

City of Kawartha Lakes

May 07, 2019 Address to Council

List of Documents

From Michael Bryant

- 1) Response to Premier Doug Ford 03/26-28/2019
- 2) Message to Premiere, Minister of Agriculture 04/15/19
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- 4) 1st Intro about Agri-Tourism K. Maloney CKL 11/18/14
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- 8) Letter to Jocelyn Beatty, Omafra Bylaw 03/23/19
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From: Premier's Website <no-reply@ontario.ca>
To: mj.bryant <mj.bryant@aol.com>
Subject: Send The Premier Your Thoughts
Date: Tue, Mar 26, 2019 8:31 pm

Thank you for your email. Your thoughts, comments and input are greatly valued.

You can be assured that all emails and letters are carefully read, reviewed and taken into consideration.

There may be occasions when, given the issues you have raised and the need to address them effectively, we will forward a copy of your correspondence to the appropriate government official.

Thanks again for your email.

Please note that we are not able to receive replies at this email address, so please do not respond directly to this email.

K0M2C0

705-340-9880

www.dromoland.ca

www.whitelightingbus.tours

-----Original Message-----

From: Doug Ford <premier@premier.gov.on.ca>

To: mj.bryant@aol.com <mj.bryant@aol.com>

Sent: Thu, Mar 28, 2019 9:55 am

Subject: An email from the Premier of Ontario

Dear Mr. Bryant:

Thanks for your email about your situation. I appreciate hearing your views and concerns.

As the issue you raised falls in the area of responsibility of the Honourable Ernie Hardeman, Minister of Agriculture, Food and Rural Affairs, I've forwarded your email to him. Minister Hardeman or a ministry staff member will respond to you as soon as possible.

Thanks again for contacting me.

Doug Ford
Premier of Ontario

c: The Honourable Ernie Hardeman

Please note that this email account is not monitored. For further inquiries, kindly direct your online message through <https://correspondence.premier.gov.on.ca/en/feedback/default.aspx>.

This email contains information intended only for the use of the individual named above. If you have received this email in error, we would appreciate it if you could advise us through the Premier's website at <<https://correspondence.premier.gov.on.ca/en/feedback/default.aspx>> and destroy all copies of this message. Thank you.

From: MJ Bryant <mj.bryant@aol.com>

To: minister.omafrs <minister.omafrs@ontario.ca>; laurie.scottco <laurie.scottco@pc.ola.org>; premier <premier@premier.gov.on.ca>

Subject: Fwd: An email from the Premier of Ontario

Date: Mon, Apr 15, 2019 1:47 pm

Honourable Ernie Hardemann, MPP

Good day, most recently I had written to Premier Ford and on March 28, 2019 he indicated in email below that you or staff would contact me in regards to our plight to keep our "Agri-Toursim Farm Business" open. Our City refuses to upgrade farm uses to provincial guideline effecting our depressed economic area of Little Britain.

We create a enormous employment, tourism and agricultural products and a major contributor to local rural employment, commerce and tourism. We are as well # 1 Thing To Do on TripAdvisor in Kawartha Lakes and are also doing a lot of wonderful things. I am the organizer of a Rural Shopping Bus (Private) for free as well to help our rural people as featured last week on CBC.

<https://www.cbc.ca/news/canada/toronto/kawartha-lakes-shuttle-bus-1.5089115>

Our City has told us that Agri-Tourism was okay to do and now embarrassed us, threatened with fines, upset our guests and acted in a improper way considering they are still working with old uses that should have been updated. This is harming my business, farms and freezing new opportunities in business farming and harming rural communities. My town and many others are wasting away here because our city is not following Ontario and Omafra Guidelines. They allow some places to operate and others not too. This is beyond wrong !

Omafra Guidelines

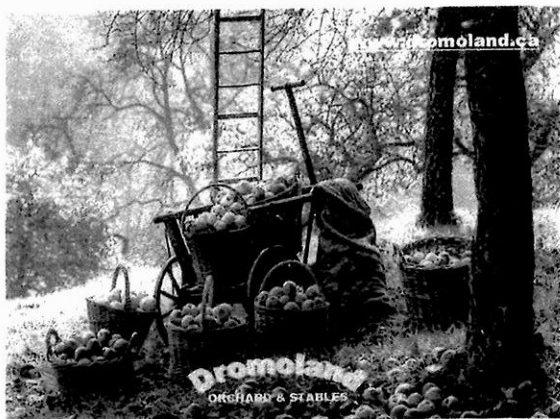
<http://www.omafrs.gov.on.ca/english/busdev/facts/16-029.htm>

I really need intervention immediately or we will close, we cannot take bookings and create what we have been doing for 5 years. I have written my MPP Laurie Scott as well and this effects jobs and labour in her riding as well.

Looking forward in hearing from you.

Best Regards

Michael Bryant
President



Dromoland Orchard & Stables
598 Elm Tree Rd
Little Britain, Ontario

From: Michael Bryant, Managing Director [REDACTED]

To: lsherk <lsherk@city.kawarthalakes.on.ca>; rmcgee <rmcgee@city.kawarthalakes.on.ca>

Subject: Thank You

Date: Wed, Feb 19, 2014 10:17 am

Dear Ric and Lance

Thank you so much for the time to discuss the Dave Devall Charity Golf Tournament and the charity and promotion in the community. I am overwhelmed by the support and thank you so much. Having a night for Dave and a Key to the City will be fantastic.

