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, Senior Planner
- Tony Corkovic, Marketing & Communications Specialist

September 29, 2021

York Region

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

STRATEGY IMPLEMENTATION IS ON TRACK

- **40 out of 45 actions have either been planned, underway, or completed**

Year	Completed and On-going	Underway	Planned	New/Not Initiated	Total Action Items
2017-2018	-	14	7	24	**45**
2019	9	27	4	5	**45**
2020	29	8	3	5	**45**

STRATEGY UPDATE: 2021 ACTIONS

STRATEGIC GOAL #1:
COMMUNICATION & COLLABORATION

ALWAYS IN SEASON PILOT IN YORK REGION

- **Video to profile carrot production in York Region – Holland Marsh**
  - Video shooting and first draft completed (September 10, 2021)
  - Video features:
    - Hol-Mar Farms,Tim Horlings
    - 60 Aileen, Amanda Eek & Matt Reesor
    - Holland Acres, Doug Van Luyk
    - Gwillimdale Farms, Alexa Hambly
    - Springh Farms, Shane Singh
    - Andy Muto, Health & Wellness Chef

GOLDEN HORSESHOE FOOD AND FARMING ALLIANCE

- **Continue to collaborate with Golden Horseshoe Food and Farming Alliance (GHFFA)**
  - Sharing of best practices in economic development and planning
  - Release of 2020 Annual Report
  - **Position Paper** – Event Barns
  - Input from Advisory Committee (January 2021)

https://foodandfarming.ca/

YORK REGION PRODUCERS' CONTACT LIST

- **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
- Survey response has been low (44 entries)

2021 AGRI-FOOD FORUM

https://www.yorklink.ca/2021-agri-food-forum/

2021 AGRI-FOOD FORUM – KEYNOTE SPEAKERS

https://www.yorklink.ca/2021-agri-food-forum/

AGRI-FOOD FORUM 2021 AGENDA

DAY 1	DAY 2
Keynote: Facing our Futures	**Keynote:** King Cole Ducks an Agri-Food Success Story
Panel: How to Accelerate and Incubate Agri-Food Businesses in Your Community	**Our Food Future:** Creating a Regional Circular Economy in Guelph-Wellington
Spotlight: York Region Agri-Food Businesses	**Spotlight on Agri-Tech:** The Rise of Urban Farming
Panel: The Agriculture Systems Approach in Action	**Panel:** Innovation & Resilience of the Agri-Food Sector in Response to COVID-19
On-Farm Diversification: Event Barns in the Golden Horseshoe	**Keynote:** Building Bridges to Public Trust in Food and Farming

https://www.yorklink.ca/2021-agri-food-forum/

YORK REGION AGRICULTURE & AGRI-FOOD VIDEO

- York Region Video
- Highlight and overview of York Region's agriculture and agri-food sector
- Key messages from Chair Councillor Avia Eek
- Other promotions for event

AGRICULTURE AND AGRI-FOOD NEWSLETTER

- **Goal** is to provide our audience with stories, news and events
- **Average open rate** of 49%
- 260+ subscribers
- Next edition to be released in October

YORK LINK

WHERE TALENT AND OPPORTUNITY INTERSECT

YORK REGION

AGRICULTURE AND AGRI-FOOD UPDATE

SEPTEMBER 2021

This special edition of the York Region Agriculture and Agri-Food Update newsletter features the upcoming 2021 Agri-Food Forum.

AGRICULTURE AND AGRI-FOOD UPDATE

80+
events, webinars and meetings held

350,000+
social media impressions

2.3%
average engagement rate

4,500+
stakeholders engaged

7,300+
social media engagements (likes, comments, shares)

