

# WELCOME

## PURPOSE OF THE MEETING

- Welcome and meet the Advisory Committee Members
- Committee and Council Decision-making process
- Elect Chair and Vice Chair
- Overview and high level update of the Strategy

### AGRICULTURE AND AGRI-FOOD ADVISORY COMMITTEE

#### **BACKGROUND**

- Previously named York Region Agricultural Advisory Liaison Group
- Established in 2001, by a resolution of Regional Council
- Mandate: To provide advice on agriculture and rural matters in York Region
- Governed by Terms of Reference (ToR)
- Newly appointed Advisory Committee
  - Expand membership: Added agri-food presence to reflect representation across the value chain

### AGRICULTURE AND AGRI-FOOD ADVISORY COMMITTEE

#### HIGHLIGHTS

- Raised the profile for the agriculture and agri-food sector
  - Facilitated research projects
  - Development of the Agriculture and Agri-Food Strategy
- Promotion and revitalization of York Farm Fresh initiatives
- Continued input on Provincial Greenbelt Plan, the Oak Ridges Moraine Conservation Plan and the Regional Official Plan Updates
- Collaboration with agri-food stakeholders on broader agriculture policy issues
- Celebration of the Canada 150 Farm families
- Development of the Agriculture and Agri-food Strategy

# STRATEGY OVERVIEW

# **AGENDA**

- 1 Agriculture and Agri-Food Strategy Overview
- 2 Update and Accomplishments 2018-2019
- **3** Collaboration with Stakeholders
- 4 Looking Ahead

## AGRICULTURE AND AGRI-FOOD SECTOR IN YORK REGION



**№** 57,000 direct jobs in agri-food

#1 gross farm receipts per acre compared to surrounding regions

**270** 

food and beverage manufacturers and distributors

\$2.7 billion agri-food sector GDP

140,000+ acres of farmland



## COMMITMENT TO AGRICULTURE AND AGRI-FOOD SECTOR

- Council has long recognized the importance of agriculture
- Vibrant and sustainable agri-food sector
  - Vision 2051
  - Regional Official Plan
  - Strategic Plan
  - Economic Development Action Plan
- Agriculture and Agri-Food Advisory Committee
- Collaborative effort with local municipalities
- In 2017 Council approved an Agriculture and Agrifood Strategy



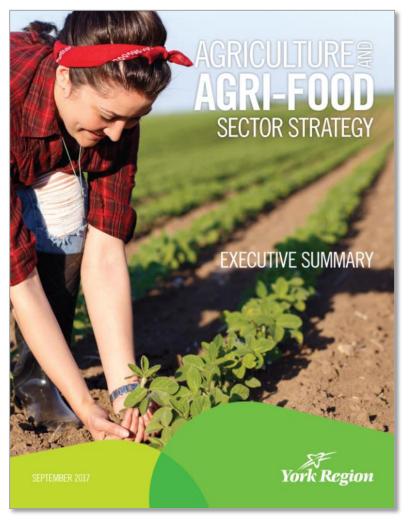






# PURPOSE OF THE STRATEGY

- Understand the economic impact of the agriculture and agri-food sector
- Identify gaps and key areas of focus
- Recommend actions for the Region, local municipalities and stakeholders
- Support and grow York Region's agricultural and agri-food sector



www.York.ca/agrifood

# FIVE STRATEGIC GOAL AREAS

- Strengthen communication and collaboration between York Region, local municipalities and stakeholders
  - 2 Support the agri-food sector through integrated land use planning and economic development
  - 3 Support increased capacity for value added processing and support services
  - Leverage the Region's location within the Greater Toronto Area through direct farm marketing to meet demand for local food production
- Provide support for business retention and expansion of primary agricultural production

