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# **AGRICULTURAL DEVELOPMENT ADVISORY COMMITTEE**

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**North Cariboo Rural Directors Caucus – Progress Report**



**NOVEMBER 4, 2021**

**AGRICULTURAL DEVELOPMENT ADVISORY COMMITTEE – NORTH CARIBOO**

# AGRICULTURAL DEVELOPMENT ADVISORY COMMITTEE NORTH CARIBOO

## Progress Report

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### ADAC 2021 ACTIVITIES

#### 1. CRD Committee of the Whole Presentation

On January 14, 2021 the Cariboo Regional District Committee of the Whole held a teleconference meeting, which included the following Delegation Presentations on Agricultural Planning in the Cariboo Regional District:

- ▶ Dr. David Connell, Associate Professor, Ecosystem Science and Management, University of Northern British Columbia
- ▶ Nicole Pressey, Regional Agrologist, Cariboo Chilcotin Coast, Ministry of Agriculture
- ▶ Gregory Bartle, Land Use Planner for Strengthening Farming, Ministry of Agriculture
- ▶ Lori Fogarty and Martin Rossmann, North Cariboo Agricultural Development Advisory Committee

The focus of the Agricultural Development Advisory Committee (ADAC) presentation was to provide an overview of the progress of the top 3 strategic plan recommendations developed in 2018 when the ADAC was established. These recommendations include moving forward the:

- ▶ Regional Agri-food Centre
- ▶ Agriculture Education Program
- ▶ Agriculture Area Plan

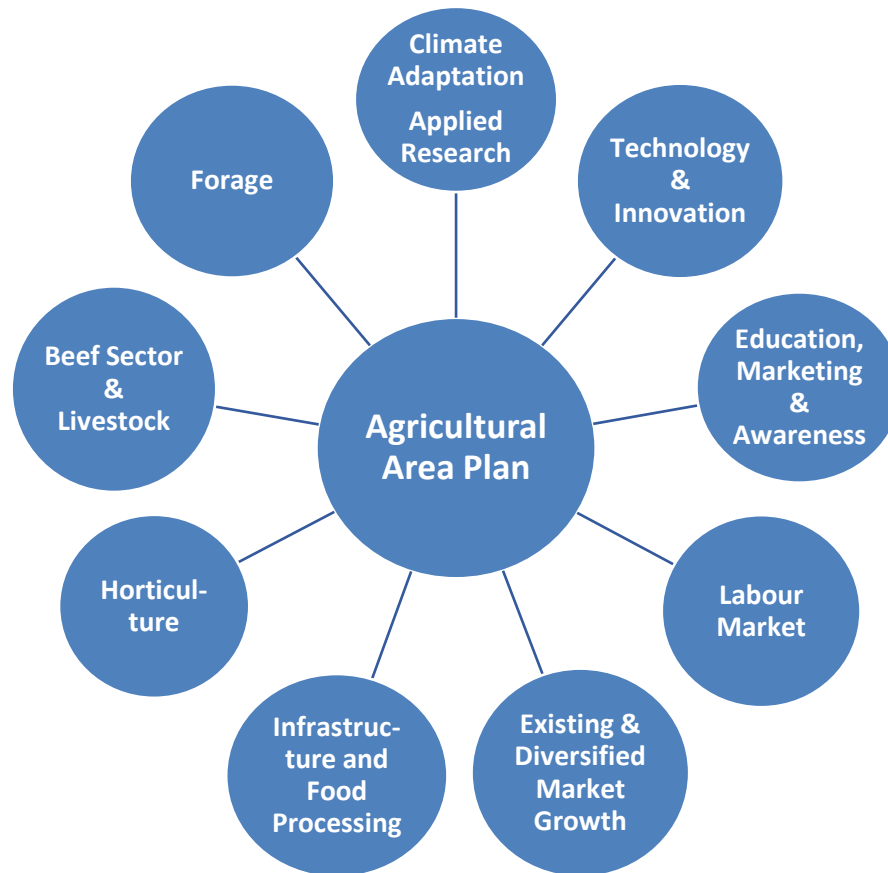
The presentation included a brief review of the progress made by the agriculture industry in the north Cariboo region since the CCBAC Agriculture Sector Strategy was published in 2007 and also identified some of the many issues that still need to be addressed. In addition, the recommendations of ADAC members provided during the 3-year assessment were shared with the meeting participants.

