

OVERVIEW

Provide a high level update of Agriculture and Agri-Food Strategy actions for 2020

- Update on activities that have taken place
- Get your input and feedback on upcoming actions

STRATEGY UPDATE: 2020 ACTIONS

STRATEGIC GOAL #1: COMMUNICATION & COLLABORATION

AGRI-FOOD SPOTLIGHT SERIES

Rose Family Farm



Trewor Rose is a sixth-generation grower based in York Region. His family farm started in 1840 with livestock and mixed farming, though they began specializing in potatoes in 2003. Today, he owns the business with his wife Anna and his mother Norma, and together they grow on over 400 acres and sell primarily to the food service industry via wholesale distributors.

Like many other farm families, Trevor decided to start his own venture when he was a teenager. He sold sweet corn and potatoes from his one-acre lot to passers-by on Highway 48. But seeing this opportunity grow with more and more urban development from nearby Newmarket, the family decided to construct a farm shop on-site that now sells a wide range of products from spring to fall. His wife Anna sells preserves and desserts such as pies, butter tarts and pavlovas. To diversify, they also offer Lead Better Meats from a producer based in Orillia. Shop staples include their potatoes, as well as home grown strawberries early in the summer season, and pumpkins in the fall.

Unlike many other family farms that only grow and have a farm shop on site, the Rose Family has extended their offering to care a special opportunity for urban families to come to the country. Increasing revenue from different sources

is what set this farm apart.

They have a popular chip shop that makes hand cut fries and poutine using their own potatoes. When open, regulars will come from far and wide to enjoy these delicious treats. Since opening in 1997, the clientele has expanded to include cottagers as well as hungry consumers from Stouffville, Mount Albert and Uxbridge.

Having the customers on site, Anna and Trevor realized that they could expand what was on offer beyond food. They now offer a fun pick-your-own experience during strawberry and pumpkin seasons and in 2017 they built a massive children's playbarn that would rival any birthday party venue in town.

Consumer marketing was improved in 2019 with the development of a new logo, website and social media presence. As a result, even more families in the surrounding areas are now aware of the activities available on-site and attendance increased significantly.

Their 5,000 square foot venue has slides, dimbers and a toddler area, and is in high demand for birthday parties when it is open from May to October. Trevor admits, "We decided to try it because there was nothing else like that in our area. We didn't really know if it would work, but it's seemed to grow from there".

Today, families come for the day to shop, play and experience some time out of the city and in the country

Learn more about Rose Family Farm online at RoseFamilyFarm.ca or visit during open hours May-October at 17569 Center St., Mount Albert, Ontario. LOG 1MO.

York Region's Agriculture and Agri-Food Strategy

York Region is committed to supporting our vibrant and thriving agriculture and agri-food sector. This work is being guided by the Agriculture and Agri-Food Sector Strategy – an action plan that was endorsed by York Regional Council in 2017.

With five strategic goal areas accompanied by 45 recommended actions, the strategy is an ambitious framework designed to achieve results and demonstrates York Region's commitment to the sector.

To learn more about York Region's agriculture and agri-food sector, visit york,ca/agrifood



ROSE FAMILY FARM





LOCAL FOOD EDUCATION CAMPAIGN

Local food promotion

- 2020 York Farm Fresh Guide Map
- Social media promotion
 - Map
 - Timed around seasonal availability





2019 HIGHLIGHTS

3,000+ stakeholders engaged

125,000+
social media impressions

50+ workshops, events or meetings held



supported food accelerator pilot at YSpace 2,300+

social media engagements (likes, comments, shares)



York Farm Fresh distributed 60,000+ guide maps

york.ca/agrifood



ENVIRONMENTAL FARM PLAN WORKSHOP



Environmental Farm Plan
Workshop led by the Ontario
Soil and Crop Improvement
Association

- East Gwillimbury and Newmarket on Jan 7, Jan 14, 2020
- 10 farmers participated
- Pre-requisite for Canadian Agricultural Partnership (CAP) funding
- Deadline is January 29, 2020

