

**2021 – 2022 HURON COUNTY BUSINESS  
RETENTION & EXPANSION PROJECT**

**MANUFACTURING SURVEY  
DATA SUMMARY REPORT**



# Data Summary

The following is based on the responses from 24 manufacturing businesses in Huron County.

## Changes compared to 2 years ago:

	Not Applicable	Decreased	Stayed the same	Increased
Production Volume	-	2 (8%)	10 (42%)	12 (50%)
Prices	-	1 (4%)	2 (8%)	21 (88%)
Supplier Prices	-	-	-	24 (100%)
Profits	-	6 (26%)	9 (39%)	8 (35%)
Productivity	-	4 (17%)	10 (42%)	10 (42%)
Exports	5 (21%)	5 (21%)	8 (33%)	6 (25%)

Figure 1

## Products

Where is your primary product at in its life cycle? When did your company last introduce a new product to the market?

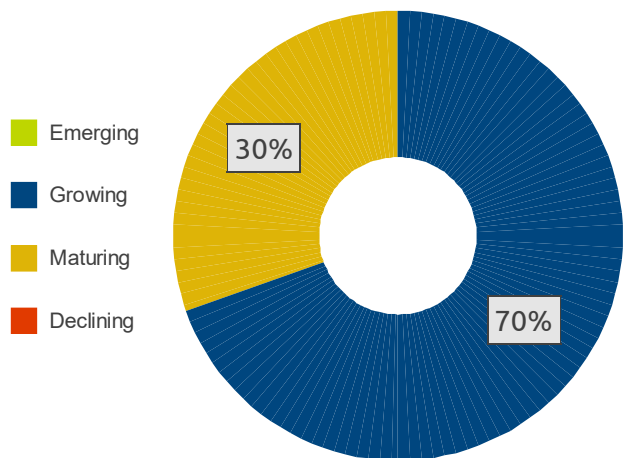


Figure 2

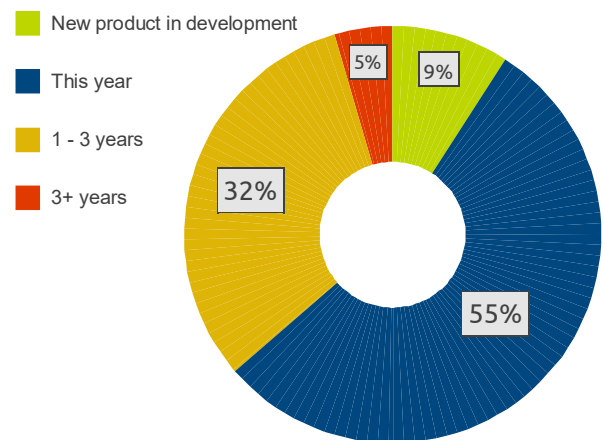
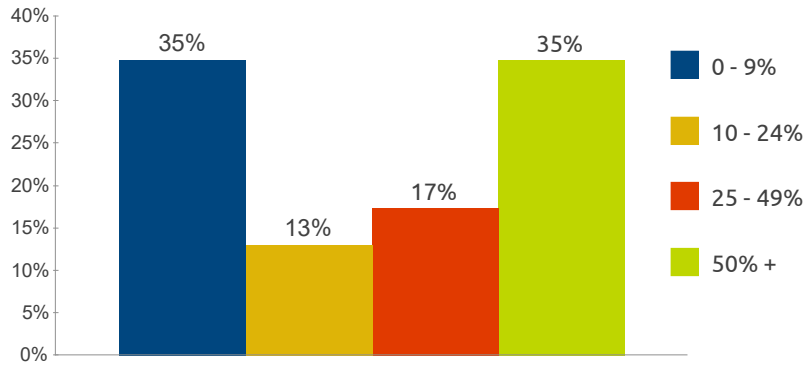


