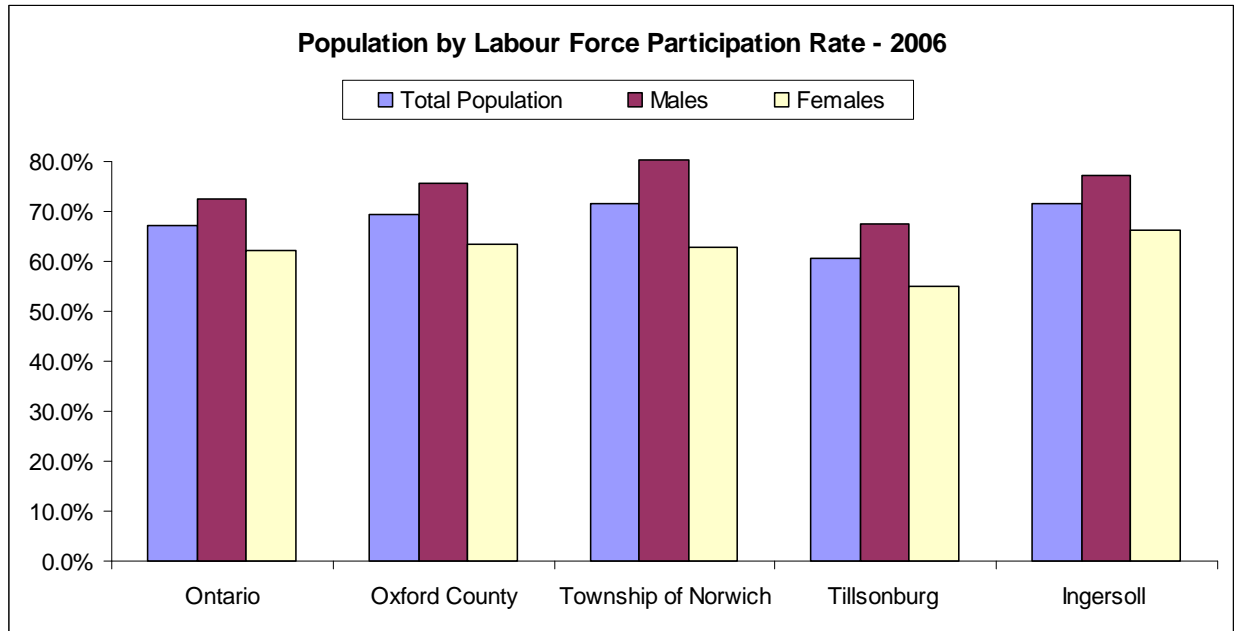
**Table 10: Population by Labour Force Activity (15 yrs. of age and over) – 2001 and 2006**

	Ontario	Oxford County	Township of Norwich	Tillsonburg	Ingersoll
<b>Total population 15 years and over by labour force activity – 2001</b>					
In the labour force	9,048,040	77,450	7,825	11,520	8,420
Employed	6,086,815	52,915	5,555	6,775	5,760
Unemployed	5,713,900	49,870	5,280	6,365	5,340
Not in the labour force	372,915	3,040	280	405	425
Participation rate	2,961,220	24,535	2,270	4,745	2,655
Employment-population ratio	67.3	68.3	71.0	58.8	68.4
Unemployment rate	6.1	5.7	5.0	6.0	7.4
<b>Total population 15 years and over by labour force activity – 2006</b>					
In the labour force	9,819,420	81,660	7,960	12,240	9,270
Employed	6,587,575	56,610	5,705	7,435	6,645
Unemployed	6,164,245	53,920	5,495	6,990	6,320
Not in the labour force	423,335	2,695	210	445	325
Participation rate	3,231,840	25,045	2,255	4,805	2,620
Employment-population ratio	67.1	69.3	71.7	60.7	71.7
Unemployment rate	62.8	66.0	69.0	57.1	68.2
	6.4	4.8	3.7	6.0	4.9

Source: Statistics Canada. 2001, 2006.

<sup>5</sup> The Labour Force Participation Rate is the percentage of the total population 15 years of age and over that is employed or looking for work.

Figure 18



The employment rate (employment to population ratio)<sup>6</sup> in the Township of Norwich in 2006 was slightly higher than other areas of Ontario. In 2006, the employment rate for the Township of Norwich was 69% compared to 57% for Tillsonburg and 68% for Ingersoll. During the same period Oxford County and Ontario reported employment rates of 66% and 63% respectively.<sup>7</sup>

The employment rate for females in the Township of Norwich in 2006 was 59% which was fairly comparable with the participation rates reported for females in Ingersoll (63%), Oxford County (58%), and Ontario (60%).

In contrast, the employment rate for males in the Township of Norwich in 2006 was higher than other areas of the province. In 2006, the employment rate for males in the Township of Norwich was 79% compared to 73% for Ingersoll, 64% for Tillsonburg, 73% for Oxford County, and 68% for Ontario.

<sup>6</sup> The Employment to Population Ratio is the percentage of the total population that is actually employed.

<sup>7</sup> The employment data has not been age standardized i.e. it includes both the youngest and oldest elements of the workforce.

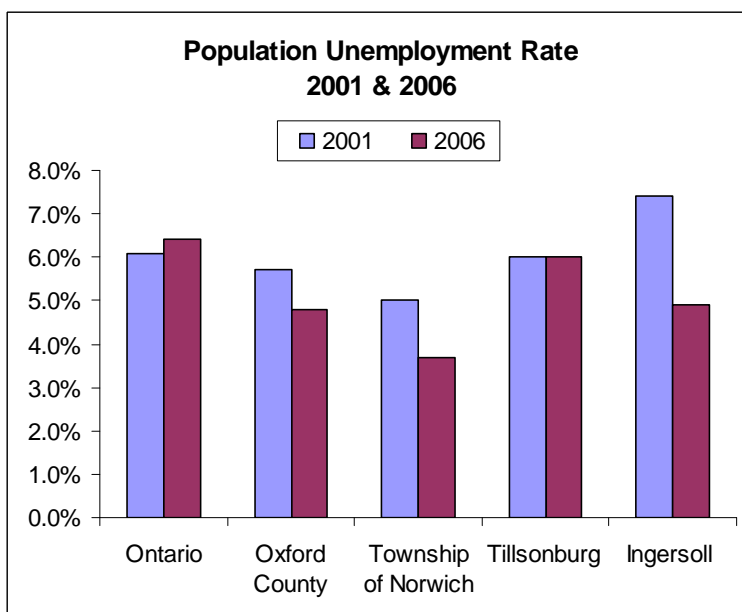
The unemployment rate in the Township of Norwich in 2006 was slightly lower than other areas of Ontario. In 2006, the unemployment rate for the Township of Norwich was 4% compared to 6% for Tillsonburg and 5% for Ingersoll. During the same period Oxford County and Ontario reported unemployment rates of 6% and 5% respectively (Table 10 and Figure 19).

The unemployment rate for females in the Township of Norwich in 2006 was 6% compared to 6% for Tillsonburg, 5% for Ingersoll, 5% for Oxford County, and 7% for Ontario. The unemployment rate for males in the Township of Norwich in 2006 was 2% compared to 6% for Tillsonburg, 5% for Ingersoll, 4% for Oxford County, and 6% for Ontario.

**Figure 19**



**Figure 20**



Between 2001 and 2006 the unemployment rate for the Township of Norwich declined from 5% to 4% while the unemployment rate for Ingersoll dropped from 7% to 5%. During the same period the unemployment rate for Oxford County dropped from 6% to 5%.

## 2.6 Employment by Industry

Agriculture, Manufacturing and Retail Trade represent the three largest employment sectors in the Township of Norwich accounting for 44% of the 5,655 jobs reported in 2006. As shown in Table 11, Manufacturing was the single largest employment sector in the Township of Norwich in 2006 with 1,095 jobs or 19% of the total jobs reported while Agriculture employed 900 residents (16%) and Retail Trade employed 485 residents (9%).

The agriculture and manufacturing sectors are generally distinguished from the other sectors because they export the majority of their products outside the county or region. As export sectors for the local economy they rely on markets that are external. They also purchase inputs from across the country, province and beyond and generate significant jobs for other parts of the province. These two sectors may be described as basic industries.

Some of the other important sectors in the Township of Norwich in terms of total jobs include Health and Social Services with 440 jobs (8%), Transportation and Storage with 430 jobs (7%), Construction with 420 jobs (7%), and Wholesale Trade with 350 jobs (6%).

Manufacturing, Retail Trade and Health and Social Services represent the three largest employment sectors in Oxford County as a whole accounting for 43% of all jobs in the county. Manufacturing was the single largest employment sector in Oxford County in 2006 with 13,650 jobs or 24% of the total jobs reported while Retail Trade employed 5,680 residents (10%) and Health and Social Services employed 5,025 residents (9%). Agriculture was the 4<sup>th</sup> ranking industrial sector in the county in 2006 employing 4,035 residents (7%).

Between 2001 and 2006 the total number of jobs reported by residents in the Township of Norwich increased by approximately 3% from 5,495 to 5,655. During the same period the total number of jobs reported for Oxford County as whole increased by 7% from 52,175 to 56,025. Employment sectors that experienced job gains in the Township of Norwich between 2001 and 2006 include Health and Social Services (110 jobs or 33% increase), Wholesale Trade (85 jobs or 32%), Manufacturing (60 jobs or 6%), and Other Services (85 jobs or 40%).

Employment sectors that experienced losses in the Township of Norwich between 2001 and 2006 include Agriculture (-240 jobs or 21% decline), Transportation and Warehousing (-75 jobs or 15%), and Construction (40 jobs or 9%).



**Table 11: Population by Industrial Sector – NAICS (15 years of age and over) – 2001 and 2006**

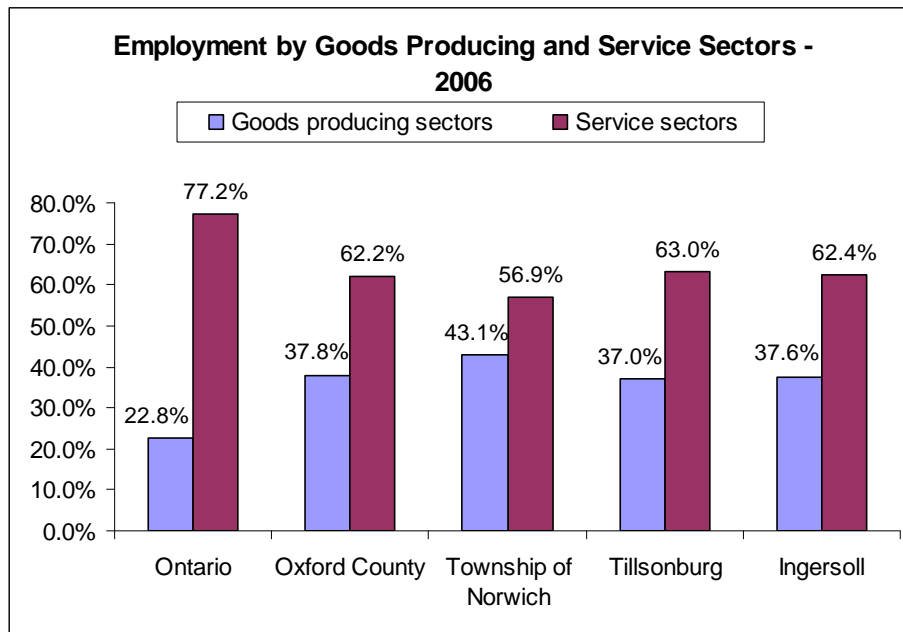
	Oxford County					Township of Norwich				
	2001		2006		% change	2001		2006		% change
	#	%	#	%		#	%	#	%	
Agriculture, forestry, fishing and trapping	4,915	9.4%	4,035	7.2%	-17.9%	1,140	20.7%	900	15.9%	-21.1%
Mining and oil and gas extraction	170	0.3%	155	0.3%	-8.8%	25	0.5%	0	0.0%	-100.0%
Utilities	235	0.5%	230	0.4%	-2.1%	20	0.4%	20	0.4%	0.0%
Construction	2,820	5.4%	3,110	5.6%	10.3%	460	8.4%	420	7.4%	-8.7%
Manufacturing	13,110	25.1%	13,650	24.4%	4.1%	1,035	18.8%	1,095	19.4%	5.8%
Wholesale trade	2,460	4.7%	2,650	4.7%	7.7%	265	4.8%	350	6.2%	32.1%
Retail trade	5,355	10.3%	5,680	10.1%	6.1%	500	9.1%	485	8.6%	-3.0%
Transportation and warehousing	3,205	6.1%	3,505	6.3%	9.4%	505	9.2%	430	7.6%	-14.9%
Information and cultural industries	625	1.2%	640	1.1%	2.4%	70	1.3%	35	0.6%	-50.0%
Finance and insurance	1,690	3.2%	1,760	3.1%	4.1%	100	1.8%	125	2.2%	25.0%
Real estate and rental and leasing	645	1.2%	655	1.2%	1.6%	30	0.5%	45	0.8%	50.0%
Professional, scientific and technical services	1,470	2.8%	1,955	3.5%	33.0%	165	3.0%	195	3.4%	18.2%
Management of companies / enterprises	35	0.1%	35	0.1%	0.0%	0	0.0%	10	0.2%	100.0%
Administrative and support	1,415	2.7%	1,910	3.4%	35.0%	120	2.2%	170	3.0%	41.7%
Educational services	2,210	4.2%	2,455	4.4%	11.1%	170	3.1%	160	2.8%	-5.9%
Health care and social assistance	4,420	8.5%	5,025	9.0%	13.7%	330	6.0%	440	7.8%	33.3%
Arts, entertainment and recreation	620	1.2%	860	1.5%	38.7%	55	1.0%	90	1.6%	63.6%
Accommodation and food services	2,925	5.6%	3,380	6.0%	15.6%	170	3.1%	240	4.2%	41.2%
Other services	2,415	4.6%	2,610	4.7%	8.1%	210	3.8%	295	5.2%	40.5%
Public administration	1,435	2.8%	1,725	3.1%	20.2%	125	2.3%	150	2.7%	20.0%
<b>Total</b>	<b>52,175</b>	<b>100.0%</b>	<b>56,025</b>	<b>100.0%</b>	<b>7.4%</b>	<b>5,495</b>	<b>100.0%</b>	<b>5,655</b>	<b>100.0%</b>	<b>2.9%</b>

Source: Statistics Canada, 2001, 2006. North American Industry Classification System (NAICS).

It is important to recognize that the decline in agriculture employment in the Township of Norwich and across Ontario does not reflect trends in overall farm productivity. Farm production has actually increased substantially in the Township of Norwich and across Ontario. While the number of farms in the Township of Norwich declined from 591 to 536 between 2001 and 2006 the total value of gross farm receipts reported in the Township of Norwich increased from \$118 million to almost \$128 million. A more comprehensive profile of the agriculture sector in the Township of Norwich is provided in Chapter 3 of this report.

As shown in Figure 21, approximately 43% of the jobs in the Township of Norwich are in the goods producing sectors while 57% are in the service sectors. The size of the goods producing sector in the Township of Norwich is largely a factor of the strong role of agriculture in the local economy. This stands in contrast to the provincial economy as a whole where goods producing sectors account for only 23% of all jobs and service sectors account for 77% of all jobs.

