Agriculture as an Economic Development Opportunity

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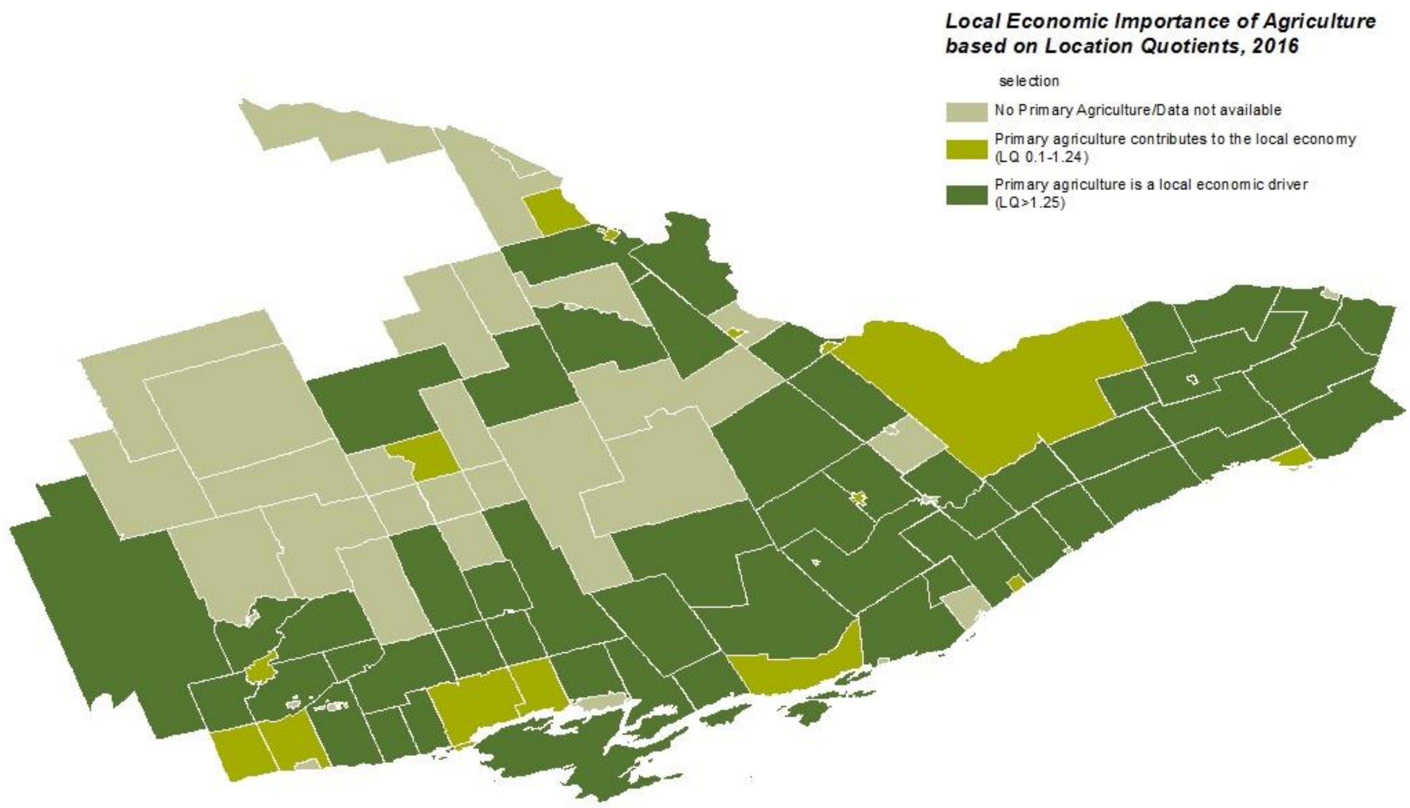
Ministry of Agriculture, Food and Rural Affairs
Ontario East Municipal Conference 2017

Agriculture in Eastern Ontario



Source: Adapted from Statistics Canada industry employment data, Economic Modeling Specialists, 2016

The Role for Municipal Staff and Community Leaders

- Shifting municipal responsibilities in economic development

- Understanding what a municipality can and cannot realistically take on

- It’s not just a municipal responsibility, it takes a village!

