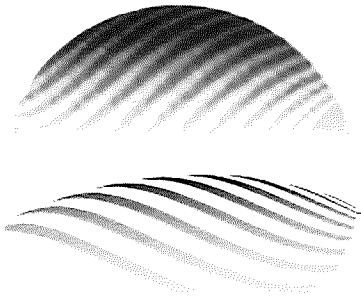




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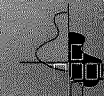


Golden Horseshoe Agriculture & Agrifood Strategy

Food & Farming: An Action Plan 2021

Presented by:
Margaret Walton
PLANSCAPE

February 15, 2012



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BUILDING COMMUNITY THROUGH PLANNING

WHAT NEXT?

- Presentations February 2012 to the Golden Horseshoe Regions and Municipalities Regions and Municipalities for adoption of the plan by our municipal partners
- Official public launch March 2, 2012 in Vineland
- Form the Alliance, obtain funding and implement the Action Plan over the next 10 years

Vineland
Research and Innovation Centre



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WHAT DO WE NEED?

- Strong industry leadership, together with progressive and integrated government policies, will ensure the growth of this vital sector which contributes to our health, economic and social well being and job creation

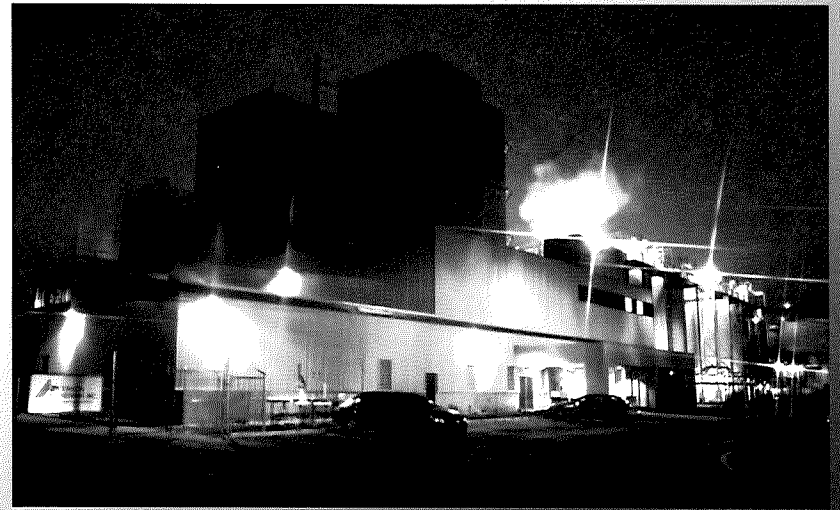
- No additional funding but will require:
 1. Access to staff resources
 2. Support of a Golden Horseshoe Food & Farming Alliance
 3. Co-operation & Co-ordination of Programming
 4. Support for Funding Applications



BENEFITS OF THE ACTION PLAN

Golden Horseshoe Municipalities:

1. **Work as a unit to attract new investment and growth**
2. **Co-ordinate economic development, planning, public health, nutrition and educational programs**
3. **Promote municipal priorities based on the Action Plan while co-operating with other municipal partners**
3. **Leverage funding from all levels of government and private foundations for projects**



HOW DOES IT FIT - CITY OF HAMILTON

2001 – Creation of Agriculture & Rural Affairs Advisory Committee

2003 – Agricultural Economic Impact Study - \$1 Billion Economic Impact

2007 – Agricultural Action Plan

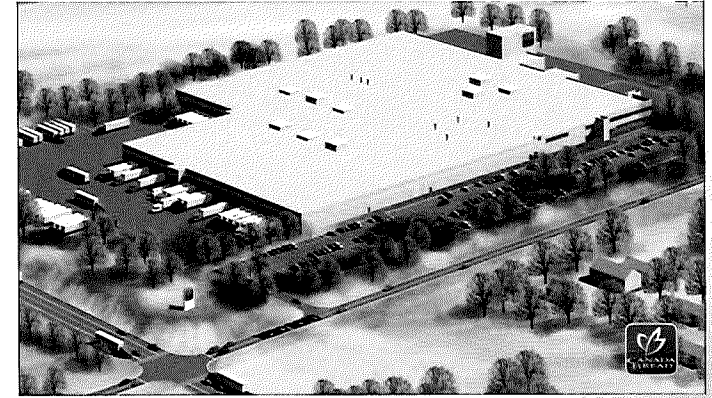
2008 – Updated Profile of Agriculture

2010 – Five Year Economic Development Strategy

Results – Red Hills Business Park

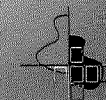
– Canada Bread

– Maple Leaf Foods



This Plan Will:

- Build on the work the City is already doing to:
 - Enhance partnerships
 - Establish economies of scale
 - Increase international presence
 - Maximize efficiency of infrastructure
 - Share knowledge and experience



