



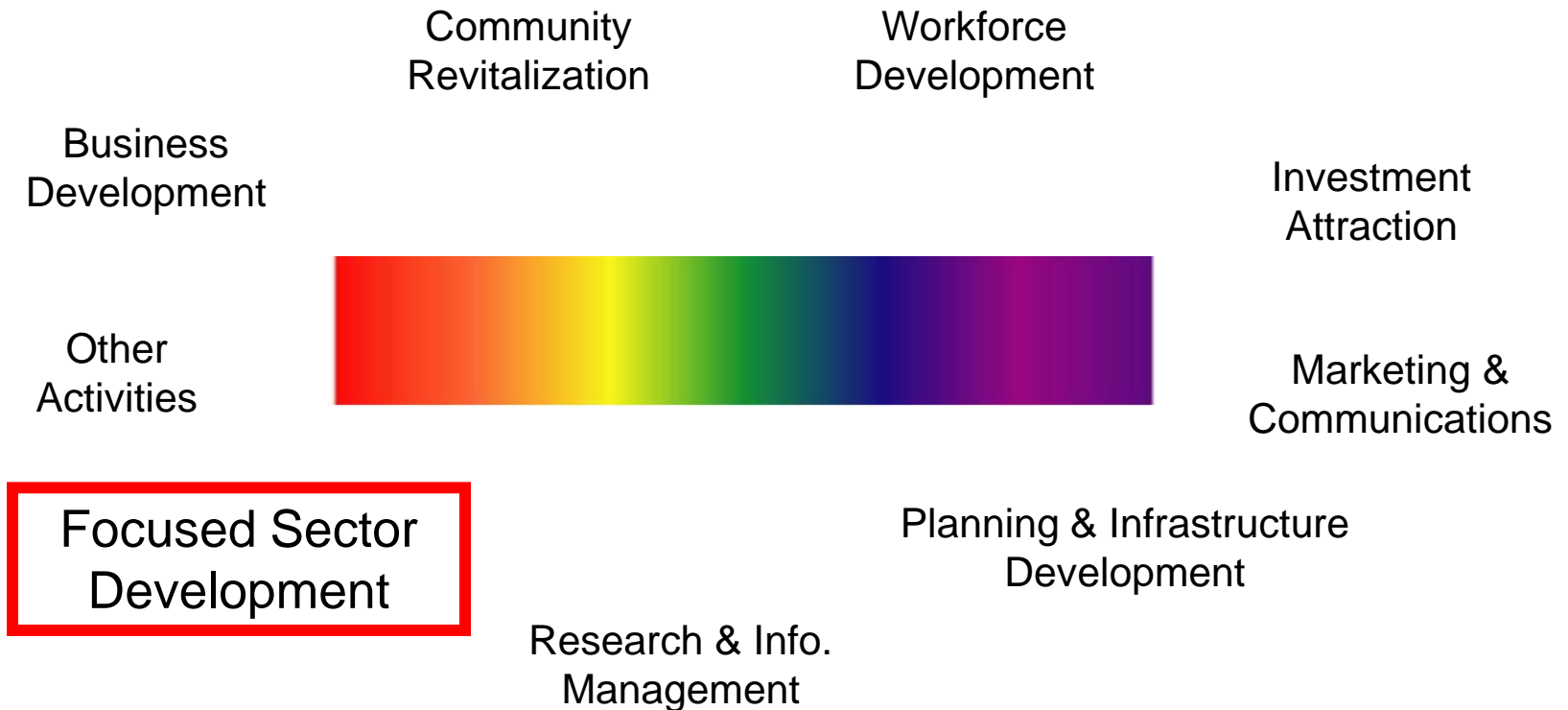
Agriculture as an Economic Development Opportunity

**Bruce Moore & Ryan Deska
Ontario East Municipal Conference
September 14, 2016**

Sessions Objectives

- Provide a snapshot of Ontario agriculture
- Introduce concept of agriculture economic development and highlight opportunities
- Outline the OMAFRA guidebook and training resource that is in development

The Spectrum of Economic Development Activities



Complexity of the Agriculture Sector

- Agriculture activity
- Agricultural stakeholders
- Trends affecting agriculture