I also am very impressed with many programs you have initiated in Economic Development and the Eco-Development as well. I am very interested to look at the ECO Centre and the Student Housing. I have some large developers who maybe the right people and correct timing for bringing a large consortium together.

Looking forward in chatting soon, for the event at City Hall any Thursday Late March or early April is great, just let me know.

Have a great day !
Michael Bryant
[REDACTED]

From: Kelly Maloney <kmaloney@city.kawarthalakes.on.ca>

To: 'Michael Bryant, Managing Director' <[REDACTED]>

Subject: RE: Agricultural Renewal

Date: Tue, Nov 18, 2014 2:00 pm

Hi Michael and Pauline,

You would be on a good track in targeting an agri-tourism venture around apple picking. We get inquiries all the time in the fall, and we do not have any such attractions in Kawartha Lakes. Enthusiasts must go to Durham or Northumberland for that type of activity.

If you already have your Farm Business Registration Number, then you would qualify for Growing Forward cost share funding for implementation projects and for business planning financial assistance. Regardless of having your number, you could also attend the training programs which are offered, and would likely be beneficial in the areas of Business Planning, Environmental Farm Plans, and Food Safety. Information about these programs can be found here.

http://www.ontariosoilcrop.org/en/programs/growing_forward_2.htm

This is just a single point though in a much larger discussion I'd like to have with you. If you're interested, I'd like to invite you to book a consultation appointment with me and we can discuss your plans further. You are welcome to come to my office, or I can come to the farm.

Looking forward to seeing you,

Kelly Maloney

Agriculture Development Officer, Economic Development

City of Kawartha Lakes

kmaloney@city.kawarthalakes.on.ca

Phone: 705 324 9411 extension 1208

From: Michael Bryant, Managing Director <[REDACTED]>

Sent: Tuesday, November 18, 2014 1:42 PM

To: Kelly Maloney

Subject: Agricultural Renewal

Dear Ms. Maloney

I hope that you are well, most recently we have acquired a very interesting location and a small farm in Kawartha Lakes at 598 Elm Tree Road, Little Britain. It has very unique and rich soil with a certain moisture content that seems very unique. It is adjacent to O'rielly Lane and next to the Lake as well.

On this property, we believe that we have what is called " Heritage Fruit " or Apple Trees that descended from Ireland or UK many, many decades ago. With this orchard it has been blossoming and neglected. Heritage Fruit is considered to be very much a Organic, Healthy and from the original sources of Apples in this area. Valentia was the old town and this site was on the old O'Rielly Farm and I am trying to determine if there is any programs or assistance to help us return this to a Heritage Apple Orchard. We believe it could have an attraction, employment and re-kindle the past for people today to be interested. With about 30-40 trees it is really quite large, there maybe some cross fruit as well that maybe very unique.

As, I drive around Kawartha Lakes there is much ,but I think that we may have uncovered a wonderful historic producing site that could be great for our City and Town of Valentia.

Looking forward in hearing from you.

Best Regards

Michael Bryant

& Pauline Kiely

From: Kelly Maloney <kmaloney@city.kawarthalakes.on.ca>
To: Kelly Maloney <kmaloney@city.kawarthalakes.on.ca>
Subject: Farmfest Hosts Planning Meeting - Thursday, July 28th 6:30 pm
Date: Wed, Jul 6, 2016 1:12 pm
Attachments: 201604Farmfest_Host_Application_and_Requirement.pdf (169K),
201604Farmfest_Host_Application_and_Requirements.docx (66K)

Good afternoon Farmfest Hosts,

I would like to invite you to provide input into the planning for the 2016 Kawartha Farmfest.

Please plan to attend an **information/planning meeting on Thursday, July 28th at 6:30 pm in the Economic Development Boardroom** in the Lindsay Municipal Service Centre, at 180 Kent Street West. (Enter from the rear of the building through the grey steel door).

Kawartha Farmfest will be the weekend before Thanksgiving, on Saturday, October 1st. We would like to see all those who are interested in participating this year as a host site attend this meeting.

We have a few new farms expressing interest in participating as well as our returning favourites. This would greatly improve the offer to participants. This educational event allows consumers to get to know where their food comes from, and connect to local farmers. Everyone is welcome to attend this information and planning meeting, even if you have not made a decision yet on your farms participation for 2016. Please bring a friend who may be interested.

Please confirm your availability to attend this meeting. We will be no more than an hour to hour & a half.

I've also attached the host farm application form for you to begin filling out. Please feel free to forward it when you've got it done, or bring it to the meeting.

New ideas are always welcome. I hope you can join us.

