

To: Planning and Environment Committee – Coun’s Squire, Helmer, Hubert, Park and Turner:

Date: Thursday, September 1, 2016
From: Maureen Temme, 66 Palmer St. London

Concerning: STAFF REPORT – Urban Agriculture Strategy – Draft Terms of Reference
PEC agenda, Tuesday, September 6, 2016, part II Consent Items, agenda item 3

Fully respecting your abilities to read and interpret a document, here are my serious concerns about this staff report. Main points are here; explanation and references follow my signature.

It is good to read that the City wants to talk with many people in order to develop some sort of urban agriculture strategy. However:

- **What’s been presented to you is not enough.**
- Urban agriculture strategic plans tend to take 3 to 5 years of communication and work between all parties.
- There’s no mention in the report of any “consultation with key stakeholders”
- The backgrounder and terms of reference before you do not give information about urban agriculture definitions, scope, strategies in other places, bylaws that might be involved in London ... all information that could have been gathered in a year ... especially since *basic information and references were given to the writer of the report.*
- Taking a year to say, “yes, it would be *feasible* to talk about this” – ie taking the word “feasible” from the pre-amble in the 2015 charge to staff - is a language/meaning trick of the worst sort, played on a reader.
- There should be caution in linking an urban agriculture strategy with the recent food assessment (especially since the food policy council is not yet up and running) ... and caution linking it with a community gardens strategic plan that has yet to deliver a public annual report with programs listed, and dollars and in-kind budget information.

Words in part **iv** of the Sept. 1/15 charge - “*to ensure that the City plays a role that does not hinder the various aspects of urban agriculture*” - were positive, hopeful words. The report before PEC – based on that “feasible” word trick – is a year’s worth of hindrance.

Reading urban agriculture policy documents is time consuming. Understanding them requires some practical background and depth of understanding of urban agriculture’s interconnectedness with the “urban ecosystem” (see RUAf definition) and of situations beyond city borders (e.g., read Wayne Roberts’ article on urban agriculture and climate change [here](#)).

I recommend that you instruct staff to begin conversations with people in London and beyond who work in, know about, and care about urban agriculture; let those people be the guides, and get rid of the notion that the City is going to set policy on the schedule in this limited report or be the leaders in its ideas.

Sincerely,

Maureen Temme

webkeeper: [Community Gardens London](#)
Mayor’s Honour List, Environment, 2012
66 Palmer St., London

Fuller notes of concern about:

STAFF REPORT – Urban Agriculture Strategy – Draft Terms of Reference

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The initial part of the Sept. 1, 2015 charge said:

b) the Civic Administration BE DIRECTED to consult with key stakeholders and to report back at a future meeting of the appropriate standing committee, with respect to the feasibility of an overarching urban agriculture policy that will outline the following:

Civic Administration’s response to this *should have been*:

- a couple of conversations between staff
- a couple of conversations with members of the community
- **a quick answer back to committee that said “Hey ... urban agriculture is important. We can do this! We recommend the City get together with many people and look at the 4 points in the charge, and lots of other things that come up!”**

Those four points were:

- i) an inventory of parcels of City-owned land that are potential locations for urban farming;
- ii) the role the City of London could play with regard to urban farming on public lands;
- iii) a clear definition of "urban agriculture"; and
- iv) a review of the current license policies and by-laws to ensure that the City plays a role that does not hinder the various aspects of urban agriculture such as land preparation, food growth, food production and food sales.

The usual citizen reader of the item has been expecting – Since September 1, 2015 – that the urban agriculture report was going to be some useful, real information about points i to iv.

I’m not a usual citizen reader ... and I too was expecting something substantial – or at least the beginnings of something substantial. My mistake to miss the wording, but I still feel tricked.

I am webkeeper of the Community Gardens London (CGL) website¹, which, for over 5 ½ years has advocated for, educated about and celebrated urban agriculture and community gardening. The website lists events and news to do with these topics, and has resources for these and other, related environment topics. <http://www.communitygardenslondon.ca>

In the fall of 2015 I asked which staff planner was doing this report. I sent him:

- **definitionsⁱ** of urban agriculture – used by organizations and in various cities’ urban agriculture strategies (I attach below some of these, for your convenience; they are posted on the CGL website)
- copies of several **cities’ urban agriculture strategy reports**
- **London contacts** ... people, organizations
- a short list of the **main City of London bylawsⁱⁱ** that I knew would be pertinent
- a list of **resource websites, particularly the Canadian site *City Farmer*** (www.cityfarmer.info) which monitors urban agriculture worldwide, is searchable by many parameters, and is a great source for Canadian cities’ urban agriculture strategy documents ... and, of course, information about the CGL website.