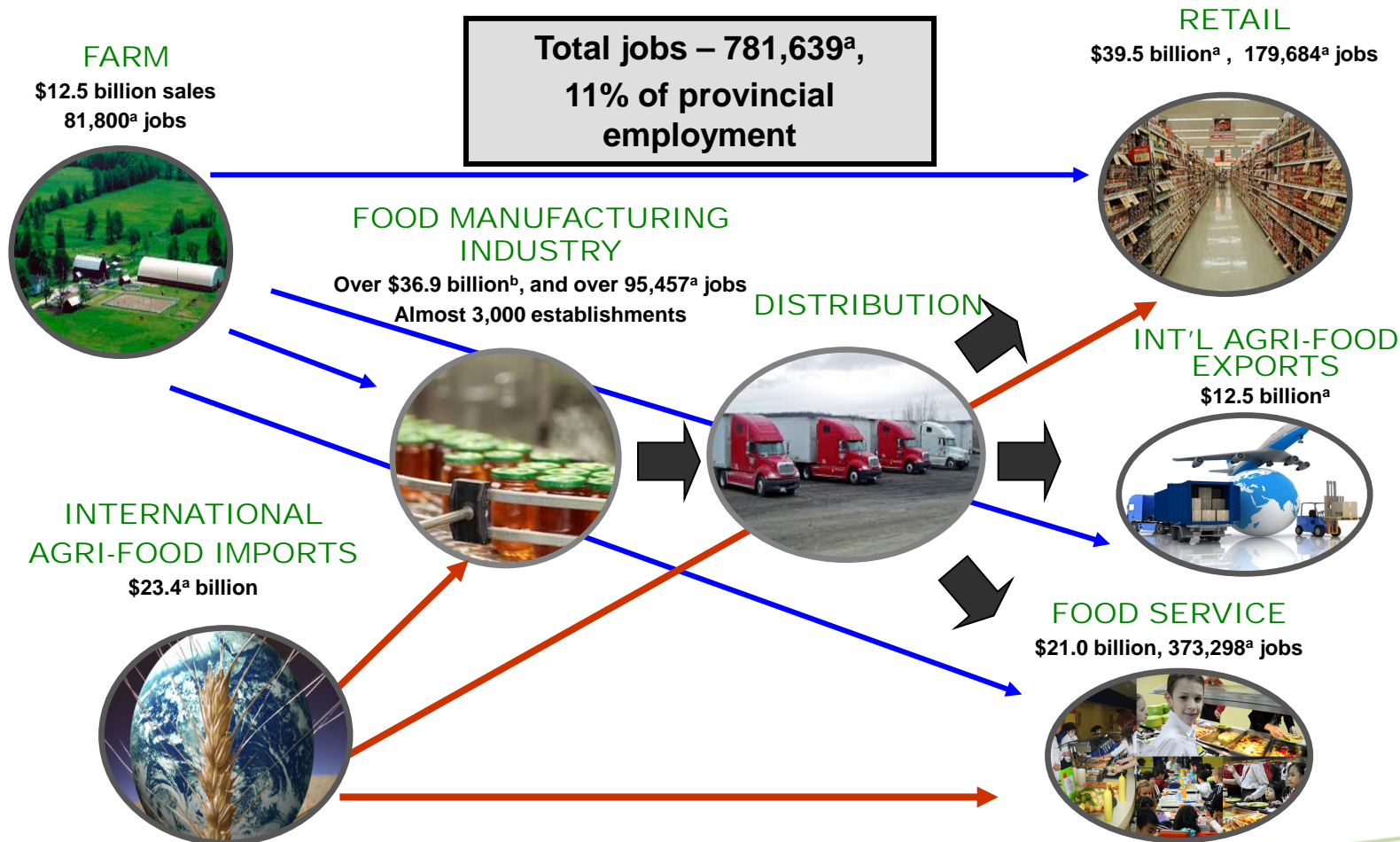


Types of Agriculture Activity

- Primary production
- Inputs and supplies
- Breeding and genetics
- Farm tourism
- Food processing
- Storage
- Distribution
- Retail/wholesale
- Food services