**Figure 21**



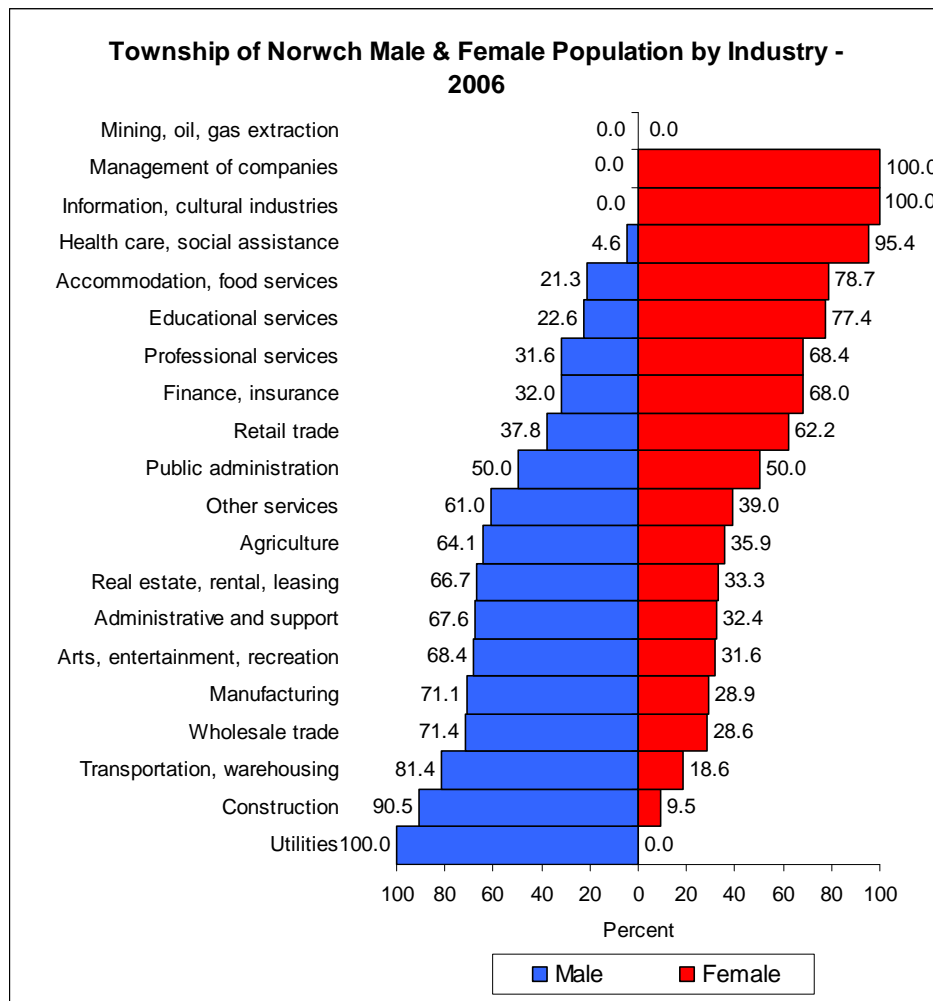
The Goods Producing Sector includes agriculture, forestry, fishing, mining, quarrying, manufacturing, construction and utility industries.

The Service sector includes transportation and storage, wholesale and retail, finance and insurance, real estate, business service, government / education / health service, and other service industries.

The employment by industry data reveals significant differences in the division of jobs by gender.

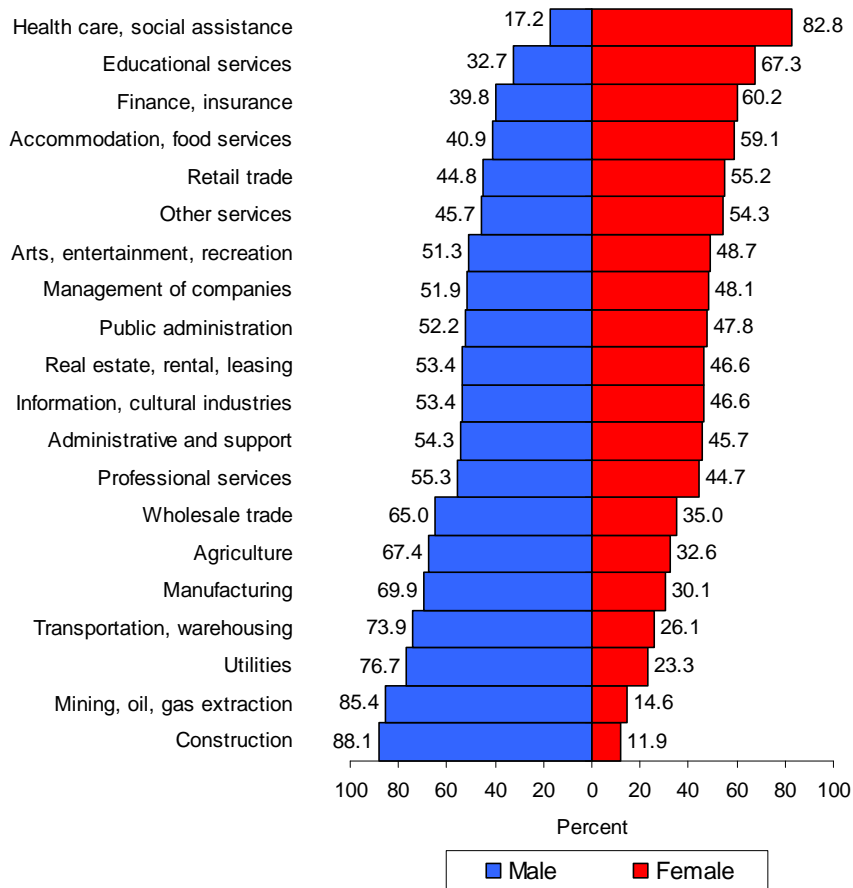
In the Township of Norwich males represent 70% or more of the jobs in Utilities, Construction, Transportation and Warehousing, Wholesale Trade, and Manufacturing while females represent 70% or more of the jobs in Management of Companies, Health Care and Social Services, Information and Cultural Industries, Accommodation and Food Services, and Educational Services. Males and females are more evenly represented in several sectors including Retail Trade, Government / Public Administration, and Other Services (Figure 22).

**Figure 22**



Figures 23 – 26 show the employment by gender by industry for Ontario, Oxford County, Tillsonburg and Ingersoll.

### Ontario Male & Female Population by Industry - 2006



**Figure 23**

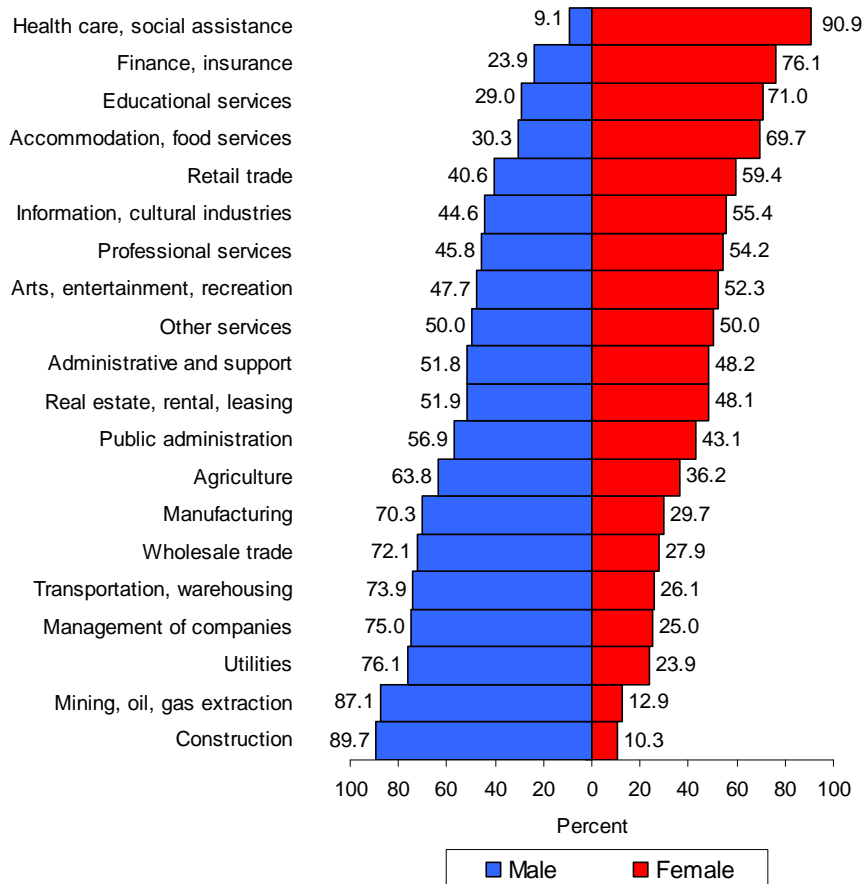
In Ontario, males represent 70% or more of the jobs in:

- Mining / Quarrying;
- Construction;
- Forestry and Fishing;
- Utilities;
- Transportation and Warehousing; and
- Manufacturing.

Women represent 70% or more of the jobs in:

- Health and Social Services.

### Oxford County Male & Female Population by Industry - 2006



**Figure 24**

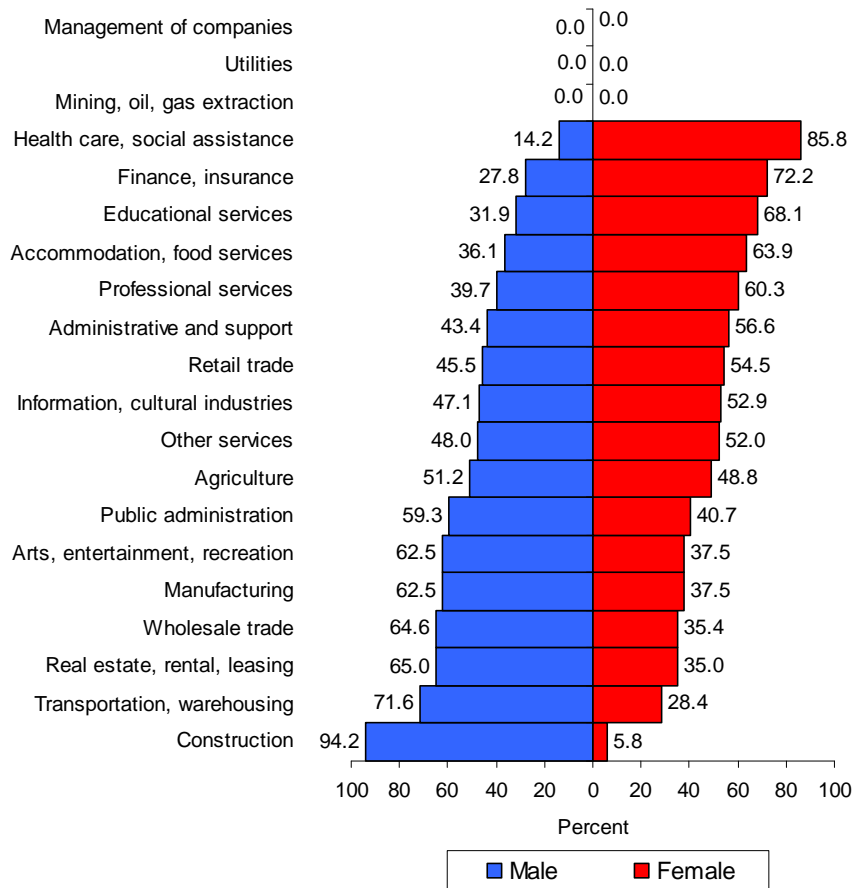
In Oxford County, males represent 70% or more of the jobs in:

- Mining / Quarrying;
- Construction;
- Utilities;
- Transportation and Warehousing;
- Manufacturing;
- Management of Companies; and
- Wholesale Trade.

Women represent 70% or more of the jobs in:

- Health and Social Services;
- Educational Services; and
- Finance and Insurance.

### Tillsonburg Male & Female Population by Industry - 2006



**Figure 25**

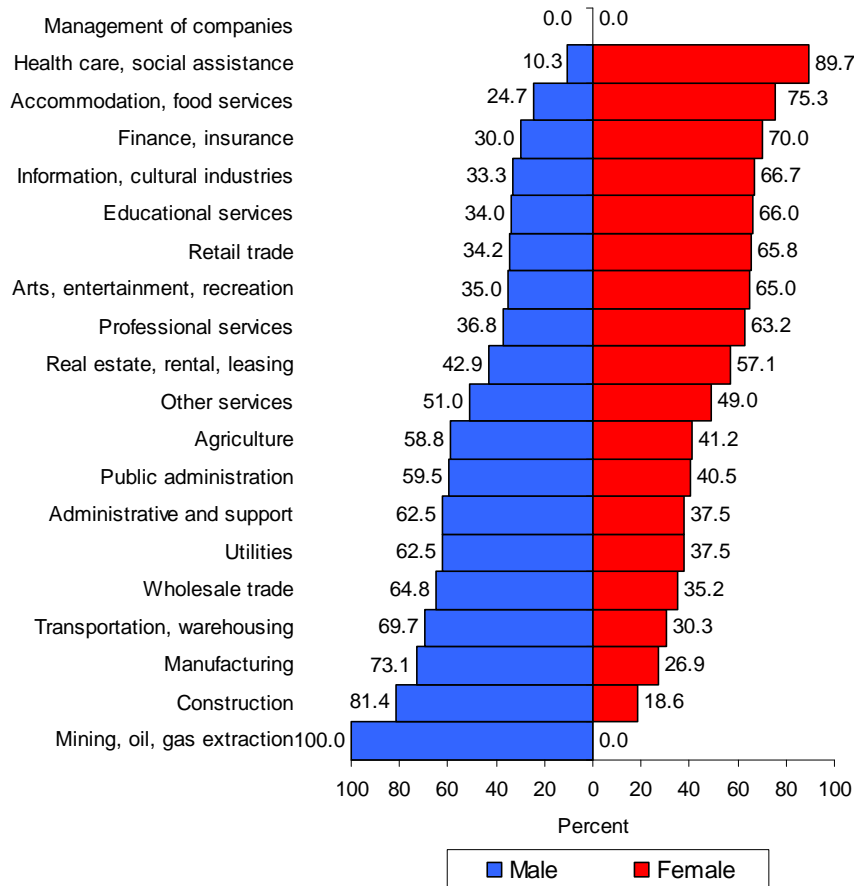
In Tillsonburg, males represent 70% or more of the jobs in:

- Construction; and
- Transportation and Warehousing.

Women represent 70% or more of the jobs in:

- Health and Social Services; and
- Finance and Insurance.

### Ingersoll Male & Female Population by Industry - 2006



**Figure 26**

In Ingersoll, males represent 70% or more of the jobs in:

- Mining / Quarrying;
- Construction;
- Transportation and Warehousing; and
- Manufacturing.

Women represent 70% or more of the jobs in:

- Health and Social Services;
- Accommodation and Food Services; and
- Finance and Insurance.

Employment by industry data can be used in economic base analysis to further describe the structure and functioning of the local economy. The following section provides a brief introduction to Economic Base Theory – one of the most common models used in economic development programs.

### 2.6.1 Economic Base Theory

Economic Base Theory is grounded in the assumption that the local economy can be divided into two general sectors: 1) basic sector or 2) non-basic sector.

The **Basic Sector** is composed of industries that produce goods and services for sale in markets outside the local economy. These industries are mostly or entirely dependent on external factors / non-local industries. For example, the production of agricultural products, natural resources, and manufactured goods in the local economy is almost entirely dependent on sales to non-local firms. These industries do not rely on selling their products to local families or households and depend on exporting their products to other markets. The revenue generated from selling goods and services outside the local economy can be considered as new money that contributes to the wealth already circulating in the economy.

The **Non-Basic Sector** is made up of industries that provide goods and services to primarily local customers. These industries are largely dependent on local business conditions. For example, retail stores, restaurants, personal and business services, elementary and secondary education, and health care providers rely on local clients. Non-basic industries serve to redistribute and circulate wealth within the local economy.<sup>8</sup>

The distinction between Basic and Non-Basic sectors is important as Economic Base Theory asserts that the way to strengthen and grow the local economy is to develop and enhance the Basic sector. The Basic sector acts as the engine of the local economy and as described by Klosterman (1990, p.115) it represents the “prime cause of local economic growth.”

Economic Base Theory also assumes that the local economy is strongest when it develops those economic sectors that are not closely tied to the local economy. By promoting/establishing businesses that depend primarily on external markets, the local economy can be better protected/insulated from economic downturns because, it is anticipated/expected, these external markets will remain strong even if the local economy experiences problems. In contrast, a local economy that is highly dependent on local factors will have great difficulty responding to economic downturns.

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<sup>8</sup> In reality the distinction between Basic and Non-basic sectors is not so straightforward. For example, Non-Basic industries such as retail stores can derive a portion of their customers from outside the local community in which case a portion of their business activity becomes Basic.