¹ Community Gardens London [facebook](#) page is handled by Robyn Harvey.

The 19 page draft terms of reference for an urban agriculture strategy doesn't say much. Based on its 2 columns of text per page format ... there's approx. 5.5 pages of text

- 5.5 pages is arrived at by omitting the cover page and the 6 full page photos, and totalling the area of page covered in actual text
- It's closer to 4 pages of text if one subtracts the charge to staff from Sept. 1/15 and the Firestone Blvd property text
- even less if one removes repetitions and wordiness

The usual time frame for a city to develop an urban agriculture strategy – done in continuous consultation with many in the community – is 3-5 years. Some of these are referenced belowⁱⁱⁱ and knowing the staff writer had seen some urban agriculture plans it is surprising that a mid-2017 time frame would be given.

The staff report states there'll be an urban agriculture strategy for Council to sign on to by (latest) mid 2017. Times for consultation and reports mentioned in its two parts don't jive.

Backgrounder	draft Terms of Reference
p. 2 "A public meeting will be scheduled in mid-September [!?! <i>how</i>] to allow for community confirmation of the draft terms of reference. This will allow for a terms of reference to be presented to PEC for endorsement in advance of the first visioning community meeting to be scheduled for October. "	
	p. 10. "A first community meeting will be scheduled for October. "
p.1. "That the draft Terms of References BE CONSIDERED at the October 17, 2016 meeting of the Planning & Environment Committee	
p. 3. ... The first step, vision and context, is to be completed by November to prepare for a check-in presentation with the community at the Advisory Committee on the Environment's Urban Agriculture Summit in November.	p. 10. A second chance for input from the community will occur at the Advisory Committee on the Environment-Urban Agriculture Conference, scheduled for November 19, 2016
	p. 10. A community check-in meeting to review the first draft of the plan will be scheduled in early January 2017
p.3 The Planning Services workplan identifies work on the Urban Agriculture Strategy beginning in Q3 2016 and finishing mid-2017.	p. "presentation to Council in Spring 2017 "
p. 3. "A minimum of one check-in meeting will be scheduled to review the draft Strategy with the community in advance of bring in the Strategy forward for Council approval in 2017	

The backgrounder shows a serious misunderstanding of the *Urban Agriculture: London's Food Future* conference when it says the conference will be an opportunity for "input from the Community" as concerns the Draft Terms of Reference for an urban agriculture strategy.

Urban Agriculture: London's Food Future is a joint project of the Advisory Committee on Environment, Agriculture Advisory Committee and London Public Library. There will be a Friday evening speaker from out of London. On Saturday there will be 6 sessions, each featuring an out of town and a local London presenter. (The library registration page showing sessions is footnoted^{iv})

City staff participation in this conference is minimal; early on decisions were made that this was not an official City presentation event (advisory committee organization notwithstanding). Time scheduled for any presentation from City staff is not enough for anything beyond an introduction to the City's ideas. There is no time for the thorough conversation, thought and co-operation which London has been promoting proudly as its style to develop the London Plan.

ⁱ **Definitions of Urban Agriculture ... these are posted on the Community Gardens London website, reference page**

Ron Berezan on Urban Agriculture

Ron Berezan is "The Urban Farmer". He is permaculturist, advocate for sound agriculture, teacher, and writer. His [Urban Farmer website](#) carries an [excellent article on urban agriculture](#). He points out that urban agriculture is not new, and remains a major source of food production across the world. He talks about how changing urban patterns and economics affects and will affect how we grow our food in more local areas, and that we can think about urban agriculture in relationship with all the systems of our locale. **He gets us thinking about the sort of web, or urban ecosystem mentioned in the RUA definition of urban agriculture.** [Berezan's essay](#) is well worth reading, and his site always has something interesting and useful to read.

What is "urban agriculture"?

posted Sept. 17/15 and being added to

London City staff have been tasked with beginning to look into certain aspects of urban agriculture (see [CGL News](#) page). CGL webkeeper has been putting together information on urban agriculture for a while, and begins here a series on urban agriculture.

