

AGENDA

Municipal Agriculture Economic Development & Planning Forum

October 18th & 19th, 2017

Country Heritage Park, Gambrel Barn, 8560 Tremaine Rd., Milton, Ontario

Hosted by: Halton Region and Ministry of Agriculture, Food and Rural Affairs

Wednesday, October 18th, 2017 – Country Heritage Park

What's Possible & How to Create an Enabling Environment for Agriculture

9:00 a.m. Registration Opens for the Bus Tour

9:45 a.m. Bus Pick Up – Gambrel Barn at the Country Heritage Park

Full Day Premium Bus Tour featuring Ploughman's lunch – Springridge Farm

Terre Bleu Lavender Farm

Terre Bleu Lavender Farm has over 37,000 plantings making it the largest lavender farm in Ontario. Terre Bleu offers an extensive list of products all made with the lavender produced and distilled on farm. These products are available for sale at their on-farm market. Promotion of Terre Bleu is almost exclusively done through social media. In fact, Facebook for Business International wrote a front-page case-study about their outstanding success.

Springridge Farm

Springridge Farm is an agricultural-tourism attraction focused on fruit farming and family fun. As a vibrant local destination, Springridge features experiences for visitors of all ages including seasonal festivals, the Fun Farm Yard, school tours and birthday parties as well as gourmet products, artisanal bakery, lunch café and gift boutique in the Barn. Springridge Farm was a 2010 Regional Award Winner of the Premier's Award for Agri-Food Innovation Excellence.

Gordon Food Services

Gordon Food Services is the largest privately held foodservice distributor in North America. They have a philosophy around local food and have done extensive work with the Greenbelt Foundation in advancing their local program beyond their list of over 600 products primarily in dairy, produce and protein categories.

Chudleigh's

Chudleigh's first invited people to visit their family apple orchard in 1967. Over the years, the farm business expanded developing a reputation for their tasty apples. Today, the farm offers a host of agri-tourism offerings including: pick-your-own, children's play area and farm events, birthday parties, schools, camps and daycare. As well, Chudleigh's has an 11,000 sq. ft. bakery located 5 minutes from the farm where they produce the famous "Apple Blossom". Chudleigh's is a real Canadian success story.

Monaghan Mushrooms

Monaghan Mushrooms is one of the world's largest and most progressive fresh mushroom companies. To Monaghan's quality means more than just growing and harvesting the highest quality food, it means a passion for doing the best across all areas of their business and in all dealings with consumers, customers, employees and the communities within which they operation. They grow three types of mushrooms: white, cremini and portobello and employ over 400 people (mostly involved with harvesting) and have invested over \$15 million in upgrading the facility in the last 7 years.

Dinner at Country Heritage Park – Fat Cat Catering

8:00 p.m. Adjourn - Enjoy networking with other Forum attendees!



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DAY TWO – Thursday, October 19th, 2017 – Country Heritage Park