Best regards,

Kelly Maloney

Agriculture Development Officer, Economic Development

kmaloney@city.kawarthalakes.on.ca

@KMaloneyAg

City of Kawartha Lakes

180 Kent Street West, Lindsay, ON Canada K9V 2Y6

Phone: 705 324 9411 extension 1208

Fax: 705 324 4965

For business development information, visit www.AdvantageKawarthaLakes.ca

For tourism information, visit www.ExploreKawarthaLakes.com

For local food information, visit www.KawarthaChoice.com

From: Dromoland Orchard & Stables <info_dromoland@aol.com>

To: dsoule <dsoule@kawarthalakes.ca>; [REDACTED]

[REDACTED]

Subject: Re: Review your experience at the Planning Successful Festivals and Events Workshop

Date: Wed, Dec 13, 2017 11:16 am

Dear Debra

Thank you so much for organizing the " Planning Successful Festivals & Events ", it was an extremely informative with your Guest Speaker " Penni Holdham " and well organized. It was a great way for venues, businesses and eventing companies to learn, network and brainstorm. In addition, the VCCS was a great central location that was easy access and very comfortable with awesome lunches by local caterers.

As, well I really appreciated Laurie and your input on the new Web Sites, Funding and Insight !

I give the entire two days a 5 STAR Review !

Thanks so much for your invitation !

Have a great day

Best Regards

Michael Bryant

DROMOLAND ORCHARD & STABLES



Toll Free 1-800-979-2913 * Tel 705-340-9880
www.dromoland.ca

From: Debra Soule <dsoule@kawarthalakes.ca>

Michael Bryant <info_dromoland@aol.com>;

Subject: Review your experience at the Planning Successful Festivals and Events Workshop

Hello to all Festivals and Events Workshop participants ~

As a follow-up to our workshop, I would like to ask if you would please write a review of the workshop identifying what you took away from it and how it will benefit you in your future endeavours. This will be extremely helpful in our future efforts to hold similar types of skills development events!

Please forward you short review to this email address.

Debra Soule

Economic Development Officer - Arts, Culture and Heritage Development Officer
dsoule@kawarthalakes.ca

City of Kawartha Lakes
 180 Kent Street West, Lindsay, ON Canada K9V 2Y6
 Phone: 705 324 9411 extension 1498
 Fax: 705 324 4965

For business development information, visit www.AdvantageKawarthaLakes.ca
 For tourism information, visit www.ExploreKawarthaLakes.com

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MINISTRY OF AGRICULTURE, FOOD AND RURAL AFFAIRS

Developing an Agri-Tourism Operation in Ontario

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Introduction

Opening your farm gates to visitors involves shifting some of the focus of your operation from production to people. This shift involves innovation, business planning and, most of all, patience. Farm owners who have successfully integrated agri-tourism into their operations report that the transition has enhanced their lifestyle as well as their business.

Agri-tourism supports a growing desire by consumers to head outdoors and to the country for more leisure opportunities. The University of California's Small Farm Center defines agricultural tourism as "the act of visiting a working farm or any agricultural, horticultural or agribusiness operation for the purpose of enjoyment, education or personal involvement in the activities of the farm or operation." Agri-tourism is a subset of a larger recreational industry called rural tourism that includes visits to rural settings or rural environments to participate in or experience activities, events or attractions not readily available in urbanized areas.

The Market

Ranked by survey results, the major reasons to go on vacation include:

- **To build and strengthen relationships** - The number one reason for going on vacation is to be together as a family. Agri-tourism destinations are traditionally family-focused.
- **To improve health and well-being** - Travellers want to refresh and renew themselves by actively participating in outdoor activities. Agri-tourism venues promote authentic outdoor activities and events.
- **To rest and relax** - Agri-tourism operations, particularly farm vacations, offer an excellent non-urban, peaceful environment for rest and relaxation.
- **To have an adventure** - Many look to vacations for exciting experiences that stir emotions. Agri-tourism operations pride themselves on adventure and fun. This may include activities as challenging as running through intricate corn mazes to hiking through an on-farm enchanted forest.
- **To escape** - Many people travel to take a break from routines, worry and stress. They are looking for something different: a better climate, natural scenery, a slower pace of life, cleaner air, quieter surroundings and more.
- **To learn** - Learning and discovery are strong motivators for many of today's travellers. People travel to learn or practise a language, study a culture, explore gourmet foods or wines, investigate spirituality, discover something about themselves. They want to touch, feel or taste something unfamiliar and authentic. Agri-tourism is a key segment of the tourism market that can offer the majority of our urban population a glimpse into the unfamiliar.

- **To reminisce** - Many people travel to relive fond memories. In the case of agri-tourism, some vacationers, especially older travellers, will visit a farm to rekindle memories of the simple, rural lifestyle they remember from childhood. These vacationers pay money for food, lodging, transportation and souvenirs, but they are really buying a sentimental journey.

Do You Have What It Takes?

Developing a successful agri-tourism operation does not necessarily involve a huge investment in infrastructure or capital expenditures. In fact, many farm operators do not realize the agri-tourism potential their farm property holds. The first step is to assess your assets.

Physical Resources

Land: List what you have, including pasturelands, wood lots, cropland, wetlands, elevation, topography, etc. Check with your local municipality on what uses are permitted on the farm, based on the official plan and zoning by-law.

Climate: Consider weather patterns (rain, snow, humidity, wind) and temperature and how they may affect the types of activities you might provide.