Your Role in Agriculture Economic Development

Promoter	Local Food Map Community Agriculture Profile Local/Regional Branding Initiatives
Connector	Local Food Conference Dinner on the Farm Value chain analyses
Educator	Evaluating Value-Added Opportunities (EVAO) Workshop Food-E Entrepreneurship Seminars On-Farm Familiarization Tours

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Your Role in Agriculture Economic Development

Enabler	• Agriculture / Rural Community Improvement Plans (CIP) • Official plan updates: language supporting on-farm value-added processing • One-window municipal services
Organizer	• Agriculture Economic Development Strategic Planning • Local/ Regional Farmers Market • Agriculture Advisory Committee

Agriculture Economic Development: A Process

STAGE 1: **PLANT**

Preparing your community to take action on agriculture economic development

STAGE 2: **GROW**

Getting to know your agriculture system

STAGE 3: **HARVEST**

Harvest the good ideas and take action!

Stage 1: Plant

1. Assessing Community Readiness
2. Building a Snapshot of Local Agriculture
3. Identify and organize community leadership

Assessing Community Readiness

1. Knowledge and Awareness
2. Leadership
3. Regional Collaboration
4. Resources
5. Stakeholder Engagement

Building a Snapshot of Local Agriculture

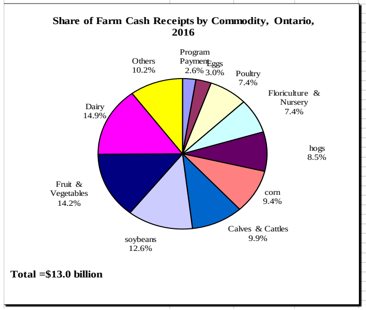
Agriculture Census County Profiles

Eastern Ontario Region at a Glance - 2016

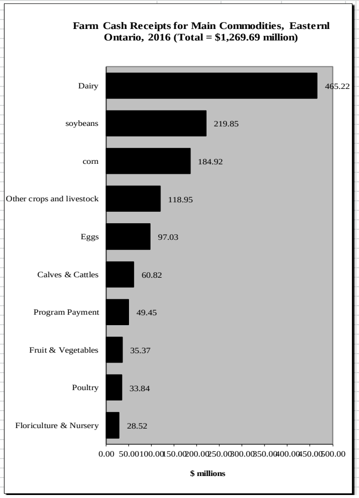
Item	Eastern Ontario	Province	Percent of province	Percent from 2011
Farms, 2016 Census (number)				
Total	7,257	49,600	14.63	-9.37
Under 10 acres	366	3,051	12.00	21.59
10 to 69 acres	1,367	12,625	10.83	-3.39
70 to 129 acres	1,347	10,742	12.54	-15.07
130 to 179 acres	658	4,592	14.33	-16.92
180 to 239 acres	727	4,282	16.98	-13.96
240 to 399 acres	1,140	6,008	18.97	-13.77
400 to 559 acres	648	3,093	20.95	-12.31
560 to 759 acres	412	1,990	20.70	-5.72
760 to 1,119 acres	322	1,593	20.21	-0.31
1,120 to 1,599 acres	145	801	18.10	2.11
1,600 to 2,239 acres	82	457	17.94	17.14
2,240 to 2,879 acres	21	168	12.50	-4.55
2,880 to 3,519 acres	12	88	13.64	100.00
3,520 acres and over	10	110	9.09	42.86
Land Use, 2016 Census (acres)				
Land in crops	1,326,560	9,021,298	14.70	-0.58
Summerfallow land	3,107	15,885	19.56	-21.26
Tame or seeded pasture	106,055	514,168	20.63	-18.71
Natural land for pasture	219,479	783,566	28.01	-22.87
Christmas trees, woodland & wetland	381,506	1,542,637	24.73	-7.03
All other land	91,436	470,909	19.42	-3.23
Total area of farms	2,128,143	12,348,463	17.23	-5.76
Greenhouse Area, 2016 Census (square feet)				
Total area in use	2,050,622	158,511,328	1.29	-25.88
Farm Capital Value, 2016 Census (farms reporting)				
Under $200,000	478	2,142	22.32	-27.25
$200,000 to $499,999	1,766	7,433	23.76	-36.88
$500,000 to $999,999	2,015	12,500	16.12	-5.58
$1,000,000 and over	2,998	27,525	10.89	23.99