Although the above analysis points to the importance of Basic sector activity in generating new wealth, Non-Basic sector activity is also important in that it absorbs and holds dollars longer in the local economy, increasing jobs and income (Power 1996). Both the export earnings associated with Basic sector activities and local Non-Basic economic activity determine the overall level of local economic activity.

Local economies are often described by a “leaky bucket” model in which the water in the bucket represents the wealth of the community and the money can both circulate within the bucket and flow in and out. Money circulates within the community when money that is earned locally is also spent locally.

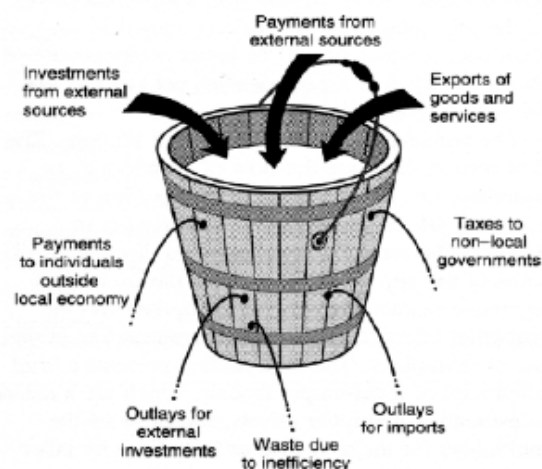
Money can flow into the bucket when:

- Local businesses sell their products to customers outside the community (exports).
- Local government agencies or citizens bring in funding from outside sources (e.g. interest and dividend receipts from investments, investments by outsiders, and grants from other government agencies).

Money can flow out of the bucket when:

- Local businesses buy their supplies from outside sources.
- Local households go outside the community to buy goods and services.
- Local employees pay taxes to higher levels of government.
- Community residents, local businesses and local government invest and spend local resources on initiatives/ventures that don't pay off.
- Community residents invest their money in outside ventures instead of local business opportunities.

#### “Leaky Bucket” Model for Local Economy



Source: Economic Base Analysis and Rural Development Strategy for Oxford County – 2006.  
Matthew Fischer and Assoc. Inc.

The leaky bucket model asserts that for a local economy to be healthy and vibrant, the flow of new money into the economy must not exceed the flow of money leaking out. Local economic development often focuses on business attraction and new investment initiatives under the assumption that the jobs generated through these businesses will generate local income and, in turn, local spending of such income. These types of economic development initiatives focus on ensuring that money continually flows into the local region so that there will be at least some available for circulation. However, continuously filling the bucket is not the only option – money can also be kept in the local economy by plugging the leakage of capital from the system. Import substitution represents one approach to addressing these leaks by promoting entrepreneurial development to fill the gaps in the retail and service businesses.

## 2.6.2 Assessment of Local Specialization

There are a number of techniques for analyzing the strengths and weakness, specializations and overall diversity of the local economy.

One of the simplest techniques is the Base Multiplier which estimates the impact of the Basic sector on the local economy. The Base Multiplier provides insights on how the total employment is related to the Basic sector by estimating how many non-basic jobs are supported/created by the basic sector. The Base Multiplier is derived from the following ratio:

$$\text{Base Multiplier} = \frac{\text{Total employment}}{\text{Basic employment (agriculture and manufacturing)}}$$

Using the 2006 employment by industry data for the Township of Norwich the Base Multiplier can be calculated as follows:

$$\text{Base Multiplier} = \frac{\text{Total employment (5,655)}}{\text{Agriculture employment (900) + Manufacturing employment (1,095)}} = 2.8$$

Using agriculture and manufacturing as the Base sector industries, the Base Multiplier for the Township of Norwich is close to 2.8. This multiplier estimates that for every job created in the Basic sector, 1.8 jobs are created in the Non-Basic sector (i.e. for every 10 Basic sector jobs we would expect 18 Non-Basic sector jobs).

A further assessment of industrial specialization in the Township of Norwich can be obtained using the Location Quotient (LQ). The term ‘specialized’ in this instance refers to the relative size or strength of an industrial activity. The LQ is essentially a ratio of ratios. In assessing industrial sector specialization, the regional share of a particular industrial sector is compared to the provincial share in the sector.



Using the Agriculture sector in the Township of Norwich as an example, the LQ formula appears as follows:

$$LQ = \frac{\text{\# of agriculture jobs in the Township of Norwich}}{\text{total \# of jobs in the Township of Norwich}} \div \frac{\text{\# of agriculture jobs in Ontario}}{\text{total \# of jobs in Ontario}}$$

For the purpose of interpreting the LQ, the LQ has a base value of 1. An LQ of 1 suggests that the region and the province are specialized to an equal degree in the chosen industry sector.

If the LQ for the region is greater than 1, it indicates that the region has a higher degree of specialization in the industrial sector than the province and that the local economy is self-sufficient and may even be exporting the good or service of a particular industry. Generally, a ratio over 1.25 is an indication that the industry is producing more than enough to meet local needs.

An LQ of less than 1 indicates that the industrial sector is less specialized in the region than it is for the province and suggests that the region tends to import the good or service. Generally, a ratio of less than 0.75 is an indication of a potential gap in production and/or retail and service sectors in the region.

Table 12 presents the 2001 and 2006 LQs for the Township of Norwich as well as Oxford County, Tillsonburg and Ingersoll.<sup>9</sup> Relative to the provincial economy the 2006 LQ analysis shows that the economy of the Township of Norwich is more specialized in several industrial sectors including Agriculture (9.0), Transportation and Warehousing (1.6), and Manufacturing (1.4).

The Township of Norwich derives significant economic benefits from the strength of the local Agriculture sector. Agriculture represents a 'basic' or 'export' activity that generates agri-related sales to businesses outside the region. This type of activity drives the local economy by bringing money into the community. In contrast, service related industries such as Retail Trade, Finance and Real Estate, and Public Administration are typically non-export related since most sales are made to local residents and do not bring much money into the community.

The 2006 LQ analysis reveals that Oxford County is specialized in Agriculture (4.1), Manufacturing (1.8), and Transportation and Warehousing (1.3). Tillsonburg is specialized in Agriculture (1.7) and Manufacturing (2.0) while Ingersoll is specialized in Manufacturing (2.1), Transportation and Warehousing (1.2), and Mining/Quarrying (1.5).

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<sup>9</sup> The LQ analysis presented here uses industry categories from the North American Industry Classification System (NAICS).

**Table 12: Location Quotient – 2001 and 2006**

	Oxford County		Township of Norwich		Tillsonburg		Ingersoll	
	2001	2006	2001	2006	2001	2006	2001	2006
Agriculture, forestry, fishing	4.6	4.1	10.1	9.0	1.8	1.7	0.9	0.8
Mining and oil and gas extraction	0.9	0.7	1.3	0.0	1.3	0.3	1.5	1.5
Utilities	0.6	0.5	0.5	0.5	0.0	0.6	1.5	0.8
Construction	1.0	0.9	1.5	1.2	0.9	1.0	0.8	0.9
Manufacturing	1.5	1.8	1.1	1.4	1.8	2.0	1.9	2.1
Wholesale trade	1.0	1.0	1.0	1.3	0.6	0.7	0.9	1.1
Retail trade	0.9	0.9	0.8	0.8	1.2	1.1	0.9	1.0
Transportation and warehousing	1.3	1.3	2.0	1.6	0.9	1.0	1.5	1.2
Information and cultural industries	0.4	0.4	0.4	0.2	0.5	0.9	0.3	0.1
Finance and insurance	0.7	0.6	0.4	0.5	0.6	0.5	0.8	0.8
Real estate and rental and leasing	0.7	0.6	0.3	0.4	0.7	0.7	1.2	0.8
Professional, scientific and technical services	0.4	0.5	0.4	0.5	0.6	0.5	0.3	0.4
Management of companies and enterprises	0.5	0.5	0.0	1.4	0.0	0.0	0.0	0.0
Administrative and support	0.6	0.7	0.5	0.6	0.6	0.7	0.6	0.8
Educational services	0.7	0.7	0.5	0.4	0.7	0.5	0.6	0.6
Health care and social assistance	1.0	0.9	0.7	0.8	0.9	1.0	0.9	0.9
Arts, entertainment and recreation	0.6	0.7	0.5	0.7	0.5	0.8	0.6	0.7
Accommodation and food services	0.9	0.9	0.5	0.7	1.1	0.9	1.1	1.1
Other services	1.0	1.0	0.8	1.1	0.9	1.1	1.1	0.8
Public administration	0.5	0.6	0.4	0.5	0.5	0.7	0.7	0.5

## 2.7 Employment by Occupation

As defined by Statistics Canada, 'Occupation' refers to the kind of work persons were doing during the reference week, as determined by their kind of work and the description of the main activities in their job. Persons with two or more jobs were asked to report on the job at which they worked the most hours. The occupation data are classified according to the National Occupational Classification for Statistics (NOCS). This classification is composed of four levels of aggregation. Occupation unit groups are formed on the basis of the education, training, or skill level required to enter the job, as well as the kind of work performed, as determined by the tasks, duties and responsibilities of the occupation. The following analysis focuses on the 10 broad occupational categories used by Statistics Canada.

As shown in Table 13, occupations linked to Trades, Transportation, and Equipment Operators represented the largest occupational category in the Township of Norwich labour force in 2006 accounting for almost 23% of all occupations reported. Other top ranking occupations in the Township of Norwich include Sales and Service (18%), Primary Industry/Agriculture (15%), Business, Finance and Administrative (12%), and Processing, Manufacturing and Utilities (10%).

By contrast the top ranking occupations by employment in Oxford County in 2006 were Sales and Service (22%), Trades, Transportation, and Equipment Operators (20%), Business, Finance and Administrative (14%), Processing, Manufacturing and Utilities (14%), and Primary Industry/Agriculture (8%).

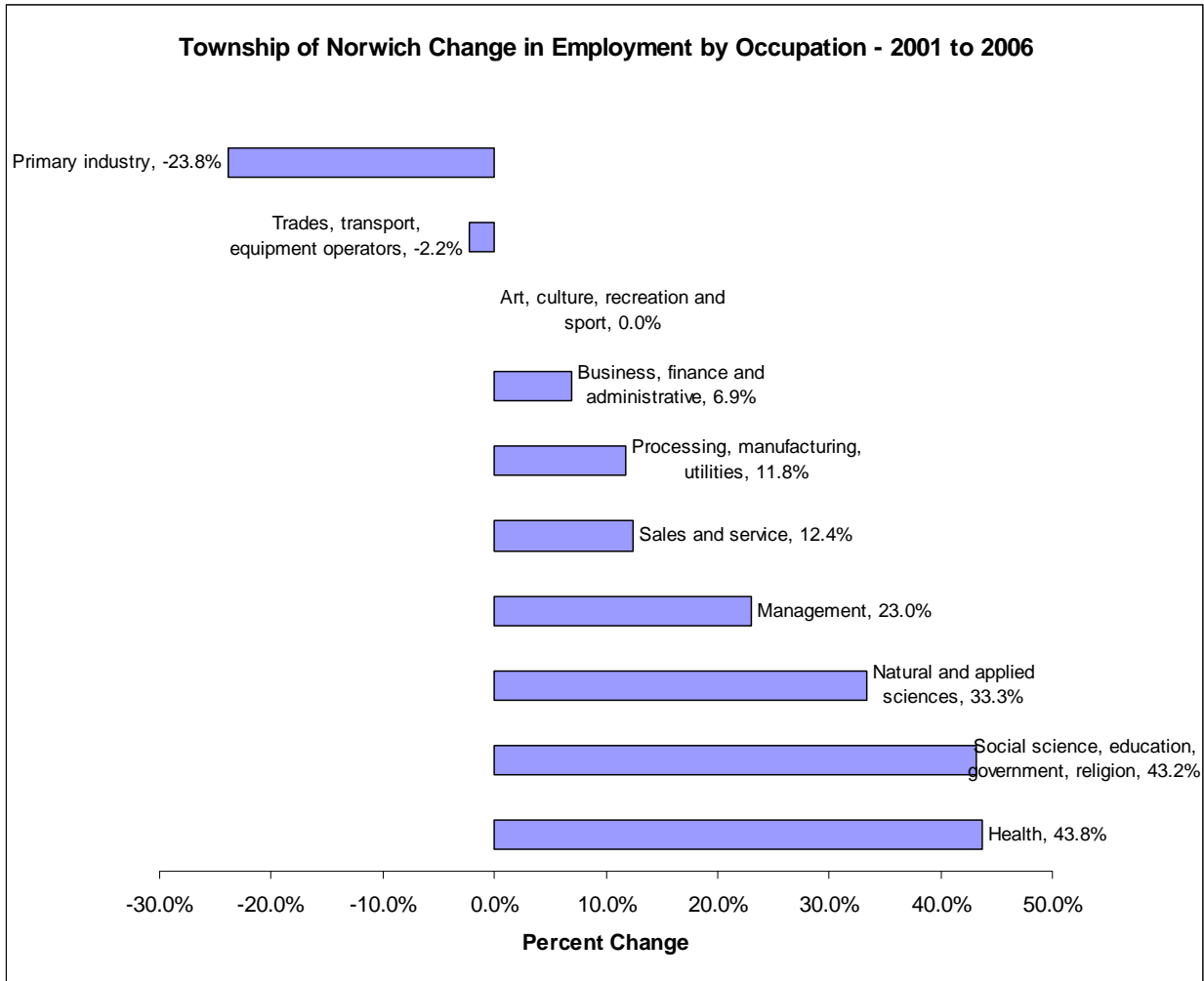
Occupations that experienced job gains in the Township of Norwich between 2001 and 2006 include Sales and Service (110 jobs or 12% increase), Management (85 or 23%), Social Science, Education, Government, and Religion (80 or 43%), Health (70 jobs or 4%), and Processing, Manufacturing and Utilities (60 jobs or 10%). Occupations that experienced losses in the Township of Norwich between 2001 and 2006 include Primary Industry/Agriculture (-270 or 15% decline) and Trades, Transportation, and Equipment Operators (30 or 23%). Additional details are provided in Figure 27.

**Table 13: Population by Occupation – NOCS (15 years of age and over) – 2001 and 2006**

	Oxford County					Township of Norwich				
	2001		2006		% change	2001		2006		% change
	#	%	#	%		#	%	#	%	
Management	4,900	9.4%	4,155	7.4%	-15.2%	370	6.8%	455	8.0%	23.0%
Business, finance and administrative	7,155	13.7%	7,920	14.1%	10.7%	650	11.9%	695	12.3%	6.9%
Natural and applied sciences	1,565	3.0%	2,075	3.7%	32.6%	120	2.2%	160	2.8%	33.3%
Health	2,335	4.5%	2,645	4.7%	13.3%	160	2.9%	230	4.1%	43.8%
Social science, education, govt., religion	2,500	4.8%	3,255	5.8%	30.2%	185	3.4%	265	4.7%	43.2%
Art, culture, sport and recreation	840	1.6%	1,000	1.8%	19.0%	100	1.8%	100	1.8%	0.0%
Sales and service	10,935	20.9%	12,175	21.7%	11.3%	890	16.3%	1,000	17.7%	12.4%
Trades, transport, equip. operators	10,300	19.7%	10,940	19.5%	6.2%	1,355	24.7%	1,325	23.4%	-2.2%
Primary industry	4,970	9.5%	4,195	7.5%	-15.6%	1,135	20.7%	865	15.3%	-23.8%
Processing, manufacturing, utilities	6,705	12.8%	7,665	13.7%	14.3%	510	9.3%	570	10.1%	11.8%
All occupations	52,205	100.0%	56,025	100.0%	7.3%	5,475	100.0%	5,665	100.0%	3.5%

Source: Statistics Canada. 2001, 2006.

Figure 27



The employment by occupation data reveals significant differences in the division of jobs by gender.

