

Agricultural Advisory Committee

Report

1st Meeting of the Agricultural Advisory Committee
January 15, 2020
Committee Room #3

Attendance PRESENT: L. McKenna (Chair), J. Kogelheide, L.F. McGill, E. Rath and S. Twynstra and J. Bunn (Committee Clerk)

ALSO PRESENT: C. Parker

The meeting was called to order at 7:00 PM.

1. Call to Order

1.1 Disclosures of Pecuniary Interest

That it BE NOTED that no pecuniary interests were disclosed.

1.2 Election of Chair and Vice-Chair for the Term Ending November 30, 2020

That it BE NOTED that the Agricultural Advisory Committee elected L. McKenna and L.F. McGill as Chair and Vice Chair, respectively, for the term ending November 30, 2020.

2. Scheduled Items

2.1 Accessibility for Ontarians with Disabilities Act Training

That the Accessibility for Ontarians with Disabilities Act Training BE DEFERRED to the March 2020 meeting of the Agricultural Advisory Committee.

2.2 The Western Fair District and The Grove

That it BE NOTED that the attached presentation from R. Ash, Western Fair District, with respect to background information on the Western Fair District and The Grove, was received.

3. Consent

3.1 3rd Report of the Agricultural Advisory Committee

That it BE NOTED that the 3rd Report of the Agricultural Advisory Committee, from its meeting held on November 20, 2019, was received.

3.2 Municipal Council Resolution - 3rd Report of the Agricultural Advisory Committee.

That it BE NOTED that the Municipal Council resolution, from its meeting held on December 10, 2019, with respect to the 3rd Report of the Agricultural Advisory Committee, was received.

3.3 Notice of Planning Application - Official Plan Amendment - City-Wide Urban Design Guidelines

That it BE NOTED that the Notice of Planning Application, dated November 21, 2019, from A. Lockwood, Urban Designer, with respect to an Official Plan Amendment related to the City-Wide Urban Design Guidelines, was received.

4. Sub-Committees and Working Groups

None.

5. Items for Discussion

5.1 City of London's Coyote Strategy Reporting Form

That it BE NOTED that a verbal update from C. Parker, Senior Planner, with respect to the City of London's Coyote Strategy Reporting Form, was received.

5.2 AAC 2020 Work Plan

That the revised attached 2020 Work Plan for the Agricultural Advisory Committee BE FORWARDED to the Municipal Council for consideration.

6. Adjournment

The meeting adjourned at 8:47 PM.



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WESTERN FAIR ASSOCIATION

Deemed to be an Agricultural Society in the Act





1918

2018

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Western Fair Association

- Not for Profit organization without share capital
- Founded in 1867
- Incorporated in 1887
- Member driven organization
- Over 55 full-time and 180 part-time staff
- Approx. 300 fair positions annually
- KPMG study - \$196.1M in economic impact
- Located on 75 acres



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Objectives of an Agricultural Society

To encourage an awareness of agriculture and to promote improvements in the quality of life of persons living in an agricultural community by:

- Researching the needs of the agricultural community and developing programs to meet those needs
- Holding agricultural exhibitions featuring competitions for which prizes may be awarded
- Promoting the conservation of natural resources
- Encouraging the beautifications of the agricultural community
- Supporting and providing facilities to encourage activities intended to enrich rural life
- Conducting or promoting horse races when authorized to do so by a by-law of the society

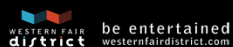
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Western Fair Association Objects

Approved by OMAFRA – Jan. 2013

14 Objects including:

- Conduct an Annual Fair
- Operate a Farmer's Market
- Conduct and promote Horse Racing
- Undertake such commercial activities advisable to advance the Association's non-profit purposes



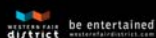
Agriculture Purpose Statement

WFA strives to be a leader of Canadian Agriculture Societies, supporting the Agriculture Community with programming and facilities that help meet the business needs of this sector while at the same time providing innovative educational experiences for consumers.



