

# AGRICULTURE AND AGRI-FOOD STRATEGY

STAFF UPDATE  
AGRICULTURE AND AGRI-FOOD ADVISORY COMMITTEE

## York Region Planning and Economic Development

- Meena Hassanali, Agriculture and Agri-Food Business Specialist
- Chhavi Narula, Planner
- Tony Corkovic, Marketing & Communications Specialist

**May 26, 2021**



# OVERVIEW

- **Provide an update of Agriculture and Agri-Food Strategy actions for 2021**
  - Update on activities since last meeting
  - Provide an overview on upcoming actions
  - Get your input and feedback



[yorklink.ca/agrifood](http://yorklink.ca/agrifood)

# STRATEGY UPDATE

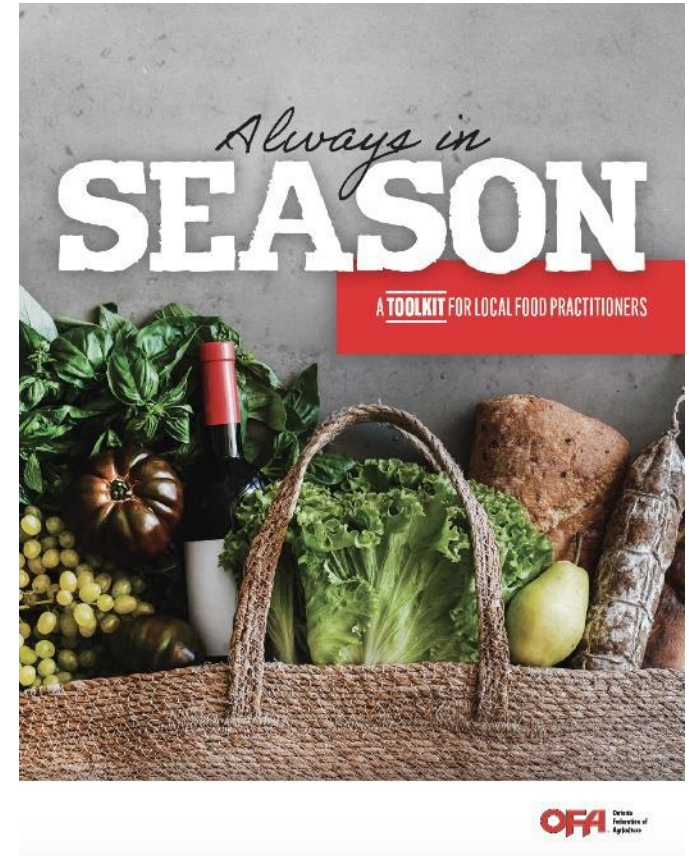
# YORK REGION PRODUCERS' CONTACT LIST - UPDATE

- **York Region Producers' Contact List Update**
  - Update from existing Producers' List
- Update contact information to share agri-food program related information
- York Region Federation of Agriculture support
  - Microsoft Form is still open ([yorklink.ca/agrifood](http://yorklink.ca/agrifood))
  - **Action:** Assist with leveraging your networks
- Census of Agriculture – now open!



# ALWAYS IN SEASON PILOT IN YORK REGION

- **Video to showcase York Region's Agriculture sector**
  - Carrot production in Holland Marsh
    - Timing: August 2021
  - Video will feature:
    - Hol-Mar Farms, Tim Horlings
    - 60 Aileen, Amanda Eek
    - Holland Acres, Doug Van Luyk
    - Gwillimdale Farms, Alexa Hambly
    - Round the Bend, Sue Feddema
    - Chef from Soup Festival



# YORK REGION AGRI-FOOD COVID-19 SUB-GROUP

- **Vaccine Rollout – Phase 2**
  - Agriculture, farm and food processing workers
  - Agri-food industry collaboration with York Region Public Health



*Holland Marsh Growers in collaboration with York Region Public Health Unit*

# AGRI-FOOD FORUM 2021

- **Planning for Municipal Agriculture Economic Development & Planning Forum 2021**
  - York Region as host for 2021
    - Virtual Event – **Preliminary dates: November 3-4 (two half days)**
  - Planning Committee Meeting - May 7, 2021
    - OMAFRA, York Region, King Township, Town of Georgina, Vaughan, Niagara Region, Ontario Federation of Agriculture, Durham Region and Brant County
  - Forum theme suggestions:
    - Innovation for resilient Agri-food economy; Enabling an innovative resilient agri-food sector; Essential and innovative: Agriculture in our community
    - Explore international/national keynote speakers