# LOCAL MUNICIPAL PARTNERS













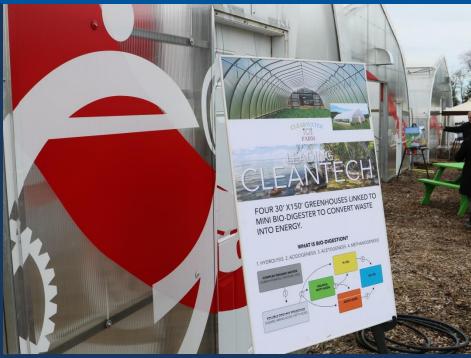






# ALIGNMENT WITH LOCAL MUNICIPALITIES









# AGRICULTURE AND AGRI-FOOD STAKEHOLDERS





















# STRATEGY UPDATE

# STRATEGY IMPLEMENTATION IS ON TRACK

- 31 out of 45 action items have been initiated or planned
- 4 short term activities have been completed
- Remaining short term action is underway (completed by Dec 2019)

Year	Initiated/ Underway		New	Completed	Total Action Items
2017	14	7	24		45
2019	26	5	10	4	45

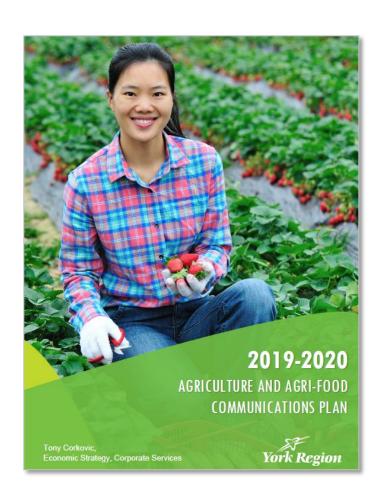
# STRATEGY IMPLEMENTATION IS ON TRACK

#### **Short-term items completed**

- Agriculture and Agri-Food Business Specialist
- Strategic communications plan
- Consultations on the Provincial Agricultural Systems review
- Revitalized York Farm Fresh and collaborated on the development of the annual York Farm Fresh Guide Map

#### Remaining short-term item underway

 Review of policies and regulations related to environmental performance of food processing operations



# STRATEGIC GOAL #1: COMMUNICATION & COLLABORATION

## STRATEGIC GOAL#1: AGRI-FOOD EDUCATION AND OUTREACH



#### **Agri-Food Stakeholders Outreach**

 Hosted or participated in over 50 workshops, events and meetings engaging 2000 stakeholders

#### Organizations engaged include:

- York Federation of Agriculture
- York Region Food Network
- York Farm Fresh Association
- York Beef Producers
- Holland Marsh Growers Association
- Golden Horseshoe Food and Farming Alliance

## STRATEGIC GOAL#1: STAKEHOLDER COLLABORATION

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

- Local Municipal Partners
  - Council Roadshows in King, Georgina and Vaughan
- Youth Education Session Envirothon
- Greater Golden Horseshoe Food and Farming Alliance
  - Councillor Eek, Board Member representing York Region; Working Group
  - Update and inventory of agri-food assets in York Region



## STRATEGIC GOAL#1: STRENGTHENING COMMUNICATION

# SOCIAL MEDIA STATISTICS

100,000+ impressions

2.4% average engagement rate 2,300+ engagements

#loveYRFood #YorkRegionAg









# STRATEGIC GOAL #2: INTEGRATED LAND USE PLANNING

## STRATEGIC GOAL#2: WORKPLAN 2019

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

- Municipal Comprehensive Review
  - Planning for Agriculture Background Report June 2019
  - Compare existing York Region 2009 Land Evaluation and Area Review (LEAR) study with draft Provincial Mapping
  - Comments on proposed changes to the Provincial Policy Statement (PPS)
  - Photo Contest July 2019

#### Next Steps

- Review NHS and Agriculture policies
- Agri-Food Tour Spring 2020
- Accelerating Implementation of Renewable Energy (AI-RE)
  - Stakeholder Engagement Spring/Summer 2020