Infrastructure: List what structures you could use - buildings, equipment, roads/trails, fences, commercial kitchen space, etc.

Other attractions: List those things already on your farm that might appeal to a visitor, such as wildlife, streams, ponds, fishing, livestock, proximity to natural or manmade points of interest, etc.

Operations and Management

Owner/manager strengths and goals: Owner/manager strengths and goals: List the intangible assets you have that can help you with a farm recreation operation, such as people skills, marketing ability, knowledge or skills such as maze building, livestock management, cooking, historical knowledge of the area, etc.

Family and staff strengths and resources: List any skills and strengths that family members or staff could add.

Activities

List activities you already do in your operation that might appeal to the public. Remember, what seems routine to you may be considered interesting to the non-farm public. Some examples might include on-site food production, machinery operations (including harvesting and planting), calving and/or lambing, trail rides and crop picking.

An advantage of agri-tourism is that there are so many potential customers. It is wise, however, to target the segments of the market that best suit your business goals:

- What kind of visitors do you want to attract?
- What kind of guests can you attract to your farm with the operation you have today?
- What kind of visitors will you be able to attract in the future

Identify your target market(s) by creating a profile of the customer you want to attract to your farm for both cultural and financial benefit:

- Who would you consider to be the ideal customer (families with young children, schoolchildren, etc.)?
- What characteristics do you want in your guests - independent types, action-oriented people, people looking for entertainment and activities, people seeking relaxation?
- Where do your preferred customers come from? (Ontario, out of province, out of Canada, urban, rural)?
- What are your customers' age groups - young, retired, variety?
- Are they single? Married?
- What is their income level?
- What is their party made up of?
- Do your customers include children?

- What are the hobbies/interests of your preferred customers?

The types of activities you can offer at your farm are many - you just have to use your imagination. Here are some suggestions:

- roadside stands and markets
- food activities - pick/cut/gather/grow/process your own
- farm activities - haying, threshing, plowing, fencing, sheep shearing, lambing, egg hatching
- bed and breakfast/farm vacations
- specialties - wine, cider, maple syrup, flowers, herbs
- animal feeding and petting areas
- seasonal festivals - fall harvest, Halloween, Christmas, spring, strawberry, sweet corn
- hay and/or sleigh rides
- hiking/scavenger hunts, Easter egg hunts
- birthday and corporate parties
- family reunions
- horseback riding
- photography/painting
- school tours and summer day camps
- cross-country skiing/snow shoeing/snowmobiling
- historical interpretation and re-enactments
- mazes, rock climbing
- wildlife viewing - birds, deer, etc.
- scarecrow-making, pumpkin carving/painting
- theatrical or puppet shows and musical events
- community charity events
- movie shoots
- farm dinners or culinary events
- classes - cooking, flower arranging, canning, etc.

Strengths, Weaknesses, Opportunities and Threats - The SWOT Analysis

Like any new business venture, the development of a comprehensive business plan is crucial. Conduct a "SWOT" analysis examining the Strengths, Weaknesses, Opportunities and Threats such a venture might present at your location. However, another priority is to ask yourself: Do I want to have the public on my farm? Do I like dealing directly with the consumer? Am I prepared to spend every weekend during peak season tied to the farm? Am I prepared to accept the liability of having traffic and people on my farm? In other words, with an agri-tourism business, your farm will no longer be your private sanctuary.

Here are some helpful tips if you are considering such a venture:

- Explore land use planning requirements in your municipality that may affect what you can do on your farm.
- Explore potential tax implications. Contact the Municipal Property Assessment Corporation (MPAC) for information about the impact that value-added or diversified uses can have on property assessment. Work with your farm business accountant to understand other potential tax implications with the Canada Revenue Agency. Find out the type and scope of liability insurance required for hosting the public on your property.

- Inform your neighbours of potential changes to your farm operation, discussing both impact and opportunities.
- Examine existing buildings and structures on your property to see if they are suitably located and conducive to the types of products and activities you will be offering to the public. Check with the local building department to see whether there might be Building Code implications with a change in use of a building.
- Check to see what limitations there may be on posting signage attracting customers to your property. Consult your municipality.
- Ensure safe and easy access to your property along with sufficient off-road parking. Consult your municipality.
- If you plan on people staying for long periods of time, provide sufficient and sanitary washroom facilities, including hand washing stations - particularly when people, food and animals are involved.
- If you plan to prepare and serve food on your premises, contact your local public health unit to ensure regulations are met.
- Provide safe and efficient on-farm transportation, if required.
- Have friendly, outgoing, well-trained and customer-focused employees.
- Adhere to labour laws and regulations to meet employment standards for staff.
- Visit existing agri-tourism destinations and reach out to operators and staff to get advice and learn from their experience.

The Next Step - Marketing

Now that you've done an assessment of your property, identified your target market and potential activities, and conducted a SWOT analysis, the next step is to ensure you properly market your agri-tourism enterprise. It is not always a case of "if you build it, they will come" - you have to have an effective marketing plan to attract customers and keep them coming back. Marketing can be as simple as word-of-mouth referral, or involve a regional, national or international media campaign. Direct your marketing style and message to your identified audience. Anything you print or place online must reflect these selling points in a neat, high-quality, tasteful presentation.