Item	Eastern Ontario	Province	Percent of province	Percent from 2011
Major Field Crops, 2016 Census (acres)				
Winter wheat	24,228	1,080,378	2.24	106.21
Oats for grain	11,852	82,206	14.42	-0.22
Barley for grain	20,361	103,717	19.63	-10.65
Mixed grains	8,313	92,837	8.95	-5.47
Corn for grain	336,944	2,162,004	15.58	7.85
Corn for silage	50,311	295,660	17.02	4.01
Hay	410,001	1,721,214	23.82	-22.19
Soybeans	413,423	2,783,443	14.85	25.04
Potatoes	953	34,685	2.75	-50.03
Major Fruit Crops, 2016 Census (acres)				
Total fruit crops	1,576	51,192	3.08	-8.95
Apples	559	15,893	3.52	-9.25
Sour Cherries	8	2,121	0.38	0.00
Peaches	x	5,232	-	-
Grapes	x	18,718	-	-
Strawberries	517	2,915	17.74	-2.45
Raspberries	155	680	22.79	-32.61
Major Vegetable Crops, 2016 Census (acres)				
Total vegetables	3,348	135,420	2.47	-4.29
Sweet corn	1,060	22,910	4.63	-16.73
Tomatoes	175	15,744	1.11	-3.85
Green peas	47	16,268	0.29	-21.67
Green or wax beans	179	9,732	1.84	-30.89
Livestock Inventories, 2016 Census (number)				
Total cattle and calves	253,794	1,623,710	15.63	-15.50
Steers	9,729	305,514	3.18	-17.34
Beef cows	46,346	236,253	19.62	-21.11
Dairy cows	75,251	311,960	24.12	-9.91
Total pigs	85,630	3,534,104	2.42	-14.25
Total sheep and lambs	43,117	321,495	13.41	-19.42

Total Gross Farm Receipts, 2016 Census (farms reporting)				
Under $10,000	2,008	9,536	21.06	-28.34
$10,000 to $24,999	1,372	8,376	16.38	-8.96
$25,000 to $49,999	940	6,755	13.92	10.72
$50,000 to $99,999	760	6,263	12.13	6.15
$100,000 to $249,999	798	7,022	11.36	1.14
$250,000 to $499,999	556	4,707	11.81	-16.77
$500,000 to $999,999	494	3,689	13.39	7.16
$1,000,000 to $1,999,999	242	2,019	11.99	51.25
$2,000,000 and over	87	1,233	7.06	58.18
Farms by Industry Group, 2016 Census (number of farms)				
Beef cattle ranching and farming	1,176	6,786	17.33	-11.04
Dairy cattle and milk production	823	3,439	23.93	-22.72
Hog and pig farming	33	1,229	2.69	-2.94
Poultry and egg production	137	1,816	7.54	19.13
Sheep and goat farming	159	1,097	14.49	-29.96
Other animal production	923	5,902	15.64	-15.48
Oilseed and grain farming	1,746	16,876	10.35	16.32
Vegetable and melon farming	230	1,856	12.39	38.55
Fruit and tree nut farming	106	1,362	7.78	-7.02
Greenhouse, nursery and floriculture	206	2,050	10.05	-19.84
Other crop farming	1,718	7,187	23.90	-18.73



Poultry Inventories, 2016 Census (number)				
Total hens and chickens	4,833,993	50,759,994	9.52	5.65
Total turkeys	53,941	3,772,146	1.43	770.72



Questions	2011	2016	Trend?
What is the total # of farms?			
What is the total # of farm operators?			
What is the average size of farm?			
What is the average farm income and farm receipt?			
What kind of agriculture is most prominent?			
What is the total employment in your local agri-food industry?			
What is the percent provincial employment in agri-food?			
Other interesting facts identified from the Profile?			