# AGRI-FOOD FORUM 2021 – PANEL SUGGESTIONS

| Economic Development and Planning   | Economic Development and Planning  |
|---|--|
| Incubators to Accelerators: Helping Agriculture /Food Ventures in your municipality                                   | GHFFA led panel – On-farm Diversification in Greater Golden Horseshoe                                    |
| Local Community Improvement Plans (CIP) with agricultural focus – local examples from King and Whitchurch-Stouffville | Near urban agriculture (interface) / Edge Planning   |
| Climate change impacts and solutions for the agri-food sector   | Urban agriculture / vertical farming – panel with business case study/planning information               |
| Building ag-tech and food innovation: opportunity to address challenges   | Meat Processing – supporting new or expanding the sector   |
| Partnering with Public Health for better outcomes for the sector  | Advancing Agriculture and Agri-Food Advisory Committees, engaging value chain stakeholders               |
| Storytelling and building public trust along the value chain  | Financing entrepreneurship and innovation in agriculture and food  |
| Using data to empower community investments and decision making   | Taking an agriculture systems approach /MCR solutions (opportunity to bring agri-food network / support) |

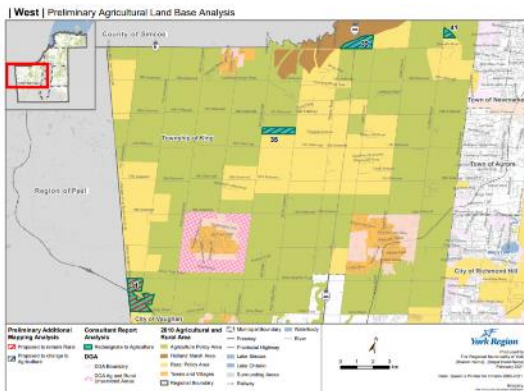
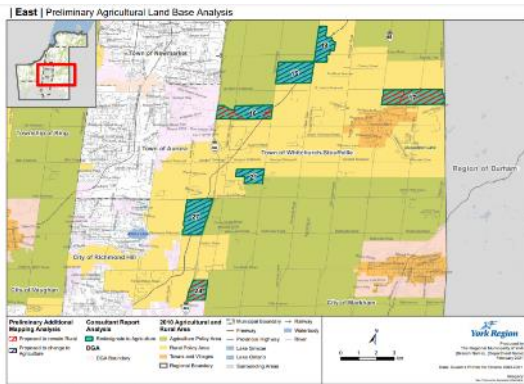
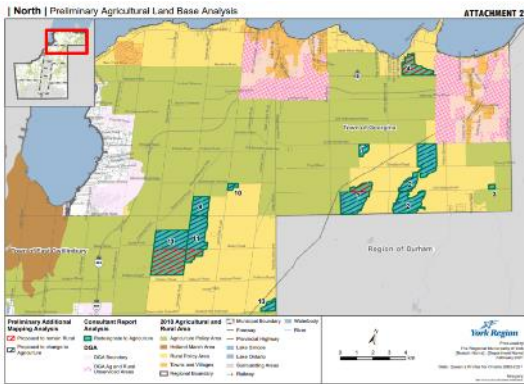
**ACTION:** Provide input on overall theme/panel themes

# AGRI-FOOD COMMUNICATIONS

- York Region Video:  
Highlight and overview of  
York Region's agriculture  
and agri-food sector
- Local food week
- Upcoming Newsletter
- Business support and  
other COVID-19  
resources



# REGIONAL OFFICIAL PLAN PROGRESSION



- **Outcome of March Policy Directions Report**
  - New and existing non-agricultural uses policies
  - Non-food related agricultural crops
    - Preliminary agricultural mapping results
- **June Policy Directions Report**
- **Next Steps**
  - Continuation of refinement of policies and mapping
  - Consultation will continue with statutory public meeting planned for fall of 2021

# YORK REGION FOOD & BEVERAGE ACCELERATOR PROGRAM

- **Cohort #2 – Launch Day, May 4, 2021**
  - 12 participating companies
  - Food & Beverage [Resource Portal](#)