What is "urban agriculture"? Different sources give slightly different definitions ...CGL webkeeper will add more definitions over time, particularly cities' urban agriculture policies and programs.

Ryerson University / Change School offers 4 courses - [Understanding Urban Agriculture](#) - in its Food Security program. This indicates that it takes a while to get a handle on the topic!

Urban agriculture is the cultivation, processing or distribution of food in and around cities. It can include activities such as vacant lot, community or rooftop gardens, urban farms, hydroponics, and aquaponics.

Edmonton, Alberta: Urban Agriculture bylaw info page

http://www.edmonton.ca/city_government/urban_planning_and_design/urban-agriculture.aspx

Urban Agriculture [is] the act of growing and, according to some definitions, distributing food in a defined urban area. The idea is to produce food closer to where the majority of consumers are, in cities. Urban agriculture tends to be small-scale agricultural enterprises, even on a household scale.

Food and the City: Urban Agriculture and the New Food Revolution

by Jennifer Cockrall-King, Prometheus Books, 2012

Urban Agriculture *"Urban agriculture can be defined shortly as the growing of plants and the raising of animals within and around cities."*

"The most striking feature of urban agriculture, which distinguishes it from rural agriculture, is that it is integrated into the urban economic and ecological system: urban agriculture is embedded in - and interacting with - the urban ecosystem. Such linkages include the use of urban residents as labourers, use of typical urban resources (like organic waste as compost and urban wastewater for irrigation), direct links with urban consumers, direct impacts on urban ecology (positive and negative), being part of the urban food system, competing for land with other urban functions, being influenced by urban policies and plans, etc. Urban agriculture is not a relic of the past that will fade away (urban agriculture increases when the city grows) nor brought to the city by rural immigrants that will lose their rural habits over time. It is an integral part of the urban system"

from Holland-based RUAF Foundation (Resource Centres on Urban Agriculture and Food Security) **quoted in** Urban Agriculture: ideas and designs for the new food revolution. By David Tracey. New Society Publishers. October 2011. London Public Library 635 Tra

Urban agriculture or **urban farming** is the practice of cultivating, processing, and distributing food in or around a village, town, or city. Urban agriculture can also involve animal husbandry, aquaculture, agroforestry, Urban beekeeping, and horticulture. These activities occur in peri-urban areas as well. Urban agriculture can reflect varying levels of economic and social development. In the global north, it often takes the form of a social movement for sustainable communities, where organic growers, 'foodies,' and 'locavores' form social networks founded on a shared ethos of nature and community holism. These networks can evolve when receiving formal institutional support, becoming integrated into local town planning as a 'transition town' movement for sustainable urban development. In the developing south, food security, nutrition, and income generation are key motivations for the practice. In either case, more direct access to fresh vegetables, fruits, and meat products through urban agriculture can improve food security and food safety. **Wikipedia entry as of September 18, 2015**

https://en.wikipedia.org/wiki/Urban_agriculture ... this definition is just the beginning of a long entry, which has 94 footnotes! (in 2011, there were 47 footnotes)

Urban agriculture comes in many forms and refers to the practice of cultivating, processing, and distributing food in and around cities

... this reference is often cited ... Bailkey, M., and J. Nasr. 2000. "From Brownfields to Greenfields: Producing Food in North American Cities," *Community Food Security News*. Fall 1999/Winter 2000:6

Working definition of Urban Agriculture ... the process of cultivating, processing and distributing food in, or around, a village, town, or city. (Bailkey, 2000)

Working definition of Urban Farm ... a portion of urban land where food is grown, primarily for sale. *Working definition of Urban Farming ...* growing, cultivating and distributing food within a city or town boundary to generate revenue. Revenue generating urban agriculture has been termed market gardening, commercial urban agriculture and entrepreneurial urban agriculture. (on p. 1 it also says "This involves farmers finding space in the city - backyards, vacant lots, parking lots, rooftops, parks, private or public spaces to grow food for wholesale and retail sales to urban consumers.") **British Columbia. The Urban Farming Guidebook**: Planning for the Business of Growing Food in BC's Towns and Cities. 2013. A project of city staff and community members from Campbell River, Kelowna, City of North Vancouver, and Vancouver British Columbia