In the Township of Norwich males, represent 70% or more of the jobs in:

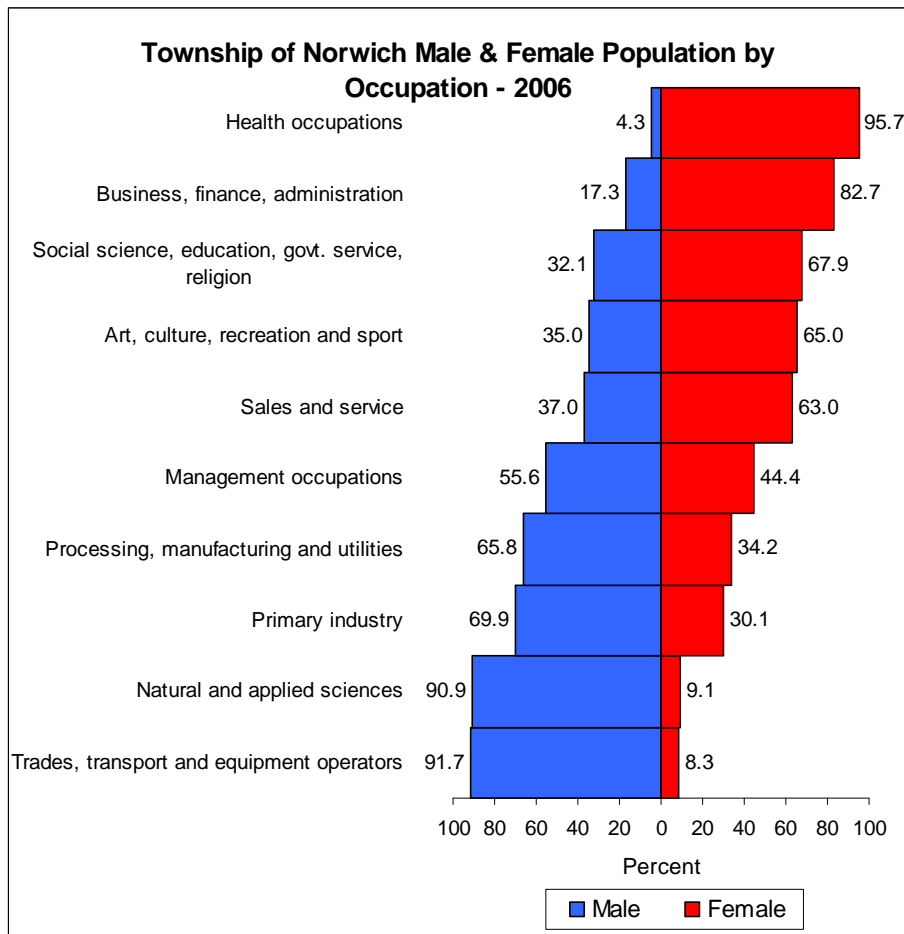
- Trades, Transportation, and Equipment Operators;
- Natural and Applied Sciences; and
- Primary Industry

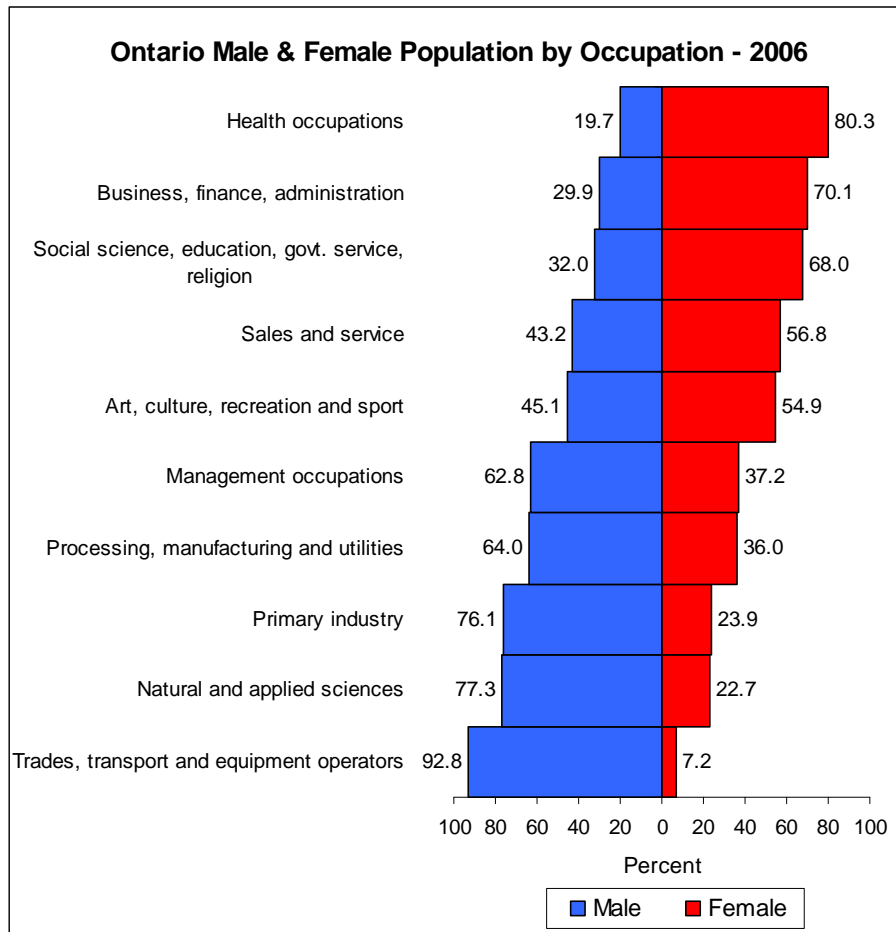
Females represent 70% or more of the jobs in:

- Health; and
- Business, Finance, Administration

Males and females are more evenly represented (e.g. 60:40 split) in several occupations including Management Occupations and Sales and Service (Figure 28).

**Figure 28**





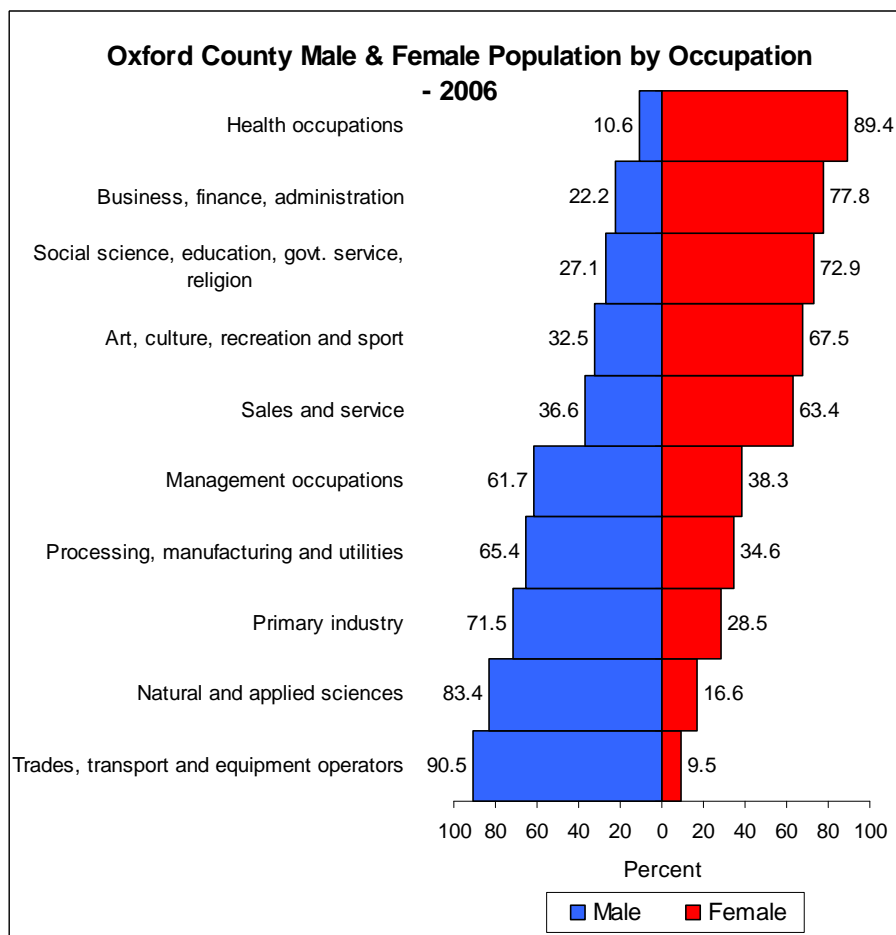
**Figure 29**

In Ontario, males represent 70% or more of the jobs in:

- Natural and Applied Sciences;
- Trades, Transportation, and Equipment Operators; and
- Primary Industry.

Females represent 70% or more of the jobs in:

- Health; and
- Business, Finance, Administration.



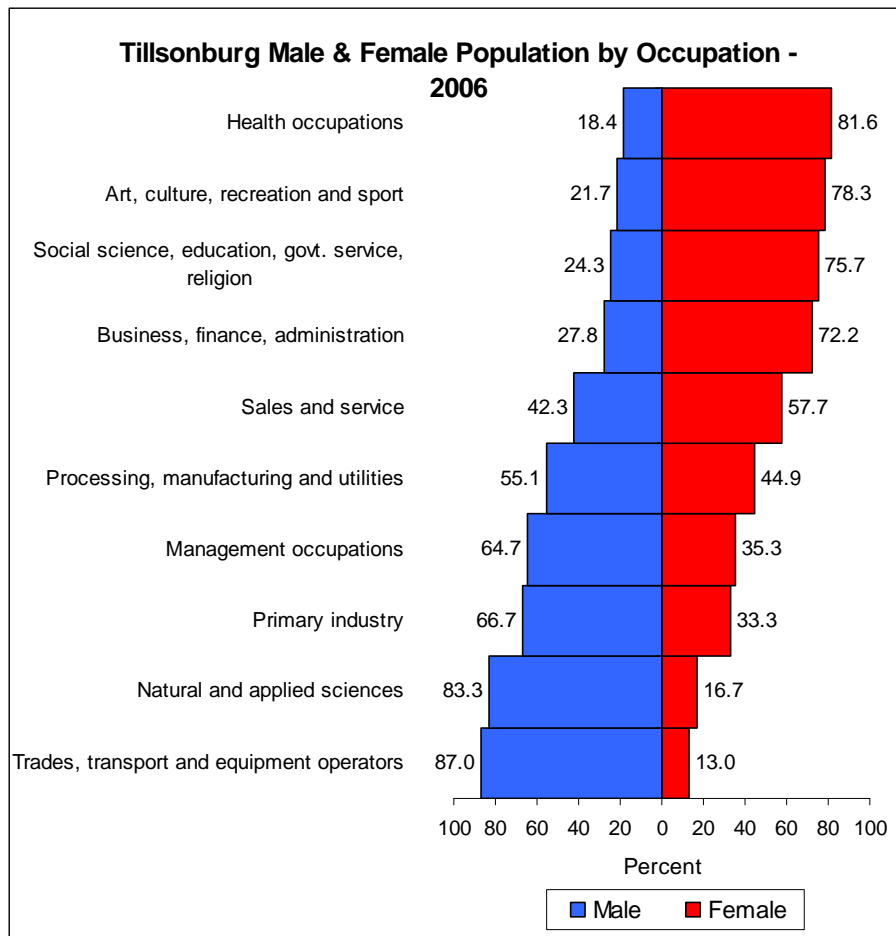
**Figure 30**

In Oxford County, males represent 70% or more of the jobs in:

- Natural and Applied Sciences;
- Trades, Transportation, and Equipment Operators; and
- Primary Industry.

Females represent 70% or more of the jobs in:

- Health;
- Business, Finance, Administration; and
- Social Science, Education, Government Services.



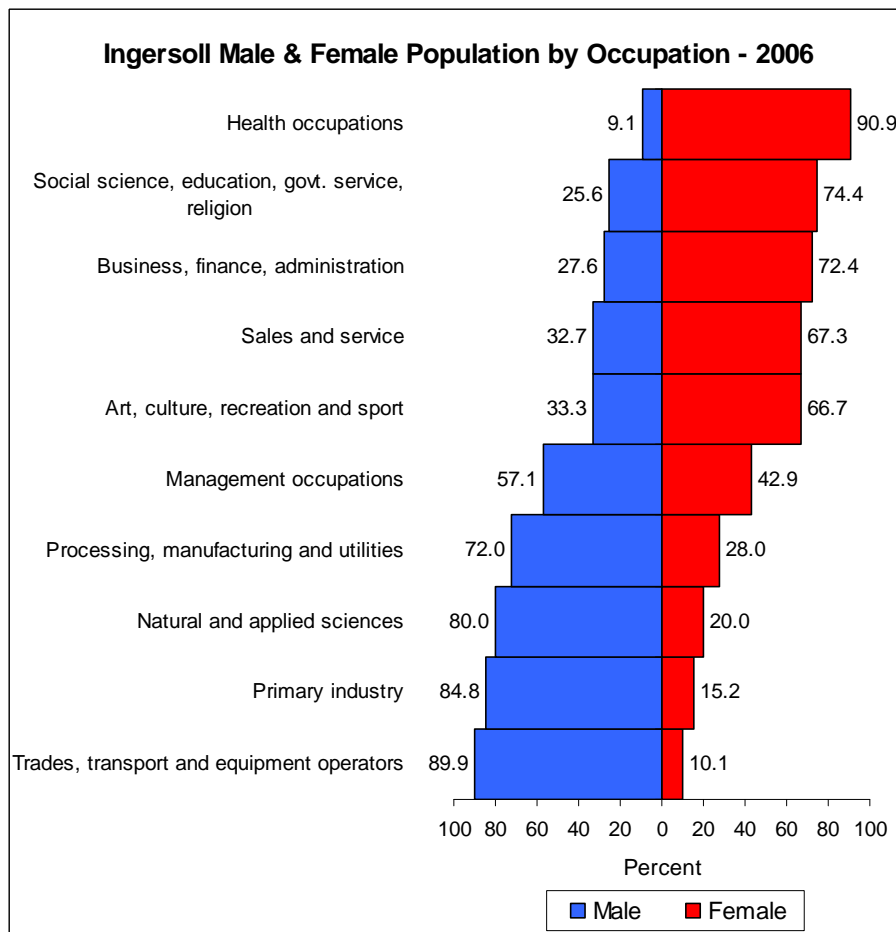
**Figure 31**

In Tillsonburg, males represent 70% or more of the jobs in:

- Natural and Applied Sciences; and
- Trades, Transportation, and Equipment Operators.

Females represent 70% or more of the jobs in:

- Health;
- Art, Culture, Recreation;
- Social Science, Education, Government Services; and
- Business, Finance, Administration.



**Figure 32**

In Ingersoll, males represent 70% or more of the jobs in:

- Natural and Applied Sciences;
- Trades, Transportation, and Equipment Operators;
- Processing, Manufacturing and Utilities; and
- Primary Industry.

Females represent 70% or more of the jobs in:

- Health;
- Business, Finance, Administration; and
- Social Science, Education, Government Services.



## 2.8 Commuting Flows – Place of Work / Residence

In 2001, approximately 44% (2,340 residents) of the employed population living in the Township of Norwich reported that their place of work was in the Township of Norwich (includes working from home and commuting to work within the Township of Norwich). Just over 43% (2,295 residents) of the employed population living in the Township of Norwich reported that they worked outside the Township of Norwich while close to 12% (615 residents) reported that they had no fixed workplace and less than 1% (30 residents) reported that they worked outside Canada.

- Close to 60% of the 2,340 residents who reported working within the Township of Norwich in 2001 were working from home. The large farm based population in the Township of Norwich continues to be a major contributor to this group.
- Of the 2,295 residents who reported working outside the Township of Norwich in 2001, 67% worked within Oxford County while 33% worked outside Oxford County.

In 2006, approximately 39% (2,145 residents) of the employed population living in the Township of Norwich reported that their place of work was in the Township of Norwich (includes working from home and commuting to work within the Township of Norwich). About 50% (2,735 residents) of the employed population living in the Township of Norwich reported that they worked outside the Township of Norwich while close to 11% (595 residents) reported that they had no fixed workplace and less than 1% (20 residents) reported that they worked outside Canada. In comparison to 2001, a larger percentage of residents are now working outside the Township of Norwich (43% in 2001 vs. 50% in 2006).

- Approximately 45% of the 2,145 residents who reported working within the Township of Norwich in 2006 were working from home. The large farm based population in the Township of Norwich continues to represent a major contributor to this group.
- Of the 2,735 residents who reported working outside the Township of Norwich in 2006, 66% worked within Oxford County while 34% worked outside Oxford County.