2,500+
visits to york.ca agriculture/agri-food

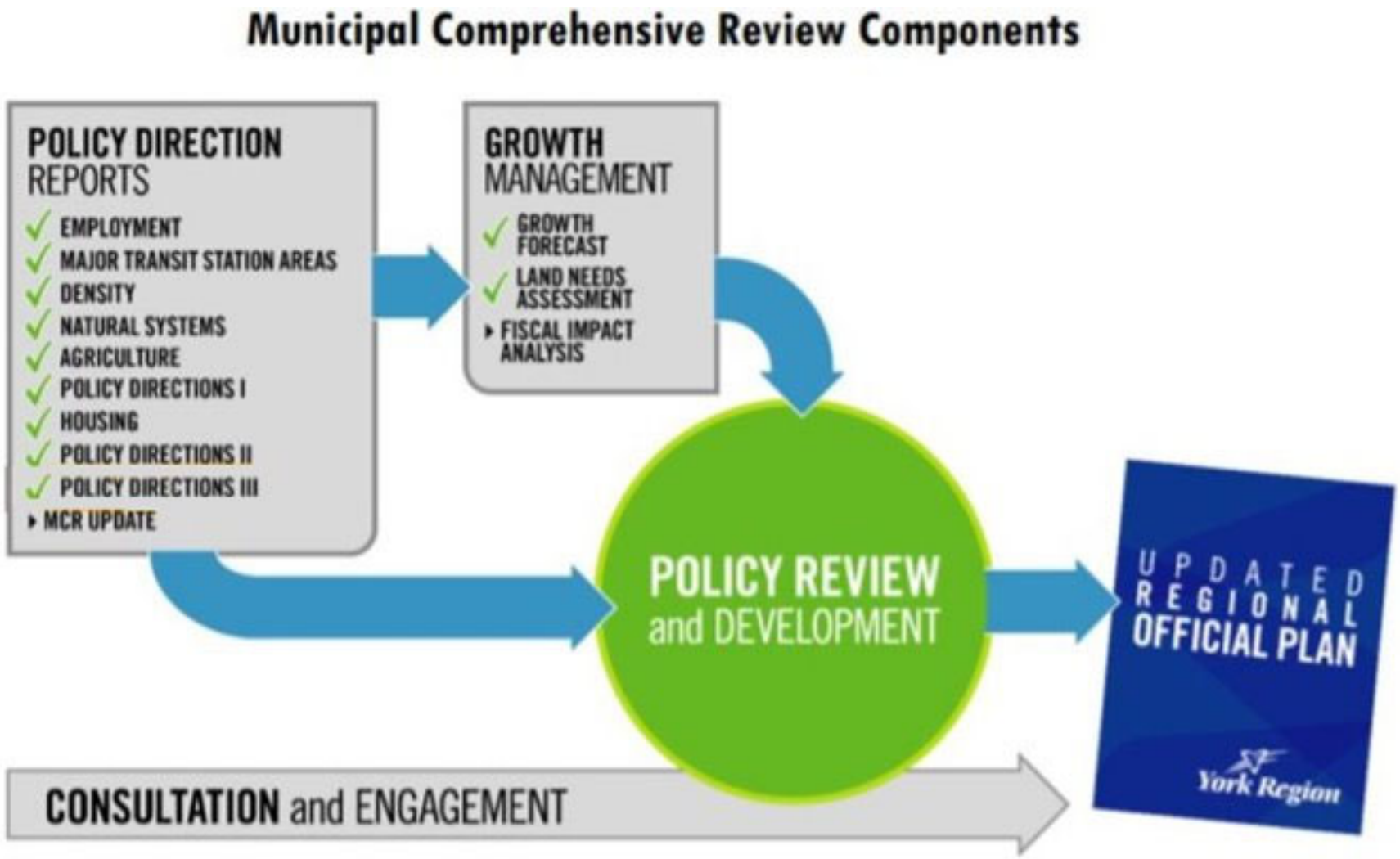
York Farm Fresh distributed 60,000+ guide maps

launched first Food & Beverage Accelerator Program with York University

50+
partners engaged and collaborated

STRATEGIC GOAL #2:
INTEGRATED LAND USE PLANNING

REGIONAL OFFICIAL PLAN UPDATE



Forecast and Land Needs Assessment

March 2021

Preliminary Forecast and Land Needs Assessment presented to Council

April-June 2021

Consultation on Preliminary Forecast and Land Needs Assessment

September 2021

Five alternate 2051 Forecast and Land Needs Assessment scenarios and staff recommended scenario presented at Special Council Meeting