The **City of Baltimore's** urban agriculture plan cites part of the definition of **urban agriculture** used by the Food and Agriculture Organization of the United Nations: "small areas within cities, such as vacant lots, gardens, verges, balconies and containers, that are used for growing crops and raising livestock ... for own-consumption or sale". The Baltimore document expands on commercial and community urban farms, community gardens, youth gardens, aquaponics and aquaculture, rooftop gardens, home gardens and other specialty gardens. The overall Baltimore plan really puts urban agriculture in the context of community, food security, and economy ... while giving practical guidelines that work with city bylaws (many of which were amended for the plan). **Homegrown Baltimore: Grow Local ... Baltimore City's Urban Agriculture Plan**. Adopted November 2013 by the Baltimore City Planning Commission.

Urban agriculture can be loosely defined as growing plants and raising animals within and around cities. In August 2010, the **Seattle** City Council voted to expand opportunities for urban agriculture in the City of Seattle. These code changes help create a more sustainable and secure local food system by increasing opportunities to grow and sell food in all zones. Seattle's Land Use Code recognizes **five different urban agriculture uses**: animal husbandry, aquaculture, community gardens, horticulture and urban farms. taken from **Urban Agriculture**.

Tip 244 of Seattle Permits, a multi-departmental City of Seattle series on getting a permit www.seattle.gov/DPD/publications/CAM/cam244.pdf

ii **Maureen Temme sent this list to Gregg Barrett, and cc Coun.Van Holst, Dec. 8, 2015**

List of all city bylaws (note: I have not checked that the urls are the same on the latest City website) <http://www.london.ca/city-hall/by-laws/Pages/By-laws.aspx>

Bylaw office - General Inquiries Phone: 519-930-3510 E-mail enforcement@london.ca
Orest Katolyk, Chief Municipal Law Enforcement Officer, ext. 4969, okatolyk@london.ca

Heather Chapman: Manager, Municipal Law Enforcement Services, ext. 5292 hchapman@london.ca

Boulevard Tree Protection Bylaw 2010

pdf: <http://www.london.ca/city-hall/by-laws/Documents/boulevardtreeP69.pdf>

note: this is under revision as the City Tree Protection Bylaw ... ongoing spring 2015

see first draft of this on P&E committee agenda for Feb. 2/15, item 9 ...

<http://sire.london.ca/mtgviewer.aspx?meetid=828&doctype=AGENDA>

pdf: <http://sire.london.ca/cache/2/sx5pf3450n2bui20vz0qugar/17154504082015101538469.PDF>

Business Licensing Bylaw

pdf: <http://www.london.ca/city-hall/by-laws/Documents/business-licence-L6.pdf>

consolidated Feb. 24, 2015 - 80 plus pages

part 10: Hawker, pedlar,

part 7: eating establishments and food shops

Food Premises Inspection and Mandatory Food Handler Bylaw PH-16

<http://www.london.ca/city-hall/by-laws/Documents/foodhandlerPH16.pdf>

Consolidated August 30, 2010

Parks & Recreation Bylaw PR-2 consolidated: Nov. 19 2013

<http://www.london.ca/city-hall/by-laws/Documents/parks-recreation.pdf>

Property Standards Bylaw CP-16 Consolidated June 2010

<http://www.london.ca/city-hall/by-laws/Documents/propertystandards.pdf>

Streets By-law S-1 consolidated September 2, 2014

<http://www.london.ca/city-hall/by-laws/Documents/streetsS1.pdf>

Tree Conservation Bylaw CP 1466-267 Consolidated July 29, 2014

<http://www.london.ca/city-hall/by-laws/Documents/treeCP1466.pdf>

Yard and Lot Maintenance Bylaw PW-9 consolidated: March 20, 2012

general info: <http://www.london.ca/city-hall/by-laws/Pages/Yard-and-Lot-Maintenance-By-law.aspx>

pdf of full bylaw: <http://www.london.ca/city-hall/by-laws/Documents/yardPW9.pdf>

Bylaw office: General Inquiries Phone: 519-930-3510 E-mail: enforcement@london.ca

Heather Chapman is good to know on bylaw stuff ...hchapman@london.ca

iii Urban Agriculture Policy documents - Canada

Posted on Community Gardens London website Sunday, Dec. 6/15

To make it easier for anyone researching Urban Agriculture policy, webkeeper Maureen is finally getting around to making a list. More will be added. No doubt any policy or plan has come after a lot of meetings, a lot of talking, a lot of thinking and doing. And not one of them is perfect or will match what you have in mind. However, for the policy-geeks and for the get-it-done people, for generating ideas, raves and rants ... here goes!