Ontario Agriculture and Food at a Glance



Primary Agriculture in Ontario

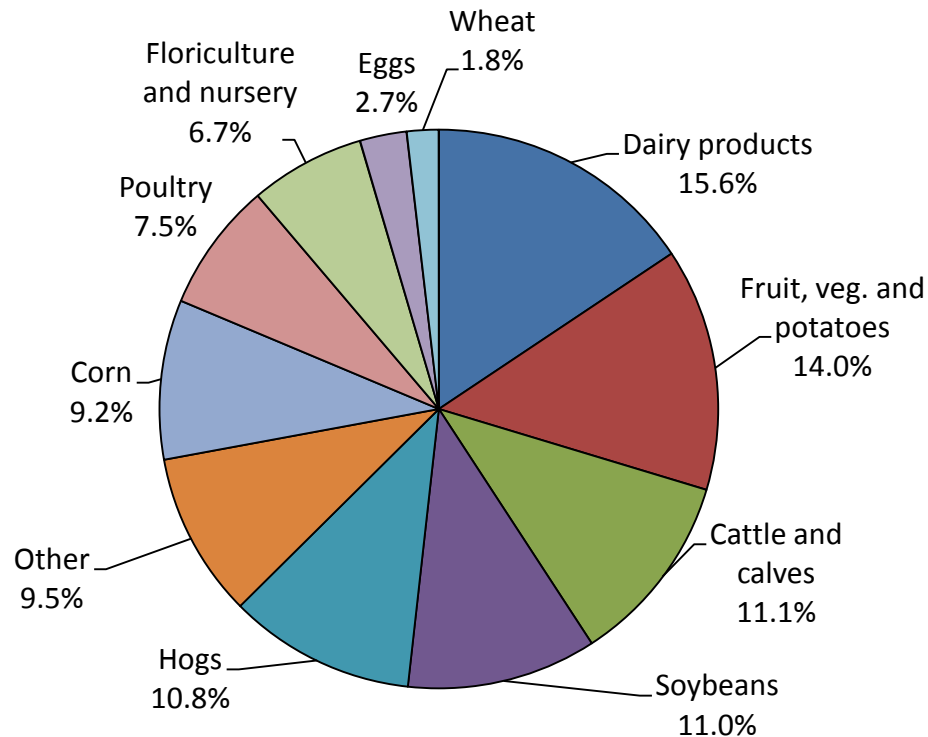
Number of Farms	51,950 ¹
Farm Operators	74,840 ¹
Farm Cash Receipts	\$12.5 Billion ²
Land Area	12,668,236 acres ¹

1 Source: Statistics Canada, 2011 Census of Agriculture.

2 Source: Statistics Canada 2014

3 Source: OMAFRA, statistics 2014.

Distribution of Ontario Farm Cash Receipts (%) by Commodity, 2014



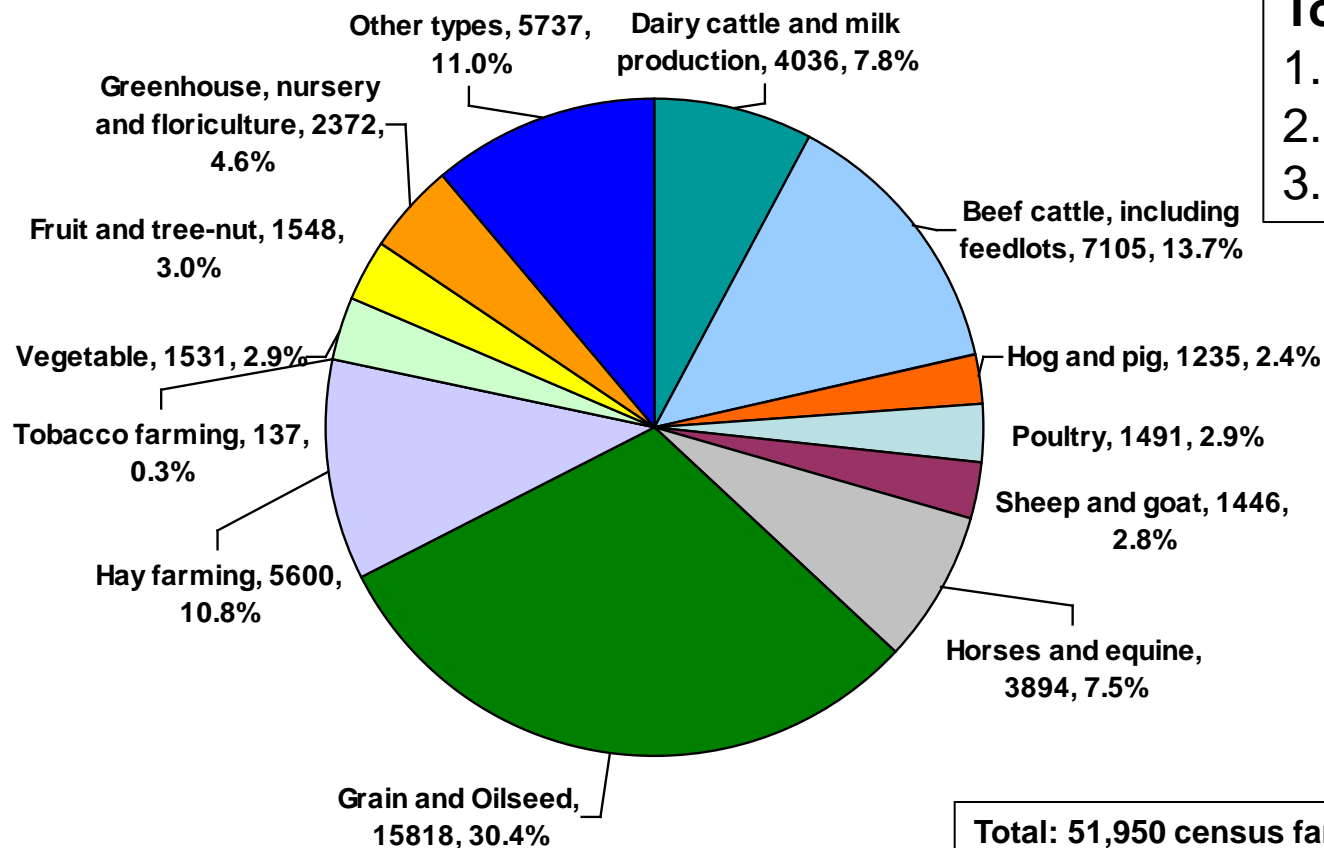
Top Three:

1. Dairy Products
2. Fruit, Vegetables & Potatoes
3. Cattle and Calves

Total = \$12.5 billion

Source: Statistics Canada.

Number of Ontario Farms by Industry Group (NAICS), 2011



Top Three:

1. Grain and Oilseed
2. Beef Cattle
3. Hay Farming

Total: 51,950 census farms

Agriculture Organizations



National Farmers Union
Union Nationale des Fermiers



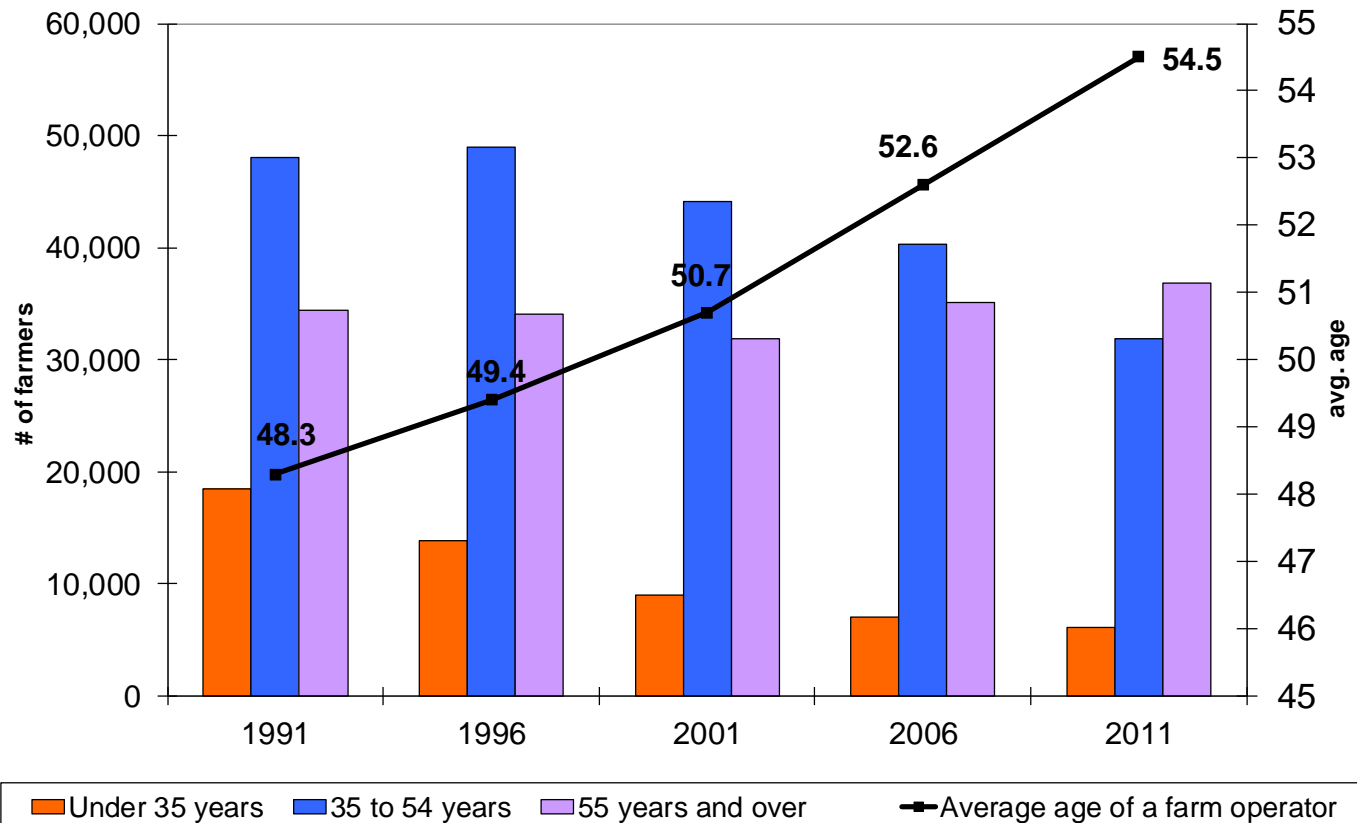
Agriculture Section Associations

- Savour Ottawa
- The Eastern Ontario Agri-Food Network
- Ontario Tender Fruit Producers' Marketing Board
- Canadian Swine Breeders Association
- Ontario Fruit and Vegetable Growers' Association
- Grain Farmers of Ontario
- The Ontario Agri-Business Association
- Chicken Farmers of Ontario
- Egg Farmers of Ontario
- Beef Farmers of Ontario
- Eastern Ontario Agri-Food Network
- Ontario Fruit and Vegetable Growers' Association
- Ontario Corn Fed Beef
- Farmers' Markets Ontario

Trends in Ontario's Agriculture Sector (1996 – 2011)

- ↑ • Average farm size (acres) grew by 19%