Delivering on the mandate and purpose

AGRICULTURE IN THE DISTRICT



The Raceway

- 2nd highest wagering harness racing track in Canada
- Record Handle 31Dec2019 - \$795K
- 125 race dates annually with over 1,000 races
- 50,000+ visitors annually
- \$47.1M Total GDP Impact

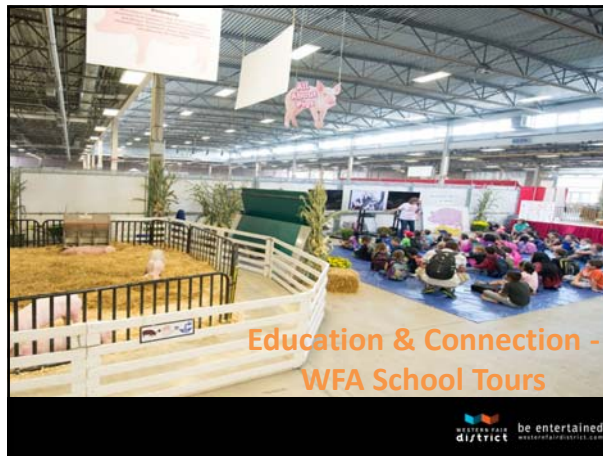
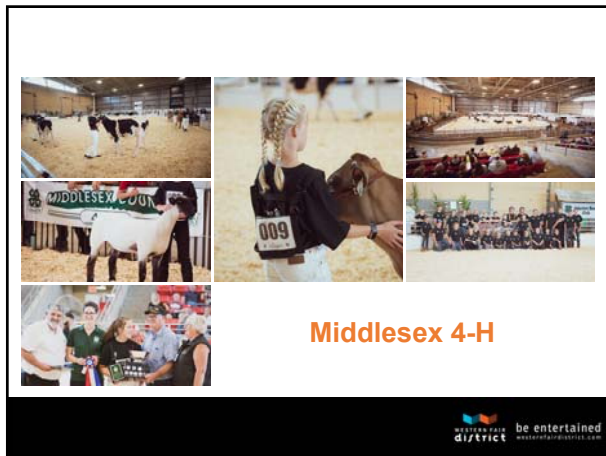
- 1,448 FTE total labour impact:
 - Trainers and training Courses
 - Blacksmiths
 - Farms
 - Drivers
 - Grooms



Urban Farming

Are you a SUMMER GARDENER?
Choose 7 essential vegetables to grow:
Cauliflower, Spinach, Broccoli, Carrots, Radishes, Beans, and Peas.







**Growing Chefs:
School Food Education Project**

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GROWING chefs!
CHEFS FOR CHILDREN'S URBAN AGRICULTURE

**AGRICULTURAL SHOWS &
EVENTS**

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CASE IH AGRICULTURE

LONDON FARM SHOW
Presented by Farm Credit Canada

Largest indoor Farm Show in Ontario
80-year history
Community collaboration with BMO Centre

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THE NATIONAL POULTRY SHOW

Largest B2B Poultry Industry event in Canada

Co-Produced with Poultry Industry Council

5-Year agreement

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LONDON Selected Yearling Sale

Largest standardbred horse sale in Canada

Managed by largest breeder in Canada – Seelster Farms (Lucan)

\$270,000 Marlboro Seeltser – highest priced SB yearling in Canadian history

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A Review of WFA's Ag Strategy


UPDATING THE CORE MANDATE


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Review of WFA's Ag Strategy

- Establish **modernized** approach to core mandate as an Ag society
- Stay **relevant** and **meaningful** to local community and Ag industry
- Enhance **sustainability** of the organization by generating **new revenue**, optimizing existing **footprint** and build upon the **brand**

Ag-Food/Ag-Tech Industry

 World population – to 9B by 2050 from 7B

 RBC study: Canada facing skills and labour crisis with 123,000 worker shortfall by 2030