October 2021

Special Council Meeting

September 2021: Staff Recommended Scenario

Scenario	Scenario Name	Intensification Target (%)	Density Target (residents +jobs/HA)
1	Modified 50% Intensification	50%	60
2	Phased 50-55% Intensification	Up to 2041: 50% 2041-2051: 55%	60
3	55% Intensification	55%	60
4	60% Intensification	60%	60
5	50 people+jobs/ha DGA Density and 50% Intensification	50%	50

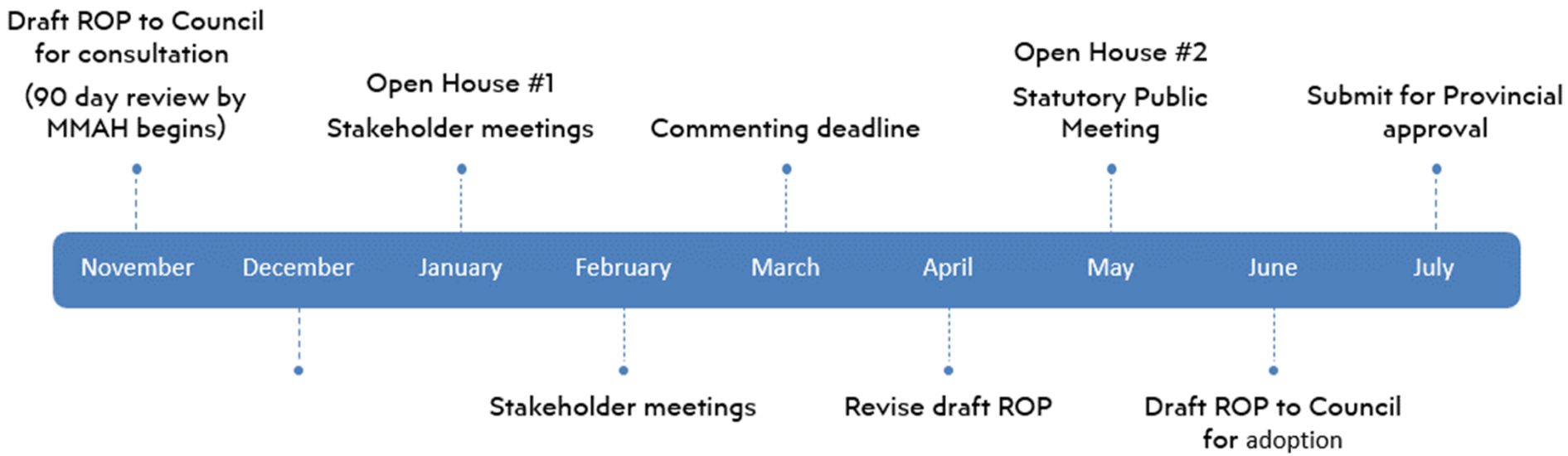
Scenario 2 strikes the right balance between stakeholder feedback, growth management principles and Growth Plan objectives

UPCOMING VIRTUAL CONSULTATION MEETING

- **Date:** October 4, 2021
- **Time:** 7 – 8 pm
- **Location:** Virtual Meeting
- **Purpose:** To discuss comments and questions raised by the YRFA on the MCR/ROP update

REGIONAL OFFICIAL PLAN UPDATE — NEXT STEPS

Draft Regional Official Plan Timeline



STRATEGIC GOAL #3:
VALUE ADDED PROCESSING & CAPACITY BUILDING

YORK REGION FOOD & BEVERAGE ACCELERATOR PROGRAM

- **Cohort #2 – Showcase Day, October 7, 2021**
  - 12 participating companies
  - 16 workshops and 4 fireside chats; 9 peer sessions

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

NEW PROGRAM FOR BLACK ENTREPRENEURS

- **Black Entrepreneurship Alliance (BEA)**
  - Partnership
  - Product Feasibility Bootcamp

PROGRAM OPPORTUNITY

- **Learning / Networking Group**
  - Durham Region, Northumberland County, City of Kawartha Lakes, and Peterborough County
  - Exploring a joint funding opportunities for Agriculture Mentorship Program

