

Barnyard Grill Captures New Small Business of the Year Award



George Oberpreiler, Community Credit Union presents the Community Credit Union sponsored New Small Business of the Year to Tracy Higgins of Barnyard Grill at the Truro & Area Chamber of Commerce small business awards ceremony on October 21. (Rees Photo)

broader market. Higgins said because their products are their own, they take extreme care in preparing them and serving local patrons.

As a new business connecting with patrons and building a client base took time, but through the use of social media, the popularity of the business grew.

Establishing a predictable routine for the food truck with a presence at Juniper Street, Frasers Pharmacy, and Atlantic Stockyard Cattle Market has also helped grow a following. They also host pop-ups at various locations, catering for parties, festivals events, and offices. With the assistance of a graphic designer, the food truck took on a whole new look this past summer.

Even in their early growth stages, they have been giving back to the community through many community initiatives and programs such as Hub House and the local food bank.

The new business is already planning for growth, possibly adding a second truck to its fleet to expand its reach.

This award recognizes a Truro or Colchester business operating for more than one year and less than two years, gaining an expanding positive reputation. In addition, the business must have shown innovation and offer unique products or services that go the extra mile in the local marketplace.

Tracy Higgins launched Barnyard Grill in 2019, offering customers a taste of their family-owned farm products on the go. The mobile takeout is the first farm-to-plate eatery in Atlantic Canada utilizing their hobby farm, Circle of Life, introducing their naturally-fed and produced products to a

Abalone Retreat Presented Business Growth Award



Michelle Bursey, representing award sponsor BDC presents the Small Business Growth award to Andrea MacDonald, Abalone Retreat, Stewiacke at the Truro & Area Chamber of Commerce small business awards ceremony on October 21. (Rees Photo)

This award recognizes a business that has been in operation for more than two years demonstrating growth in a measurable way such as expansion, increased customers, new employees, new products, etc.

Abalone Retreat in Stewiacke opened in 2019 and is seeing tremendous growth even in its early years. The "up-scale" spa owned by Andrea MacDonald offers massage therapy, esthetics, energy healing, and medical foot care, also including Seacil's Salon, hair and tanning services.

The spa name was inspired by the iridescent colors of the

abalone shell, believed to carry healing powers. MacDonald has extensive retail management, customer service, and spa management from previous jobs and desired to bring a "high-end" city experience to the Town of Stewiacke.

Starting out on her new venture as the sole employee, MacDonald has grown the staff to a complement of nine people as she added new services. Her entrepreneurial adventure began at the top level of a two-story building on George Street, focused on massage therapy. Expansion into the lower level was realized in June 2020, after COVID-19

prompted shutdowns and caused renovation delays.

Along with spa services, they sell hair products, abalone shell jewelry, foot, and nail care products, and a line of locally made bath and body products, including exclusive Abalone Retreat brands. The spa and salon are beautifully decorated with a beach theme, including a six-foot-tall seahorse sculpture, waterfall of shells, and sunset murals, offering a positive and relaxing atmosphere.

MacDonald is already planning for more growth to expand her footprint in the Town of Stewiacke and the number of employees. New items such as wedding and bridal packages will be added along with photography and music services.

The Town of Truro acknowledges
SMALL BUSINESS WEEK
and the importance of small business in our community

The Town also congratulates all the 2021
Chamber of Commerce award winners

As a community of over 12,000 residents Truro is a vibrant growing town located in central Nova Scotia. Given the Town's location and the historical importance of the railroad Truro is known as the "Hub of Nova Scotia" and where people "make the connection".

Downtown Late Night Shopping Event
Friday November 26 until 10 pm.

Downtown Truro Santa Claus Parade
The 2021 Truro parade will be held November 28, 2021 from 4:00-5:30 pm.

Photos with Santa
Victoria Square various dates and times from November 27 to December 15th, book at downtowntruro.ca

Holiday Horse and Wagon Rides
Truro Farmer's Market Friday nights November 26 to December 17th 6-8 pm. Advance booking required at downtowntruro.ca

Civic Square
With the return of cold winter weather the Caldwell Roach Kings Mutual Insurance outdoor ice surface will open providing skating for people of all ages.

The Town of Truro is located on the Halifax to Moncton growth corridor and offers many advantages for business development, attractive amenities, recreational options and activities that create an outstanding community for people to live, work and play.



Moore's Service Centre Presented Small Business Achievement Award



Alison Butcher, Grant Thornton, presents the Grant Thornton sponsored Small Business Achievement Award to Kyle Moore of Moore's Service Center at the Truro & Area Chamber of Commerce small business awards ceremony on October 21. (Rees Photo)

This award is given to a local entrepreneur who has been in business for more than 10 years, who is continually modifying to adapt to changing technologies.

Since 1950, Moore's Service Center LTD has operated in Truro, providing excellent customer service. Currently, four employees are working at the downtown Truro location.

First opened by Yuille Moore, then operated by son Ron, the business is currently owned by Jerry Moore, with his son Kyle taking an active role in the service shop. All four generations have been

certified automotive technicians and have witnessed the evolution of automobiles.

The shop has been located at 9 Willow Street since 1998, a move that enabled them to grow. Automotive technology evolves quickly, and so does the need for tools to keep up with the changes. As a result, they added new equipment such as diagnostic scanners and a wheel alignment machine.

Since the early years, one thing that has not changed is the family-owned business' focus on keeping customer service as the No. 1 top prior-

ity every day. Along with that, especially during COVID-19, has also been ensuring the safety of customers and employees by increasing the amount of cleaning and closely following public health protocols.

After 70 years in business in Truro, they pride themselves on being on a first-name basis with their customers. They have also generously supported many local not-for-profits, the local food bank, sports teams, high school teams, and they are a long-time supporter of the Colchester Legion.

Growing your business beyond Nova Scotia? David can help.

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Whether you are new to exporting or looking to grow your export business, NSBI can help.
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