 Canada could gain \$11B in GDP by 2030 by closing labour gap and accelerate investment in technology

 RBC: Farmer 4.0 Innovative... Highly Skilled... Data Driven... Diverse

Strengths Upon Which to Build

125+ years of experience, knowledge, reputation

Financial resources

Physical location, access to infrastructure, production, demonstration, retail

Urban Agriculture zoning

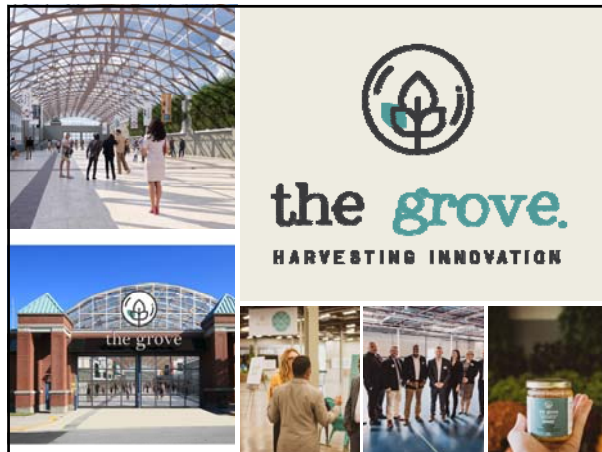
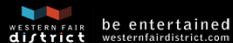
Geographical location – SWO