GOLDEN HORSESHOE FOOD AND FARMING ALLIANCE

Strengthen Communication and Collaboration with York Region, Local Municipalities and the Agri-Food Sector

- Continue to support /collaborate with Golden Horseshoe Food and Farming Alliance
 - Agri-food asset mapping completed on Connect ON Database (December 2019)
 - Attended Working Group Strategic Planning Session -January 17, 2020

ACTIONS:

- Follow-on interviews: Would Committee Members be interested?
- Joint Pilot Project, March 2021 Local food literacy in schools with development of Practitioners Toolkit for agri-food awareness



AGRI-FOOD EVENT PARTNERSHIPS

Strengthen Communication and Collaboration with York Region, Local Municipalities and the Agri-Food Sector

 Vaughan Business Expo: York Region Food Movers, Makers and Shakers Zone – Feb 11, 2020

ACTION:

- Share information to food & beverage manufacturers in the network
- Interested in attending?



AGRI-FOOD EVENT PARTNERSHIPS

Strengthen Communication and Collaboration with York Region, Local Municipalities and the Agri-Food Sector

- Festivals and Events Ontario 2020
 INNOVATE Conference
 - February 25 27, 2020 Richmond Hill
 - Trade show booth: Marketplace York
 Farm Fresh to co-exhibit with York
 Region

ACTIONS:

Interested in attending – preconference culinary tourism full day – Incorporate a Local Taste of Place and Keep it Zero Waste: Feb 25 from 9 am to 5 pm



STRATEGIC GOAL #2: INTEGRATED LAND USE PLANNING

MCR FARM TOUR

Support the agri-food sector through integrated land use planning and economic development

- Farm Tour for Municipal Comprehensive Review (MCR)
 - Partnership with Agriculture and Agri-Food Advisory Committee
 - AAAC work with York Region Staff in planning and delivery
 - Public engagement component for the MCR
 - Timing suggested in last meeting: July/August

INPUT:

- 1. Does this **timing work?**
- 2. Suggestions on **Farm Partner** to host the tour

STRATEGIC GOAL #3:
VALUE ADDED PROCESSING & CAPACITY
BUILDING

BUSINESS FORUM — DECEMBER 9, 2019

MAKING BUSINESS SENSE OF REDUCING YOUR ENVIRONMENTAL FOOTPRINT:

BUSINESS FORUM FOR FOOD & BEVERAGE PROCESSORS



Thank you again for running such an informative and engaging event. The opportunity to learn from experts in the field was an incredible way to help me understand what direction we could move our business in to not only save money but become leaders and example for the others.

Clara Peel, One Chocolate Corp. Aurora

YORK REGION FOOD & BEVERAGE ACCELERATOR PROGRAM

Support increased capacity for value-added agri-food processing and support services

First York Region Food & Beverage Accelerator Program

- Canadian Agricultural Partnership (CAP) Funding
- Delivery partner Y Space, York University
- Joint press release; team meeting Feb 13, 2020



Product is in the market through 10+ points of sale.



Full-time founder(s) must commit 5-months to the program.



Venture has been active for more than a year with a minimum monthly recurring revenue of \$1500-\$3000.



Venture is focused on sales growth and scaling to achieve high impact.



Team is driven, coachable, and collaborative.

CAPACITY BUILDING AND KNOWLEDGE BUILDING

Support increased capacity for value-added agri-food processing and support services

OMAFRA led On-farm Diversification Workshop:

- March 6, 2020 in York Region
- Target: Planners and Economic Developers
- York and Durham collaboration with OMAFRA

Rural Economic Development (RED) Funding

- January 20 to February 24, 2020
- Economic Diversification and Competitiveness 50% of cost share
- Strategic Economic Infrastructure 30% cost share for capital projects

STRATEGIC GOAL #4: LOCAL FOOD EDUCATION & PROMOTION

LOCAL FOOD PARTNERSHIP

Leverage location within the GTA and proximity to customers through direct farm marketing and meet demand for local food production

