

ATTACHMENT 1

AGRICULTURE AND AGRI-FOOD STRATEGY

UPDATE TO CITY OF VAUGHAN
COMMITTEE OF THE WHOLE

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Economic Initiatives &

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Food Business Specialist

October 16, 2019



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

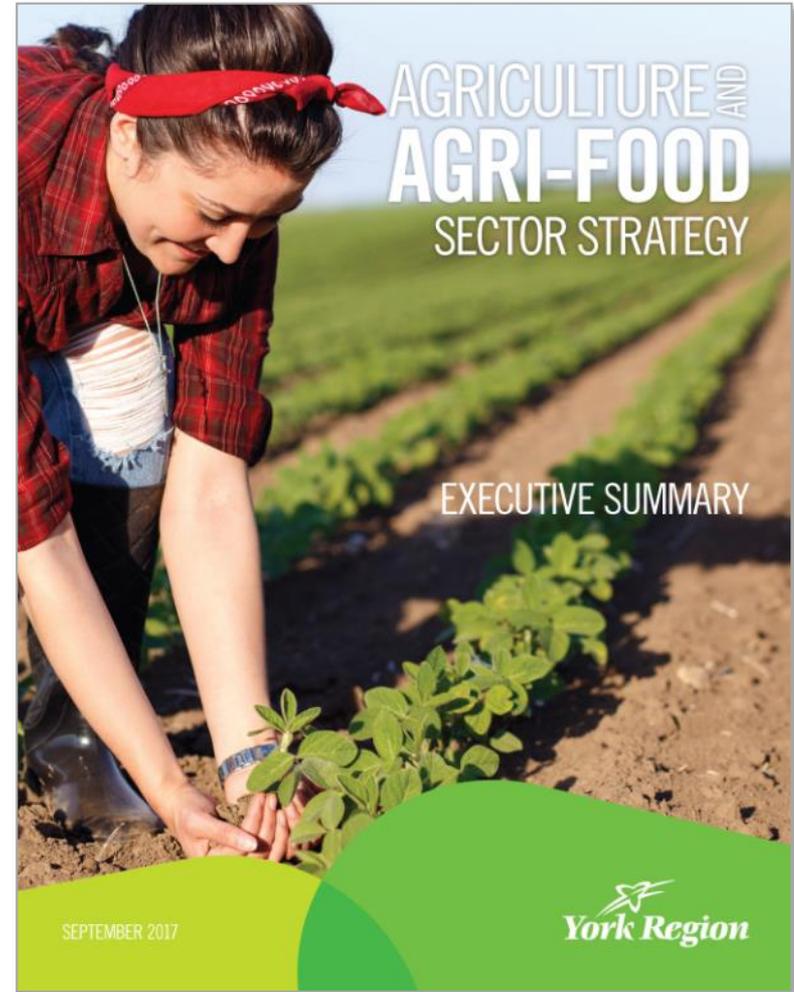
- Council has long recognized the importance of agriculture
- Vibrant and sustainable agri-food sector
 - Vision 2051
 - Regional Official Plan
 - Strategic Plan
 - Economic Development Action Plan
- Agriculture and Agri-Food Advisory Committee
- Collaborative effort with local municipalities
- In 2017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

FIVE STRATEGIC GOAL AREAS

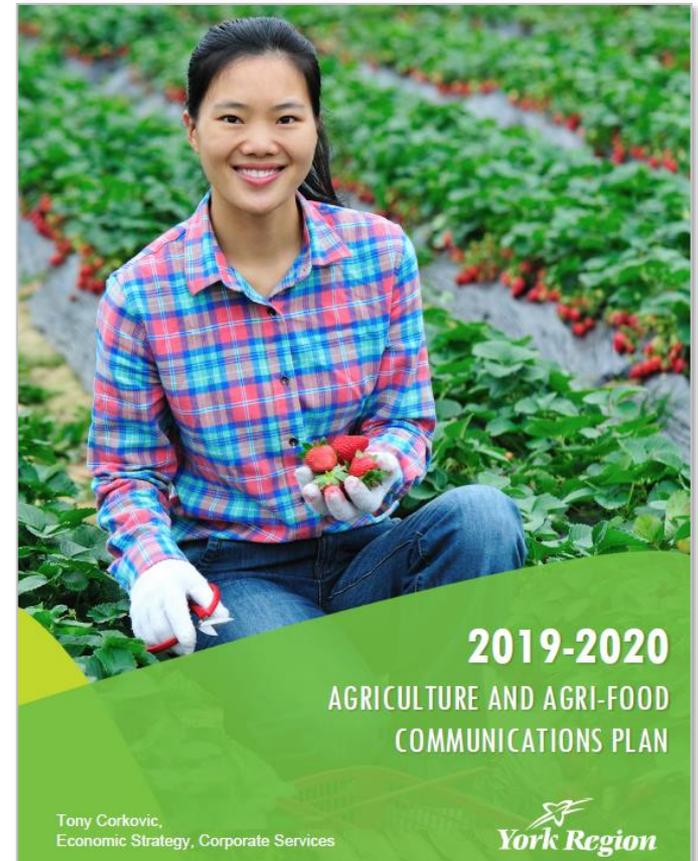
- 1** Strengthen communication and collaboration between York Region, local municipalities and stakeholders
- 2** Support the agri-food sector through integrated land use planning and economic development
- 3** Support increased capacity for value added processing and support services
- 4** Leverage 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



LET'S COOK 30 CHALLENGE



**SUPPORTING
AGRICULTURE
and AGRI-FOOD
IN YORK REGION**

York Region is home to more than 700 farms and 270 food and beverage businesses
To learn how we're supporting this important sector, visit york.ca/agrifood



COOKING PRIVATE CLASSES
PRIVATE BOOKINGS
BIRTHDAY PARTIES
CORPORATE EVENTS



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



SOCIAL MEDIA STATISTICS

100,000+
impressions

2.4%
average
engagement
rate

2,300+
engagements

#loveYRFood #YorkRegionAg



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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