Aligning with London's Urban Agriculture Strategy

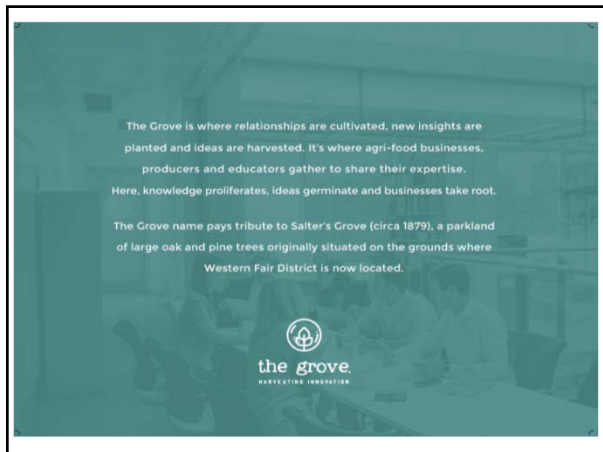


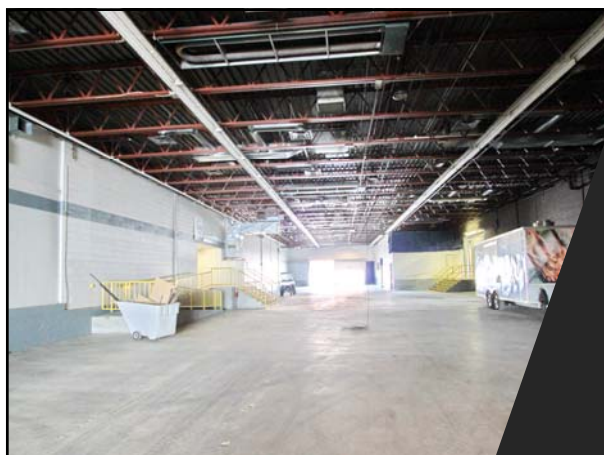
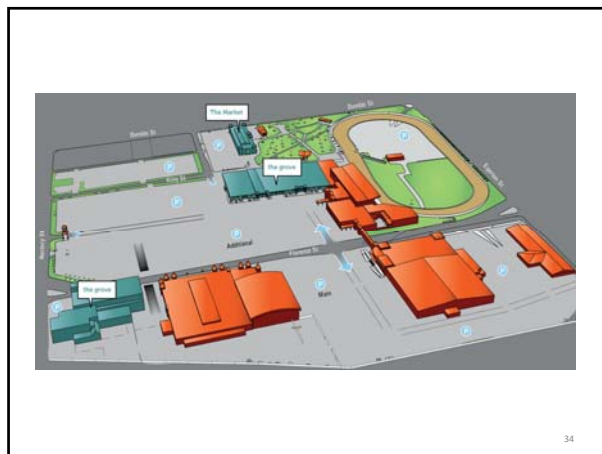
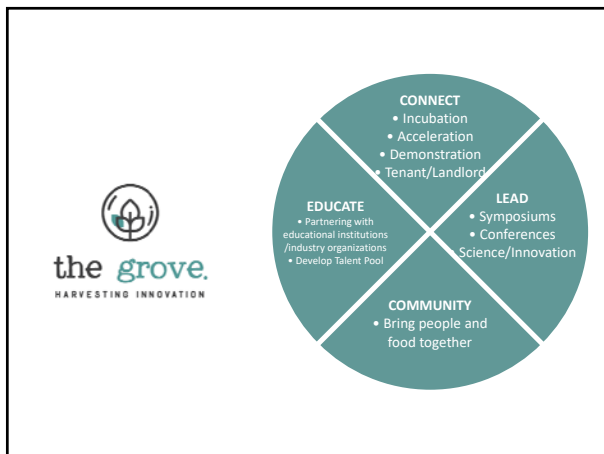
URBAN AGRICULTURE – RF14 Zoning

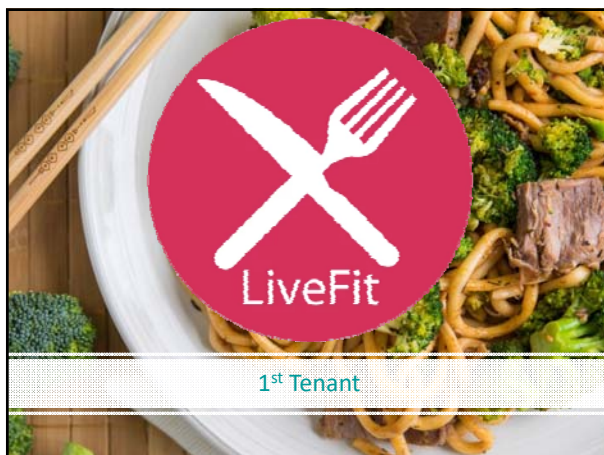
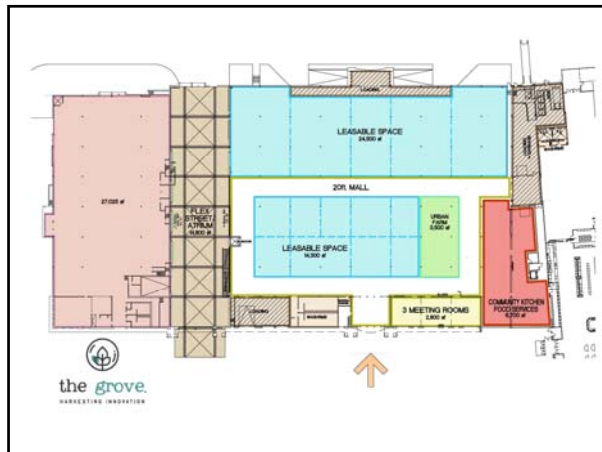
“URBAN AGRICULTURE” means the use of lands, buildings or structures for the purposes of **growing, sharing, and distributing food** or beverage and may include the **processing of food** or beverage by the use of hand tools or small-scale, light mechanical equipment. It can involve a range of different activities operating either together or individually, including the **cultivation of plants**, together with accessory uses including **retail sales**, composting plants grown onsite, outdoor storage, and **buildings and structures ancillary to the operation of the site** and for the **extension of the growing season**, but does not include the growing, processing, distribution or retail sales of cannabis.