- Continued partnership with York Farm Fresh
 - Annual York Farm Fresh Guide Map
 - Directional signage program for new members
 - Explore Agricultural Local Food Tour
 - *NEW Good Food Promotion of key messaging through outreach and YFF Maps
 - Explore leveraging funding from York Region

LOCAL FOOD PARTNERSHIP

Leverage location within the GTA and proximity to customers through direct farm marketing and meet demand for local food production

- Buyer-Seller Forum and Exhibit/Showcase
 - Part 1 Producer / early stage entrepreneurs readiness workshop with support from OMAFRA & private sector – late Fall 2020
 - Part 2 Exhibit/Showcase to connect buyers and local food producers
 (B2B value chain connections) January 2021
 - *NEW: Explore one-day Farmers Market in July 2020

INPUT:

- Workshop in the Fall 2020 and Exhibit/Showcase to be in January 2021
- Farmers Market (with food vendors) in July at the Admin Centre \$50 to \$75 table

STRATEGIC GOAL #5: BUSINESS RETENTION AND EXPANSION

LOCAL FOOD BR&E

Provide support for business retention and expansion of primary agricultural production within York Region

- Setting the Stage for BR&E Study in York Region
 - Workshop to determine readiness for Agriculture and Agri-Food Business Retention and Expansion Study (Supported by OMAFRA) – December 17, 2019
 - Discussions eluted to group not being ready for a formal BR&E exercise specific to Agriculture and Agri-Food
 - Embed in existing corporate calling/visitation programs through 2020
 - Local municipalities are exploring a comprehensive BR&E (N6)
 - Strong interest in making local B2B connections to strengthen the local food value chain

ADVISORY COMMITTEE ACTIVITY

*New: Project, education/learning activity being led by Agriculture and Agri-food Advisory Committee?

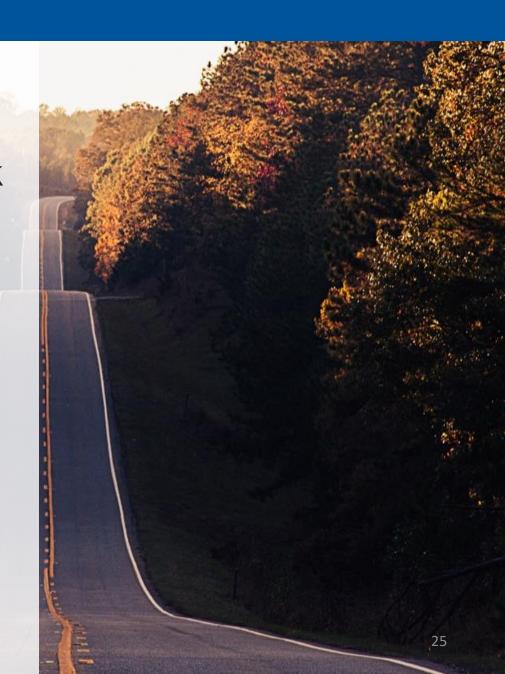
- Option: Tour early stage incubators/accelerators that assist with agrifood product development
 - District Venture Kitchen, YSpace Markham
 - Canadian Food and Wine Institute (Aurora), Clearwater Farm (Georgina)
- Option: Tour Agri-Food Businesses
 - Farm, Food Processor, Ontario Food Terminal, Retailer
 - Ontario Agri-Food Venture Centre
- INPUT: Timing and tour spots

OTHER BUSINESS

- Advisory Committee member meeting with York Region Environmental (Forestry) and Transportation Services on February 13, 2020
 - Regarding Invasive Species
- Ontario Environmental Registry of Ontario (EBR) (ero.ontario.ca/notice/019-1187)
 - Drainage Act OMAFRA proposing changes to reduce burden, streamline approvals, address stakeholder concerns while maintaining environmental standards

NEXT STEPS

- Finalized 2020 Work
 plan based on feedback
 from meetings
- Execution of ongoing and new actions/project initiatives



QUESTIONS

Planning and Economic Development

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