



Golden Horseshoe Agriculture & Agrifood Strategy

Food & Farming: An Action Plan 2021

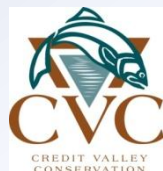
**Presented to
Headwaters
Food Summit
April 2012**

PARTNERS



Agriculture and
Agri-Food Canada

Agriculture et
Agroalimentaire Canada



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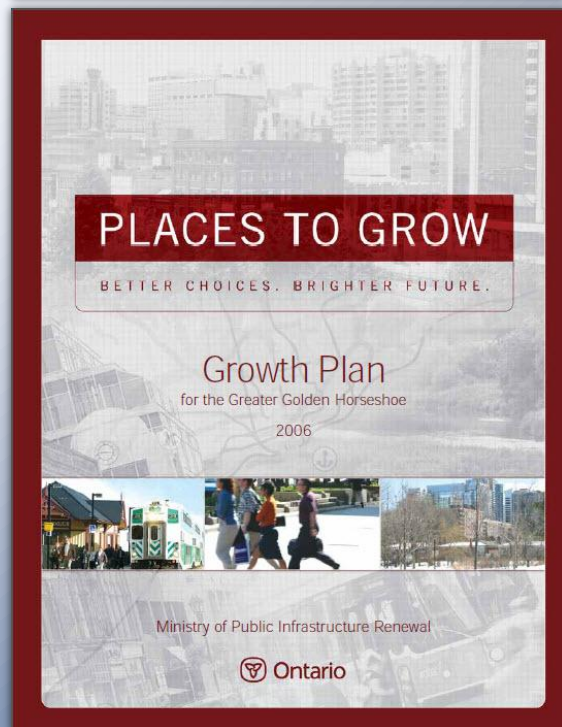
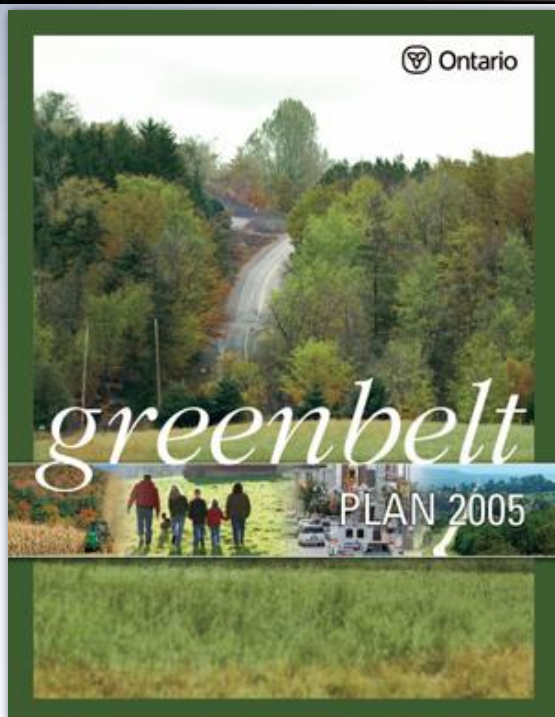
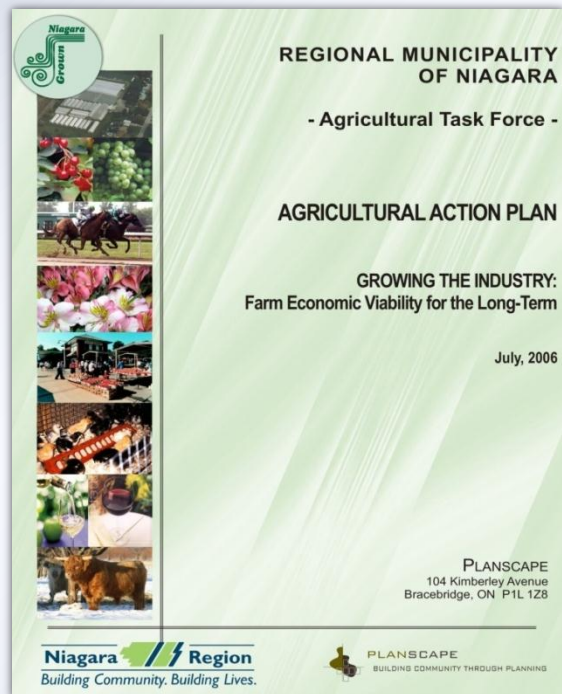
Cultivating Food Connections:

Toward a Healthy
and Sustainable
Food System
for Toronto

May 2010

Toronto Public Health

2000 - 2010



GOLDEN HORSESHOE ECONOMIC DRIVER

- **One million acres in agricultural production with 200 different crops**
- **\$1.5 Billion in farm gate sales**
- **Over 1500 food processors in the Golden Horseshoe providing over 115,000 jobs**
- **City of Toronto has 750 food processors and 55,000 jobs**
- **Golden Horseshoe Food and Farming cluster generating \$12.3 billion in economic activity multiplying to \$35 billion to Canada's GDP**



FOOD CONNECTS US ALL

- The Golden Horseshoe is the fastest growing region in Canada with a diverse population of 8.1 Million in 2001 and projected to grow to 11.5 million in 2031
- Greenbelt Plan, Growth Plan tie the region together
- Need to engage not only rural but near urban and urban citizens in the discussions concerning their current and future food security and sustainability



FIVE OPPORTUNITIES

- **GROW THE CLUSTER** – to become the leading food and farming cluster in the world
- **LINK FOOD, FARMING and HEALTH** – promote the value of eating healthy, local food products
- **FOSTER INNOVATION** – “The place to do business” for the cluster of food and farming businesses
- **ENABLE THE CLUSTER** – help food and farming businesses remain competitive and profitable
- **CULTIVATE NEW APPROACHES** – develop programs that support food and farming



B – LINK FOOD, FARMING and HEALTH



- **ACTION 1 – Increase local food literacy with a focus on youth**
 - **ACTION 2 – Secure the mandate for local health units within Golden Horseshoe communities to promote increased consumption of local food**
 - **ACTION 3 – Expand the use, management and impact of the Foodland Ontario brand**
-

Link Food Farming and Health

Increase local food literacy with a focus on youth

- Compile listing of programming being offered related to food literacy
- Design activities to engage students in healthy nutrition, agricultural awareness and good food choices

Increase local food literacy with a focus on youth

- Support school breakfast and lunch programs that encourage healthy food choices using local foods
- Support and promote local food choices by food service providers at colleges and universities
- Support and promote healthy local food choices to youth outside the school system

D – ENABLE THE CLUSTER

➤ **ACTION 1 – Harmonize and improve policy tools in the Golden Horseshoe (e.g. provincial policies, Official Plans, taxation, regulations) for consistent implementation responsive to the needs of food and farming businesses**

➤ **ACTION 2 – Develop policies and programs to support profitability for food and farming businesses**

➤ **ACTION 3 – Establish a food and farming champion to drive a one-window approach in each region to enable food and farming businesses to succeed**

➤ **ACTION 4 – Align provincial and municipal taxes and fees to support food and farming businesses and innovation**



E – CULTIVATE NEW APPROACHES

➤ **ACTION 1 – Design, pilot and implement a system to acknowledge and reward food and farming sector for providing ecological goods and services**

➤ **ACTION 2 – Develop and implement realistic local food, beverage, bio-products and ornamentals procurement policies for public and broader public sector agencies**

➤ **ACTION 3 – Conduct research into the shifting conditions affecting farming in urban and near urban areas of the Golden Horseshoe**

➤ **ACTION 4 – Actively participate in review of the Greenbelt in 2015**



BENEFITS OF THE ACTION PLAN

Golden Horseshoe Municipalities:

- 1. Strengthen collaborative partnerships to attract new investment and growth**
- 2. Co-ordinate economic development, planning, public health, nutrition and educational programs**
- 3. Promote municipal priorities based on the Action Plan while co-operating with other municipal partners and provincial partners**
- 4. Leverage funding from all levels of government and private foundations for projects**

This is the way of the future



WHAT DO WE NEED?

- Strong industry leadership, together with progressive and integrated government policies, will ensure the growth of this vital sector which contributes to our health, economic and social well being and job creation
- Have achieved endorsement of the plan at all Regional governments and the Cities of Hamilton and Toronto
- Presented plan at Ontario Ministries and Agencies that support food and farming



WHAT NEXT?

- Form the Alliance and implement the Action Plan over the next 10 years
 - Hired Implementation Coordinator – Hans Feldmann with assistance from the Friends of the Greenbelt
 - Stakeholders from many sectors are coming forward with ideas and projects to help move the cluster forward . Other partners will be identified and mobilized
- Sustainable funding to be sought from province and other sources



What can Headwaters do?

- Many advantages already in region
 - focus on food, good agricultural lands, fine dining establishments, farmers markets, Bruce Trail, thriving arts community
- Young innovative farmers are entering agriculture

What can Headwaters do?

- Role to play in food literacy of young people
- Work to ensure that local food is accessible to all
- Market “look for local” first
- Ensure that customer service in the area is exceptional
- Additional attractions needed to bring people to the area

What Can Headwaters do?

- Continue to attract entrepreneurs in food and food related businesses to the area
- Only our imagination will limit us



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