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BUILDING COMMUNITY THROUGH PLANNING

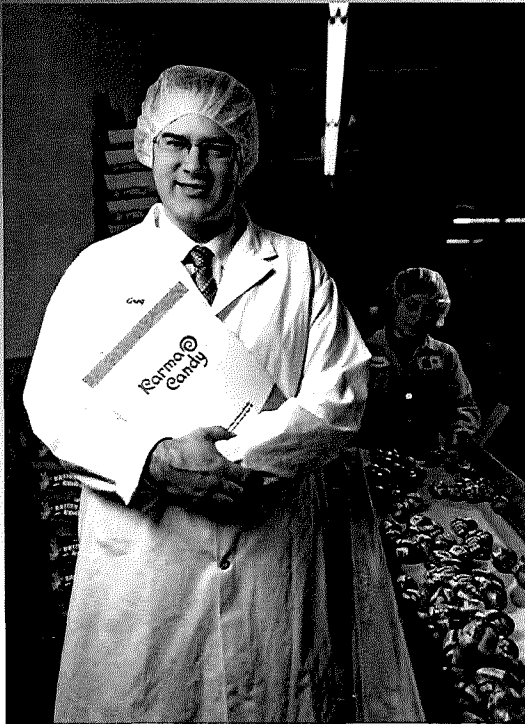
E – CULTIVATE NEW APPROACHES

➤ **ACTION 1 – Design, pilot and implement a system to acknowledge and reward food and farming sector for providing ecological goods and services**

➤ **ACTION 2 – Develop and implement realistic local food, beverage, bio-products and ornamentals procurement policies for public and broader public sector agencies**

➤ **ACTION 3 – Conduct research into the shifting conditions affecting farming in urban and near urban areas of the Golden Horseshoe**

➤ **ACTION 4 – Actively participate in review of the Greenbelt in 2015**



D – ENABLE THE CLUSTER

➤ **ACTION 1 – Harmonize and improve policy tools in the Golden Horseshoe (e.g. provincial policies, Official Plans, taxation, regulations) for consistent implementation responsive to the needs of food and farming businesses**

➤ **ACTION 2 – Develop policies and programs to support profitability for food and farming businesses**

➤ **ACTION 3 – Establish a food and farming champion to drive a one-window approach in each region to enable food and farming businesses to succeed**

➤ **ACTION 4 – Align provincial and municipal taxes and fees to support food and farming businesses and innovation**



C – FOSTER INNOVATION



- **ACTION 1** – Identify and develop avenues that provide access to business planning, capital, opportunities for market development and enable commercialization of new food and farming products
- **ACTION 2** – Attract entrepreneurs and skilled people to the food and farming cluster
- **ACTION 3** – Invest in training and applied research that supports and grows the cluster

B – LINK FOOD, FARMING and HEALTH



- **ACTION 1 – Increase local food literacy with a focus on youth**
- **ACTION 2 – Secure the mandate for local health units within Golden Horseshoe communities to promote increased consumption of local food**
- **ACTION 3 – Expand the use, management and impact of the Foodland Ontario brand**

