



Golden Horseshoe Agriculture & Agrifood Strategy

Food & Farming: An Action Plan 2021

**Presentation to Economic Development Committee
Toronto City Council
January 2014**

PARTNERS



Agriculture and
Agri-Food Canada

Agriculture et
Agroalimentaire Canada



Possibility grows here.

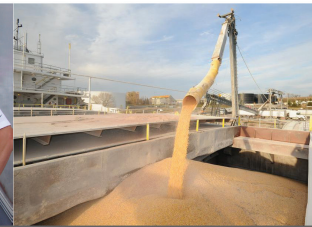


Hamilton



Golden Horseshoe Agriculture & Agri-Food Strategy

Food & Farming: An Action Plan 2021



Our Vision

- **The Golden Horseshoe is globally renowned as a vibrant food and farming cluster, characterized by profitable farming operations, a thriving hub of food processing, food retail and food service businesses, extensive research capacity, innovative technology, and a wide range of healthy and safe products**

Greenbelts exist around highly urbanized areas

City of London



Stockholm Sweden



Toronto's Foodshed



City of Toronto

- Head Offices and plants of major food businesses
- Part of extensive distribution network
- Suppliers to the industry located here
- Skilled labour force



Golden Horseshoe Food and Farming Alliance

- Formation of the Alliance and its Terms of Reference

Members:

Elected Representatives from Regions of Durham, York, Halton, Peel, Niagara and Cities of Toronto and Hamilton

Food Processing - AOFP and Hans Dairy

Farmers

Post Secondary Institutions and Research

Regional Planning Commissioner

Golden Horseshoe Food and Farming Alliance

- Formation of the Alliance and its Terms of Reference

Members:

Elected Representatives from Regions of Durham, York, Halton, Peel, Niagara and Cities of Toronto and Hamilton

Food Processing - AOFP and Hans Dairy

Farmers

Post Secondary Institutions and Research

Regional Planning Commissioner

5 Pillars of the Plan

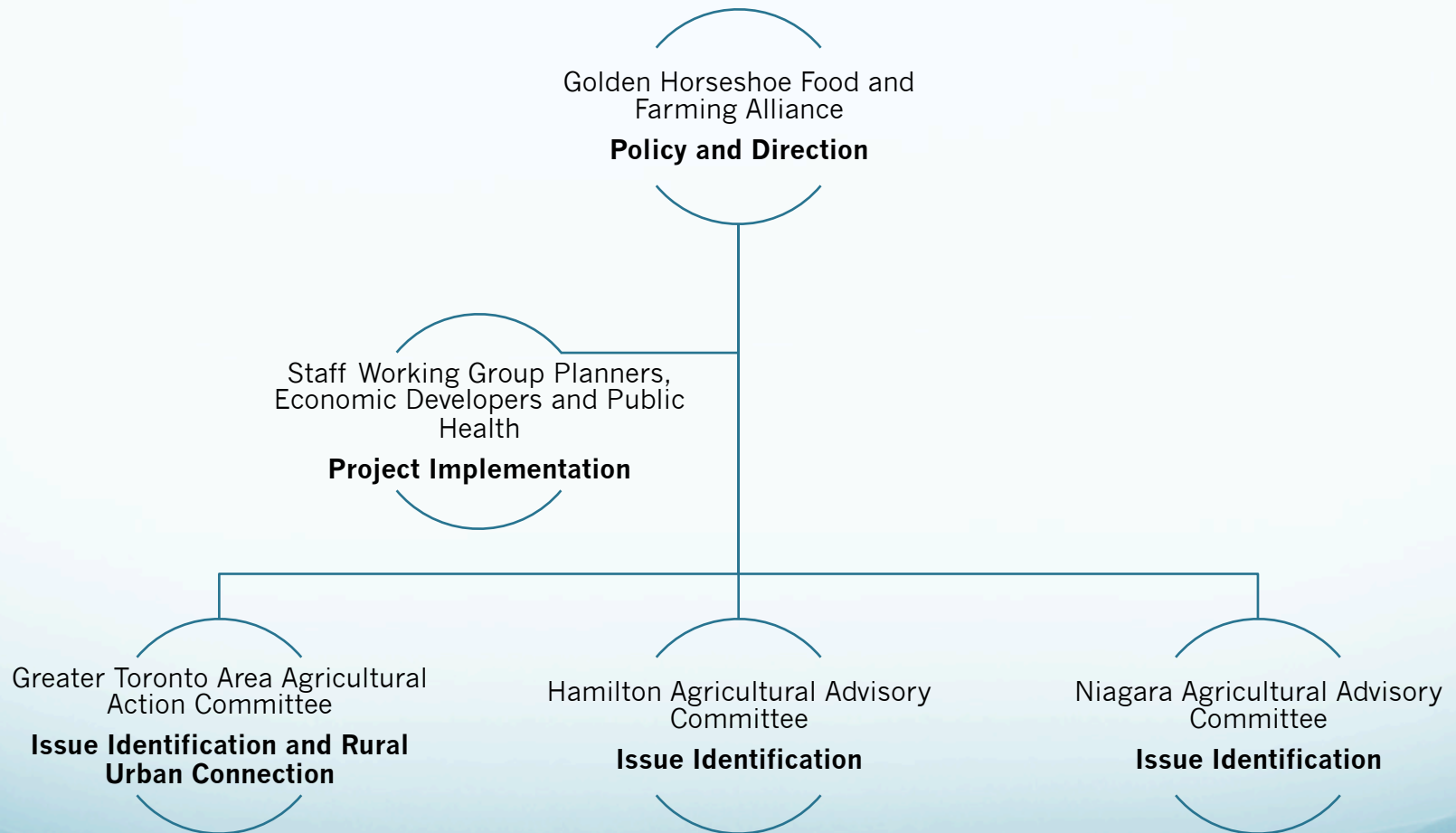
- Grow the Cluster
- Link Food Farming and Health
- Encourage Innovation
- Enable the Cluster
- Cultivate New Approaches