**Table 14: Population by Employed Labour Force by Place of Work Status – 2006**

2006	Ontario	Oxford County	Township of Norwich	Tillsonburg	Ingersoll
<b>Total employed labour force 15 years and over by place of work status</b>	6,164,250	53,920	5,495	6,990	6,320
Usual place of work	5,094,650	44,280	3,915	5,970	5,445
In Census Sub-Division of residence (e.g. township)	3,056,365	20,605	1,180	4,045	2,585
In different Census Sub-Division (e.g. township)	2,038,285	23,675	2,735	1,920	2,855
In same Census Division (e.g. County, Regional Municipality)	795,195	11,160	1,800	800	1,285
At home <sup>a</sup>	436,380	5,015	965	470	310
Outside Canada	36,905	210	20	30	40
No fixed workplace address <sup>b</sup>	596,310	4,415	595	525	520
<b>Total Males</b>	3,230,050	28,910	3,140	3,635	3,325
Usual place of work	2,539,870	22,690	2,080	3,030	2,750
In Census Sub-Division of residence (e.g. township)	1,421,005	9,760	630	1,855	1,360
In different Census Sub-Division (e.g. township)	1,118,865	12,925	1,445	1,175	1,390
In same Census Division (e.g. County, Regional Municipality)	404,430	5,825	895	455	610
At home	220,340	2,545	540	175	130
Outside Canada	24,210	150	15	25	30
No fixed workplace address	445,625	3,525	505	395	415
<b>Total Females</b>	2,934,195	25,010	2,350	3,360	2,995
Usual place of work	2,554,780	21,590	1,830	2,935	2,700
In Census Sub-Division of residence (e.g. township)	1,635,365	10,845	545	2,190	1,225
In different Census Sub-Division (e.g. township)	919,415	10,745	1,285	750	1,470
In same Census Division (e.g. County, Regional Municipality)	390,770	5,340	905	345	675
At home	216,040	2,475	425	295	185
Outside Canada	12,695	55	0	0	10
No fixed workplace address	150,680	890	90	130	105

Source: Statistics Canada. 2001.

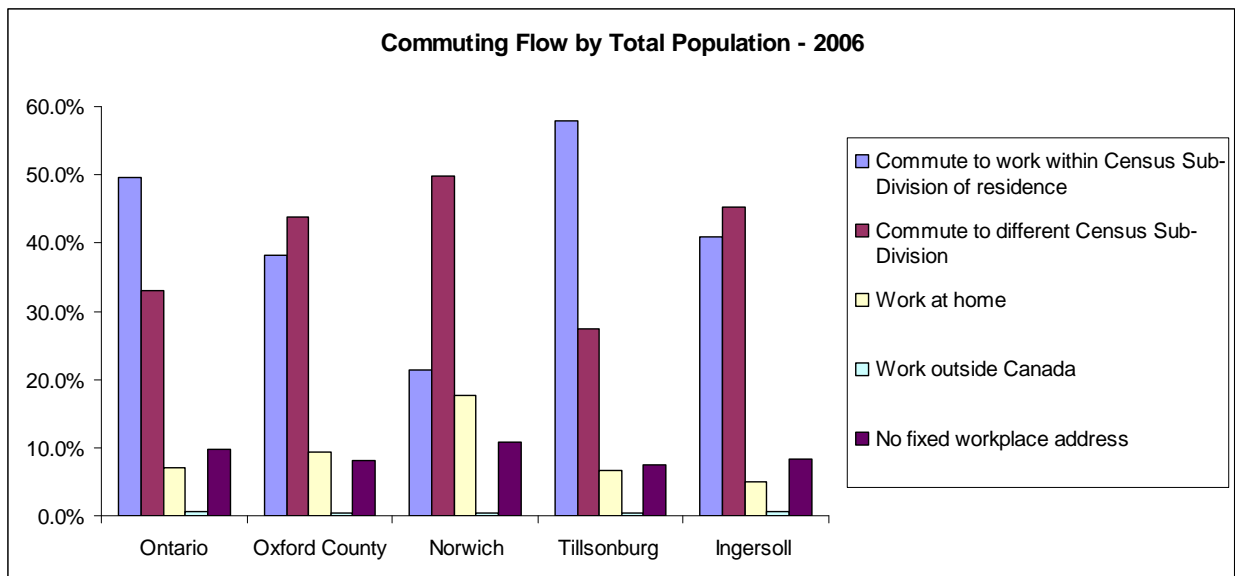
<sup>a</sup> Worked at home - Persons whose job is located in the same building as their place of residence, persons who live and work on the same farm, building superintendents and teleworkers who spend most of their work week at home.

<sup>b</sup> No fixed workplace address - Persons who do not go from home to the same workplace location at the beginning of each shift. Such persons include building/landscape contractors, independent truck drivers, etc.

As shown in Figure 33, the Township of Norwich has a much different commuting flow pattern than other areas of the province. The percentage of residents working from home in the Township of Norwich (18%) in 2006 was 2X or more the rate reported in Oxford County (9%), Ontario (7%), Tillsonburg (7%), and Ingersoll (5%). As noted above the major factor contributing to this result is the large farm based population in the Township of Norwich.

The Township of Norwich also features a higher percentage of residents who have no fixed work place relative to other areas of the province. In 2006, 11% of the working population in the Township of Norwich had no fixed workplace compared to 10% in Ontario, 8% in Oxford County, 7.5% in Tillsonburg, and 8% Ingersoll.

**Figure 33**



Figures 34 and 35 show the commuting flow patterns for males and females residing in the Township of Norwich compared to other areas of the province. In general, the data shows that a higher percentage of employed males have no fixed work place. While the percentage of females with no fixed work place was fairly comparable at the provincial, county and local level (3% to 5%) there was considerable variation for males depending on the region of analysis. At just over 16% the Township of Norwich had a higher percentage of males with no fixed work place compared to Ontario (14%), Oxford County (12%), Tillsonburg (11%), and Ingersoll (12%).

A much higher percentage of employed males (17%) and females (18%) in the Township of Norwich are working from home compared to the provincial (6% to 7%) and county (9% to 10%) rates.

Figure 34

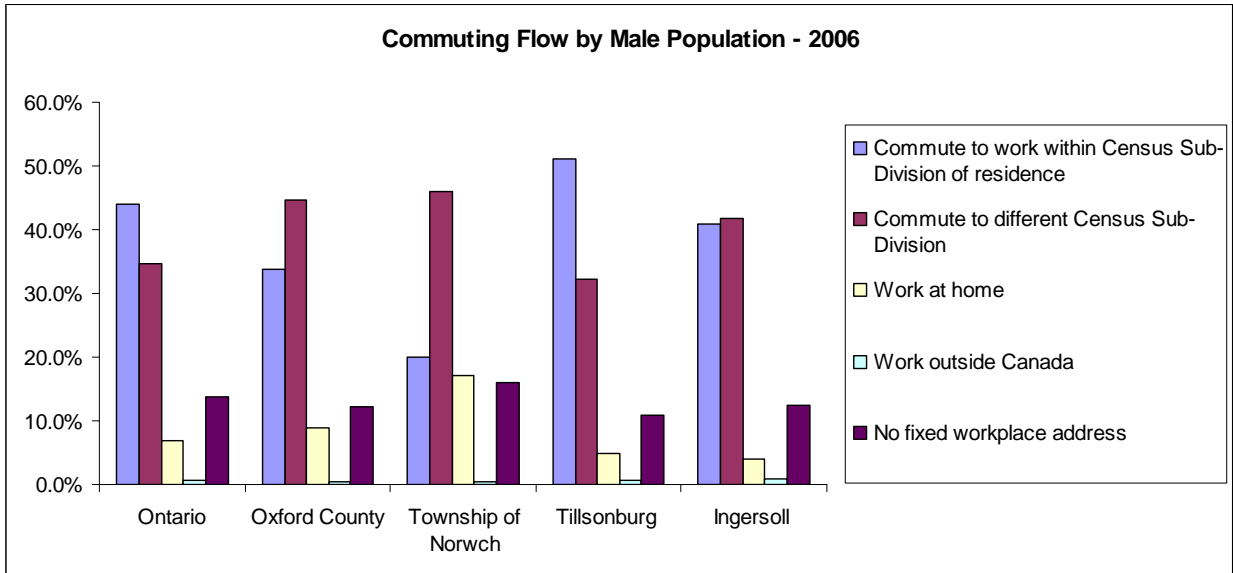
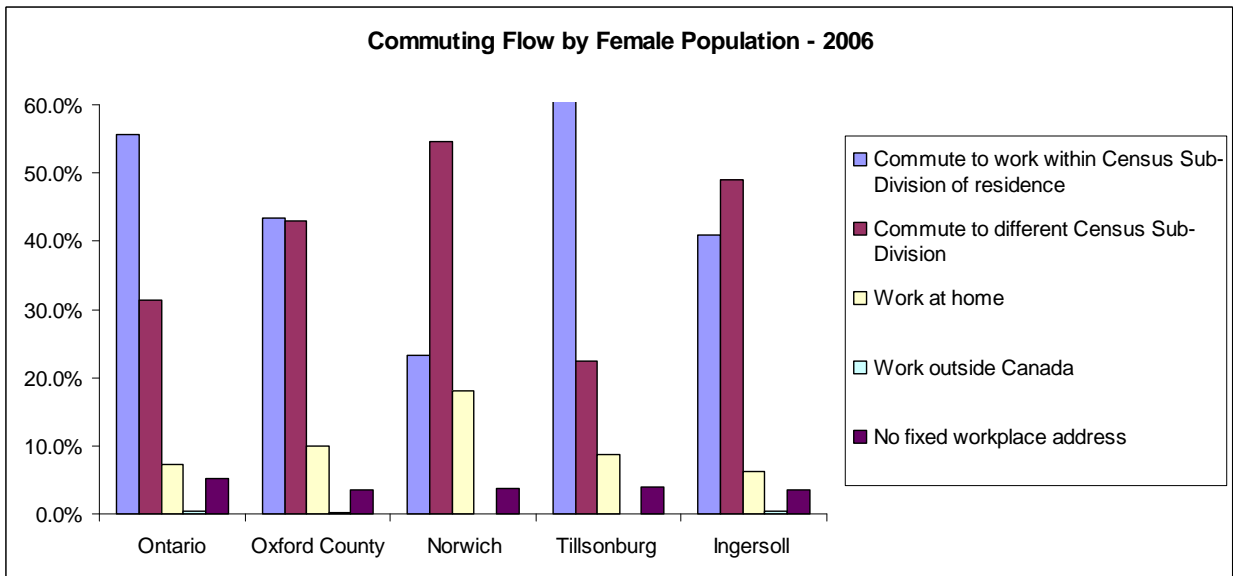
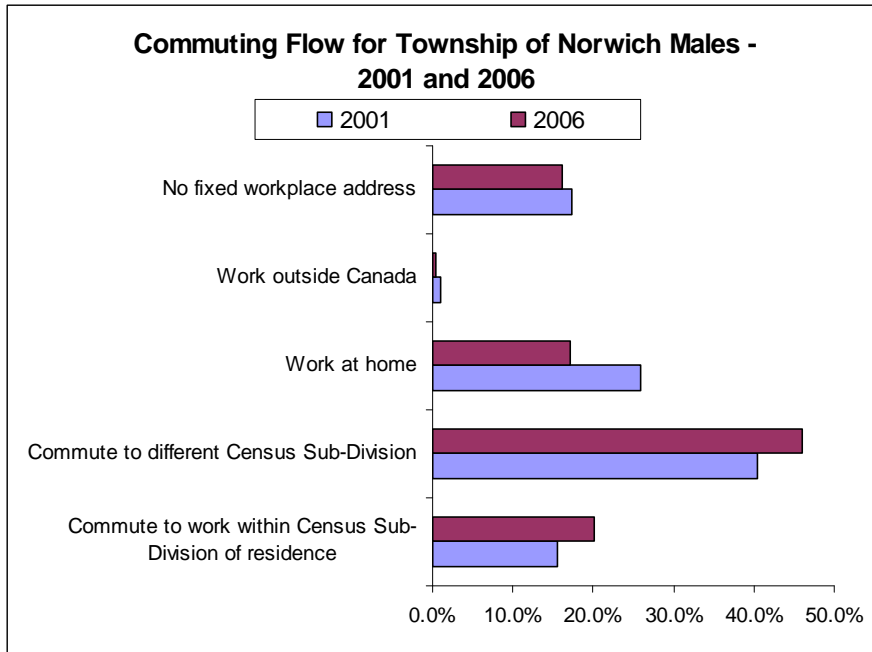


Figure 35

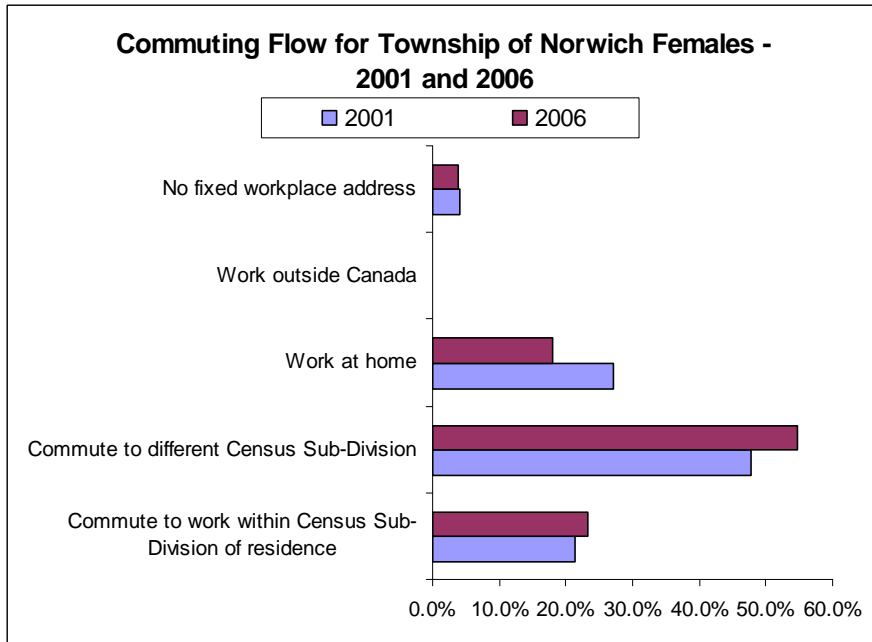


**Figure 36**



Between 2001 and 2006 the percentage of employed males from the Township of Norwich who commuted to work within Norwich increased from 16% to 20% while the percentage of males who commuted outside the Township of Norwich increased from 40% to 46%. There was also a decline in the percentage of males who worked from home during this period (26% to 17%).

**Figure 37**



Between 2001 and 2006 the percentage of employed females from the Township of Norwich who commuted to work within Norwich increased from 21% to 23% while the percentage of females who commuted outside the Township of Norwich increased from 48% to 55%. There was also a decline in the percentage of females who worked from home during this period (27% to 18%).

### 3.0 Profile of the Agriculture Sector in the Township of Norwich

#### 3.1 Introduction

This chapter of the report presents a profile of the Agriculture Sector in the Township of Norwich. The profile also examines agricultural activities in the Township of Norwich in relation to the province of Ontario and Oxford County and the other townships in Oxford County. Data for the analysis were drawn from the Census of Agriculture. An analysis of the trends and changes in the number of farms, farm size, farm types, farm production, and farm operators is provided for the census years 2001 and 2006.

#### 3.2 Number of Farms and Farmland Area

In 2006, the Township of Norwich reported a total of 494 farms or 25% of the total farms in Oxford County.<sup>10</sup> Between 2001 and 2006, the number of farms in the Township of Norwich declined by 8% from 536 to 494. During the same period the number of farms in Oxford County and Ontario declined by 5% and 4% respectively (Table 15).