Figure 3

**What percentage of your products' components is outsourced from another manufacturer?**



**Figure 4**

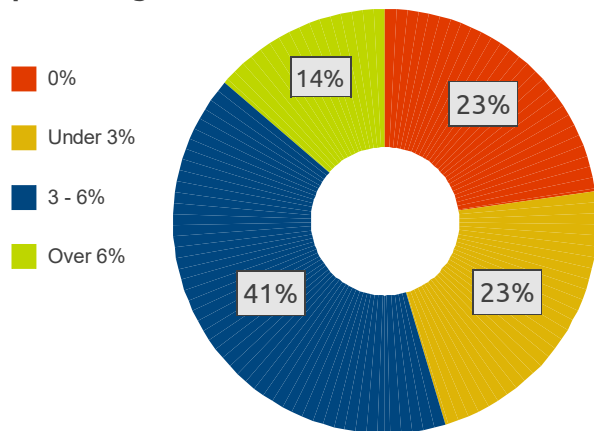
Huron County's manufacturers source a variety of both raw materials and fabricated products from outside the County.

The following new technologies are being adapted by manufacturing businesses:

- Injection medicine
- Plant nutrition
- Robotics
- Remote customer support

**Research and Development**

Research and development spending as a percentage of sales:



**Figure 5**

A majority of Huron County manufacturers (55%) spend 3% or more of their sales on research and development (R&D) (see figure 5). For comparison, Statistics Canada shows the national average of R&D expenditure over the past 7 years among manufacturers to be in the range of 3.0 to 3.5%.\*

While 77% of respondents expect their R&D spending to remain the same over the next three years, 23% expect this to increase. No respondents expect their spending to decrease.

\*"Industrial research and development, 2019 (actual), 2020 (preliminary) and 2021 (intentions)." *Statistics Canada*, 24 August 2021. Accessed at <https://www150.statcan.gc.ca/n1/en/daily-quotidien/210824/dq210824b-eng.pdf?st=FlxU9NDv>.

19 manufacturers conduct R&D at their business location in Huron County, while 2 businesses also conduct R&D at their head office (there were 5 respondents that did not specify).

When asked to breakdown their R&D budget within three provided categories, 12 responses comprised the following averages:

- New product development – 39%
- Product improvement – 27%
- Process improvement – 31%

### Challenges your business faces when bringing new products to market:

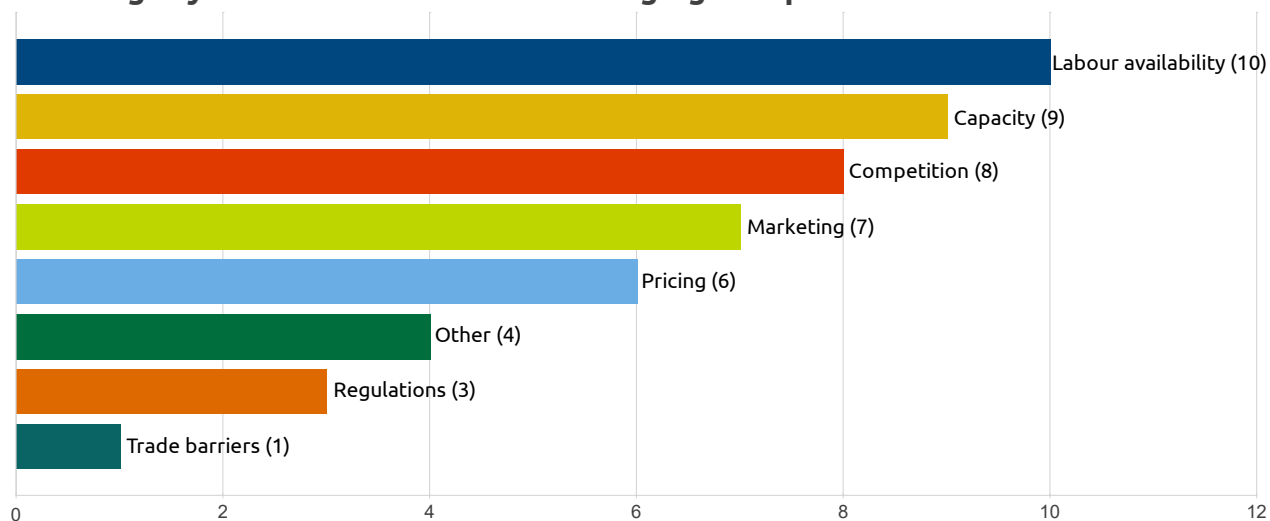


Figure 6

Respondents identified key challenges of bringing new products to market as being labour availability, capacity and competitive pressures.