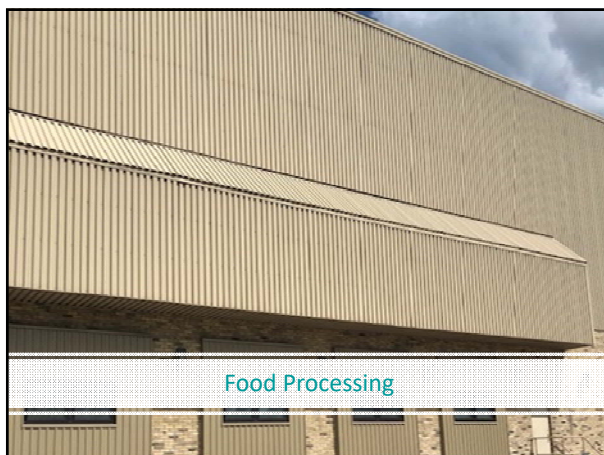
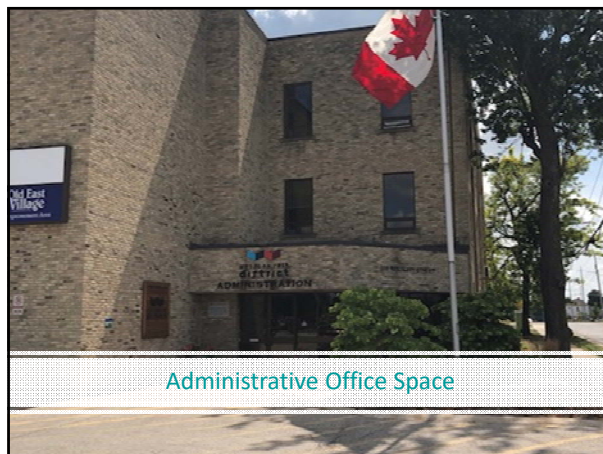


the grove.
HARVESTING INNOVATION







The logo for 'the grove.' features a stylized green leaf inside a circle, with the text 'the grove.' below it and 'HARVESTING INNOVATION' in smaller letters underneath.

Aligns with **core mandate**

We want to take a **leadership role**

Internal desire to **diversify revenue streams**

There is a **market need**



**AGRICULTURAL ADVISORY COMMITTEE
2020 WORK PLAN
(as of January 2020)**

Project/Initiative	Background	Lead/ Responsible	Proposed Timeline	Proposed Budget	Link to Strategic Plan	Status
Work with the London and Middlesex Food Policy Council (LMFPC)	<ul style="list-style-type: none"> • Invite the LMFPC to speak at a 2020 AAC meeting 	AAC Team	January- Dec		<ul style="list-style-type: none"> • The London Plan (Food System) • London and Middlesex Food Policy Council - new 	
Work with associated entities to assist with the development of agribusiness in London	<ul style="list-style-type: none"> • work with interested parties (ex. London Economic Development Corporation (LEDC) to discuss agribusiness (ex. plant processing, food production, food chains) • AAC would like to promote the development and securing of plant processing, food chains and food production • Invite LEDC to present on the agribusiness sector 	AAC Team	2020			
Review City of London Land lease agreements for agriculture	<ul style="list-style-type: none"> • Review City of London standard farmland/agriculture land lease agreements to provide feedback 	S. Twynstra	Jan-Dec			
Review Committee Terms of Reference	<ul style="list-style-type: none"> • Re-examine the AAC TOR to see who is supposed to sit on AAC 	AAC Team	2020			
Explore supporting a speaker or conference in 2020	<ul style="list-style-type: none"> • Be open to supporting a conference or a speaker in 2020 	AAC Team	2020	Up to \$500		
Farm Tour 2020	<ul style="list-style-type: none"> • Invite AAC, City Councillors, London Youth Advisory Council and others to a farm tour in 2020 	S. Twynstra	July 2020	Up to \$500		