What’s Growing (and declining) in Eastern Ontario in 2016?

Major Field Crops, 2016 Census (acres)	% of Province	% change from 2011
Winter wheat	2.24	106.21
Oats for grain	14.42	-0.22
Barley for grain	19.63	-10.65
Mixed grains	8.95	-5.47
Corn for grain	15.58	7.85
Corn for silage	17.02	4.01
Hay	23.82	-22.19
Soybeans	14.85	25.04
Potatoes	2.75	-50.03

Livestock Inventories, 2016 Census (number)	% of Province	% change from 2011
Total cattle and calves	15.63	-15.50
Steers	3.18	-17.34
Beef cows	19.62	-21.11
Dairy cows	24.12	-9.91
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Poultry Inventories, 2016 Census (number)		
	% of Province	% change from 2011
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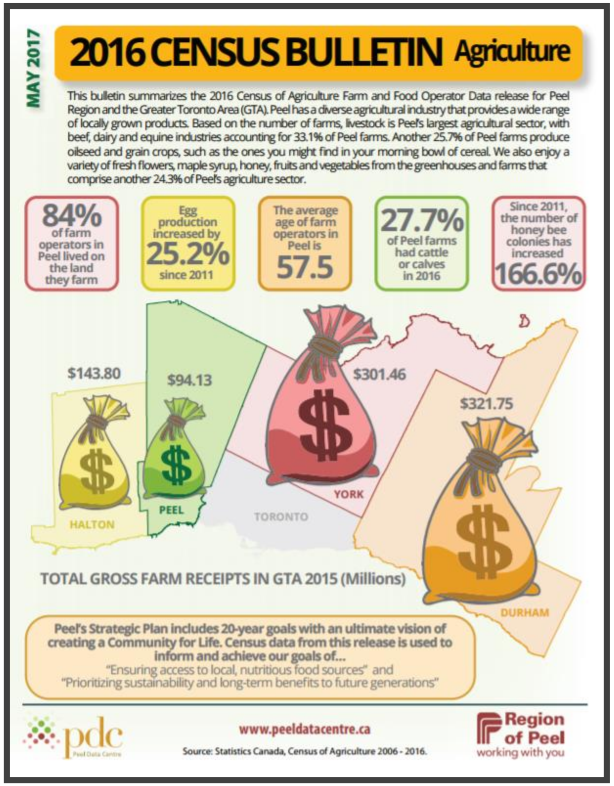
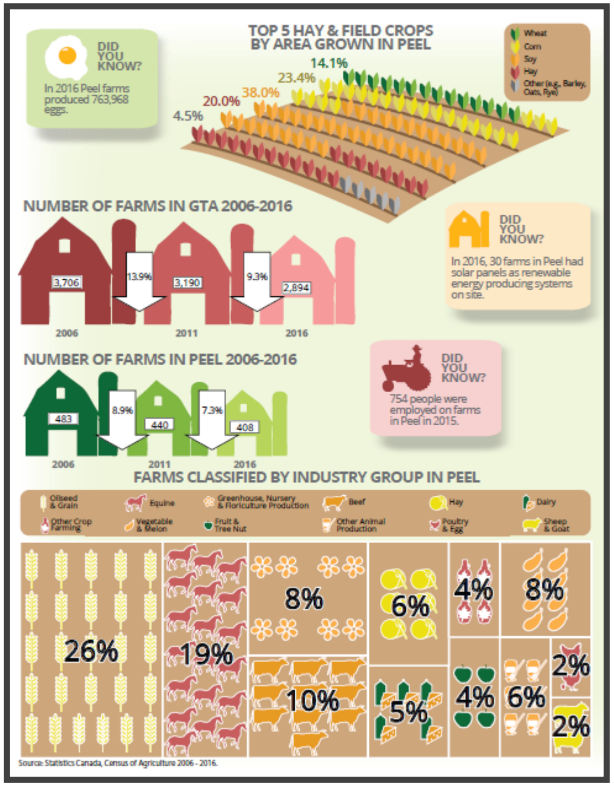
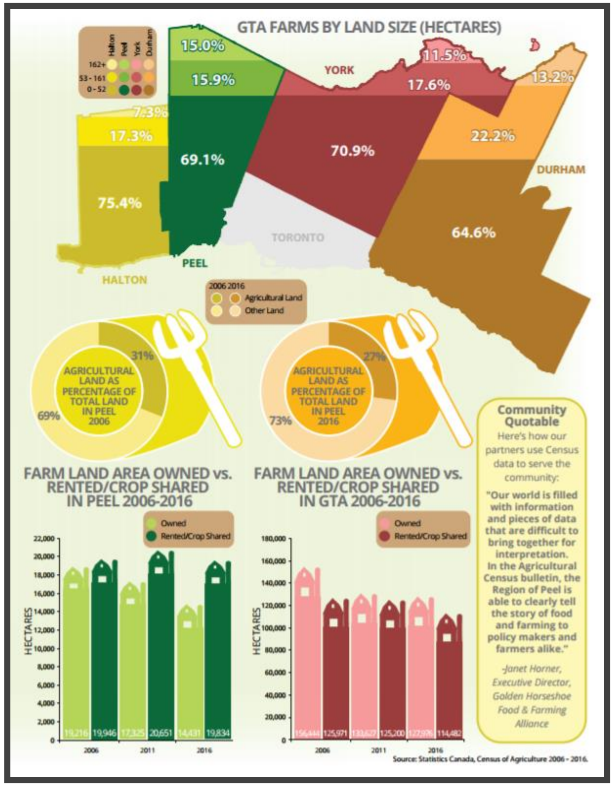
Agriculture Census Bulletin: A Planning Tool for Peel Region







