

Agricultural Symposium - January 13, 2010

Roundtable discussion notes – Common Themes

Building a Sustainable Economy

1. Value-Add Processing

- Look at facilitating local commodity groups to bring a slaughter facility to this area (speaks to value-added)
- Objective: promote exports of agricultural products from the Peterborough region – tap into the overseas markets in addition to the local and domestic markets
- Promote local resources for local processing in our region before shipping to other areas for processing
- Attract food processing companies to this area in order to process local products
- Offer incentives for these companies to locate themselves in this region – marketing needs to emphasize local

2. Keep Farmlands in Production

- Areas of land in the County that could be developed – viable farm lands should be protected
- 5 yr/10 yr – one of our objectives should be not to loose more farms
- 5 yrs – at least the same amount of acreage in production, not less farmers!
-OR-
- 5 yr – maximum number of acres being farmed with the least number of farmers
- Protect agricultural lands and practices

3.i) Encourage Younger Generation to Become Farmers

- Incentives for young people to start farming
- Need to figure out how to attract and make farming more accessible to the younger generations

ii) Young Generation

- Greenbelt
 - need to protect land and farmers who planned to sell for retirement

- improve income potential and get youth interested so that farmers don't need to sell
- GET YOUTH INTERESTED
- Mentorship program
 - teach farmers
 - learn to market
 - distribution

4. Local Support in Agriculture/Business

- Reduce red tape – less regulation in all sectors
- Streamline processes – instead of dealing with many groups
- Level playing field – competition from subsidized producers
- Local business support
- Facilitation of communications with producers and regulators
- Local exposure
- Buy local, support neighbours – farmers market
- Encourage co-operation between producers
- Distribution/market co-op
- Easily accessible specialists

Other Topics:

- Townships should each have deadstock disposal facilities – Affordability?
- Develop an effective solution for deadstock disposal and an effective monitoring solution
- Future research that is paid for by agriculture should ensure a return to farmers eg: patents
- Measure standard of living annually to be consistent with federal trade policy
- Sustainability for businesses- focus on keeping them moving forward
- Ensure objectives being set are measurable locally
- Farming or conducting activity in an environmentally sustainable manner
- Treat employees well
 - happy, respected workers work more efficiently and asset to the farm
 - pay is less important than treatment
- Education
 - can't expect cheap food at the market
 - real estate agents selling to "city people" who move to the country

Attracting & maintaining a permanent/seasonal population that contributes to a skilled and adaptable labour force

1. Priorities

- Education (for new start-ups)
- Funding to encourage start-ups (support)
- Research (Marketing/business planning, which products are needed)
- Mentoring (youth speaking to youth, identify successful paths and share)

2.i) Entice Youth to Stay

- Decrease youth-out migration
- Look at why youth are leaving
- Introduce farming (including on-farm experience) in high school curriculums
- Encourage local programs in agriculture at college level
- Key is finding feasible opportunities to draw back youth
- Youth need to know where the opportunities exist
- Increase youth exposure to farm/ag (Warsaw Farm Fair)
- Foster 4-H and Junior Farmers (funding, promotion, support)
- Encourage the extra/arts community to keep youth/re-attract youth
- Program for young people to help them start
- How does a young person approach a bank (provide support and resources)
- Mentoring – informal match-up between experienced and new farmers
- Testimonials – youth mentoring youth

ii) Education

- Survey training needs within the agriculture sector
- Support post-secondary schools in pursuing education in agriculture business opportunities
- Ensure local schools remain open
- Promote agriculture through apprenticeship and internship

3.i) Support farming business – established and new

- Business Advisory Centre access to Cost of Production formulas for Agriculture
- Access commodity groups for expertise
- Further expand BAC services - The Business Advisory Centre is a one stop resource centre for entrepreneurs and small business owners. Business

Consultants offer a number of resources, programs and seminars to assist local entrepreneurs with starting and maintaining successful businesses

- Identify expertise in specific areas

ii) Support Programs

- Develop regional agriculture business centres of excellence
- Raise the profile of agriculture through the support of local producers to politicians and non-farming community
- Farmer recruitment programs
- Explore options for land use for agricultural purposes
- New farmers should be aware of risk management
- High capital cost to enter industry
- Regulations (burden)
- Zoning laws limit second dwelling which could help keep youth
- Municipalities need to look at creative options for multi-family enterprises
- Tap into the “pull” of the Peterborough community
- Many have off-farms jobs therefore, identify business areas that suit part-time work

4. Value Add Products

- Support development of manufacturing of agricultural products locally
- Develop a regional strategy for marketing farm products
- Review regulation and bylaws to encourage value-added business
- Assistance for finding value-added research and funding

Other ideas:

- Build respect for local food
 - Kawartha Choice
 - Year-round support
- Focus on small farm options
 - they support local business/charity
- attract new producers
- funding – is due to lack of income options for farm?
- Land prices
 - new farm owners
 - capital (for start ups)
 - Major barrier
- Why is land not being utilized? Not profitable.