The Three Basics of Advertising

The message: Focus on two or three strong selling points and additional information about your products and services. You want to tell the customer about the type of activity or enterprise you offer, additional goods and services, directions to your location and costs of the activities. Try to be original in your marketing. Keep your message simple. You can refer people to a website or invite them to email or call for more details. Make certain the goods and services advertised represent what you can deliver.

The message that you convey through advertising and the day-to-day operations of your business should be reflective of your brand. Here are some (of many) definitions of brand to consider:

- Branding is the art of aligning what you want people to think about your company with what people actually do think about your company¹.
- A brand is essentially a container for a customer's complete experience with the product or company².
- Branding is the representation of your organization as a personality³.

The medium: Marketing includes a wide range of activities, from public relations and advertising, to promotions and trade shows. Paid advertising is the most expensive approach. Carefully consider all forms of media and focus on those that fit your budget, brand and reach your target audience. They may include billboards/road signs, brochures, co-operative ads, newsletters, magazines, newspapers, radio, website, television, trade journals, visitor's bureau, social media or word-of-mouth referrals.

The target audience: Which market segment(s) you wish to target will determine the type of advertising and the best media placement (medium that capture the attention of your target market segment).

How much you decide to spend on marketing will largely depend on the size and type of your operation, the medium you select and the number of times you repeat any advertisements. New operations typically spend 10%-25% of total operational costs on specific marketing efforts. Take the opportunity to question and survey customers about how they found out about your operation. Collecting this type of information enables you to measure success and fine-tune your advertising approach moving forward. With time and an established reputation, costs for marketing are usually reduced to below 5% of gross income from an agri-tourism enterprise.

The Importance of Public Relations

Public relations are defined as the creation and maintenance of a favourable image. It is part of marketing and advertising, but it goes further. As a landowner, you should always be concerned with your business image. Your public relations goals can range from clients' satisfaction with their experience, to acceptance of your operation by neighbours, local community leaders and the general public. It is also worth the effort to foster the support of neighbours, provincial and federal agencies, local police and law enforcement personnel, citizen groups and your local Chamber of Commerce or Visitors Bureau. Your online presence (website, social media, etc.) also contributes to your public image.

1. Jay Baer, *Convince & Convert*. Author, with Amber Naslund, of *The Now Revolution*
2. Sergio Zyman, *Author of The End of Advertising As We Know It*
3. Dave Kerpenn, *Likeable Media*. Author of *Likeable Social Media*

Many agri-tourism operations are within a two-hour drive of large urban areas (Toronto and Ottawa), which together represent about 75% of the province's population. This increased urbanization of Ontario's domestic market has resulted in consumers wanting to "experience" authentic outdoor farm activities.

The Importance of Relationship Marketing

Happy customers become loyal customers and become the key to long-term success: They will return, and they will tell their friends about your operation. Learn their names. Remember what they like and have it ready for them. Always ask your customers what they liked about their stay and what could be improved. The little touches make all the difference.

Develop a method for regular communication: This could take many forms including an email newsletter or developing a social media following. You may offer incentives (draws, contests, etc.) for customers that provide their contact information or engage with you on social media. Be sure to have permission, and follow regulations, when collecting and using email addresses.

Take care of details: Make sure that your telephone is answered professionally, emails are responded to quickly, your website is updated regularly and customer concerns or complaints are dealt with efficiently and effectively. Addressing concerns or complaints promptly is especially important on social media or other online platforms where other existing or prospective customers may view the critique.

Tell the community about your business: Join the local Chamber of Commerce, local food and/or tourist association. Talk to neighbouring farms, service stations, retail outlets, etc. Give other retailers your brochure and make sure that people in your area know about you. Start close to home, at first, and move out gradually. Remember, it is more important to complement than to compete with other local businesses that are also looking to attract visitors. Explore opportunities to promote collectively, such as local food or tourism trails or maps.

Send information about your company to relevant media: Send them news releases and story ideas. Invite them for a free visit/tour or an open house. You may reach out to media through mailings, emails, phone calls or social media. Think of things that would interest them (e.g., if you operate a pick-your-own strawberry farm, send the editor a basket of strawberries to promote that you are open for business)

Risky Business

Agri-tourism involving farm visits implies risks and potential liability to the farm owner should accidents occur. It is necessary, therefore, to develop sensible risk management strategies to minimize your liability exposure. Safety is your first priority when opening your farm gates to visitors. Your visitors' safety is largely your responsibility. See the OMAFRA Factsheet Managing Risk on Farms Open to the Public, available on the OMAFRA website at ontario.ca/agbusiness.

Helpful Contacts/Resources

Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA)

The Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA) has created a number of Factsheets and related information dealing with business planning and marketing found by searching [ontario.ca/agbusiness](http://www.ontario.ca/agbusiness) <<http://www.ontario.ca/agbusiness>>.

Agri-tourism adds value to your existing farm operation. For more information, see the Beyond Production Agriculture business information bundle and the Direct Farm Marketing business resources also found by searching [ontario.ca/agbusiness](http://www.ontario.ca/agbusiness) <<http://www.ontario.ca/agbusiness>>.

