

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

December 8, 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 for 2022**
 - Get your input and feedback
 - Inform development of 2022 Workplan



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

2021 AGRI-FOOD FORUM

INNOVATION AND RESILIENCY IN THE AGRI-FOOD SECTOR



2021
AGRI-FOOD
FORUM
NOVEMBER 3 - 4, 2021

Ontario 


York Region

yorklink.ca/agrifoodforum

2021 AGRI-FOOD FORUM — OUTCOMES

200+

registered attendees

600,000+

social media impressions

60+

speakers throughout
the event

165,000+

total reach on
social media

700+

social media engagements
(likes, comments, shares)

2,500+

visits to event
website

yorklink.ca/agrifoodforum

TESTIMONIALS

“ This forum just keeps getting better and better! The online technology was very professional and every presentation was a home run. Keep up the good work! York Region did themselves proud!



-Karl Fletcher

“ Excellent ag forum. Congratulations to the organizing team and York Region for doing such an exceptional job in pulling together this very informative forum. My congratulations on hosting a really top-quality Municipal Ag Ec and Planning Forum. It was really well done!



-Anna DeMarchi-Meyers

“ Thanks to Meena, Carolyn the organizing committee and all keynote speakers, moderators, and panelists! Some fantastic best in class initiatives have been showcased over the last two days.



-Jamie Smyth

“ I continue to be SO grateful for the forum and for events like this. It is so well done and always brings together so many talented and inspiring people. Thank you so much.