- ↓ • Number of farm operators declined by 23%
- ↑ • Number of farms reporting the use of computers for farm management grew by 115%

Ongoing Trend: Aging Farm Operators 1991-2011



• Farm operators are getting older similar to Ontario population at large

Employment Trends (% Change): Primary Agriculture, 2010-2015

Primary Agriculture (Crop, Animal & Support Industries)	-8%
Crop Production	-9%
Animal Production	-14%



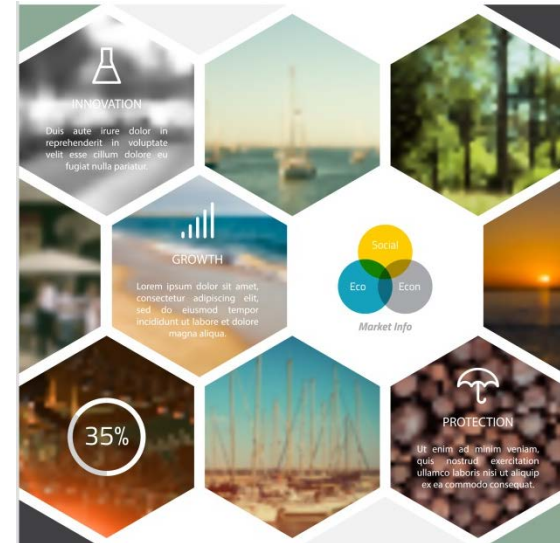
Employment Trends (% Change): Beyond Primary Agriculture, 2010-2015

Ontario Food and Beverage Stores (Retail Food)	6%
Ontario Food and Beverage Processing (Processors)	0.5%
Ontario Food Services	21%
Ontario Food, Beverage Wholesaling	22%
Total Agri-Food Sector	11%



Issues Impacting Agriculture

- Market volatility
- Profitability
- Succession Planning
- New opportunities in food
- Rules and regulations
- External factors - Trade





Agriculture Economic Development

The Opportunity for Ontario

What is Economic Development?