<https://www.yorklink.ca/meet-the-2021-york-region-food-accelerator-cohort-2/>

# LOCAL FOOD PARTNERSHIP — YORK FARM FRESH

- **York Farm Fresh Multilingual APP is now live!**
  - Translation into 7 languages: French, Chinese (simplified) and Chinese (traditional), Farsi, Urdu, Russian and Tamil
  - 2021 York Farm Fresh Guide Map also available

**EXPERIENCE THE FRESHNESS  
YORK REGION HAS TO OFFER**

Свежий 新鮮的  
பது மலர்ச்சி வாய்ந்த  
FRAÎCHE  
新鮮的 تازه

**DOWNLOAD THE FREE  
YFF MULTILINGUAL APP**



APPLE iOS



Android  
Google



York Region CENTRAL COUNTRIES TRADING

# OTHER ITEMS

- **Rouge National Urban Park and TRCA**
  - Meeting with Rouge National Urban Park and Toronto and Region Conservation Authority (May 5, 2021)
  - Exploring synergies on agri-tourism, education/outreach, engage with Advisory Committee
- **Food & Beverage Manufacturing Roundtable**
  - Moderated panel discussion with industry leaders
  - Hosted by Town of Aurora, June 9, 2021 (11 a.m.)
- **Agriculture and Agri-Food Strategy Update for 2020**
  - Council Report – Committee of the Whole on June 10, 2021
  - Draft is being reviewed internally
  - A link to the report will be sent to the Advisory Committee members

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# FARM 911 — THE EMILY PROJECT

## REPORT BACK

# ADVISORY COMMITTEE — FARM 911 THE EMILY PROJECT

- **Farm 911 – The Emily Project**
  - Brought forward by Kim Empringham (on behalf of YRFA)
  - Farm accidents can occur in remote locations
  - Many vacant rural and farm properties lack civic address signage
  - Project in response to an on-farm accident involving a child
  - Partnership with local Federation of Agriculture
- **Action from Dec 2, 2020:** Referred to staff for further investigation and report back at future meeting.

# FARM 911 THE EMILY PROJECT – UPDATE

- **Conducting research and information gathering**

| ORGANIZATION                                   | DEPARTMENT  | MEETING DATE      |
|--|---|-------------------|
| Durham Region                                  | Economic Development  | December 10, 2020 |
| King Township                                  | Fire & Emergency Services   | January 8, 2021   |
| Town of East Gwillimbury                       | Fire & Emergency Services   | January 19, 2021  |
| Town of Georgina                               | Fire & Emergency Services   | January 20, 2021  |
| York Region                                    | Transportation Services   | February 24, 2021 |
| York Region                                    | Community Health Services (CHS) Paramedics and Senior Services    | March 4, 2021     |
| Local Municipality Fire and Emergency Services | Local municipalities  | March 15, 2021    |
| Farm 911 *New                                  | Representatives from Ontario Federation of Agriculture            | April 1, 2021     |
| NG 9-1-1 *New                                  | Steering Committee and Deputy Chief/Manager of Paramedic Services | April 12, 2021    |
| York Region Police *New                        | 911 Communications Manager  | April 23, 2021    |
| NG 9-1-1 Readiness Assessment *New             | York Region DAVS, local municipalities                            | May 3, 2021       |

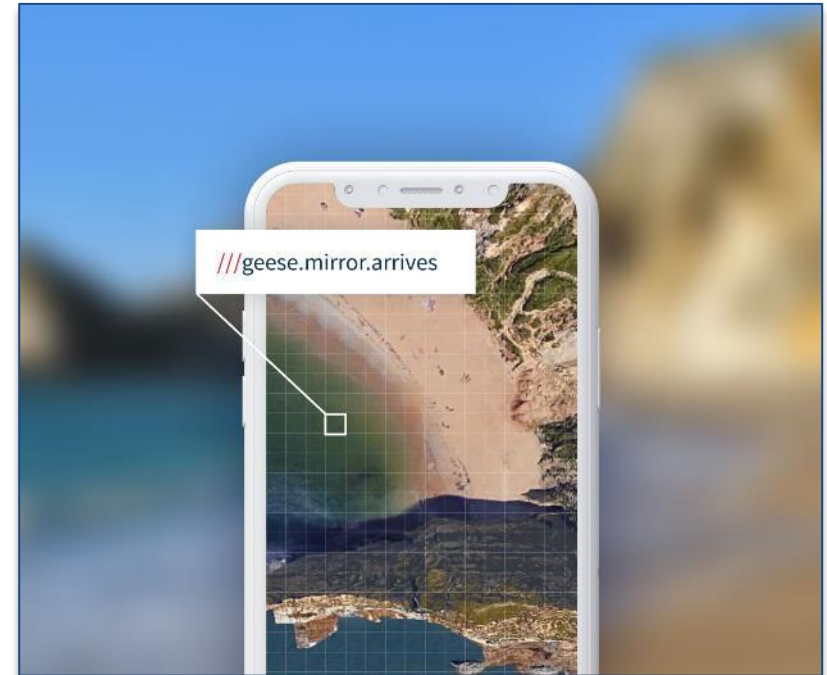
# MEETING SUMMARY — FARM 911 EMILY PROJECT