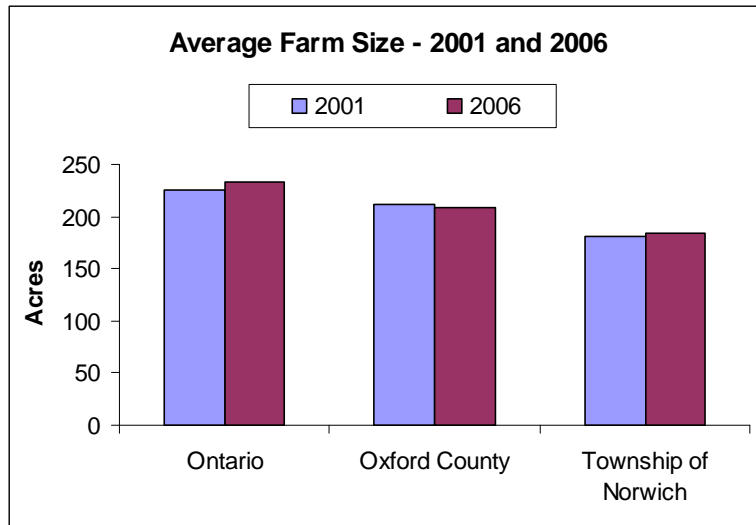
**Table 15: Total Number of Farms by Farm Size – 2001 and 2006**

	Ontario	Oxford County	Township of Norwich	South-West Oxford	Zorra	East Zorra-Tavistock	Blandford-Blenheim
<b>2001</b>							
Under 10 acres	2,860	103	34	15	18	20	16
10 to 69 acres	12,516	443	142	74	94	45	88
70 to 129 acres	14,262	543	135	90	135	100	83
130 to 179 acres	6,531	277	64	50	77	42	44
180 to 239 acres	6,192	235	58	44	64	34	35
240 to 399 acres	8,556	277	56	52	87	34	48
400 to 559 acres	3,936	81	19	20	19	11	12
560 acres or more	4,875	145	28	32	39	15	31
Total	59,728	2,104	536	377	533	301	357
<b>2006</b>							
Under 10 acres	3,163	136	38	23	29	24	22
10 to 69 acres	13,690	544	137	91	131	78	107
70 to 129 acres	12,857	442	134	65	106	74	63
130 to 179 acres	5,622	202	49	31	67	27	28
180 to 239 acres	5,472	188	35	32	66	31	24
240 to 399 acres	7,554	238	54	46	73	33	32
400 to 559 acres	3,635	91	17	19	24	14	17
560 acres or more	5,218	149	30	34	36	20	29
Total	57,211	1,990	494	341	532	301	322

Source: Statistics Canada. 2001, 2006.

<sup>10</sup> Statistics Canada defines a census farm as an agricultural operation that produces at least one of the following products intended for sale: crops (field crops, tree fruits or nuts, berries or grapes, vegetables or seed); livestock (cattle, pigs, sheep, horses, exotic animals, etc.); poultry (hens, chickens, turkeys, exotic birds, etc.); animal products (milk or cream, eggs, wool, fur, meat); or other agricultural products (greenhouse or nursery products, Christmas trees, mushrooms, sod, honey, maple syrup products).

In 2006, the Township of Norwich reported a total of 91,059 acres of farmland or 22% of the total farmland reported in Oxford County. With a total of 494 farms in 2006, the average farm size in the Township of Norwich was 184 acres which is smaller than the provincial and county average. The average farm size in Ontario in 2006 was 233 acres while the average farm size in Oxford County was 209 acres.

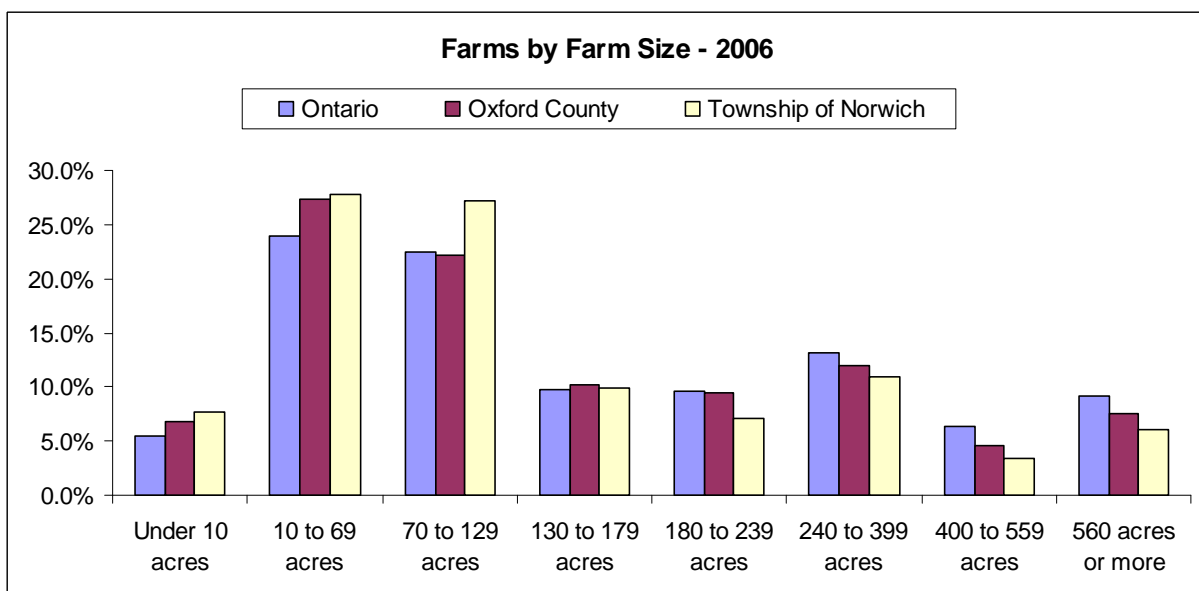


**Figure 38**

Although the number of farms across Ontario is declining, the process of farm consolidation has kept much of the farmland in production and has resulted in larger average farms sizes over time.

The Township of Norwich in 2006 had a higher percentage of farms with less than 70 acres and a lower percentage of farms with 240 acres or more compared to the profile of Ontario and Oxford County (Figure 39). The higher percentage of farms with fewer than 70 acres is linked to tobacco farms in the Township which are mostly between 50 and 100 acres in size. Farms with fewer than 130 acres represented 63% of all farms in the Township of Norwich and just over 50% of the farms in Ontario and Oxford County. Larger farm operations with 400 or more acres represented almost 10% of all farms in the Township and 12%-15% of the farms in Oxford County and Ontario.

**Figure 39**



### 3.3 Farmland Use and Production

Farmland in the Township of Norwich is used predominantly for crop production. As shown in Table 16, a total of 77,648 acres was used for crop production in the Township of Norwich in 2006 which represents 85% of the total farmland in the Township of Norwich. A small percentage of farmland in the Township of Norwich was reported as pasture lands (3%) while 11% of the farmland was used for other purposes - i.e. Christmas tree production, farm woodlots, wetlands, land occupied by farm buildings/yards, etc.

**Table 16: Farmland Use by Total Number of Acres – 2001 and 2006**

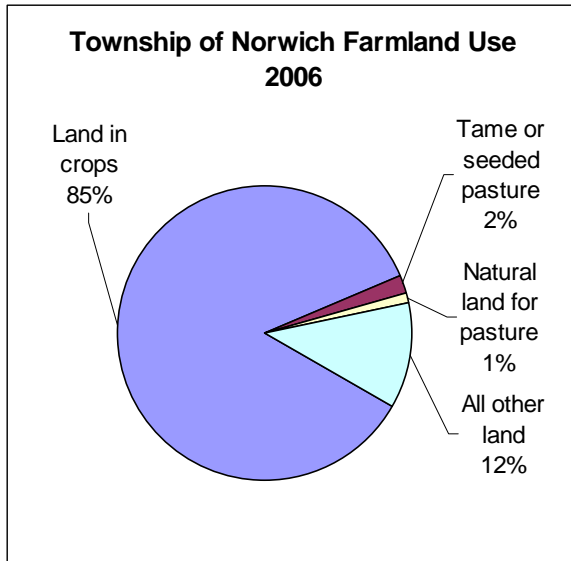
	Ontario	Oxford County	Township of Norwich	South-West Oxford	Zorra	East Zorra-Tavistock	Blandford-Blenheim
<b>2001</b>							
Land in crops	9,035,915	374,848	80,455	79,524	99,236	50,805	64,828
Summerfallow	35,175	400	200		35		123
Tame or seeded pasture	773,650	10,579	1,769	2,004	3,538	936	2,332
Natural land for pasture	1,314,335	10,450	2,043	2,294	1,914	953	3,246
All other land (including Christmas tree area)	2,348,282	49,181	12,725	--	10,909	--	12,145
Total area of farms	13,507,357	445,458	97,192	92,564	115,632	57,396	82,674
<b>2006</b>							
Land in crops	9,046,383	355,826	77,648	67,405	92,522	54,519	63,732
Summerfallow	29,394	361	174	--	108	--	52
Tame or seeded pasture	749,719	8,854	1,805	--	2,710	--	2,358
Natural land for pasture	1,112,668	7,498	1,004	1,040	2,344	890	2,220
All other land (including Christmas tree area)	2,372,052	43,435	10,428	7,579	11,703	4,803	8,922
Total area of farms	13,310,216	415,974	91,059	77,295	109,387	60,949	77,284

Source: Statistics Canada. 2001, 2006.

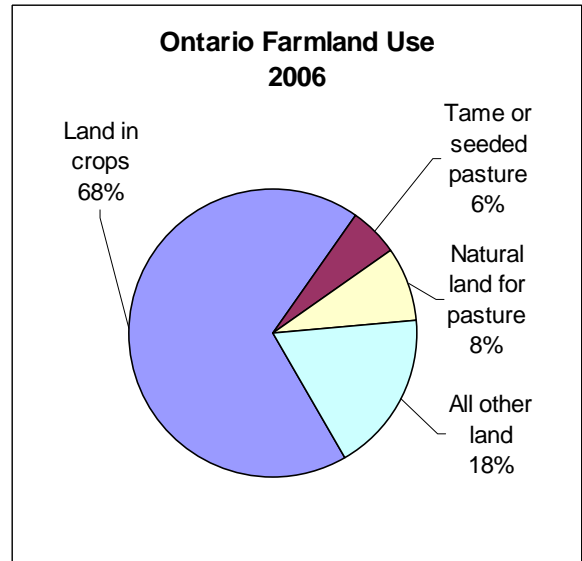


As shown in Figures 40 and 41 farm production in the Township of Norwich is more crop intensive than the province as a whole. In 2006, the Township of Norwich had 85% of its total farmland area in crops while the province as whole had 68% of its total farmland in crop production. The Township of Norwich also had a smaller percentage of its farmland in pasture and other land uses such as farm woodlots and Christmas tree production.

**Figure 40**



**Figure 41**



As shown in Table 17, grain corn represents that single largest type of crop grown in the Township of Norwich with 21,345 acres reported in 2006. Other leading crops in the Township of Norwich in 2006 in terms of total acreage include soybeans (19,414 acres), wheat (10,075), and alfalfa (9,034 acres). The Township of Norwich also reported 1,053 acres of ginseng in 2006 which represents almost 15% of the provincial total.

**Table 17: Area of Production for Selected Field Crops (Acres) – 2001 and 2006**

	Corn for grain	Soybeans	Wheat	Alfalfa / alfalfa mixtures	Tobacco	Rye	Corn for silage	Dry field beans
<b>2001</b>								
Ontario	2,003,025	2,248,466	670,857	1,610,809	58,333	68,332	319,364	121,821
Oxford County	146,095	78,255	24,987	47,932	5,940	6,382	19,271	17,783
Township of Norwich	24,608	21,092	5,021	8,296	4,679	4,379	3,437	2,184
<b>2006</b>								
Ontario	1,577,862	2,155,884	1,235,390	1,662,370	31,669	65,356	320,759	163,495
Oxford County	118,501	69,896	47,636	48,251	2,371	4,944	21,308	18,098
Township of Norwich	21,345	19,414	10,075	9,034	1,929	4,111	3,639	2,742

Source: Statistics Canada. 2001, 2006.

In 2006, the Township of Norwich had almost 28% of its total field crop area in grain corn and 25% in soybeans (Figure 42). By comparison, the province as a whole had 17% of its field crop area in grain corn and 25% in soybeans. Relative to the province and the rest of Oxford County, the Township of Norwich also had a greater concentration of land in tobacco (2.5%) and rye (5%).

**Figure 42**

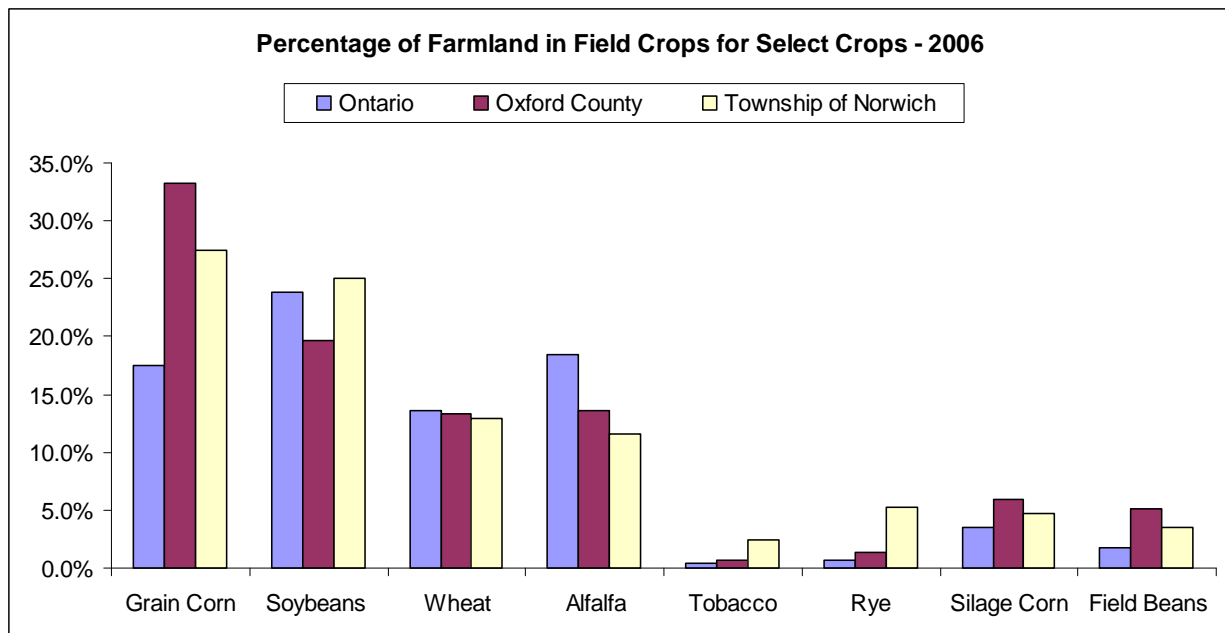
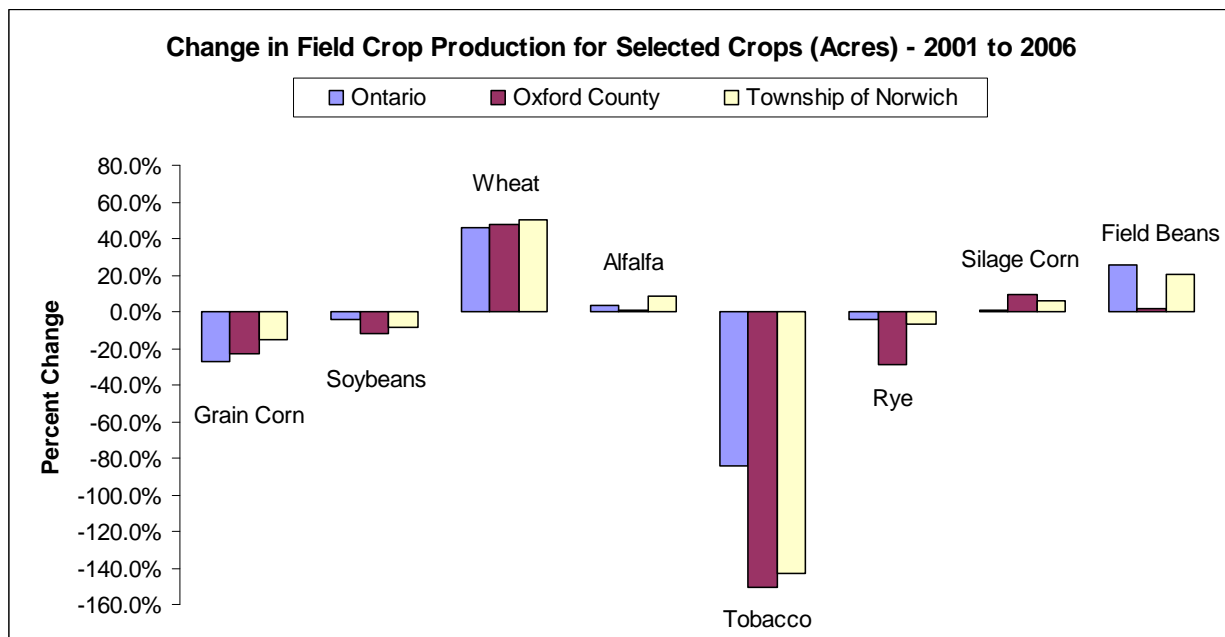


Figure 43 shows the percentage change in acreage for select crops between 2001 and 2006. In the Township of Norwich there was a 50% increase in the acreage of wheat, a 20% increase in dry field beans, an 8% increase in alfalfa, and a 6% increase in silage corn. The rate of increase in wheat, alfalfa, and silage corn was larger in the Township of Norwich than the province as a whole.

