

The Corporation of the City of Kawartha Lakes

Committee of the Whole Report

Report Number ED2019-019

Meeting Date: November 5, 2019

Title: Kawartha Lakes Agriculture and Food Action Plan 2020-2024

Ward Number: All

Author and Title: Kelly Maloney, Agriculture Development Officer

Recommendation(s):

That Report ED2019-019, **Kawartha Lakes Agriculture and Food Action Plan 2020-2024**, be received;

That the Kawartha Lakes Agriculture and Food Action Plan 2020-2024 be endorsed;

That in the first quarter of 2020 staff provide Council with an implementation plan detailing community partnership support and providing options for resourcing of identified municipal activities through future budgets; and

That this recommendation be brought forward to Council for consideration at the next Regular Council Meeting.

Department Head: _____

Financial/Legal/HR/Other: _____

Chief Administrative Officer: _____

Background:

The agriculture and food sector in the City of Kawartha Lakes (the City) is not only a significant economic driver, but it contributes to the overall quality of life in the region.

In 2010, the City developed an Agricultural Action Plan (Growing Success) to address ongoing challenges and stimulate sector growth. Now, in 2019, the actions in Growing Success have been implemented and some continue on an ongoing basis.

The Kawartha Lakes Agriculture and Food Action Plan 2020-2024, Farmers to Consumers: Growing Success 2.0 (Action Plan), (Attachment A) is meant to be used to continue strategic efforts to support agriculture and food cluster development in the municipality. The City, through the Development Services Department, specifically Economic Development, will champion this work and track its successful execution.

This report outlines the framework of an Action Plan to drive the development of the agriculture and food cluster in Kawartha Lakes and seeks Council endorsement of the objectives, goals and actions.

Rationale:

1. Development of the Action Plan

This Action Plan was prepared by Wilton Consulting Group using a number of components to inform its development including a review of a Situational Analysis of Agriculture in Kawartha Lakes, a survey of agriculture and food sector businesses and organizations, a stakeholder summit, municipal staff focus group and oversight by the Agricultural Development Advisory Committee and the Economic Development Division.

2. The Strategy

The Action Plan aligns with a number of Kawartha Lakes strategies. These include the City of Kawartha Lakes Corporate Strategic Plan, the Economic Development Strategy and the Healthy Environment Plan, as well as the Cultural Master Plan and Destination Development Plan (Tourism Strategy), which are both under development. It reflects the input received from the community and allows for collaborative efforts across the corporation as well as stakeholder businesses and agencies.

3. Implementation

This Action Plan is a living document that should be implemented and updated as the sector evolves within the City and the province. The Action Plan, while belonging to Council and assigned to the Development Services Department is a guiding document for the entire community.

It is an ambitious plan to drive the cluster forward in the years to come, focusing on two important components of agricultural economic development; business development and market development support.

The implementation will be a collaborative effort amongst a collective group of stakeholders throughout Kawartha Lakes and surrounding areas to ensure long-term success of the cluster. The new, enhanced and renewed actions are identified in the goal charts by priority within short, medium and long term timeframes. The Action Plan also supports the continuation of current core and committed activities.

This is the first of two planned reports to council. Staff will return to Council in the first quarter of 2020 with a report detailing community partner support and options for implementation of municipal actions including consideration for future budget impacts.

Other Alternatives Considered:

Council could choose to adopt all or part of this plan. This Action Plan focuses activities within the horizon of 2020 to 2024. It should be noted that work plans for 2020 may be adjusted significantly pending the degree of support to be provided for the 2020 International Plowing Match and Rural Expo.

Financial/Operation Impacts:

In itself the receipt and support of the recommendations within this report does not commit Council to any specific additional costs. Initial implementation efforts planned for the remainder of 2019 and 2020 are included in the approved 2019 and proposed 2020 operating budgets.

As noted above, options for implementation will be presented to Council early in 2020 once community support can be quantified, and where additional resources may be required. These implementation options will allow council to determine any desired impact to future budgets.

Relationship of Recommendation(s) to the 2016-2019 Strategic Plan:

The development and execution of an Agriculture and Food Action Plan implements objectives found within the Economic Development Strategy identified in Goal 1- A Vibrant and Growing Economy. The Action Plan also includes objectives 3.1.7 “Protect prime agricultural land (by including policies in the Official Plan and working with the agricultural community to identify opportunities to support the sector)”, supporting Goal 3: A Healthy Environment.

Consultations:

Agriculture and Food business owners across the City of Kawartha Lakes.

Local agricultural organizations including; The Kawartha Lakes Haliburton Federation of Agriculture, Victoria Beef, Kawartha Lakes Dairy Farmers, Victoria Sheep Producers, Victoria Soil and Crop Improvement Association, Grain Farmers of Ontario, Victoria County Community Pasture Association, Lindsay Agricultural Society.

Ministry of Agriculture, Food and Rural Affairs.

City of Kawartha Lakes directors, managers and staff in Strategy Management, Municipal Law Enforcement; Development Services – Economic Development, Planning, Building; Engineering and Corporate Assets; Community Services – Building and Property, Customer Services, Parks, Recreation and Culture, Libraries; Public Works; Human Services – Social Services; Corporate Services - Communications, Advertising and Marketing, Treasury.

Attachments:

Appendix A – Kawartha Lakes Agriculture and Food Action Plan 2020-2024



Kawartha Lakes
Agriculture and Food

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