STRATEGIC GOAL #4:
LOCAL FOOD EDUCATION & PROMOTION

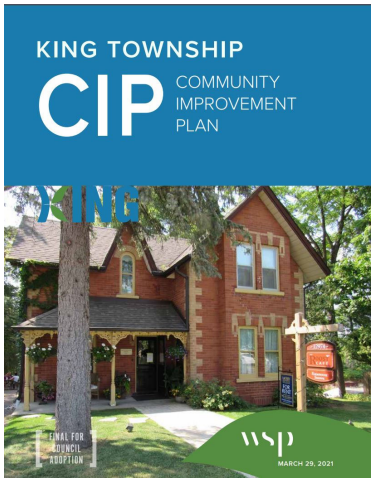
LOCAL FOOD PARTNERSHIP – YORK FARM FRESH

- **York Farm Fresh – Mid-season Report**
  - Translation into 7 languages: French, Chinese (simplified) and Chinese (traditional), Farsi, Urdu, Russian and Tamil
  - Total estimated audience reach: **361,300**
  - Signage program: 18 farms and 74 signs across the Region
  - York Farm Fresh video is complete

LOCAL MUNICIPALITIES

- **Local Farm to Fork Tours**
  - Georgina Field to Table – August 21, 2021
  - Farm to Fork East Gwillimbury – October 2, 2021

- **King Township Economic Development**
  - Community Improvement Plan Grant Program
  - Newsletter



STRATEGIC GOAL #5:
BUSINESS RETENTION AND EXPANSION

ANNUAL REPORTING

- **Regional Council Annual Update Report**
  - Council Report: 2020 Agriculture and Agri-Food Strategy Update
  - Report received by Committee of the Whole (June 10, 2021)
  - Report approved by Council (June 24, 2021)

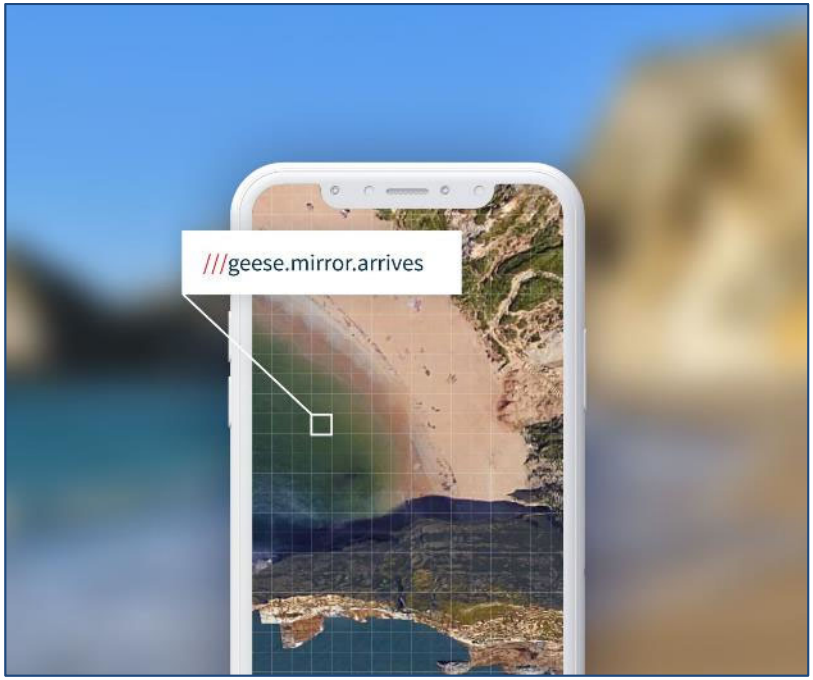
MEET OUR CO-OP STUDENT

- **Agriculture and Agri-Food Project Assistant (Co-op Position)**
  - Co-op position until end of April 2022
  - Assist with Agriculture and Agri-Food Strategy projects
  - Plan for 2021 Agri-Food Forum
  - **Elya Djaffar**, Candidate at University of Toronto

FARM 911 — THE EMILY PROJECT

YORK REGION EMERGENCY RESPONSE

- **York Region Police: 9-1-1 Communications**
  - Overview presentation by York Region Police
  - 9-1-1 Emergency Response process
  - Share technology driven solution that will impact agriculture communities