During the same period, the Township of Norwich experienced a 143% decline in the acreage of tobacco, a 15% decline in the acreage of grain corn, and a 9% decline in the acreage of soybeans.

It is important to note that year to year fluctuations in field crop production are partly linked to crop rotation patterns. Production is also linked to changes in market demand and/or government policy.

Figure 43



The Township of Norwich and other tobacco growing regions of the province have been greatly impacted by federal and provincial government policies to reduce the amount of tobacco production in conjunction with health promotion policies and activities. The provincial government recognizes that its efforts to improve the health of Ontarians by reducing tobacco use in the province will negatively affect both the tobacco-growers and their communities by reducing demand for their product. The government has initiated a number of programs over the years to assist the affected communities in moving to other crop activities and transition to a more diverse economic base.

One of the first programs that focused on reduction in the tobacco industry in Ontario was the Tobacco Transition Reduction Initiative (TTRI) or REDUX as it was commonly referred to, operated jointly between the Flue-cured Tobacco Marketing Board and the

Ontario Ministry of Agriculture and Food from 1983 to 1987. The purpose of the program was to permanently retire tobacco quota and at the same time provide farmers a reasonable return for selling their quota. REDUX alone accounted for the retirement of more than 60 million pounds (27 million kilograms) or half of the quota over this period.

Between 1996 and 2006 and number of farms reporting tobacco production in the Township of Norwich declined from 100 farms to 44 farms and the acreage of tobacco production declined from to 5,192 acres to 1,929 acres.

More recently the Province of Ontario established a \$50 million initiative to assist Ontario's tobacco growers and their communities. In April 2005, the province provided \$35 million to the Ontario Flue-Cured Tobacco Growers' Marketing Board to assist growers who wished to exit the industry. The remaining \$15 million of the Transition Fund went toward the Community Transition Program (CTP) to enable citizens, organizations and municipalities to develop initiatives to help diversify the local economy and create tangible economic benefits. The CTP funds were specifically targeted at the tobacco-growing counties of Brant, Elgin, Norfolk, and Oxford to assist their communities to move to a more diverse economic base. A total of 6 CTP Projects were funded in Oxford between 2006 and 2007 for a total of just over \$1 million including:<sup>11</sup>

• Xero Floor Green Roof Products	\$321,642
• New Roads Nutraceutical Ingredients	\$321,900
• Tillsonburg Golf & Country Club Expansion	\$125,000
• Mini Calla Lilly Expansion	\$52,500
• Town of Tillsonburg – Economic Development	\$175,000
• Township of Norwich - Economic Development	\$87,650

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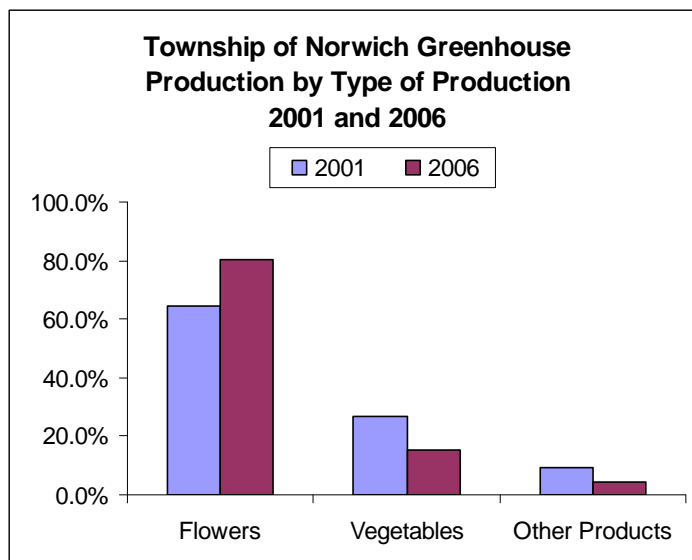
<sup>11</sup> Source: Community Transition Program 2007. [www.communitytransition.com](http://www.communitytransition.com)

The Township of Norwich has a substantial greenhouse industry which experienced considerable growth between 2001 and 2006 despite a small reduction in the number of greenhouse operations. Between 2001 and 2006 the number of farms reporting greenhouse production declined from 28 to 24 farms while the total area in production increased by almost 49% from 563,981 sq. ft. to 839,855 sq. ft. (Table 18). In 2006, the Township of Norwich represented 81% of the total greenhouse area in production the County compared to 75% in 2001. In 2006, the Township of Norwich represented 82% of the area in flower production, 79% of the area in vegetable production, and 76% of the area in other greenhouse production in Oxford County.

**Table 18: Area of Production for Greenhouse Production (Square Feet) – 2001 and 2006**

	Total area under glass, plastic or other protection		Total area of greenhouses in use May 2001/2006		Greenhouse flowers		Greenhouse vegetables		Other greenhouse products	
	# farms	square feet	# farms	square feet	# farms	square feet	# farms	square feet	# farms	square feet
<b>2001</b>										
Ontario	2,012	98,374,256	2,012	96,544,723	1,359	43,662,922	681	47,727,506	351	5,154,295
Oxford County	50	759,268	50	749,609	26	502,011	13	170,750	19	76,848
Township of Norwich	28	572,000	28	563,981	15	362,953	5	149,700	10	51,328
<b>2006</b>										
Ontario	1,898	126,589,790	1,898	125,141,329	1,274	49,414,104	654	69,808,871	282	5,918,354
Oxford County	48	1,087,361	48	1,036,025	26	821,979	12	163,592	13	50,454
Township of Norwich	24	843,803	24	839,855	14	672,563	5	129,152	6	38,140

Source: Statistics Canada. 2001, 2006.



**Figure 44**

Between 2001 and 2006 the area of greenhouse flower production increased from 64% to 80% of the total greenhouse area production in the Township of Norwich while the area of vegetable production declined from 27% to 15% and the area of other greenhouse production declined from 9% to 5%.

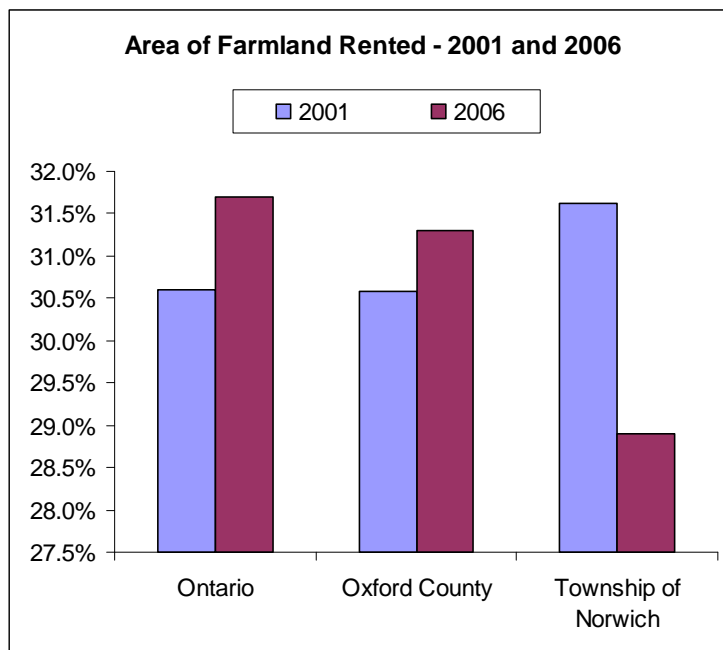
### 3.4 Land Tenure

As shown in Table 19, close to 31,000 acres or 32% of the total farmland area in the Township of Norwich was leased or rented in 2001 which is comparable with the provincial average (31%) and the average for Oxford County as a whole (31%). However, between 1996 and 2001 the area of farmland rented in the Township of Norwich increased by 19% from 25,755 acres to 30,728 acres. By comparison, the area of farmland rented at the provincial level increased by less than 1% for the same period while in Oxford County the area rented increased by almost 6%.

**Table 19: Area of Farmland Owned vs. Rented (Acres) – 2001 and 2006**

	Ontario	Oxford County	Township of Norwich	South-West Oxford	Zorra	East Zorra-Tavistock	Blandford-Blenheim
<b>2001</b>							
Area owned	9,373,178	309,241	66,464	66,749	79,125	40,669	56,234
Area rented or leased	4,134,179	136,217	30,728	25,815	36,507	16,727	26,440
Total area of farms	13,507,357	445,458	97,192	92,564	115,632	57,396	82,674
<b>2006</b>							
Area owned	9,613,544	314,412	70,267	62,241	85,154	44,890	51,860
Area rented or leased	4,458,276	142,991	28,570	23,614	34,506	22,965	33,336
Total area of farms	14,071,820	457,403	98,837	85,855	119,660	67,855	85,196

Source: Statistics Canada. 2001, 2006.



**Figure 45**

Between 2001 and 2006 the percentage of farmland rented in the Township of Norwich declined from 31% to 29% while the percentage of farmland rented at the provincial level and for Oxford County as a whole increased from 30% to just over 31% for the same period.

### 3.5 Farm Types

The Township of Norwich features a variety of farm types. As shown in Table 20, oilseed and grain farms are the most common type of farm in the Township of Norwich representing just over 27% of all farms in 2006 (Figure 46). 'Other crop' farms represent the next largest group of farms at 17% followed by dairy farms (14%), hog farms (9%), beef farms (8%), and 'other animal' type farms (9%).

**Table 20: Number of Farms by Farm Type, 2006.**<sup>12</sup>

	Ontario	Oxford County	Township of Norwich	South-West Oxford	Zorra	East Zorra-Tavistock	Blandford-Blenheim
Dairy	4,937	363	68	76	119	70	30
Beef	11,052	219	39	39	48	27	66
Hog	2,222	202	45	38	62	36	21
Poultry and egg	1,700	114	18	19	38	29	10
Sheep and goat	1,365	51	12	10	13	5	11
Other animal	7,573	195	47	38	47	28	35
Oilseed and grains	13,056	528	134	81	147	77	89
Vegetable	1,769	46	11	6	14	5	10
Fruit	1,892	29	8	7	4	6	4
Greenhouse/nursery/etc.	2,822	65	26	8	14	4	13
Other crop	8,823	178	86	19	26	14	33
Total	57,211	1,990	494	341	532	301	322

Source: Statistics Canada. 2006.

<sup>12</sup> Farm type categories are based on the North American Industrial Classification System (NAICS). Farm typing is a procedure that classifies each census farm according to the predominant type of production. This is done by estimating the potential receipts from the inventories of crops and livestock reported on the questionnaire and determining the product or group of products that make up the majority of the estimated receipts. For example, a census farm with total potential receipts of 60% from hogs and 40% from beef cattle would be classified as a hog farm. Farm type is based on farms reporting total gross farm receipts of \$2,500 or more.

In 2006, the Township of Norwich reported relatively fewer dairy farms than Oxford County as a whole (14% vs. 18%) but had a higher percentage of dairy farms compared to Ontario (9%). Between 2001 and 2006 there was a general decline in the total number of dairy farms across Ontario. However, the rate of decline in the Township of Norwich (-13%) was smaller than the rate of decline reported for Ontario (-23%) and Oxford County as a whole (-17%).

The Township of Norwich reported relatively fewer beef farms than Oxford County as a whole and Ontario (8% vs. 11% and 19%) in 2006. Between 2001 and 2006 there was a general decline in the total number of beef farms across Ontario. However, the rate of decline in the Township of Norwich (-29%) was larger than the rate of decline reported for Ontario (-19%) and Oxford County as a whole (-3%).

Both the Township of Norwich and Oxford County as a whole reported a higher percentage of hog farms (9% and 10%) in 2006 compared to Ontario (4%). Between 2001 and 2006 there was a general decline in the total number of hog farms across Ontario. The rate of decline in the Township of Norwich (-8%) was very similar to the rate of decline reported for Ontario (-11%) and Oxford County as a whole (-10%).

In 2006, the Township of Norwich reported a higher percentage of oilseed and grain farms (27%) compared to Ontario (23%) and Oxford County as a whole (26.5%). Between 2001 and 2006 there was a decline in the total number of oilseed and grain farms across Ontario (-2%) and Oxford County as a whole (-5%) while the number of oilseed and grain farms in the Township of Norwich increased (5%).

Figure 46 illustrates the percentage of farms by farm type for Ontario, Oxford County and the Township of Norwich in 2006 while Figure 47 illustrates the percentage of farms by farm type in the Township of Norwich for 2001 and 2006.