Only 48% of respondents take advantage of the Scientific Research and Experimental Development federal tax credit program. As well, of those who do not take part in the program, only 33% were interested in receiving more information.

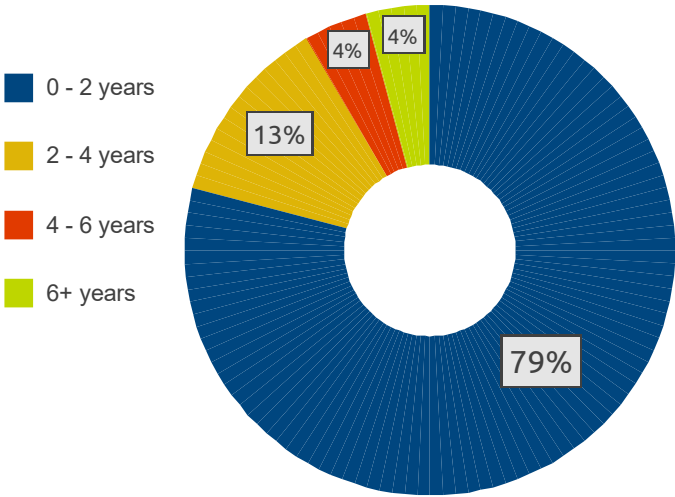
### Facilities

#### Is your business focused on implementing any of the following process improvements?

	Yes	No
Productivity improvement (i.e. lean manufacturing)	77%	23%
Six sigma & quality	42%	58%
Waste product recovery	40%	60%
Health & safety recovery	48%	52%
Admin. support toward ISO Certification	21%	79%
Vendor/supplier network for continuous product improvement	57%	43%

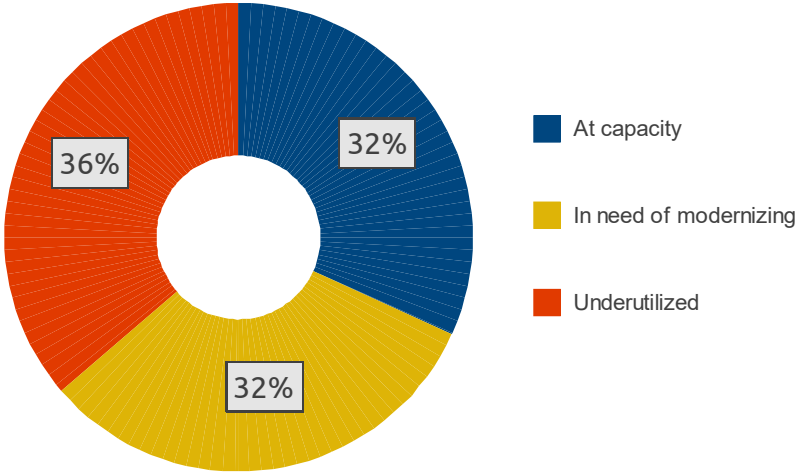
Figure 7

**Most recent major investment in equipment or machinery:**



**Figure 8**

**Is your facility or equipment:**



**Figure 9**

For those with an underutilized facility and/or equipment, 43% are interested in cooperating with another business to bring the plant/equipment to full capacity.

**Exporting**

A vast majority (79%) of respondents export, with 75% of those being multi-market exporter, the remaining identifying as single market exporters.