- Fencing costs to get land back in production
- Access to recreational facilities to attract people

Addressing health and housing by promoting wellness, providing accessible and quality healthcare and by meeting the infrastructure continuum of housing needs

1.i) Broadband coverage (affordable high speed internet)

- necessary for local business
- Short term
 - agreement between adjoining counties
 - assessing and guaranteeing customer base to providers
 - identifying the gaps (geographic) ie: the hills
 - inventory of existing programs to move forward

ii) Broadband

- understand current progress (yr 1)
- work with county to facilitate development (yr 1)
- promote agricultural use of broadband (yr 1-5)
- Explore and encourage new internet uses for agriculture (ie: teaching and demo farming, veterinary services) (yr 1-5)
- Educate users of opportunity and use of broadband (yr 1-5)
 - how to use
 - marketing
 - leverage networking
 - online training (safety)

2.i) Facilitate the development of new pharmaceuticals from local agriculture production

- support local vegetable producers (to build a healthy community). Fair prices, alternative purchasing models
- research and identify the regulatory conflicts eg: health and agriculture
- Ensuring that local producers supply the materials to the industry once the science has been developed
 - meeting with the farmers and the public
 - form a committee

ii) Natural medicine

- Lobby federal government to remove restrictions for natural medicine (yr 1)
- Symposium with consumers, producers, researchers, naturopaths, doctors, pharmacists, regulators – Network and identify opportunities (yr 1)
- Build Business case for “feasibility” of how public and private funding for R&D initiatives can begin, establish a steering committee to demonstrate and direct commitment (yr 1-5)
- Speak to insurance companies and benefit companies to add natural medicine to plans (yr 1-5)
- Collaboration with producers, researchers and government to create new uses/medicines (yr 1-5)
- “Kawartha Choice” pharmaceuticals (yr 10 goal)
- Establish a steering committee to demonstrate and direct commitment to R&D initiatives and the funding for such programs (yr 1-5)

3.i) Facilitate the development of multi-use trails

- work with farmers (property owners) to ensure; liability, cleanliness, funding for fencing, garbage pick-up
- compensate farmers for any crops/land lost to the trail (similar to “Species at Risk” act)
- protect farmers in their farm business eg: dust from combine, smell from manure
- liability – NO FAULT
- Take all citizens needs into consideration

ii) Trails

- encourage trail use (groups, associations)
- find funding for those who wish to establish new trails/tours (yr 1-5)
- developed strategic trail development plan (yr 1)
- “Trip Click” for trails linking to culinary/agri tourism (yr 5-10)
- define area as a “Tail Community” (yr 5-10)
- increase trail/traffic use by ‘x’ number/percent (yr 10)

Other ideas:

- Property rights: producers, consumers, industries – GPA EDC to bring the groups together for discussion

Respecting our culture and heritage, promotes an emerging diverse community

1. Study niche markets in GTA

- Research niche markets (what's wanted?)
- Supporting other agriculture niche markets (ie: organic, alpacas, etc.)
 - Identify existing studies
 - Shared expenses for new products – market
 - Artisan products ie: cheese, goat, sheep
 - Facilitating the simplifying of regulations to produce products
 - Special dietary needs products
 - Look at growing ethnic markets in the Peterborough area (speed-dating)
 - Identify a true need
 - Identify consumer awareness, demand

2. Building on dairy goat study

- Invite more local involvement in the small ruminant study
- Support ruminants study – open to meat goats
- Market research for goat meat demands
 - facilitate more interaction between dairy farmers and academics
 - Open house at Trent University
 - Increased visibility to general public
 - Go where the farmers are (Auction house, WC Thompson seeds etc.)
 - Meet with the commodity groups
 - Breakfast in local villages, network, build the story
 - Co-ops on conversation farms

3. Local Market Penetration

- CHEX TV education about food cycle, special events, cooking contests etc.
- Trip Click, work with PKT
- Telephone use – promoting local producers based on region's work with local culinary schools
- Search engines with websites may be preventing access to info on Peterborough Canada
- Host website in other countries to increase accessibility
- Buy Peterborough Co-Op to have on-going indoor market of locally grown products (government funding, Jim Glenn, Herma)



Roundtable Discussion Common Themes



- Spread the knowledge and passion
- Encourage local food provided for major events (ie: today)
- Kawatha Choice store?

Other Ideas:

- Attracting new immigrants/ethnic farmers to the area
- Lobbying to fund local abattoirs to upgrades to federal inspection levels