What3words.com

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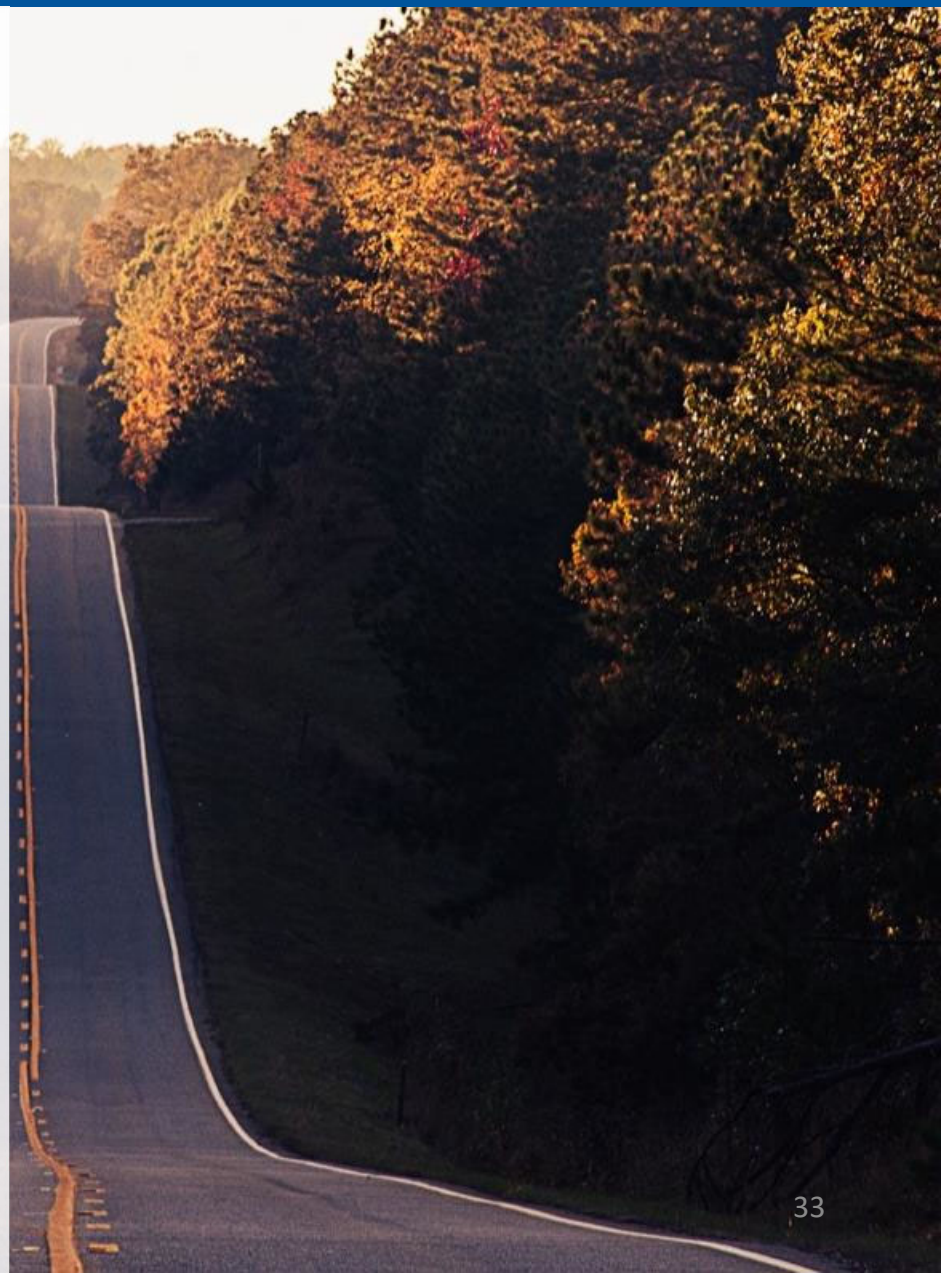
NEXT STEPS

- Gather input and feedback
- Continue execution of on-going and new actions for 2021



QUESTIONS / INPUT AND FEEDBACK

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York Region