Ontario Farm Fresh Marketing Association (OFFMA)

If you want to learn from other farmers who have successfully opened their gates to the public, the Ontario Farm Fresh Marketing Association (OFFMA) has over 300 members ranging from modest pick-your-own farms to elaborate entertainment farms attracting thousands of visitors annually. OFFMA offers its members training and resources to assist in their marketing efforts. Workshops focus on current issues and opportunities within the industry.

Tel: 905-841-9278

Email: info@ontariofarmfresh.com

Website: www.ontariofarmfresh.com <<http://www.ontariofarmfresh.com>>

Farm Management Canada

See the publication Cultivating Agri-Tourism - Tools and Techniques for Building Success

Website: www.fmc-gac.com/publications/cultivating-agritourism-tools-techniques-building-success <<http://www.fmc-gac.com/publications/cultivating-agritourism-tools-techniques-building-success>>

North American Farmers' Direct Marketing Association (NAFDMA)

Conferences, international farm tours, workshops and related publications offered through NAFDMA provide members with the opportunity to network on the profitability of direct marketing.

Website: www.nafdma.com <<http://www.nafdma.com/>>

For more information:

Toll Free: 1-877-424-1300

E-mail: ag.info.omafra@ontario.ca

DROMOLAND ORCHARD & STABLES

March 23, 2019

Jocelyn Beatty
OMAFRA
Province of Ontario
6484 Wellington Rd 7,
Elora, Ontario
N0B 1S0

Dear Jocelyn

Thank you sincerely for your assistance in regards to the serious issues that we and our Agri-Tourism Farm Business find ourselves in with The City of Kawartha Lakes. We are essentially dealing with CKL Economic Development promoting and urging us on in a Farm Gate and Agri-Tourism Business, and then once the business is up and running Planning and Municipal Enforcement harassing us including our guests, staff and land owners with antiquated zoning, and agriculture bi-laws dating back to 2014. It maybe even longer as it still appears as Township of Ops on Zoning Documents which is not any longer in operation after amalgamation to the City of Kawartha Lakes, Ontario.

Below you will find our Farm Details as discussed along with the Township of Ops Zoning, and the two Omafra documents that the CKL refuses to update to agricultural use.

Site: o/a Dromoland Orchard & Stables
2491420 Ontario Inc
598 Elm Tree Rd
Little Britain, Ontario K0M2C0

info_dromoland@aol.com

Tel: 1-705-340-9880 www.dromoland.ca

Zoning 2014 City of Kawartha Lakes

<https://www.kawarthalakes.ca/en/business-growth/resources/Planning-and-Development-Docs/Ops---ZBL-93-30---modified.pdf>

OMAFRA FACTS & GUIDELINES

www.omafra.gov.on.ca/english/busdev/facts/16-029.htm

<http://www.omafra.gov.on.ca/english/busdev/facts/15-005.htm>

HISTORY

In 2014, I had met with then CKL Mayor Rick McGee, and Economic Development Director Lance Sherk. My wife and I hosted and chaired the 16th annual Dave Devall Charity Golf Tournament. Charitable Proceeds being divided between The Humane Society and Women's Resources in the City of Kawartha Lakes. At this time I was instrumental in having Mayor Rick McGee present and honour Mr. Devall, he received "The Key to the City of Kawartha Lakes" in acknowledgement of his contributions to the community and charities. (Dave Devall is retired CTV Weatherman, and Guinness Book Record holder of longest consistent broadcaster - 48 years)

Most importantly, the Mayor and Director discussed numerous times about Agri-Tourism, the new and rising plans of how it stands to be an exciting new economic era for farms close to Greater Toronto Area in CKL. In 2014, we located a small farm that was once part of a 1000 acre parcel in the 1850's, but this 4.9 acres was ravaged with the invasive Buckthorn weeds that covered over 80 % of the property. A few Apple Trees caught my interest as well and the culture and history of the area was interesting and exceptional.

At that same time, Economic Development Director Lance Sherk and Kelly Maloney expressed the great need for Commercial Apple Orchard Farm for Produce, Events and Equine Experience

and Tourism. Discussions about how South Pond Farms and Eco-Shire Farms were moving along organizing Agri-Tourism as reference we could identify with. The major point though was that in City of Kawartha Lakes had no commercial Apple Orchards left as removed during the decades before.

In November 2014, we acquired 598 Elm Tree Road, Little Britain in The City of Kawartha Lakes and began the remediation and development of the Farm. In 2015, Kelly Maloney of CKL and Elaine Fooks, Judy Cooks of OMAFRA assisted us greatly in many details to guidelines, seminars, sites, financing and all the points we needed to bring back to life this 150 year old heritage, organic, apple orchard. First of all Zoning with MPAC was confirmed as Agricultural with adjustments and then we began the daunting resurrection.