British Columbia

The Urban Farming Guidebook: Planning for the Business of Growing Food in B.C.'s Towns and Cities. 2013. 55 pages. Lead author: H.B. Lanarc-Golder (subsidiary of Golder consultants)

Published by EcoDesign Resource Society (EDRS) "to support local governments and communities in finding innovative and creative strategies for sustainability and resiliency".

Report is online at website of the Real Estate Foundation of British [Columbia:](http://www.refbc.com/sites/default/files/Urban-Farming-Guidebook-2013.pdf)

www.refbc.com/sites/default/files/Urban-Farming-Guidebook-2013.pdf

A City Farmer reference gives excerpt, : <http://www.cityfarmer.info/2013/01/17/urban-farming-guidebook/> but the link from the article to the documents does not work.

City of Vancouver's *Urban Agriculture Garden Guide: Manual for starting and designing urban agriculture projects*. 2015. ~55 pages. A Greenest City Scholar project for the City of Vancouver and the Vancouver parks and Recreation Board

The focus is on small projects and those that do not earn money. Set up has lots of diagrams to take one through how to plan a project (have committed people!), how to apply, what do depending on whether idea for garden is on private or city land. There's garden layout advice and plant suggestions ... and sidebar tips throughout that link to things like beekeeping regulations, and who to talk to if you have problems with an application form.

Report is online: <http://vancouver.ca/files/cov/urban-agriculture-garden-guide.pdf>

As of Dec. 10/15 (per email from Jason at the pbgreen) the contact for food policy at the City of Vancouver is: foodpolicy@vancouver.ca – and the contact for food growing projects in parks system is pbgreen@vancouver.ca

Edmonton

fresh: ***Edmonton's Food and Urban Agriculture Strategy***

" developed in consultation with citizens, interested groups, businesses and organizations" ...approved by Edmonton City Council in November 2012.

"*fresh* is a high level strategy that will help guide Edmonton towards the vision of 'a resilient food and agriculture system that contributes to the local economy and the overall cultural, financial, social and environmental sustainability of the city.' "

direct link to pdf: http://www.edmonton.ca/city_government/documents/FRESH_October_2012.pdf

Edmonton city website concerning such, including a video!:

http://www.edmonton.ca/city_government/urban_planning_and_design/food-and-urban-agriculture.aspx

** Edmonton altered several city bylaws in 2015 to make urban farming easier. See:

City hopes new bylaw will help Edmont's urban farms bloom (June 30/15): [here](#)

http://www.edmontonjournal.com/City+hopes+bylaw+will+help+Edmonton+urban+farms+bloom/11179488/story.html#_federated=1

New city regulations encourage gardens to sprout for fun and profit (oct. 28/15): [here](#)

<http://edmontonjournal.com/life/food/new-city-regulations-encourage-gardens-to-sprout-for-fun-and-profit>

Hamilton, Ontario

Hamilton Facilitating Urban Agriculture with 'Tactical' Policy Changes Raise the Hammer article, written by Hamilton senior planner Jason Thorne, [here](#)

Planning and Environment Committee meeting of Sept. 16, 2014:

<http://hamilton.siretechnologies.com/sirepub/mtgviewer.aspx?meetid=667&doctype=AGENDA>

agenda item 6.2 - City Initiative 14-E Official Plan and Zoning By-law changes for Urban Agriculture (Community Gardens and Urban Farms) in the Urban Area

<http://hamilton.siretechnologies.com/sirepub/cache/2/wganlbn3fnbn0q5e1o0xm4tr/467751206201512583684.PDF>

- there are a bunch of other documents along with this ... various bylaws had to be amended to add in stuff about community gardens and urban agriculture

e.g.:

<http://hamilton.siretechnologies.com/sirepub/cache/2/wganlbn3fnbn0q5e1o0xm4tr/4678012062015010023322.PDF>

Toronto, Ontario

Grow TO: an urban agriculture action plan for Toronto.

direct link to document: http://tfpc.to/wordpress/wp-content/uploads/2012/08/GrowTO_ActionPlan_Oct161.pdf

Toronto Food Policy Council page gives information about GrowTO ethos, partners, and links to the document:

<http://tfpc.to/news/growto-action-plan> **site:** <http://tfpc.to/> **email:** tfpc@toronto.ca

GrowTO: An Urban Agriculture Action Plan for Toronto was adopted by Toronto City Council on November 27, 2012 after three years of "collaborative work by community and institutional stakeholders with participation from various City Divisions and Agencies. The GrowTO Action Plan establishes a framework to help the City of Toronto realize the full potential of urban agriculture".