## Where do you currently export to?

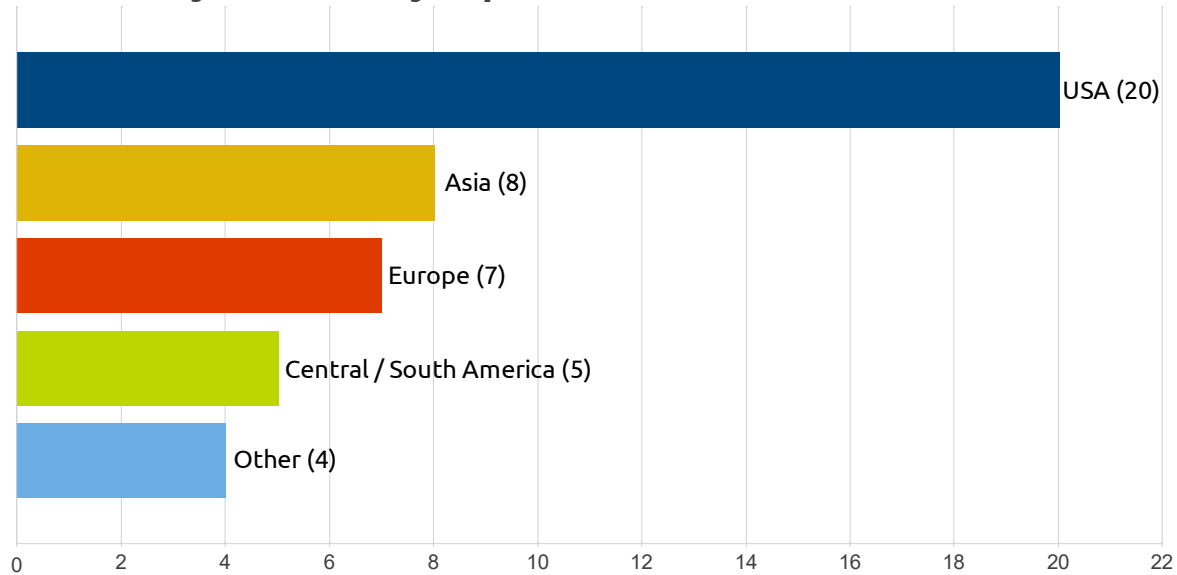


Figure 10

Other specified export markets include New Zealand, Caribbean, and the Middle East.

## Percentage of your business sales related to exports:

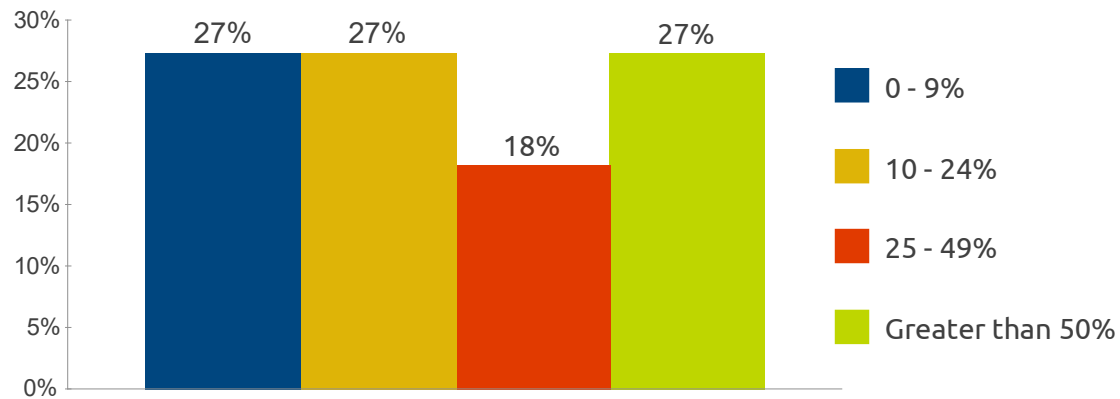


Figure 11

A number of respondents are also currently looking into prospective export markets, such as Caribbean, Japan, Sweden, Norway, Denmark and USA.

Types of information on exporting programs that were identified as being of interest include funding options, industry research, best practices research and network/event opportunities.