In a beneficial working relationship Sir Sanford Fleming College, an Arborist Professor named Tom Mikel assisted and determined what we were dealing with, he believed that saving the Apple Orchard and 250 trees was possible. In February of 2015 approximately 200 arborist students arrived for a week to be educated, and start the revival with our staff. We worked diligently to prune and revive the heritage organic apple orchard. No less than a ton of Buckthorn, debris and deadwood was removed, burned and we then excavated for proper drainage to assist the trees. Almost 5 years of investment and hard work created as most say, a magnificent sanctuary on a farm, and a haven for Bees and Pollinators due to the Fresh Water & Eco-site with the Apple trees and Blossoms. Our site has never been sprayed by any chemicals.

This work resulted in a bumper crop of 7 varieties of predominantly cider apples and other edible grades. We hire local people and students to help maintain the orchard, pick and press apples to produce delicious and nutritious apple cider. We also made organic apple cider vinegar, and one variety of a Courtland type apple were useful specifically for baked goods.

In 2015, my wife and I added Horseback Riding Lessons, and we also added 8 laying hens, and raised 200 meat Chickens as well onsite for sale and all inspected by Ontario Approved Poultry Processing facility in Omemee.

We ran Events like the Dromoland Indie Authors Festival where we had over 40 vendors including mainstream award winning authors, self-published authors, publishers, and celebrities. This two-day event was done in conjunction with The City of Kawartha Lakes Libraries and Mayor Andy Letham. It was attended by Member of Parliament Jamie Schmale, and Counselor Pat O'Reily. Of course promoting farm life, selling our products and generating income and tourism to the community.

In 2016 and 2017 Dromoland Orchards & Stables was part of Farm Fest, an agricultural awareness event hosted by The City of Kawartha Lakes. We were a big hit offering free pony rides, live music, petting area, and walks through our Fairy Forest for kids. We offered local sausage on a bun and homemade apple crisp with Kawartha Lakes Ice Cream at a nominal fee. Patrons are charged \$5. by The City of Kawartha Lakes which was collected and paid to the City.

During the summers of 2016 and 2017 we hosted www.we.org for children on Wednesdays. Every week 35 to 50 children from all over the world came to Dromoland, and we fine tuned a little Forest for education and fun for kids, and discussed apple farming, and various points related to agriculture and horsemanship. These children sincerely enjoyed their time in nature, petting pet rabbits, and feeding the laying hens. This was voluntarily no charge as well to help kids understand farming and the opportunities in it.

You will notice that the Dromoland Orchard & Stables is on the CKL Tourism Website
https://www.explorekawarthalakes.com/en/resources/Arts_and_Heritage_Trail_Accessible_Document_-_V2-Final.pdf

Kawartha Farmfest <https://www.kawarthalakes.ca/en/business-growth/kawartha-farmfest.aspx> (City Event)

Arts & Heritage Trail

<https://www.explorekawarthalakes.com/en/explore/arts-and-heritage-trail.aspx> (City Membership)

Kawartha Lakes Arts Council

<http://www.kawarthalakesartscouncil.com/> (Community)

We have been visited by thousands of families, couples and kids to Dromoland Orchard & Stables for day trips and tours of the Apple Orchard, Picking & Pressing, Riding Horses, Photography, Forest Bathing, Events, Kids Horse Seminars, Senior Excursions, Free Family Events for Kids, Private Family Events on the Farm all within the boundary of what Farm Gate and what was allowed in the documentation provided to me. We are now # 1 on TRIPADVISOR.COM for Things To Do In Kawartha Lakes.

https://www.tripadvisor.ca/Attraction_Review-g11737808-d9810936-Reviews-Dromoland_Orchard_Stables-Little_Britain_Kawartha_Lakes_Ontario.html

At our Family Events we provide our own food including apples products with local workers and assets. Families provide their beverages, permits, insurance, decorating and ministers/speakers/entertainment and we charge nothing for this. We also have now added Bus Service and Community Trolley for bringing guests to and from hotels to our location for everyone's enjoyment and Agri-Tourism Development.

I attended various seminars conducted to promote, educate and train us for Agri-Tourism and Tourism over 4 years by these organizations. City of Kawartha Lakes Economic Development, Ministry of Agriculture, Ministry of Tourism by the Province.

In spring of 2016, we had a City of Kawartha Lakes official "Bylaw Officer " who toured our site and asked about what we were planning and doing. I explained fully and his comments were we

have wonderful place for families and that we were permitted to have events we were doing. I explained that we are selling our goods, equestrian services, and clients are Free to do their own style of family event, reunion, birthday, reception and if desired a ceremony at "No Charge." Couples could enjoy our apple orchard and have their own religious ceremony "Free".

I am not Minister nor is my wife, we are not a church, we are not in any way preparing or signing any Wedding Documents. We allow people to enjoy this wonderful site and earn a living from farm foods and activities as we were advised we could do.

In September 2018, the Licensing Officer at City of Kawartha Lakes filed her own complaint against us, a Municipal Officer abruptly showed up during an event without notice. Having the Bylaw Officer in UNIFORM upset our guests, and confused and undermined their special day. It was embarrassing for us, our staff and the community. I explained to the Bylaw Officer these activities fall under Farm Gate, and is permitted by the Province of Ontario. This Officer was unaware of this. I was told to finish up the year and abide by noise by-laws which we always work to achieve. At the same time another farm South Pond Farm was having events as we do with the same harassment we are enduring. www.southpondfarms.ca

In February, 2019, a letter to our family indicated a Violation of Activity on the Property with Penalties and Fines up to \$ 50,000 from City of Kawartha Lakes Municipal Enforcement.