Figure 46

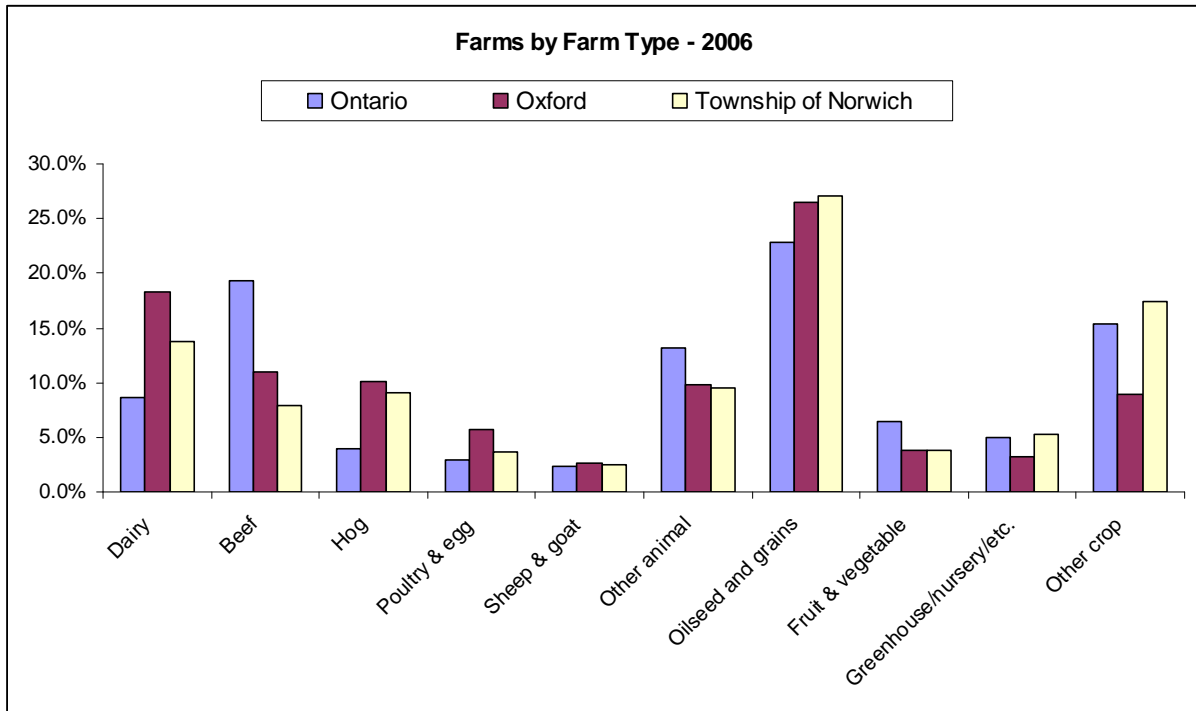
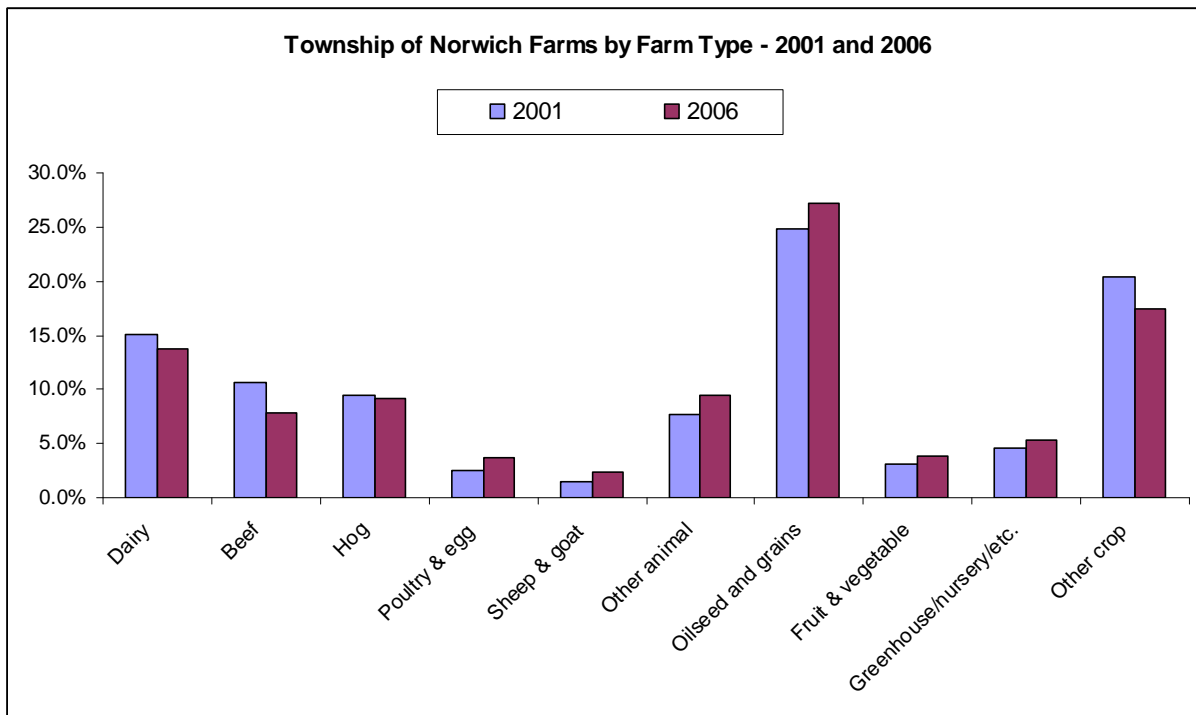


Figure 47



A further assessment of farm type specialization in the Township of Norwich can be obtained using the Location Quotient (LQ). In assessing farm type specialization, the regional share of a particular farm sector or type is compared to the provincial share in the sector. The LQ can be used to gauge the relative specialization of a region in various farm sectors such as dairy, beef and field crops.<sup>13</sup> Using the Township of Norwich dairy sector as an example, the LQ formula appears as follows:

$$LQ = \frac{\text{\# of dairy farms in the Township of Norwich}}{\text{total \# of farms in the Township of Norwich}} \div \frac{\text{\# of dairy farms in the province}}{\text{total \# of farms in the province}}$$

$$LQ = (68 / 494) \div (4,937 / 57,211) = 1.6$$

Using the farm type data from Table 20, the 2006 LQ values indicate that the Township of Norwich is specialized in dairy production (1.6), hog production (2.3), oilseed and grain crop production (1.2), poultry and egg production (1.2), and greenhouse / nursery / floriculture (1.1).

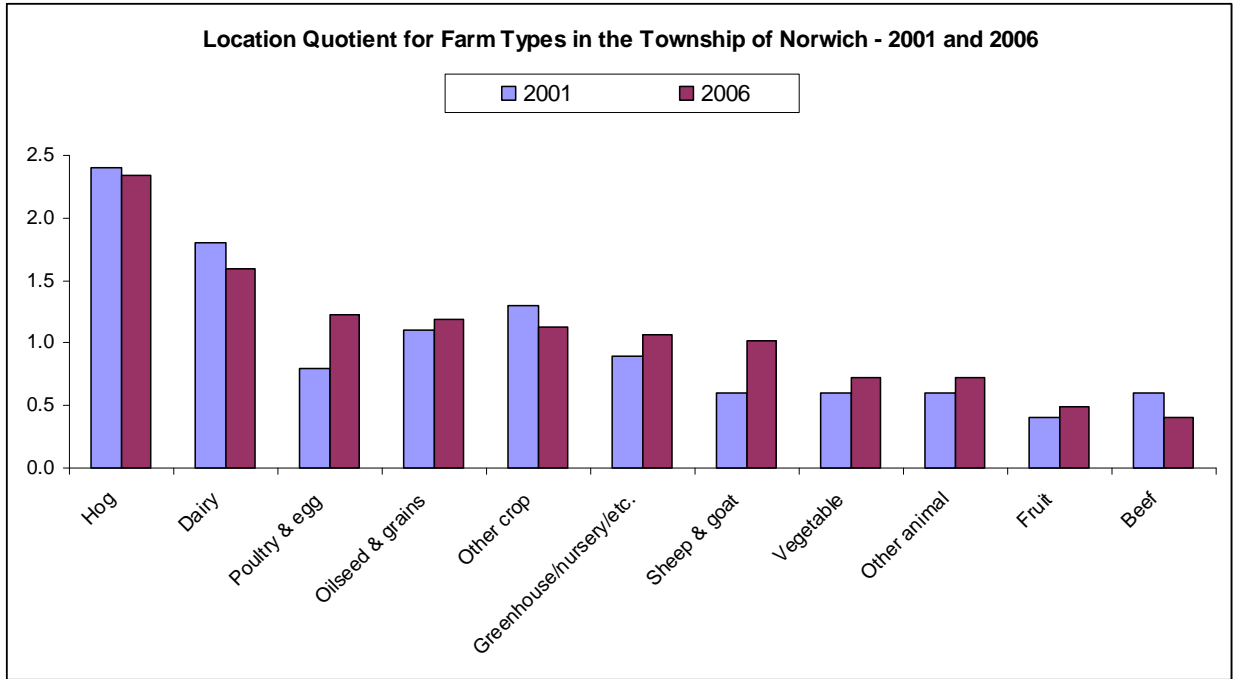
**Table 21: Location Quotient by Farm Type - 2006**

	Oxford County	Township of Norwich	South-West Oxford	Zorra	East Zorra-Tavistock	Blandford-Blenheim
Dairy	2.1	1.6	2.6	2.6	2.7	1.1
Beef	0.6	0.4	0.6	0.5	0.5	1.1
Hog	2.6	2.3	2.9	3.0	3.1	1.7
Poultry and egg	1.9	1.2	1.9	2.4	3.2	1.0
Sheep and goat	1.1	1.0	1.2	1.0	0.7	1.4
Other animal	0.7	0.7	0.8	0.7	0.7	0.8
Oilseed and grains	1.2	1.2	1.0	1.2	1.1	1.2
Vegetable	0.7	0.7	0.6	0.9	0.5	1.0
Fruit	0.4	0.5	0.6	0.2	0.6	0.4
Greenhouse/nursery/etc.	0.7	1.1	0.5	0.5	0.3	0.8
Other crop	0.6	1.1	0.4	0.3	0.3	0.7

<sup>13</sup> For the purpose of interpreting the LQ, it has a base value of one. An LQ of one suggests that the region and the province are specialized to an equal degree in the chosen sector. If the LQ is greater than one, it indicates that the region has a higher degree of specialization in the sector than the province. An LQ of less than one indicates that the sector is less specialized in the region than it is for the province.

Based on the LQ comparisons between 2001 and 2006, the Township of Norwich is becoming increasingly specialized in oilseed and grain production (1.1 in 2001 vs. 1.2 in 2006), poultry and egg production (0.8 vs. 1.2), and greenhouse / nursery / floriculture production (0.9 vs. 1.1). Additional details are provided in Figure 48.

**Figure 48**



### 3.6 Farm Receipts, Farm Operating Expenses and Net Revenue

The Township of Norwich reported \$127.7 million in total gross farm receipts in 2005 compared to \$117.7 million in 2000 (Table 22). The Township of Norwich's total farm receipts for 2005 represented just over 21% of the total farm receipts for Oxford County as a whole. The Township of Norwich also generated about \$34,000 in gross receipts from the sale of forest products in 2005 which represents about 10% of the total farm forest receipts for Oxford County as a whole.

The net revenue per farm in the Township of Norwich in 2005 was \$44,583 compared to the provincial average of \$26,511 and \$56,073 for Oxford County as a whole.

The net revenue per acre of farmland in the Township of Norwich in 2005 was \$242 which was more than double the provincial average of \$114/acre and slightly lower than the average for Oxford County (\$268/acre).

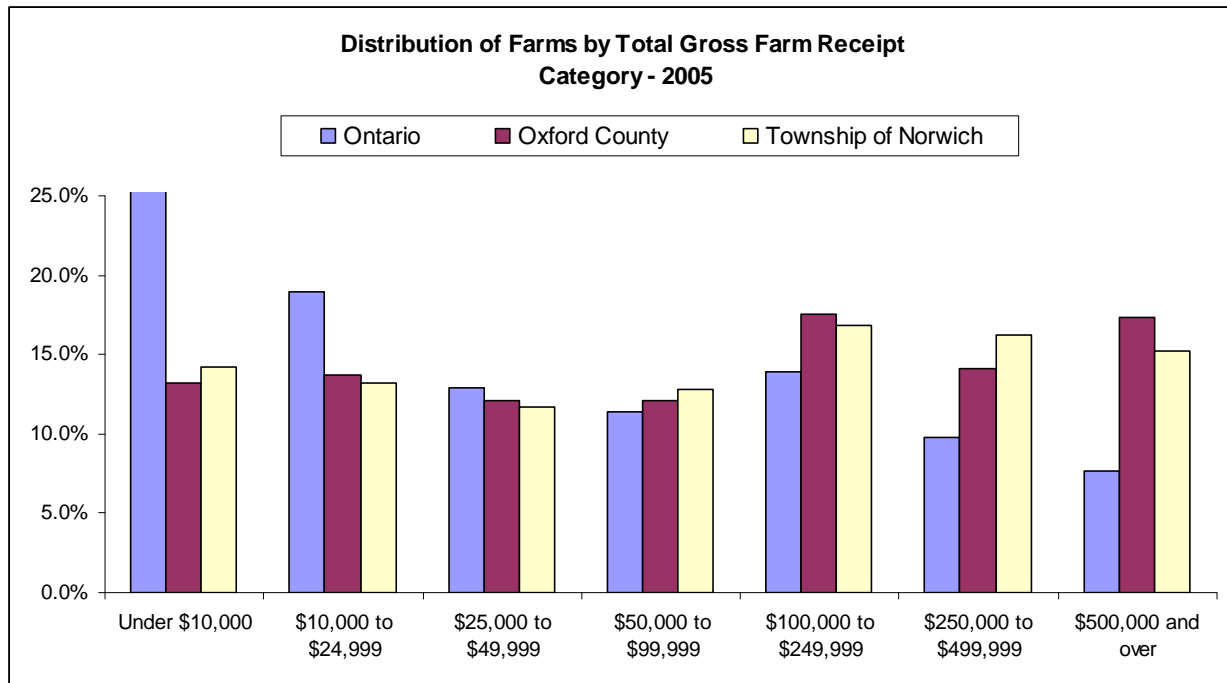
**Table 22: Total Farm Gate Receipts and Operating Expenses – 2000 and 2005**

	Total number of farms	Total gross farm receipts	Sales of forest products	Total farm business operating expenses	Net revenue per farm	Net revenue per acre of farm land
<b>2000</b>						
Ontario	59,728	\$9,115,454,790	\$20,587,058	\$7,829,246,574	\$21,879	\$97
Oxford County	2,104	\$556,129,845	\$266,552	\$471,255,831	\$40,466	\$191
Township of Norwich	536	\$117,735,471	\$108,453	\$98,155,145	\$36,733	\$203
<b>2005</b>						
Ontario	57,211	\$10,342,031,229	\$18,568,858	\$8,843,882,426	\$26,511	\$114
Oxford County	1,990	\$611,514,369	\$354,105	\$500,282,798	\$56,073	\$268
Township of Norwich	494	\$127,737,205	\$33,829	\$105,756,918	\$44,563	\$242

Source: Statistics Canada. 2001, 2006.

As shown in Figure 49, the majority of farms in the Township of Norwich (48%) generated \$100,000 or more in total gross farm receipts in 2005 which was comparable to Oxford County (49%) but considerably higher than the provincial average (31%). With respect to the lower receipt categories, about 27% of the farms in the Township of Norwich and Oxford County generated less than \$25,000 in total gross receipts in 2005 compared to almost 44% for the province.

**Figure 49**



### 3.7 Characteristics of Farm Operators

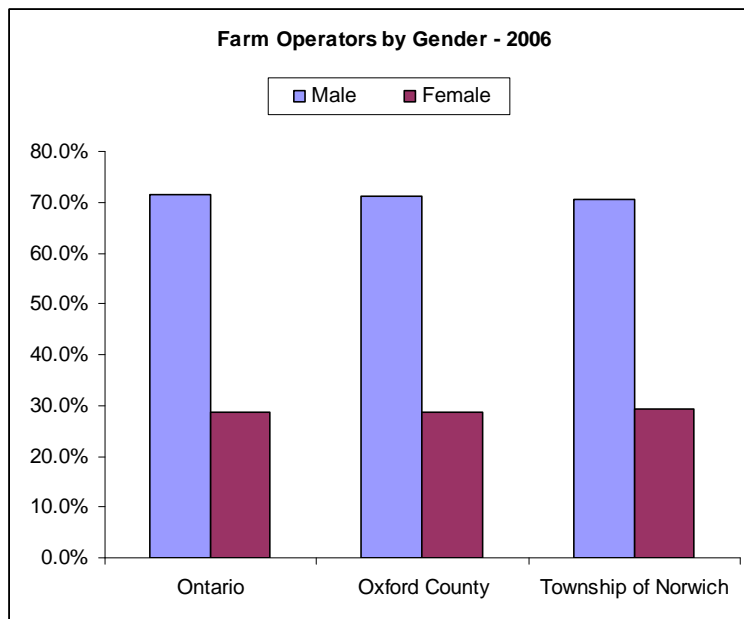
In 2005, the Township of Norwich reported a total of 750 farm operators compared to 810 operators in 2001. The average age of farm operators in the Township of Norwich in 2005 was 51 years which was comparable to the average for Oxford County and slightly younger than the provincial average of 53 years (Table 23).

**Table 23: Characteristics of Farm Operators (Gender and Age) – 2001 and 2006**

	Total number of operators	Male	Female	Age - Under 35 years	Age - 35 to 54 years	Age – 55 years and over	Average age of operators
<b>2001</b>							
Ontario	85,020	62,215	22,800	8,975	44,150	31,890	51
Oxford County	3,230	2,330	900	415	1,780	1,030	49
Township of Norwich	810	585	225	115	450	250	49
<b>2006</b>							
Ontario	82,410	58,880	23,530	7,070	40,280	35,065	52.6
Oxford County	3,060	2,180	880	310	1,605	1,140	50.9
Township of Norwich	750	530	220	85	385	290	50.9

Source: Statistics Canada. 2001, 2006.

**Figure 50**



Approximately 71% of all farm operators in the Township of Norwich in 2005 were male and 29% were female which is very comparable with the gender split for farm operators reported for the province and Oxford County as a whole.

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