Alliance Goals

Implement the Golden Horseshoe Food and Farming Action Plan

- Replicate
- Collaborate
- Incubate
- Communicate

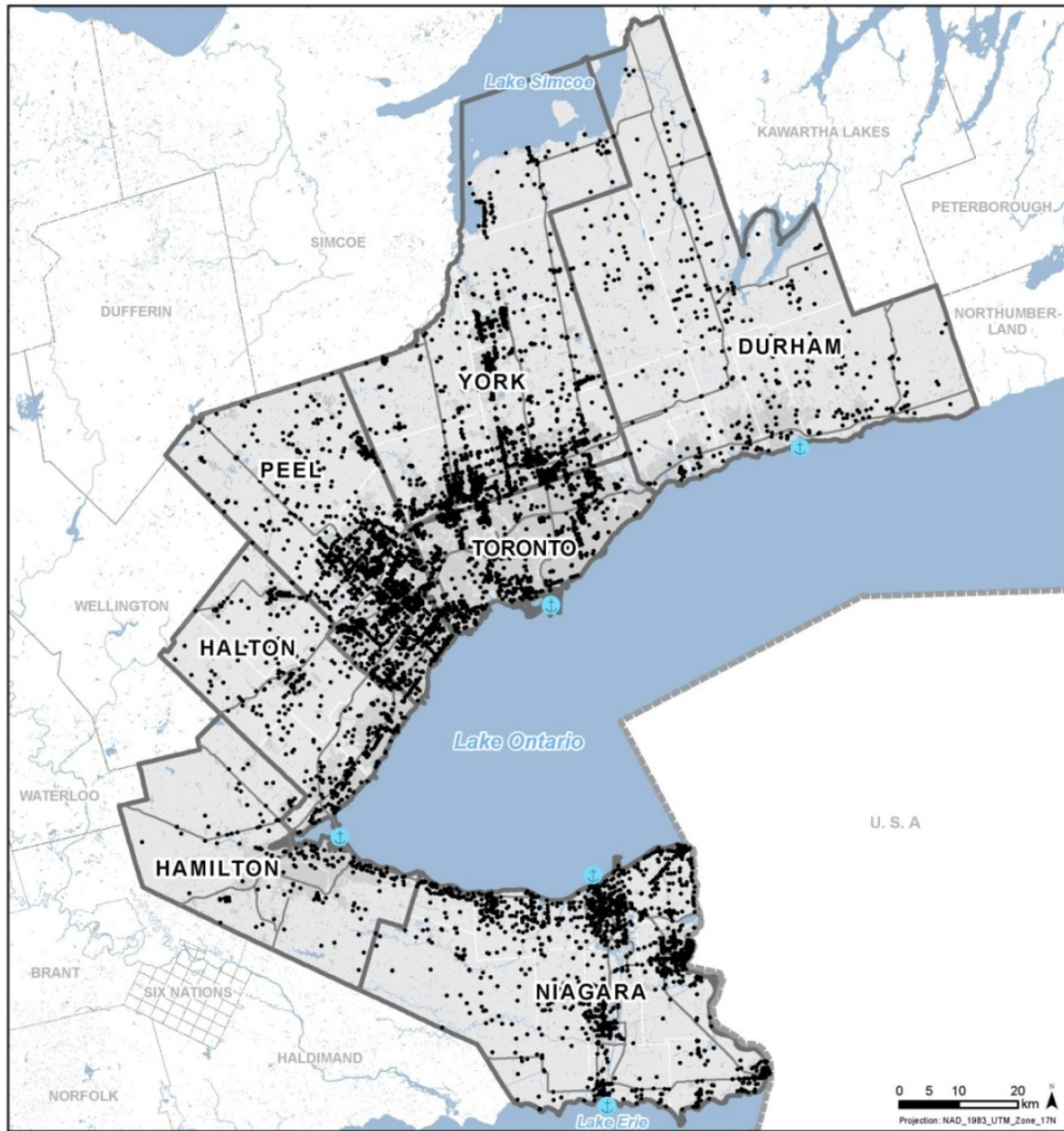
How do things get done?