A list of antiquated business activities on Agricultural Properties was in the letter, in total contravention to advice from Economic Development of CKL and Seminars with Tourism, Agriculture of Province Ontario.

We have invested over \$450,000 plus in revival of the property, \$ 200,000 in assets and almost 5 years of hard work to revitalize and create a 5 Star Agri-Tourism site, plus the investment in the land through family partners. In Little Britain we are in a depressed Economic Area. There is no new business openings, no jobs, no economic development in our community to speak of.

DROMOLAND ORCHARD & STABLES –We create Agriculture Commerce, Tourism, Real Employment and Economic Development as follows:

Purchasing Needs from Local Farms
Trades People and Property Maintenance
Employing Young People
Staff & Servers
Apple Picking
Chicken Growing and Processing
DJ's & Musicians
Photographers
Clothing Rentals
Florists
Equine Event Equipment
Feed Companies
Hotels, Motels and Gasoline
Restaurants
Permits to the City, Province
Insurance
Charity Group Support to Lions Club
Museum & Tour Visits

Premier Doug Ford recently said, "We Are Open for Business in Ontario," I don't think we are, we are suffering a very hard period by having to freeze all bookings, reservations and agri-tourism events due to the City of Kawartha Lakes antiquated zoning & understanding of provincial guidelines. My belief is that it is not Walmart, Stores, Factories that will build our community with good jobs, sustainable business, eco-friendly development it is Agri-Tourism and is contrary to our municipal beliefs. Hundreds of Agri-Cultural Tourism is the way forward in CKL as proven in other regions of Ontario and Canada. It is being stifled by a Bureaucracy where CKL Economic Development & Planning, Zoning, Enforcement to do not communicate as they should and interact with business. It is very apparent that our Depressed Economic Crisis in Kawartha Lakes is directly linked to this nightmare at CKL.

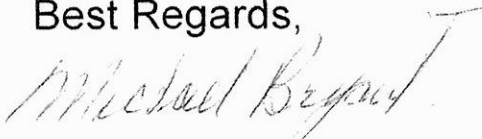
I would ask you to please discuss this issue with

Ron Taylor CAO
City of Kawartha Lakes
e-mail – rtaylor@kawarthalakes.ca
Telephone: 705-324-9411 ext: 1296

I have organized and completed every step necessary and followed the Guidelines presented at the Seminars, Meetings, Requirements and I believe that the City of Kawartha Lakes is negligent in following the Province of Ontario upgrades to Agri-Tourism on Farms in our area. Viciously has harmed my Business Community, Employment and Thousands of Visitors to our Farm.

I trust you will see our plight and hope that this can be rectified so that we don't have to close our doors and lose all the clients and good work we have accomplished.

Best Regards,



Michael Bryant

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From: Beatty, Jocelyn (OMAFRA) <Jocelyn.Beatty@ontario.ca>
To: id you <info_dromoland@aol.com>
Subject: RE: Agri-Tourism Difficulties in City of Kawartha Lakes
Date: Fri, Apr 5, 2019 3:27 pm

Hi Michael,

My apologies for the delay in getting back to you. I have had a chance to look at the materials you have sent to me, these were very helpful and allowed me to get a better understanding of your situation. I can offer the following comments:

Like many municipalities across the Province, the City of Kawartha Lakes has not yet incorporated the most recent policy direction into their planning documents. The Official Plan review process (and subsequent comprehensive zoning by-law process) will be an opportunity to bring local planning documents into conformity with the Provincial Policy Statement, 2014 and associated guidance documents. This process can be quite lengthy, as it involves public notification and engagement (as well as dealing with a multitude of different policy topics). The province is the approval authority of the City of Kawartha Lakes' Official Plan and will work with the City when they move to update their Official Plan to ensure that matters of provincial interest are considered adequately.

This being said, even with updated planning document, municipalities may require approval processes to permit certain uses such as events. Not all permitted uses would be expected to be permitted "as-of-right"; some would require additional justification or documentation to ensure that things such as compatibility are met.

In the meanwhile, I would strongly encourage you to connect with planning staff with the City of Kawartha Lakes. Based on the letter you have provided me, it does not appear as if City planning staff have been engaged. Meeting with local planning staff will help ensure everyone is on the same page in terms of the range of uses that would be considered permitted under the existing Official Plan and zoning. There may be certain uses that are considered permitted as-of-right, and some which may require extra parameters placed on them or justification to ensure conformity.

Best,

Jocelyn

From: id you <info_dromoland@aol.com>
Sent: 5-Apr-19 12:33 PM

To: Beatty, Jocelyn (OMAFRA) <Jocelyn.Beatty@ontario.ca>

Subject: Agri-Tourism Difficulties in City of Kawartha Lakes

Hi Jocelyn

I hope that you are well, just wanted to touch base with you if you had reviewed my letter and any status on our Agri-Tourism issue in City of Kawartha Lakes. Spring is coming and were hoping that we can get them to resolve and update rural uses.

Have a great day !

Best Regards

Michael Bryant

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