-Kelly Cook

YORK REGION AGRICULTURE & AGRI-FOOD VIDEO



youtube.com/watch?v=7N50QpRWWdo

ALWAYS IN SEASON PILOT IN YORK REGION

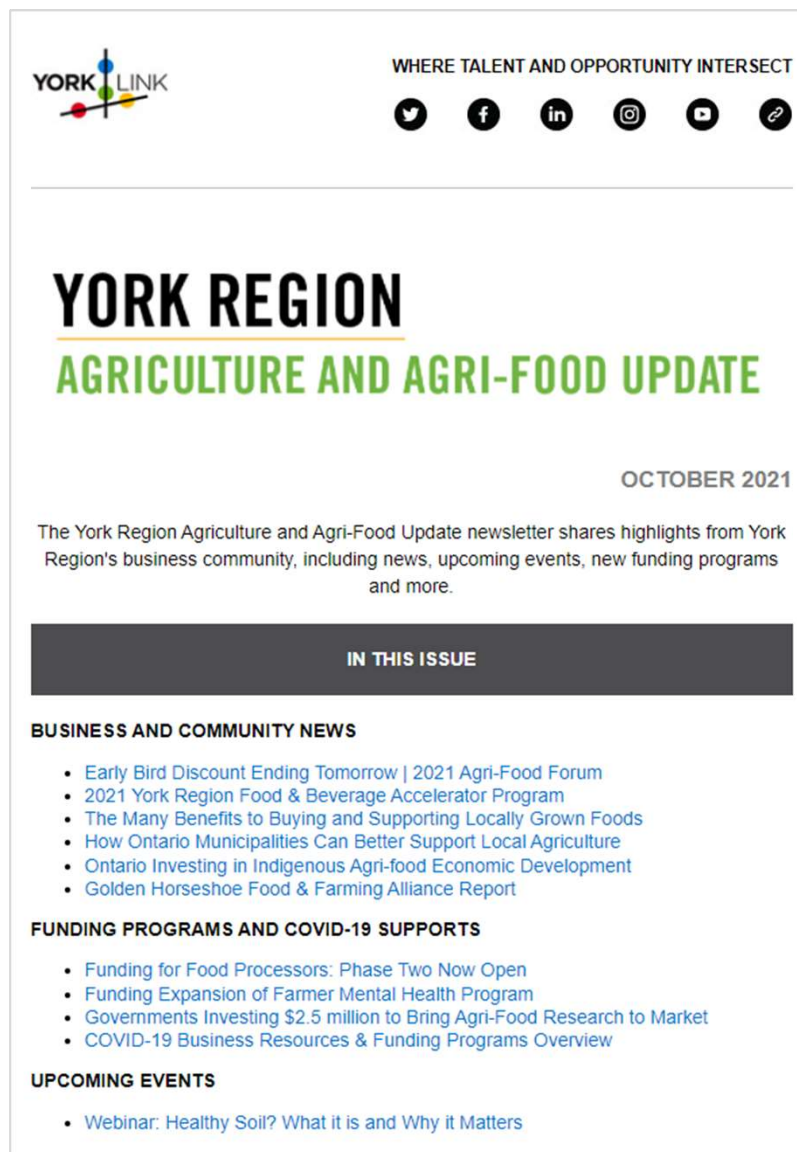


THE HOLLAND MARSH IS ONE OF TWO SPECIALTY CROP AREAS IN ONTARIO, WITH MORE THAN HALF OF IT LOCATED WITHIN YORK REGION.

vimeo.com/601252161/acdff781f4t

AGRICULTURE AND AGRI-FOOD NEWSLETTER

- **Goal** is to provide our audience with stories, news and events
- **Average open rate** of 49%
- 370+ subscribers



YORK REGION FOOD & BEVERAGE ACCELERATOR PROGRAM

- Delivery partner: YSpace, York University
- Cohort 2 – Showcase Event on October 7, 2021
- **20 companies for both Cohorts**
 - Generated over \$912,000 in revenue
 - Acquired 456 new retail locations
 - Created 15 new job opportunities