Identify and Organize Community Leadership

Partners in Municipal Agriculture Economic Development

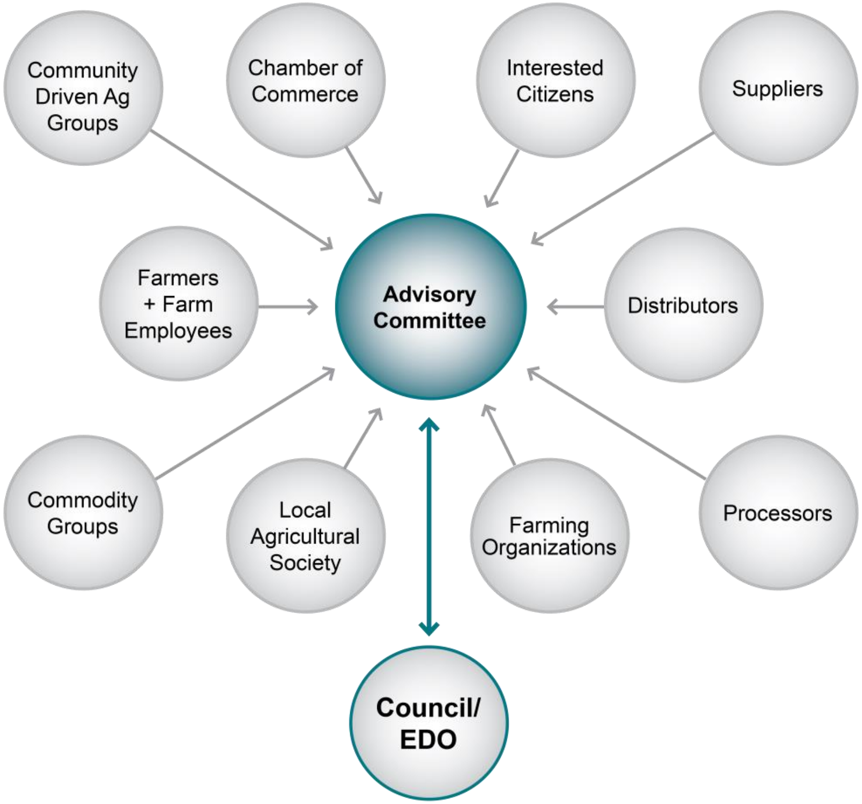
Potential partners include:

- Local Chapters of Farm Organizations
- Regional Agriculture Advisory Committees
- Local Agriculture Societies, Buy Local, Farm Fresh organizations
- Commodity groups or sector Specific organizations
- Farmers and farm employees
- Suppliers – equipment and crop inputs
- Distributors
- Processors
- Community driven agriculture groups
- Local Health Unit
- Conservation Authorities
- Financial lending institutions

Agriculture Committees of Council

Advisory vs. Action Oriented

- Advisory: Brings agricultural issues front and centre in community decision making
- Action: Volunteer committees build capacity in smaller communities to take action on agricultural issues



Building Connections: Eastern Ontario Local Food Conference

- Sector in need of more networking
- Various locations and hosts since 2011
- Has influenced investment, jobs, capacity

2017 Bring Food Home

METTONS LA TABLE 2017 BRING FOOD HOME

COLLABORATION EN AMONT
Célébrons le partage d'idées, une tradition historique à Ottawa

UPSTREAM COLLABORATION
Celebrating Ottawa's Long Tradition of Trading in Ideas

Eastern Ontario Local Food

- October 26-29 in Ottawa
- Early Bird Deadline Sept 29
- Broad look at food systems
- www.bringfoodhome.com

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Stage 2: Grow

Grow your understanding of the local agriculture sector

1. Inventory the components of your community's agriculture system
2. Gather primary data: start a conversation with the agriculture community & associated partners

Community Exercise: Agriculture Asset Inventory

Components:

1. Land Base and Agricultural Activity
2. Agriculture Support Network
3. Agriculture Economic Development Underway

Inventory Worksheet

Assets and Infrastructure	Describe the Asset/ Infrastructure	Who is Responsible?	Gaps – What is Missing?
Regional Infrastructure (e.g. roads, ports, grain dryers, cold storage facilities)			
Agricultural services and suppliers (feed mills, veterinarians, dealers)			
Distribution channels			
Processors (e.g. wineries, factories, abbatoirs)			
Retail and Direct Sales			
Agricultural Partners			

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Community Agriculture Survey

4 Components to the Survey:

1. Contact Information
2. "Boiler Plate" Information
3. Assessing Business Needs
4. Discussion Questions

Sample Community Agriculture Survey

	Strongly Agree			Strongly Disagree
Statements	1	2	3	4
Agriculture and agri-businesses are strongly valued in my community				
I work closely with other businesses along the agriculture value chain				
I source the majority of my supplies and/or products services locally				
Raising the profile of my business in the community is important to me				
I would like to source more local products to support my current business				
I would like to sell more product into the local community/ agri-food sector				

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Local Food First Impressions Community Exchange

- Matches communities with similar goals, features
- Volunteer teams assess local food offerings and provide feedback
- Can help ID assets, build strategies

Make Your Plan

- Make a list of your community’s top priorities
- Identify long term initiatives vs. quick wins
- Learn from other communities’ “best practices”
- Work with local/regional partners to take action!

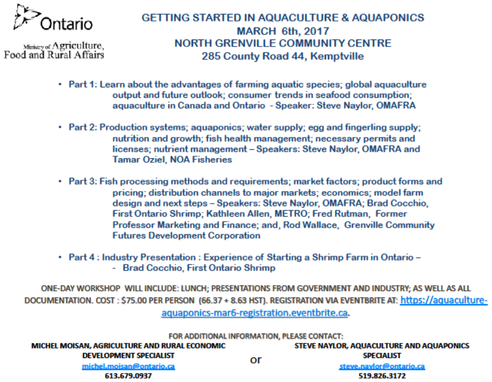
Stage 3: Harvest

Harnessing Good Ideas and Taking Action

Some examples:

- Training and education
  - Aquaculture and Aquaponics Workshop
  - Selling Food to Ontario
- New infrastructure (Food Hubs)
- Making Business Connections (Metro Local Food Counters)
- Recognizing businesses (Premier's Award)

