



Council Report

Report Number ED2020-029

Meeting Date: December 15, 2020

Title: Kawartha Choice FarmFresh Program Memorandum of Understanding (MOU)

Description: Kawartha Choice FarmFresh Program Memorandum of Understanding (MOU) between the Corporation of the City of Kawartha Lakes and the Greater Peterborough Area Economic Development Commission

Author and Title: Kelly Maloney, Economic Development Officer - Agriculture

Recommendation(s):

That Report ED2020-029, **Kawartha Choice FarmFresh Program Memorandum of Understanding (MOU)**, be received;

That the Kawartha Choice FarmFresh Program Memorandum of Understanding (MOU) as outlined in Appendix A to Report ED2020-029 be approved; and

That the Mayor and Clerk be authorized to execute the Kawartha Choice FarmFresh Program Memorandum of Understanding (MOU) between the Corporation of the City of Kawartha Lakes and the Greater Peterborough Area Economic Development Commission.

Department Head:_____

Financial/Legal/HR/Other:_____

Chief Administrative Officer:_____

Background:

The local food cluster is an identified economic driver in Kawartha Lakes and Peterborough. Peterborough & the Kawarthas Economic Development (PKED) and City of Kawartha Lakes (CKL) have a long history of collaboration.

In 2007, the City of Kawartha Lakes local food program, Kawartha FarmFresh merged with the Peterborough local food program, Kawartha Choice Farmland Foods, to form Kawartha Choice FarmFresh (KCFF) with the purpose of offering a local brand program to identify farmers, retailers, restaurants, farmers' markets and food service providers who focus on promoting farm products grown or produced in the City of Kawartha Lakes and Peterborough County and City.

The Kawartha Choice FarmFresh program has been delivered jointly since that time without a formal agreement. This report seeks to authorize the signing of a formal MOU recognizing the collaborative delivery of the KCFF Program.

Rationale:

CKL and PKED have a desire to formally recognize and build upon the successful relationship between the two parties in order to foster strategic priorities of mutual interest in an effective manner.

Primarily the MOU focus' on the Kawartha Choice FarmFresh (KCFF) Program with respect to the decision making, operation, funding and staff support for the purpose of advancing agriculture and food economic development activities across the combined region of the municipalities of the City of Peterborough, County of Peterborough and the City of Kawartha Lakes.

CKL has established strategic priorities for 2020-2023 and wishes to accomplish some of those priorities through joint strategic initiatives with partners, including PKED. As further refinement to the corporate strategic priorities the City of Kawartha Lakes Economic Development Strategy includes goals and actions to grow the agriculture and food cluster including production, value-added food processing and agri-culinary, supporting innovation and diversification to increase businesses and employment. The Kawartha Lakes Agriculture and Food Action Plan 2020-2024 identifies Goal 2: Enhance opportunities in value-added agriculture – Actions 2C – Explore further investment in KCFF-networks between producers & processors; 2D – Attract food processors; and 2E – identify gaps in food process and support more efficient use and access to existing facilities.

PKED's Five-Year Strategic Plan – Future Ready, has a goal to leverage the Region's mix of rural and urban assets and businesses, and through the KCFF program PKED can help identify opportunities and be an advocate for increased investment by our partners in technology, research and innovation (Action 2.4). Additionally, the Strategy calls to develop customized strategies to increase

growth in each targeted sector, including Agriculture and Tourism which includes conducting an inventory of assets, a gap and economic impact analysis, and a growth plan.

This Memorandum of Understanding has been developed between both parties to document the shared intent of CKL and PKED to develop an active and supportive relationship within which the respective organizations can advance their strategic priorities of mutual interest including growing the agriculture and food sector.

Other Alternatives Considered:

City Council could decide not to enter into the MOU and maintain the status quo where CKL has been providing much of the program support in recent years; however, that is not recommended as PKED is a key strategic partner to deliver on various economic development priorities which are jointly sought across both municipalities. This can result in even greater benefit by working together through the KCFF Program. On our own, Kawartha Lakes does not have the strength in resources that will be realized by formally documenting and committing to this collaborative agreement for joint program delivery.

Alignment to Strategic Priorities

Executing the proposed MOU will establish collaboration directly aligned with Council's strategic goals, namely:

1. A Vibrant and Growing Economy

The KCFF Program MOU will further Council's priorities of protecting and supporting agricultural land and businesses.

Financial/Operation Impacts:

There are no financial implications associated with this report. Ongoing activities require a level of funding determined through the development of the annual KCFF work plan and budget and will continue to be supported by CKL and PKED annual budget processes. Where possible external funding will also be sought to support significant initiatives, and larger initiatives involving financial contributions from CKL which are outside of the approved budget would come to Council for consideration.

Consultations:

City Solicitor
Manager of Economic Development
Peterborough & the Kawarthas Economic Development

Attachments:

Appendix A – Kawartha Choice FarmFresh Program Memorandum of Understanding (MOU) between the Corporation of the City of Kawartha Lakes and the Greater Peterborough Area Economic Development Commission



KCFF Program
MOU.docx

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Department Head: Chris Marshall, Director Development Services