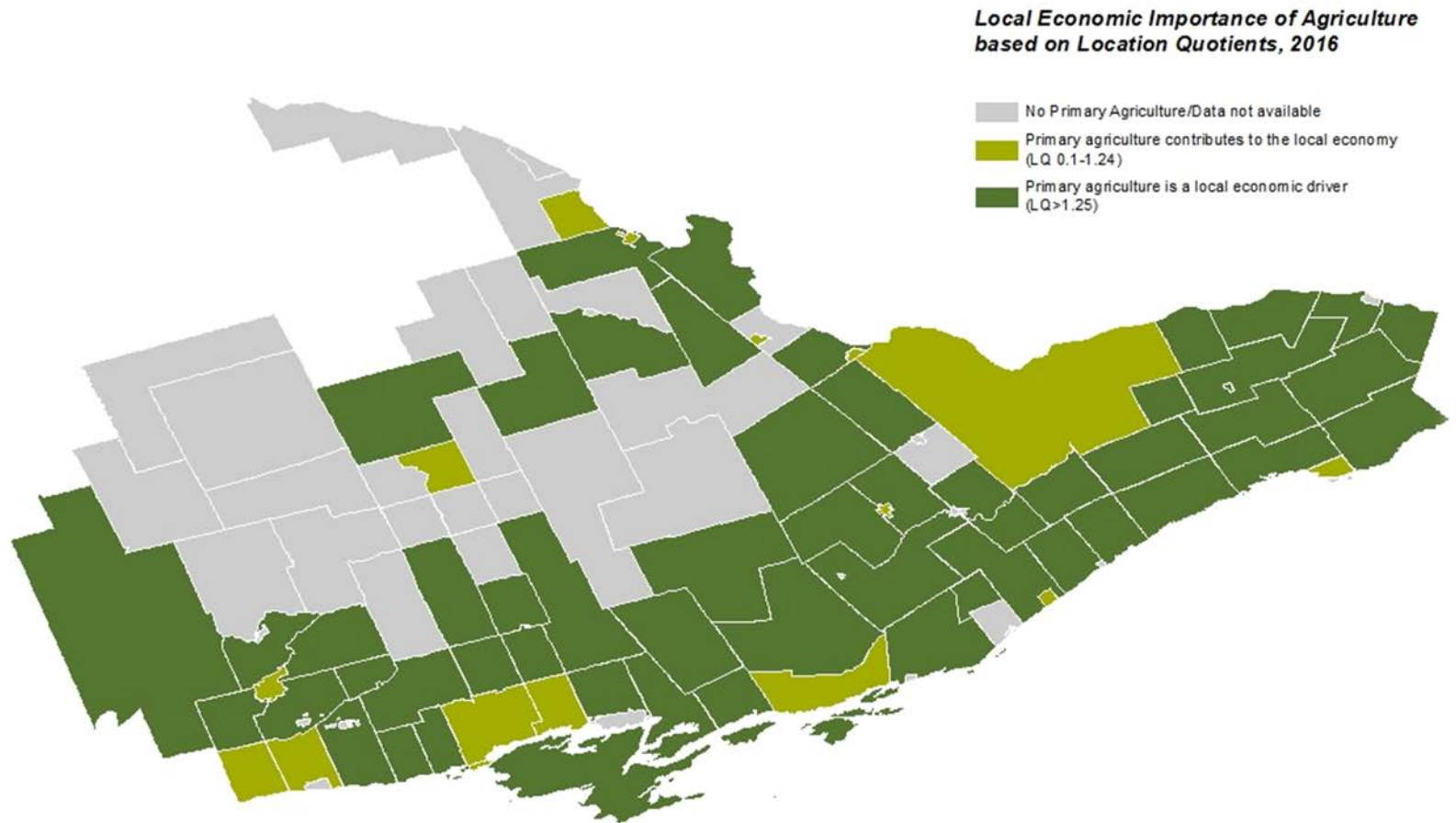
“Economic Development is a process that influences the growth and well being of a community through such means as job creation, job retention, improved tax base and a reasonable life quality.” (Economic Developers Association of Canada)

What is Agriculture Economic Development?

“**Agriculture** Economic Development is a process that influences the growth and well being of a community through such means as job creation **in agriculture**, job retention **in agriculture**, improved tax base **through agriculture** and a reasonable life quality.” (Economic Developers Association of Canada **amended**)

It's about being *proactive!!!!*

Agriculture as an Economic Driver



Agriculture Economic Development

- Communities are asking:
 - How do we get to know our agriculture sector better?
 - What's the best way to connect with them?
 - What can municipalities do to support their agriculture sector?
 - How does agriculture fit within existing economic development goals?