## STRATEGIC GOAL#2: WORKPLAN 2019

# 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: Spring 2020 (before June 2020)
  - Solicit input on farm partner to host the tour

# STRATEGIC GOAL #3: CAPACITY BUILDING

## STRATEGIC GOAL#3: INDUSTRY EDUCATION AND CAPACITY BUILDING

# Six Education Workshops for Agri-food Industry

- Succession Planning Workshops
- Business Waste Reduction
   Forum
- Golden Horseshoe Food and Farming Alliance – Asset Mapping Workshop
- Growing Your Farm Profits –
   Ontario Soil & Crop Association
- Business Planning for food start-up companies – York Region Food Network
- Partnered with Provision Coalition for Agri-food Sustainability Conference



## STRATEGIC GOAL#3: WORKPLAN 2019

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

- Host education / capacity building workshops for industry
  - Environmental Farm Plan Workshop Ontario Soil & Crop Improvement Association (February, 2019)
  - Sustainability in the Food Supply Chain York University Y Space (Nov 5, 2019)
  - Business Forum: Review Environmental Regulations for Food Processing (Dec 5, 2019)

## STRATEGIC GOAL#3: WORKPLAN 2019

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

- Agri-Food Innovation Network Meeting August 15, 2019
  - Collaboration with York Region Food Network, TRCA, ClearWater Farm, York University (Yspace), local municipalities
  - York Region Food Network
    - Business Planning Consultation Food Starter Series
    - Inventory of commercial kitchens in the Region
  - Support ClearWater Farm's Agri-Entrepreneur Mentor Funding application
  - Food & Beverage Accelerator Program with York University (Yspace)

# STRATEGIC GOAL #4: LOCAL FOOD PROMOTION

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# STRATEGIC GOAL#4: LOCAL FOOD EDUCATION CAMPAIGN



# STRATEGIC GOAL#4: LOCAL GOOD & HEALTHY FOOD CAMPAIGN



### STRATEGIC GOAL#4: WORKPLAN 2019

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

- Promotional support for agri-tourism programming "Farm to Fork Tours"
  - Holland Marsh Soup Festival (October 5, 2019)
  - Royal Agricultural Winter Fair (November 4-6, 2019)
- Supporting York Region Food Council
  - Led by York Region Food Network
  - Strategic Planning Process to identify priority areas

# STRATEGIC GOAL #5: BUSINESS RETENTION AND EXPANSION

## STRATEGIC GOAL#5: WORKPLAN 2019

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

- Collaborate on Long-term Sustainability Strategy for Holland Marsh
  - Holland Marsh Economic Impact Study Finalized
  - Participate in Steering Committee meetings
- Regional Council Annual Update Report and Presentation in May 2019
  - Revised Terms of Reference (2019-2022)
- Recruitment process for Agriculture and Agri-Food Advisory Committee
- Regional Council Report on Agriculture and Agri-Food Advisory Committee Appointments (September, 2019)
- OMAFRA led Workshop with York Region and Local Municipalities
  - Determine Readiness for Business Retention and Expansion Study

# LOOKING AHEAD

- Continued education and outreach
- Showcase agri-food innovators/champions
- Agri-food business directory
- Agriculture and Agri-Food Innovation Network
- Municipal Agriculture Economic
   Development and Planning Forum
- Develop 2020 Work Plan for review and input



### DISCUSSION AND FEEDBACK

# 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: Spring 2020 (before June 2020)
  - Do you have suggestions on a farm that can host the tour?
  - Will the timing work?

# QUESTIONS

#### **Planning and Economic Development**

Jonathan Wheatle, Manager, Strategic Economic Initiatives

1-877-464-9675 ext. 71594

#### Jonathan.Wheatle@york.ca

Meena Hassanali, Agriculture and Agri-Food Business Specialist

1-877-464-9675 ext. 74430

#### Meena.hassanali@york.ca

Chhavi Narula, Planner

1-877-464-9675 ext.

Chhavi.Nerula@york.ca