#### 2. ADAC Agriculture Strategic Plan Sessions and Framework

The focus of the three Strategic Planning Sessions held virtually on February 26, March 12, and April 30, 2021 included presentations on *Trends in Beef*, by David Zirnhelt, director of the Cariboo Cattlemen's Association, and the *Regional Food and Innovation Hub* by Amy Quarry, the Project Manager and Amy Reid, the City of Quesnel Manager of Economic Development and Tourism. In addition, an analysis of the strengths, weaknesses, opportunities and threats (SWOT) related to the

Cariboo region agriculture industry, identified the progress made since the 2007 Cariboo Chilcotin Beetle Action Coalition Agriculture Sector Strategy was released. The participants of the 3 sessions also reviewed and discussed the 2021 SWOT analysis presented by Nicole Pressey, regional Agrologist for the Ministry of Agriculture, Food and Fisheries, at the Cariboo Regional District Committee of the Whole meeting held on January 14, 2021. Participants in the 3 Strategic Planning Sessions included ADAC members, Agriculture Working Group members, agricultural sector representatives and organizations, and government representatives from Provincial, Local and Indigenous governments including Economic Development and Planning Services.

Using the information presented at the Strategic Planning Sessions, the CCBAC Agriculture Sector Strategy and additional resources, a Strategic Plan Framework has been developed to present the Strategic Planning Sessions participant commentary, and a ranking of the strengths, weaknesses, opportunities and threats, prioritized by conducting polls after discussing each component of the SWOT. In addition, for each of the components noted in the graphic below, strategic goals, objectives, and tactical plans have been developed.



The Strategic Plan Framework is currently under review by ADAC members and may be useful as a starting point in the process of developing the Agricultural Area Plan, as well as, assist with coordinating the implementation of the tactical plans.

### 3. Agriculture Area Plan

#### Premise:

- ▶ Long term planning for agriculture is essential for the continuing viability and sustainability of the agricultural sector;
- ▶ Acknowledges that the participation of local governments, senior levels of government, agricultural businesses, community organizations, and the public is essential to realize a resilient and profitable regional agricultural sector; and
- ▶ Agriculture Area Plans are initiated by local or regional governments.

#### Activities in 2021:

The CRD grant application for \$40,000 from the Investment Agriculture Foundation, for the development of a Cariboo region Agricultural Area Plan (AAP) was approved, with the CRD contributing an additional \$40,000 to the project. The CRD plans to hire a consultant with the ADAC members acting in the role of a steering committee in the development of the Agricultural Area Plan.

The CRD, with the support of ADAC is initiating a preliminary reach out to seek potential candidates to the committee, should the Board decide to expand the Agricultural Development Advisory Committee region-wide. To ensure Cariboo region agricultural industry and sector representation, a request for potential candidates from the Central and South Cariboo, as well as Indigenous groups within the region has been initiated. The list of potential candidates will be reviewed at the CRD Committee of the Whole meeting scheduled for November 18<sup>th</sup>, 2021, with the appointments to be made by the CRD Board at a future meeting after that.

#### ADDITIONAL ADAC ACTIVITIES - 2021

- ▶ ADAC membership review: Two-year term members appointment approved by CRD Board
- ▶ Provided input to the Quesnel Forest Landscape Plan Pilot Project Questionnaire 2021
- ▶ ADAC members, at the request of the CRD Planning Services department, reviewed the proposed Kwantlen Polytechnic University Institute for Sustainable Food Systems (ISFS) feasibility study for the development and implementation of an organic agriculture and food system extension service in BC, and provided a commentary of their analysis.
- ▶ Provided a letter of support for the Cariboo Regional District application to the Investment Agriculture Foundation Local Government Partnership Program for a Cariboo Agricultural Area Plan.
- ▶ Agricultural Education Program: A new program Facilitator was hired in October to assist with the completion of the program, which was funded through a Rural Dividend Project Development fund. The project completion date is planned for December 10<sup>th</sup>. Activities for completion of the project include the development of an Agriculture Education Program Resource Guide for educators in the north Cariboo and a survey of participating educators.

## Looking Forward-2022

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The Agricultural Development Advisory Committee members are pleased with the progress made in 2021 and look forward to working in the role of steering committee to guide the development of the Cariboo Agricultural Area Plan.