Survey Results: Staffing and Planning

- Only 1/3 with strategy **and** staff focussed on implementation of agriculture economic development
- Roughly 2/3 are missing part of the opportunity!

	Lower Tier (50)	Upper Tier (15)	Single Tier (15)
Staff/No Plan	8%	13%	27%
Plan/No Staff	18%	33%	33%
No Plan/ No Staff	48%	21%	27%
Plan with Staff	26%	33%	13%

Survey Results: Current Agriculture Economic Development Activities

1. Connect agriculture with economic development strategic planning efforts
2. Building synergies between agriculture, tourism, regional cuisine, cultural heritage, and community quality of life
3. Support local food promotion, farmers markets

Survey Results: Future Emphasis for Agriculture Economic Development

1. Value-Added Opportunities
2. Business Attraction and Retention
3. Entrepreneurship/ Small Business Training

Agriculture as an Economic Development Opportunity

Resources Currently in Development

Agriculture Economic Development Training and Guidebook for EDOs

- Support you in getting to know your agriculture sector
- Identify opportunities for you to connect municipal economic development plans with the agriculture sector
- Facilitate action with agriculture based strategies for economic development

External Advisory Group

Providing guidance in the development of this resource:

Clark Hoskin
Rob Hunter
Janine Lunn
Kathleen Dale
James Franks

Shelley McPhail
Lidy Romanuk
Danielle Collins
Trissia Mellor
Zach Gable

Proposed Guidebook Structure

- 4 Stand Alone Modules:
 - Preparing for Agriculture Economic Development
 - Getting to Know Your Local Agriculture Sector
 - Developing Goals and Action Plans
 - Implementing and Monitoring

Preparing for Agriculture Economic Development

- Understand the opportunity
- Identify where your municipality sits in the overall process
- Build leadership and support
- Identify a vision for how to support and grow your agriculture sector

SUCCESS NEEDS
PREPARATION



Getting to Know Your Local Agriculture Sector

- Set initial priorities for data collection
- Review existing data
- Collect new data
- Analysis & interpretation



Bluewater Ag BR&E Leads to Action!

- Had strong community support
- Identified tangible opportunities to support the local agriculture sector
- Evidence that enabled action:
 - Developed Bayfield farmers market
 - Organized local farm tours and map
 - Started small grape growers association

Setting Goals and Planning for Action

What can be done to support agriculture economic development?

- Develop goals based on local assets/opportunities
- Take a balanced approach
- Borrow ideas

Group Activities

- Review of SWOT
- Facilitated brainstorming discussions with committee
- Community open house with data



Potential Activities

- Invest in agricultural infrastructure, ex: Community Improvement Plans
- Enact supportive land use policies for on farm diversified uses
- Raise awareness for local agriculture through agri-food festivals and events
- Convene an agriculture advisory committee or agricultural organization
- Others...



Agriculture Focussed Community Improvement Plan (CIP)

- Adapted CIP to focus on agriculture
- Enables funding to strengthen agri-business, tourism, and small scale on-farm processes
 - 22 projects funded in the first six months
 - 7:1 multiplier effect
 - \$80,000 committed by the county
 - \$700,000 in construction values



Bylaws Supporting Agriculture

1.1.5.8 *Agricultural uses, agriculture-related uses, on-farm diversified uses and normal farm practices should be promoted and protected in accordance with provincial standards.* 2014 Provincial Policy Statement

- **Building Code/Tax Assessment Implications**
 - New uses may result in a change in tax assessment and/or Building Code standards that must be met
 - MPAC and the municipal Building Dept. should be consulted

Permitted Uses*

Agricultural Uses

- Examples: crops, livestock, Christmas trees, barns, feed storage, crop washing, cold storage

Agriculture-Related Uses

- Examples: apple storage, farmers' market, food processing, grain dryer, winery, abattoir, farm equipment repair

On-Farm Diversified Uses

- Cheese factory, home occupations, sawmill, Agri-tourism

* Provided All PPS Criteria are Met

West Nipissing's Feast on the Farm

- The first event in 2015 was sold out
- Raise awareness of local food available in the region, local chefs and local farmers
- Helps consumers make an informed decision about where they are buying their food



Strategic Planning for Ag Associations: Ontario Lavender Association (OLA)

Established Strategic Plan

This plan has led to action!

