

ATTACHMENT 1

# AGRICULTURE AND AGRI-FOOD STRATEGY

UPDATE TO CITY OF VAUGHAN  
COMMITTEE OF THE WHOLE

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# AGENDA

1

Agriculture and Agri-Food in the Region & Vaughan

2

York Region's Agriculture and Agri-Food Strategy  
Accomplishments

3

Collaboration and Alignment with Vaughan

4

Looking Ahead

# AGRICULTURE AND AGRI-FOOD SECTOR IN YORK REGION

 **700+**  
farm-based  
operations

 **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



# AGRICULTURE AND AGRI-FOOD SECTOR IN VAUGHAN



**56**  
farms

**\$26+**  
million total  
gross farm receipts

## HIGH NUMBER OF:

- bakery and tortilla manufacturers
- sugar and confectionary products
- food merchant wholesalers
- dairy products manufacturers

**124**  
food and  
beverage  
manufacturers

**4** community gardens  
to support urban  
agriculture

**133**  
food and beverage  
wholesalers

**8,700+** agri-food manufacturing/  
distributor jobs



# COMMITMENT TO AGRICULTURE AND AGRI-FOOD SECTOR

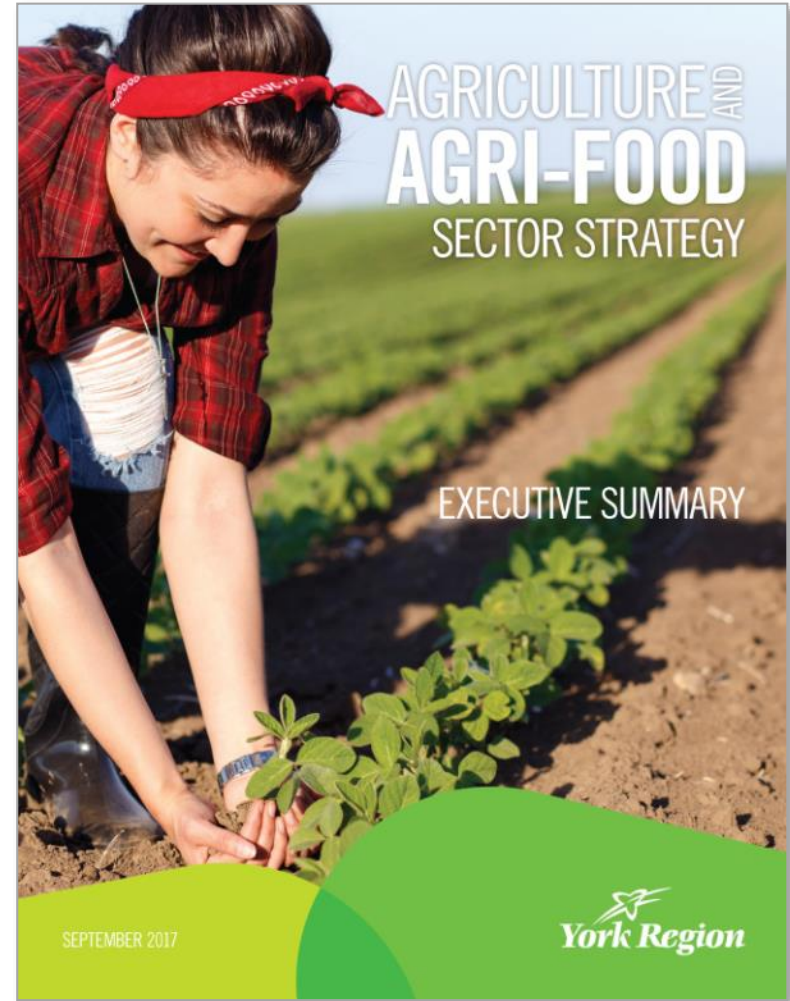
- Council has long recognized the importance of agriculture
- Vibrant and sustainable agri-food sector
  - Vision 2051
  - Regional Official Plan
  - Strategic Plan
  - Economic Development Action Plan
- Agriculture and Agri-Food Advisory Committee
- Collaborative effort with local municipalities
- In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



# STRATEGY UPDATE

# 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](http://www.York.ca/agrifood)

# FIVE STRATEGIC GOAL AREAS

- 1** 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
- 4** Leverage the Region's location within the Greater Toronto Area through direct farm marketing to meet demand for local food production
- 5** Provide support for business retention and expansion of primary agricultural production

5 STRATEGIC GOALS WITH 45 ACTION ITEMS



# 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



# ALIGNMENT WITH CITY OF VAUGHAN





# LOCAL FOOD PROMOTION





# AGRI-FOOD EDUCATION AND OUTREACH

## Agri-Food Stakeholders Outreach

- Hosted or participated in over 50 workshops, events and meetings engaging 3000 stakeholders

## Four Education Workshops for Agri-food Industry

- Succession Planning Workshops
- Business Waste Reduction Forum in Vaughan
- Golden Horseshoe Food and Farming Alliance – Asset Mapping Workshop



# STRENGTHENING COMMUNICATION & COLLABORATION

## SOCIAL MEDIA STATISTICS

**100,000+**  
impressions

**2.4%**  
average  
engagement  
rate

**2,300+**  
engagements

#loveYRFood #YorkRegionAg



Updated as of September 2019

# AGRICULTURE AND AGRI-FOOD ADVISORY COMMITTEE

- Purpose: To provide advice on agriculture, agri-food and rural matters in York Region
- Newly appointed Advisory Committee
  - Revised Terms of Reference with new term of Council
  - Reflect the connection with the Strategy
  - Expand membership: Added agri-food presence to reflect representation across the value chain



# LOOKING AHEAD

- Continued education and outreach
- Showcase and support agricultural innovators/champions
- Agri-food business directory
- Local food awareness education campaign
- Holland Marsh Economic Impact Study



# QUESTIONS

## Planning and Economic Development

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