- **Farm 911 Emily Project**
  - Met with Farm 911 representatives Resi Walt and Leah Emms
  - Representatives of local branches of Ontario Federation of Agriculture
  - Benefits of physical signs that are permanent and visual locators
  - Examples: Eastern Ontario: Northumberland, North Glengarry etc.



# MEETING SUMMARY — FARM 911 EMILY PROJECT

- **York Region Police: 9-1-1 Communications**
  - Limitations in current system
  - NG 9-1-1 will resolve barriers
  - Explore What3words App ([what3words.com](http://what3words.com))
- **Need a combination of human intervention, signage/landmarks and technology improvement**
  - Human intervention is key
  - Signage would be helpful - especially if technology fails



What3words.com

*The APP does not require data/Wi-Fi for use (but only at the time of downloading from APP Store)*

# MEETING SUMMARY — WHAT IS NEXT GENERATION 9-1-1?

- **Next Generation 9-1-1 (NG9-1-1) – Modernizing 9-1-1 networks**
  - Create faster, resilient system, allowing voice, data, videos and text messages from public to 9-1-1
  - Mandated for transition by Canadian Radio-television and Telecommunications Commission (CRTC) by March 2024

|                           | <b>TODAY</b>       | <b>FUTURE</b>  |
|---------------------------|--------------------|--|
|                           | <b>E9-1-1</b>      | <b>NG9-1-1</b>   |
| <b>Network</b>            | Analog             | Digital (Internet Protocol)  |
| <b>Technology</b>         | Land Line & Mobile | Real time text (RTT), Smart Devices, Internet of things (IoT) etc. |
| <b>Caller Location</b>    | Civic Address      | X/Y and Z Coordinates (Longitude and Latitude)                     |
| <b>9-1-1 Call Routing</b> | Look up Tables     | Real Time GIS  |

# NEXT STEPS

- NG 9-1-1 presentation to the Advisory Committee; opportunity for consultation with farming community
- Gather input and feedback
- Continue execution of on-going and new actions for 2021



# QUESTIONS / INPUT AND FEEDBACK

## **Planning and Economic Development**

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# RESEARCH FINDINGS — FARM 911 EMILY PROJECT

- **Researched Durham, Peel, Halton, Niagara and York Regions**
  - Only Durham Region has adopted the Farm 911/ The Emily Project at Regional level (February 26, 2020) – led by Finance Department
  - Implementation is championed at local municipal level
- **In most cases, a local municipality led initiative**
  - Examples: Town of Caledon
  - Town of Pelham, Town of Wainfleet, and Town of Grimsby
- **Partnership with local Federation of Agriculture (OFA)**
- **Multi-disciplinary staff involvement**
  - Planning, Geographic Information System (GIS), Emergency Response, Public Works and Finance etc.

# RESEARCH FINDINGS — FARM 911 EMILY PROJECT

- **One local municipality has adopted the Farm 911 Emily Project**
  - Town of Georgina (May 6, 2020; By-Law Number 2020 – 0028). Uptake has been slow.
  - Township of King is exploring the initiative
- **Most local municipalities have the Green (911) Signage Program (or municipal civic signage) for occupied properties**
  - Township of King
  - Town of East Gwillimbury
  - Town of Whitchurch-Stouffville
  - City of Markham
  - City of Vaughan
- **Interest in technology driven solutions**
  - Next Generation 911 with GIS Overlay
  - What3words App ([what3words.com](https://what3words.com))