Since Feb 2012

- Established Working Group of Planning & Economic Development Regional, Municipal and Provincial staff
- **“Off the Beaten Palate”** PBS production featuring food & farming in the Golden Horseshoe
- Asset Mapping project locating food and farming assets in the Golden Horseshoe

Asset Mapping



Agri-Food Assets Agri-Food Asset Mapping Golden Horseshoe Farming and Food Alliance

- Agri-Food Asset
- Highway
- Built Up Area
- ⚓ Port

Since Feb 2012

- Undertaking an **Agriculture Profile** for the Golden Horseshoe documenting trends since 1990's. Adding Urban Agriculture to profile this year.
- Hosted **Provincial Economic Development Forum** to show relationship between rural food production and urban processing and marketing
- Review and input to **agriculture policies** related to Rouge Park, Local Food Act, 5 year Provincial Policy Statement review and upcoming 2015 review of the Greenbelt Act, Oak Ridges Moraine and Niagara Escarpment

Since Feb 2012

- Developed a **sustainable funding model** by asking municipalities to support the work
- Each municipality contributing \$30,000 per year to cover core operating expenses
- Provides a pool to leverage other project funds from levels of government, foundations and other sources

Regional Investment by all municipalities



Alliance Workplan 2014-15

- **Growing the Cluster**

- Market research through completion of Agriculture and Urban Agriculture Profile
 - Phase II of Asset Mapping tool – Identify Gaps and Needs
- Develop investment strategy for the Golden Horseshoe for
Federal, Provincial, Municipal and Private Investment

- **Foster Innovation**

- Identify project opportunities for innovative food and farming businesses
- Support incubators for food and farming startups

Foster Innovation

- Supporting the efforts of the MARS Innovation Centre, Alliance of Ontario Food Processors, University of Guelph, George Brown College

Food Innovation Centre



Alliance Workplan 2014-15

- **Enable the Cluster**

- Planning policy best practice research for agriculture and urban agriculture for the Golden Horseshoe
- 2015 review of Greenbelt Act, Niagara Escarpment Act and Oak Ridges Moraine Conservation Plan

- **Link Food Farming and Health**

Common Local Food Project with Public Health Units in the Horseshoe

- **Cultivate New Approaches**

- Expansion of climate change pilot to the Golden Horseshoe

Collaboration is the Key

Unique Model working on a Regional Basis

- Carving our Niche – Grass Fed Beef Workshop – February 2014 – **Sustain Ontario, Beef Farmers and OMAF**
- Best Practices in Planning – February 2014 – **Friends of the Greenbelt, Urban and Rural Planners**
- Greenbelt Review for Farmers – March 2014- **Ontario Federation of Agriculture**
- FoodStart pilot – **Colleges, Ontario Association of Food Processors, Province**
- Rouge Park Agricultural Management – **Parks Canada, TRCA, City of Toronto**

City of Toronto Leader in Innovation

- Food Industry Promotion and Programing
- Urban Agriculture
- Local Food Promotion and Awareness
- Demonstrated Leadership in Sector
- Strong Food Processing Sector and Educational Supports to Cluster



Golden Horseshoe Agriculture & Agrifood Strategy

Food & Farming: An Action Plan 2021