Vancouver, B.C.

Vancouver Park Board Urban Agriculture Policy

"In February 2015, the Vancouver Park Board adopted a new policy for urban agriculture to better reflect

agricultural activities now taking place in urban parks. The policy replaces the Park Board's Community Gardens Policy from 2005, and applies to existing and new food-focused projects like community gardens in Vancouver parks." from Vancouver city website:

<http://vancouver.ca/people-programs/urban-agriculture-policy.aspx>

link to document *Park Board Urban Agriculture Policy*: <http://vancouver.ca/files/cov/park-board-urban-agriculture-policy.pdf>

link to Vancouver Policy document which contains Urban Agriculture Design Guidelines for the Private Realm: <http://vancouver.ca/files/cov/urban-agriculture-guidelines.pdf>

for information, contact the planning team: pbgreen@vancouver.ca

emailed pbgreen Sun Dec 6 2015 to check if s/he is contact person if one has questions

iv **Library reference page for conference Urban Agriculture: London's Food Future**

Program Name Urban Agriculture: London's Food Future

Program Description Saturday, November 19, 2016, 10 am-4 pm: A one day conference to look at both the current state and a future agenda for urban agriculture in the city of London. Keynote Speaker, Lauren Baker from the Toronto Food Policy Council opens the day in the Wolf Performance Hall at 10 am. Break out sessions will follow; 11 am-noon: Urban Agriculture Policy for Municipalities, Appropriate Technology, and The Role of Fruit and Nut Trees AND 1-2 pm: The Economics of Urban Agriculture, The Role of Animals, and Food Security. Register for one am and one pm session at the Library, online or by telephone. There will be exhibits and a photo contest. The day closes with a wrap-up discussion of next steps facilitated by the Urban League of London. Free.

Program Subject Program
Wolf Performance Hall
Workshops & Classes
Gardens & Gardening
Nature

Please Note Please register for one morning and one afternoon session. Attendance at discussions in the Wolf Hall do not require registration.

Date/Time	Location	Status	Note
Saturday, 19 Nov 2016 11:00am-12:00pm	Central 1st Floor Stevenson & Hunt B	27 Seats Remaining	Urban Agriculture Policy for Municipalities, Lauren Baker, Toronto Food Policy Council & Ellen Lakusiak, London Food Policy Council.
Saturday, 19 Nov 2016 11:00am-12:00pm	Central 1st Floor Tonda	30 Seats Remaining	Appropriate Technology for Urban Agriculture, Gary Wozniak, Recovery Park Detroit & Terry Nother, Local Sustainability Entrepreneur.
Saturday, 19 Nov 2016 11:00am-12:00pm	Central 1st Floor Stevenson & Hunt A	28 Seats Remaining	The Role of Fruit and Nut Trees, Susan Poizner, Orchard People Toronto & Jessie Robertson, Wildcraft Permaculture.
Saturday, 19 Nov 2016 1:00pm-2:00pm	Central 1st Floor Stevenson & Hunt B	28 Seats Remaining	Food Security through Urban Agriculture, Angela ElzingaCheng, FoodShare Toronto & Becky Ellis, EarthMagic Permaculture.
Saturday, 19 Nov 2016 1:00pm-2:00pm	Central 1st Floor Tonda	30 Seats Remaining	The Role of Animals in Urban Agriculture, Lorraine Johnson, Edible City Toronto & Celeste Lemire, Urban Gardener.
Saturday, 19 Nov 2016 1:00pm-2:00pm	Central 1st Floor Stevenson & Hunt A	28 Seats Remaining	The Economics of Urban Agriculture, Robert Orland, Backyard Bounty Guelph & Aaron Lawrence, On the Move Organics.