- Increased membership
- Increased educational events about lavender
- Growing consumer demand for lavender in Ontario

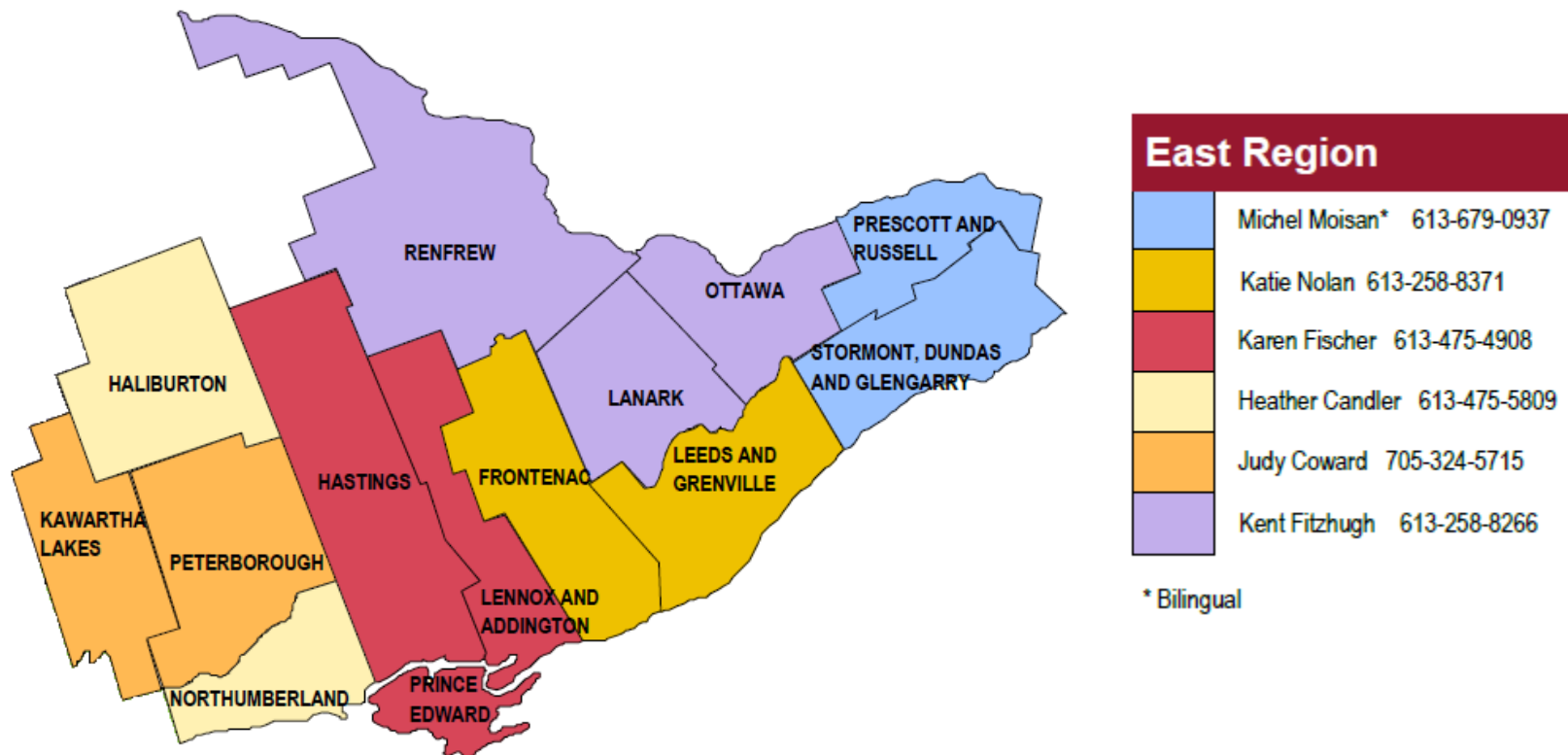
Organization has helped reduce risks associated with a relatively new crop in Ontario



The Spectrum of Economic Development Activities



Regional Economic Development Branch Advisors – Eastern Ontario



Upcoming OMAFRA Presentations at OEMC

Judy Coward & Ryan Deska

Community Economic Development (CED) 201

Immediately following this presentation

Karen Fischer & Katie Nolan

“The Power of Teeny Tiny Places”

Thursday, September 15, 2016

12:45 pm – 1:45 pm

Thank You!

Questions and Comments...

Keep in touch @ONRegionalEcDev