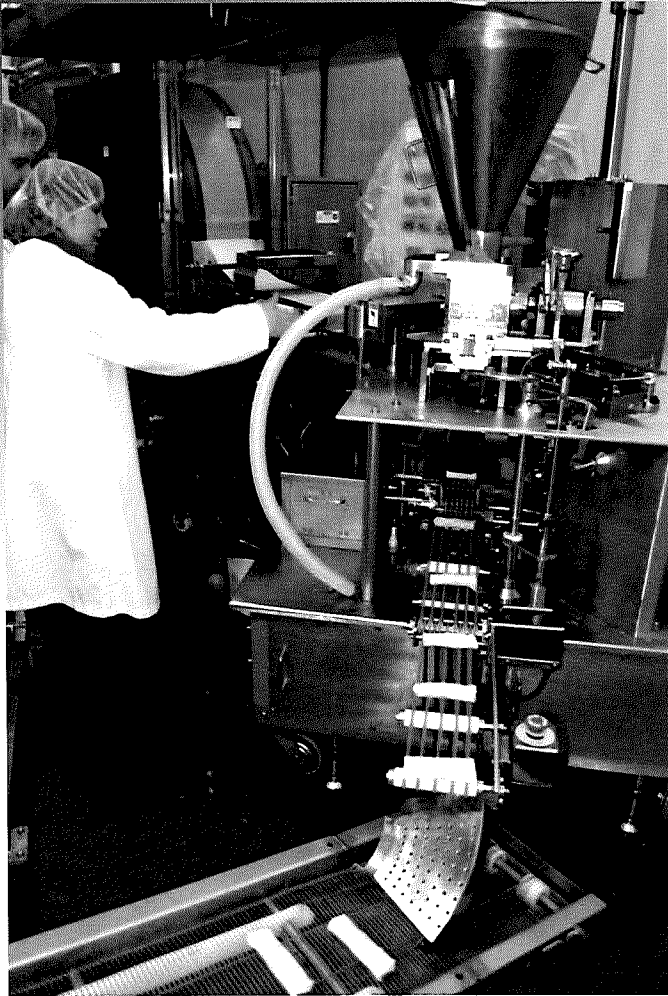
A - GROW THE CLUSTER

➤ **ACTION 1 – Implement the Golden Horseshoe Food and Farming Action Plan**

➤ **ACTION 2 – Align and strengthen dedicated economic development and planning resources to support the food and farming cluster in the Golden Horseshoe**

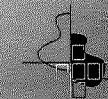
➤ **ACTION 3 – Develop solutions to close gaps in the infrastructure required to support the good and farming industry**

➤ **ACTION 4 – Expand existing and cultivate new markets by leveraging the cultural diversity of the Golden Horseshoe**



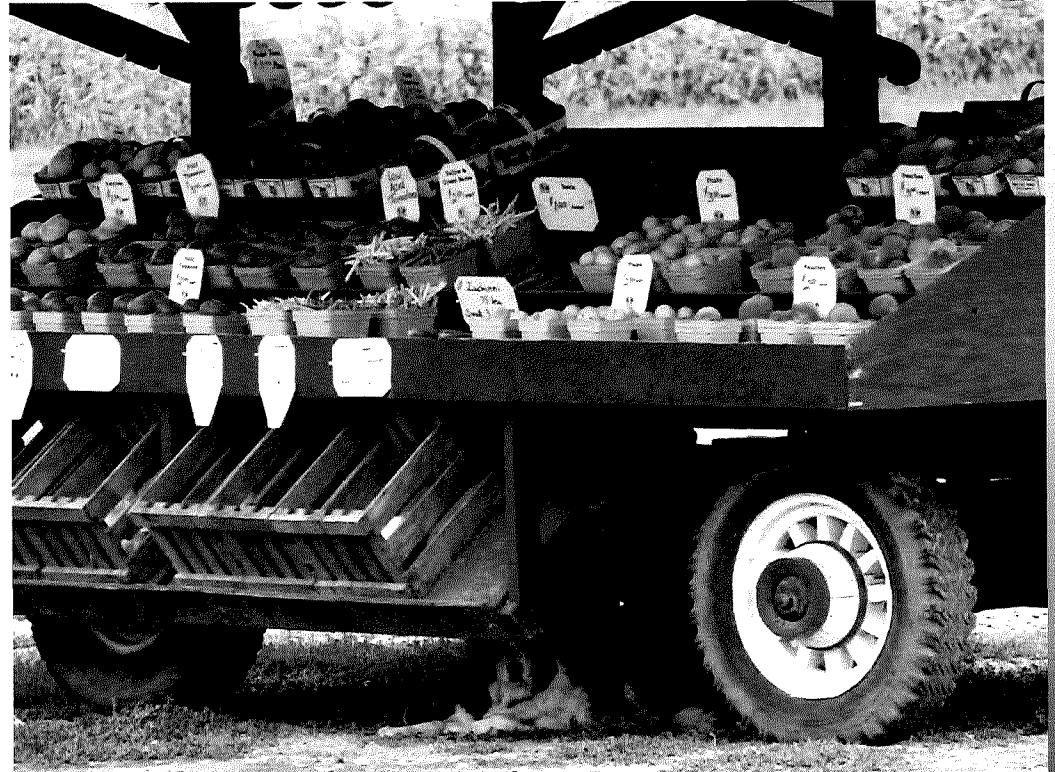
FIVE OPPORTUNITIES

- **GROW THE CLUSTER** – to become the leading food and farming cluster in the world
- **LINK FOOD, FARMING and HEALTH** – promote the value of eating healthy, local food products
- **FOSTER INNOVATION** – “The place to do business” for the cluster of food and farming businesses
- **ENABLE THE CLUSTER** – help food and farming businesses remain competitive and profitable
- **CULTIVATE NEW APPROACHES** – develop programs that support food and farming



THREATS TO SUSTAINABILITY OF THE FOOD and FARMING CLUSTER

- Multiple and conflicting government policies and regulations
- Rising fuel costs
- Climate change
- Infrastructure gaps
- Expensive land
- Rising labour costs
- Gaps and inefficiencies in food Value chain
- Development pressures



FOOD CONNECTS US ALL

- **The Golden Horseshoe is the fastest growing region in Canada with a diverse population of 8.1 Million in 2001 and projected to grow to 11.5 million in 2031**
- **Greenbelt Plan, Growth Plan tie the region together**
- **Need to engage not only rural but near urban and urban citizens in the discussions concerning their current and future food security and sustainability**