What's Possible & How to Create an Enabling Environment for Agriculture

- 8:00 a.m.** Registration and Networking
- 8:15 a.m.** Tour of Country Heritage Park's Commercial Kitchen – **Jamie Reaume**
- 9:00 a.m.** **Opening Remarks** – Anna DeMarchi-Meyers, Halton Region Agricultural Liaison Officer
Welcome - Region of Halton– Gary Carr, Halton Regional Chair
Welcome - OMAFRA – Douglas Reddick, Regional Economic Development Branch, Director
- 9:10 a.m.** **Keynote Presentation – Agriculture: A Key Economic Driver in Ontario**
Rene Van Acker – Dean of Ontario Agriculture College, University of Guelph
There is a new recognition both provincially and federally about the importance of the agriculture and food sector to Canada's economic growth. This is in part due to the size of the sector but also its continuous and steady growth as well as the increasing popular interest in food. Challenges to this growth include a need for us to work to evolve innovation culture within the sector and also to attract enough highly skilled people to drive the sectors growth.
- 10:00 a.m.** **Where are the Investments being made in Agriculture?**
Pierre Robitaille – Director & Group Lead for Agricultural Banking, Scotia Bank
Perspective from a banker – what does a commercial bankers portfolio look like for agriculture?
Where are the major investments being made in the industry?
- 10:25 a.m.** Break and Networking
- 10:40 a.m.** **Young and Farming**
Andrew Campbell, Fresh Air Farmer
There is a new breed of farmer coming, and they mean business. Recent surveys suggest half of today's farmers will be selling out or passing the farm down to a younger generation in the next decade. That is 138 billion dollars in assets, just in Canada alone. From the eyes of a young farmer, this talk looks at how the next generation is about to do business, and what agri-businesses need to do, in order to attract and keep these savvy young customers.
- 11:20 a.m.** **Enabling Agriculture in Your Community – Panel Presentation**
Anna DeMarchi-Meyers, Agricultural Liaison Officer, Halton Region – Halton Agriculture Advisory Committee (HAAC), Rural & Agriculture Strategy and Agriculture Community Development Fund
Cara Finn, Director of Economic Development, Middlesex County – Middlesex Agriculture Strategy
Dr. Bronwynne Wilton, Wilton Consulting Group - York Region Agricultural Strategy



- 12:30 p.m.** Lunch and Networking Break
- 1:15 p.m.** **IGNITE Style Presentations – Supporting a Thriving Agriculture Sector - Resources, tools & supports**
Alexandra Coccari, Analyst, Food and Food Systems - BioEnterprise
Susan Laing, Director, Sales & Customer Support, Agriculture Commodity Council
Alex Barlow, Business Development Executive - Mentorworks
Jessica Kelly, Direct Farm Marketing Specialist, OMAFRA – Recap of Tours Day 1
Danielle Collins, Ontario Federation of Agriculture & **Ryan Deska**, OMAFRA - Community of Practice
- 1:45 p.m.** **Agriculture as an Economic Development Opportunity**
Ryan Deska, Agriculture & Rural Economic Development Advisor, OMAFRA
This newly released guidebook presents a flexible framework for EDOs, planners and community leaders interested in exploring opportunities for agriculture economic development. It is intended to raise awareness around the importance of agriculture in regional economies, and identify processes that communities can use to support agri-food businesses in the region.
- 2:00 p.m.** **Lightning Talks – Agriculture Style**
Lightning talks are a fast paced facilitated format that allows the attendees at the forum to share key projects with outcomes that support the agriculture sector locally.
- Come prepared to share about your community – what agriculture economic development and planning work are you most proud of and what you are looking to improve on?
- 2:45 p.m.** Break and Networking – Use the break to connect after the Lightning Talks – Ag Style
- 3:00 p.m.** **IAC Incubate, Accelerate, Commercialization : Incubation Agri-food Collaborative**
Franco Naccarato, Program Manager, Greenbelt Fund
Learn about fostering collaboration among food and beverage organizations in Ontario, particularly organizations that support or are involved in “food incubation, acceleration and commercialization”.
- 3:15 p.m.** **Tactics to Increase Local Food Procurement in Government Owned Facilities**
Soni Craik Christie, Local Food Procurement Manager, Golden Horseshoe Food & Farming Alliance
Marianne Katusin, Manager of Food Services at the Oakville Trafalgar Memorial Hospital
Marianne is the project lead for Halton Healthcare’s award winning “Good for you...Locally Grown” project, recognized by the Greenbelt Fund for putting more Ontario grown and produced foods on hospital menus. Soni is working to be able to identify current local food sales in several municipally-managed long term care facilities, and in two regional cafeterias, by creating velocity reports that highlight current local food purchases. The regional teams will then strategize to increase the amount of local Ontario food used in the facilities by 5% by January 2018.
- 3:55 p.m.** Introduction of Host for 2018 Forum
- 4:00 p.m.** Final Comments, Evaluations and Adjournment

Speakers, topics and tour stops are subject to change.

A resource table will be available for participants to display or share brochures and other examples of projects from their area. Please bring information to share with other communities.