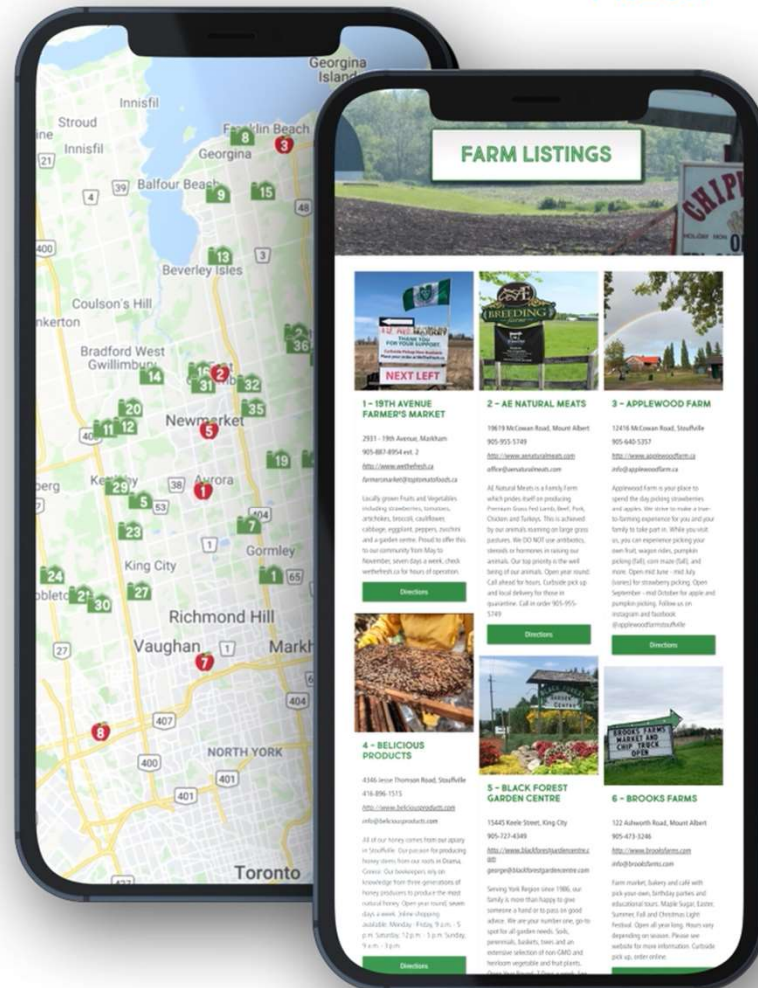


Program Participant – It's Souper on Dragon's Den, November 18, 2021

LOCAL FOOD PARTNERSHIP — YORK FARM FRESH

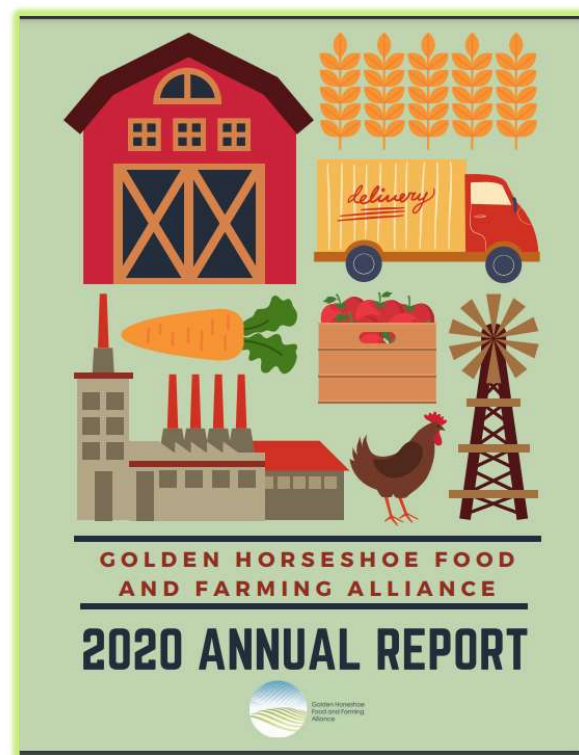
- **York Farm Fresh – 2022 Workplan**

- Annual York Farm Fresh Guide Map 2022
- Enhancements to the App
- Translation of Map and App: French, Chinese (simplified) and Chinese (traditional), Farsi, Urdu, Russian and Tamil



GOLDEN HORSESHOE FOOD AND FARMING ALLIANCE

- **Continue to collaborate with Golden Horseshoe Food and Farming Alliance (GHFFA)**
 - **Position Paper** – Event Barns
 - Input from Advisory Committee
 - Action:** Review paper and provide comments to Janet Horner who will attend the meeting
- Final deadline: January 14, 2021



<https://foodandfarming.ca/>

AGRICULTURE AND AGRI-FOOD HIGHLIGHTS

85+

events, **webinars**
and meetings held

1,115,000+

social media **impressions**

1.3%

average
engagement rate

5,400+

stakeholders **engaged**

13,500+

social media **engagements**
(likes, comments, shares)

5,900+

visits to **online**
agri-food webpage



York Farm Fresh
launched **mobile app** in 2021



Continued to deliver **Food & Beverage**
Accelerator Program with
York University

65+

partners engaged
and collaborated

CHECK-IN

- Any Questions?
- Input and Feedback?



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WORKPLAN 2022

STRATEGIC APPROACH — 2022 WORKPLAN

- Identify **new projects** to align the strategic areas
- Continue on-going actions
- Continue to leverage partnerships in delivering actions
- Input and feedback will inform the development of 2022 Workplan

2022 WORKPLAN

#	2022 New Projects	Timelines
1	Actions 1.12 and 4.10: Explore virtual education workshops/webinars: <ul style="list-style-type: none"> Urban Agriculture/Vertical Farming Webinar Series 101 – February 2022 Basic Farm Business Planning & Financing Workshop - March 2022 	Q2 2022
2	Review and analysis of Census of Agriculture 2021 dataset	Q4 2022
3	Action 4.7: Conduct a study to review local food-sourcing practices and policies for Regional Facilities	Q4 2022
4	Setting the Stage for Agriculture and Agri-Food Strategy 2.0 – position York Region as the Agri-food hub to do business <ul style="list-style-type: none"> Action 3.1: Develop and Implement a <i>Food Processing Action Plan</i> to attract and retail food processing business (partner with Food & Beverage Ontario) Action 5.1: Conduct agriculture and agri-food BR&E studies to evaluate needs and opportunities in each lower-tier municipality Action 5.4: Conduct an equine industry study to identify barriers and opportunities Action 5.8: Initiate Phase 1 of five-year review of the Strategy <p>Approach: Background info/data collection + pulse from sector: Focus Sessions, Interviews and Surveys with Agri-food value chain (producers, processors, distributors, food service providers, retailers) and stakeholders</p>	On-going 2022/2023
5	2022 Regional Official Plan Review – Stakeholder Consultations	On-going 2022

NEXT STEPS

- Gather input and feedback
- Finalize workplan for 2022

QUESTIONS / INPUT AND FEEDBACK

Planning and Economic Development

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