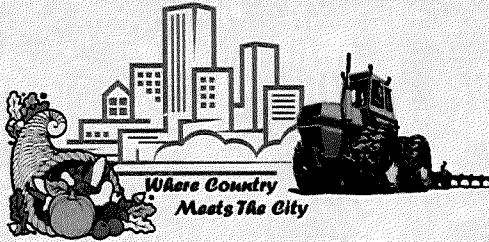
GOLDEN HORSESHOE ECONOMIC DRIVER

- One million acres in agricultural production with 200 different crops
- \$1.5 Billion in farm gate sales
- Over 700 food processors in the Golden Horseshoe providing over 400,00 jobs
- Golden Horseshoe Food and Farming cluster generating \$12.3 billion in economic activity multiplying to \$35 billion to Canada's GDP



**CITY OF HAMILTON
AGRICULTURAL ACTION PLAN**

**Economic Viability
for the Long-Term**



October 9, 2007

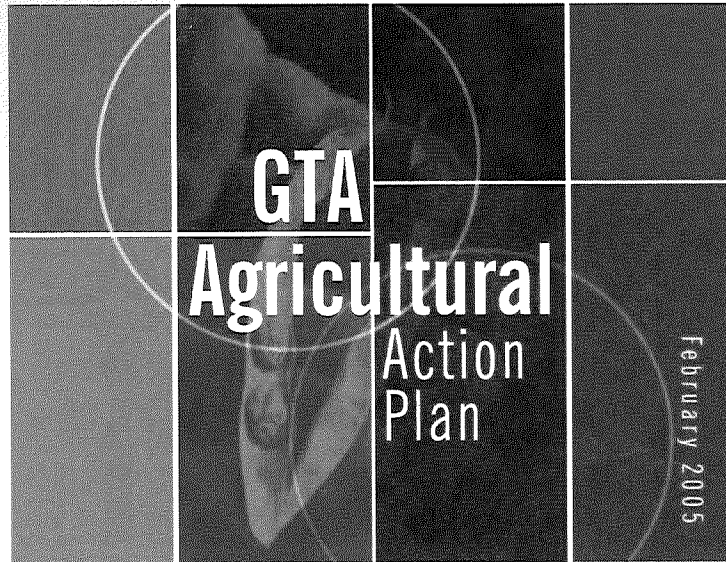


Hamilton



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2005 - 2010



**REGIONAL MUNICIPALITY
OF NIAGARA**

- Agricultural Task Force -

AGRICULTURAL ACTION PLAN

**GROWING THE INDUSTRY:
Farm Economic Viability for the Long-Term**

July, 2006

PLANSCAPE
104 Kimberley Avenue
Bracebridge, ON P1L 1Z8

Niagara Region
Building Community. Building Lives.



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BUILDING COMMUNITY THROUGH PLANNING

Ontario



PLACES TO GROW

BETTER CHOICES. BRIGHTER FUTURE.

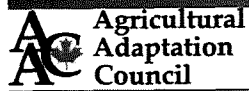
Growth Plan
for the Greater Golden Horseshoe
2006



Ministry of Public Infrastructure Renewal

Ontario

PARTNERS



Agriculture and
Agri-Food Canada

Agriculture et
Agroalimentaire Canada



Possibility grows here.

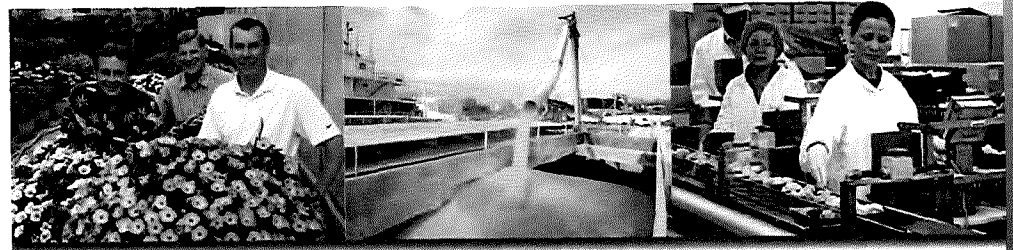


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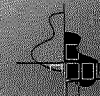


Golden Horseshoe Agriculture & Agri-Food Strategy

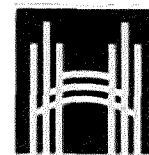
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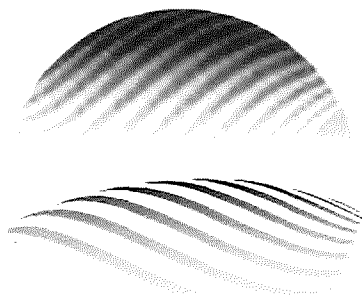
January 2012



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February 15, 2012