The committee members hope to efficiently align our resources with the Cariboo Regional District to facilitate the proposed expansion of the ADAC to include representation from the Central and South Cariboo, as well as Indigenous groups within the region in order to ensure regional agricultural industry input into the development and implementation of the Agricultural Area Plan. As part of this process, ADAC will continue the work on the Strategic Plan Framework and implementation document to inform the work on the formation of the Agricultural Area Plan.

In addition to the regular duties, the ADAC will continue to encourage participation in agricultural education-related activities and programs within the region and link with other organizations that are promoting these activities.

The members of the committee are grateful for the support of the many agricultural stakeholder groups and government representatives over the last year, as it works to move forward agriculture industry development in the region.

## APPENDIX A

# AGRICULTURAL DEVELOPMENT ADVISORY COMMITTEE NORTH CARIBOO

### Purpose of the Committee

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The Cariboo Regional District approved the establishment of a North Cariboo Agricultural Development Advisory Committee (ADAC) through the North Cariboo economic development function and the adoption on April 13, 2018 of the CRD North Cariboo Rural Agricultural Development Advisory Committee Bylaw No. 5137, 2018 and Cariboo Regional District North Cariboo Rural Agricultural Development Advisory Committee Amendment Bylaw No. 5262, 2020 adopted on April 17, 2020.

<https://cariboord.bc.ca/uploads/news/id562/Board%20Highlights%20-%202018.04.13.pdf>

The Committee's purpose is to advise the Board on matters referred to the Committee respecting agricultural development in Electoral Areas A, B, C and I in the north Cariboo. The following matters shall generally be referred to the Agricultural Development Advisory Committee for its consideration and advice:

- Partnering with local government to further economic development and build critical mass within the industry;
- Providing a coordinating body for accessing funding for major projects;
- Providing links between producers, processors, agriculture organizations, Farmers Institutes and government at all levels;
- Raising awareness of agriculture; and
- Enhancing an understanding of agriculture's role in the local and/or regional economy.

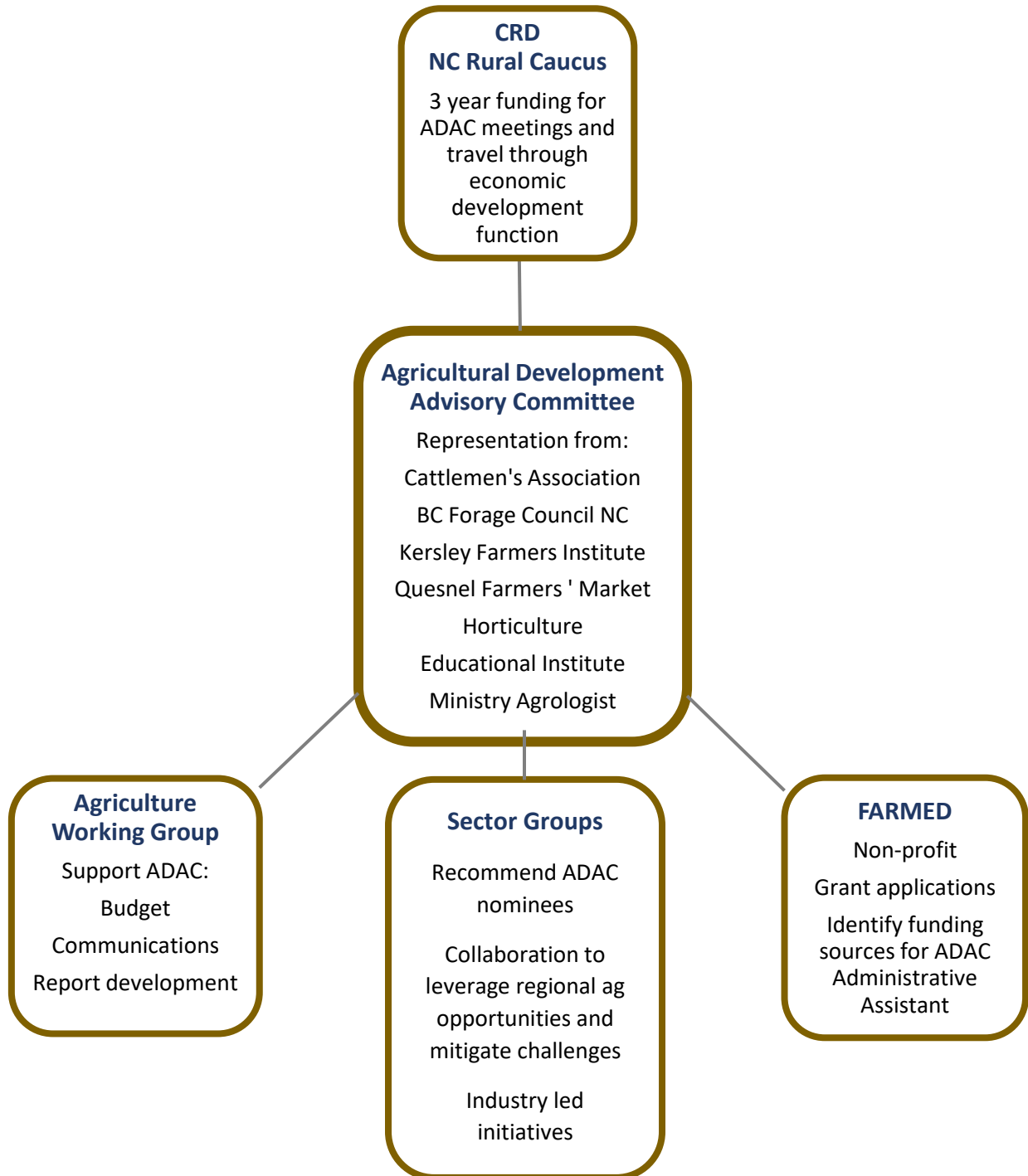
The following matters may also be referred to the Agricultural Development Advisory Committee by the Board of Directors, for its consideration and advice:

- Farm 'edge' policies;
- Agricultural area plans;
- Legislation to identify improvements to support agriculture;
- Official community plans within or impacting the Agricultural Land Reserve (ALR) or for agricultural uses.

# AGRICULTURAL DEVELOPMENT ADVISORY COMMITTEE

## NORTH CARIBOO

### RELATIONSHIP CHART



## AGRICULTURAL DEVELOPMENT ADVISORY COMMITTEE NORTH CARIBOO

ORGANIZATION	NAME
BC Forage Council – North Cariboo Representative	Christa Pooley – Chair
Kersley Farmers Institute	Martin Rossmann - Secretary
Post-Secondary Education-College of New Caledonia	Tim Lofstrom
Horticulture	Matt Ziemer
Quesnel Farmers’ Market	Desiree Stobbe
Quesnel Cattlemen’s Association	Reanne Sanford – Treasurer
Ministry of Agriculture (non-voting member)	Nicole Pressey / Marisa Nightingale
CRD Liaison	CRD Vice-Chair John Massier

## AGRICULTURAL WORKING GROUP NORTH CARIBOO

NAME	ORGANIZATION REPRESENTATION IN 2017 - 2018
Lori Fogarty	Agriculture Working Group Team Leader; Secretary FARMED; Secretary Growing North Cariboo Society
Nicole Pressey	Ministry of Agriculture, Regional Agrologist, Cariboo Chilcotin Coast
Lynda Atkinson	Secretary Kersley Farmers Institute; Chair FARMED; Vice-chair Growing North Cariboo Society; Director BC Agriculture Council & Canadian Federation of Agriculture
Wilma Watkin	Treasurer FARMED; Treasurer Growing North Cariboo Society; Treasurer Kersley Farmers Institute
Wylie Bystedt	President, BC Association of Farmers’ Markets (BCAFM); Director, Quesnel Farmers’ & McLeese Lake Farmers Market; President, North Cariboo Sheep Producers Association and Cariboo Central Interior Poultry Producers Association
Emily Colombo	Community Wildfire Recovery Branch – Acting Manager, Cariboo Region; Rural Development, Lands and Innovation Division Ministry of Forests, Lands, Natural Resource Operations & Rural Development
Laurey-Anne Roodenburg	North Central Local Government Association
Greg Brink	Alex Fraser Park Society
Janet Knopp	FARMED; Growing North Cariboo Society
David Zirnhelt	Applied Research-BC Cattlemen’s Association; TRU Applied Sustainable Ranching; Chair-Cariboo Agricultural Research Alliance
Martin Rossmann	Quesnel Cattlemen’s; Kersley Farmers Institute
Tim Lofstrom	CNC Quesnel – Regional Principal
Serena Black	Manager; BC Forage Council
Rob Borsato	Chair, Kersley Farmers Institute; Chair District H Institute