



May 27, 2011

VIA EMAIL

Planning and Growth Management Committee

Attention: Committee Chairperson

Dear Sirs/Mesdames,

**Re: Improving Public Transit and Traffic Flow on Finch Avenue West
Motion MM7.4**

We are writing this letter to express our concern over the lack of clarity in the municipal plan to ensure the free flow of traffic along Finch Avenue West.

Fiera Foods Company is the leading manufacturer of Bagels and Croissants in North America, manufacturing over 2 million bagels per day and 1 million croissants per day. We have three separate manufacturing facilities located along the Highway 400 corridor, between Highway 407 and Highway 401. Our main manufacturing facility is located at 50 Marmora Street, with over 1000 employees working in our offices, and manufacturing facility, the majority of which rely on public transportation to arrive each day. Every day, over 100 trucks leave our loading docks at 50 Marmora.

We also have two smaller manufacturing facilities, one located at 220 Norelco Drive and the second at 55 Canarctic Drive. Each of these plants employs over 100 people and ships over 30 trucks of our products per day.

Over the next 3 – 5 years we hope to expand our plant at 50 Marmora, doubling our production output and increasing our labour force by 25%.

Therefore, it is of utmost importance that our workers and our transport vehicles have easy access to our manufacturing facilities. For this reason, we are writing this letter in support of Councillor Perruzza's motion, and to ensure that, in the future, travel times for our trucks and employees along the streets surrounding our production facilities are reduced.



Should the committee have any questions or concerns, I will be more than glad to answer them personally.

Yours very truly,

A handwritten signature in black ink, appearing to read 'K. David Gelbloom', is written over a horizontal line.

K. David Gelbloom
General Counsel and HR Manager