GETTING STARTED IN AQUACULTURE AND AQUAPONICS WORKSHOP



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Ministry of Agriculture, Food and Rural Affairs

GETTING STARTED IN AQUACULTURE & AQUAPONICS
MARCH 6th, 2017
NORTH GRENVILLE COMMUNITY CENTRE
285 County Road 44, Kemptville

- Part 1: Learn about the advantages of farming aquatic species; global aquaculture output and future outlook; consumer trends in seafood consumption; aquaculture in Canada and Ontario - Speaker: Steve Naylor, OMAFRA
- Part 2: Production systems; aquaponics; water supply; egg and fingerling supply; nutrition and growth; fish health management; necessary permits and licenses; nutrient management – Speakers: Steve Naylor, OMAFRA and Tamar Oziel, NOA Fisheries
- Part 3: Fish processing methods and requirements; market factors; product forms and pricing; distribution channels to major markets; economics; model farm design and next steps – Speakers: Steve Naylor, OMAFRA; Brad Cocchio, First Ontario Shrimp; Kathleen Allen, METRO; Fred Rutman, Former Professor Marketing and Finance; and, Rod Wallace, Grenville Community Futures Development Corporation
- Part 4 : Industry Presentation : Experience of Starting a Shrimp Farm in Ontario –
  - Brad Cocchio, First Ontario Shrimp

ONE-DAY WORKSHOP WILL INCLUDE: LUNCH; PRESENTATIONS FROM GOVERNMENT AND INDUSTRY; AS WELL AS ALL DOCUMENTATION. COST : $75.00 PER PERSON (66.37 + 8.63 HST). REGISTRATION VIA EVENTBRITE AT: https://aquaculture-aquaponics-mar6-registration.eventbrite.ca.

FOR ADDITIONAL INFORMATION, PLEASE CONTACT:

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Marketing Poster/Agenda

- **As a result of growing interest in aquaculture and aquaponics in the region, it was determined that there was a need for a workshop in the East.**
- **Resources required: Aquaculture Specialist; OMAFRA staff; appropriate venue and A/V equipment; catering; marketing/promotion plan; EOEDC; OMAFRA partners , stakeholder contacts; and lots of enthusiasm!**
- **Together with our Aquaculture Specialist: selected the North Grenville Community Centre in Kemptville.; selected a date; put together an agenda and invited speakers.**

An event attended by 80 people ! Montreal – Toronto – Ottawa triangle.

REDB involvement in the delivery of leading edge information and awareness of Ministry programs, resources and services.

Overal 89% of participants either satisfied or very satisfied.
93% of respondants indicated that they would attend a more advanced workshop if it were offered.

North Grenville Community Centre – March 6th, 2017

Ontario

Selling Food to Ontario

- Workshop designed for food businesses looking to expand their market channels
- Regulatory and marketing information, customized to the group
- Hosted by local organizations
- Hundreds of participants in Eastern Ontario

Food Hubs

TWO RIVERS FOOD HUB

OAFVC ONTARIO AGRI-FOOD VENTURE CENTRE

THE OTTAWA INCUBATOR KITCHEN

- Connecting farms and buyers of all sizes
- Providing access to equipment, facilities, education for producers and processors
- Helping to grow the value chain throughout the region

Ontario

Eastern Ontario Agri-Food Network Local Food Counters

- Idea developed by a group of stakeholders in ED, processors and producers with the vision – offering products grown and produced locally;
- Identifiable by « Prescott and Russell Local Products;
- Metro Casselman / L'Orignal Packing / St-Albert Cheese Cooperative
- Partners include UCPD,PRCDC, OMAFRA, Metro.

Premier's Award for Agri-Food Innovation Excellence
Winner - Champion Mushrooms

Premier’s Award for Agri-Food Innovation Excellence
Winner – Cassel Brewery Limited

Remember Your Role in Agriculture Economic Development

- Promoter
- Connector
- Educator
- Enabler
- Organizer

Thank you!

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