
City of Maple Ridge
Public Works & Development Services - Agricultural Advisory Committee
Business Plan 2017 – 2021

Committee Purpose

- The Agricultural Advisory Committee, established in June 2007, has been set up to advise Council on agricultural issues and to engage in activities to support the agricultural sector. The committee works in collaboration with related agencies and organizations involved in the promotion of agriculture, the protection of farmland and the recognition of the need for food security.

Committee Structure and Members

- The Agricultural Advisory Committee consists of between 13 and 16 members. Eight of these members are appointed by Council. Councillor Craig Speirs is the Council Liaison for this Committee. Councillor Kiersten Duncan is the alternate. The remaining representatives are nominated and appointed by their respective agencies, organizations and governments.

Accomplishments and Work in Progress (*highlights only*)

Action Item	Status or Outcome	% Complete (and ETA if not 100%)
Spring Committee Member Recruitment		Complete
Grant Program <ul style="list-style-type: none">▪ Country Fest - \$1200▪ Food Security Policy Project - \$3500	Food Security Policy Project is not complete as Social Sustainability Strategy (of which this is a chapter) has an extended timeline. This work is secured with an AAC 2015 resolution and is expected to be completed in 2017.	50% (ETA end of 2017)
Golden Harvest		Completion on October 14, 2016
Food Garden Contest	Presentation to Council on October 25, 2016 for Food Garden winners.	Complete

Ongoing Deliverables

- Review and establish priorities for new projects in the development and implementation of the Agricultural Plan.
- Provide Council with advice and direction on agricultural issues and projects.
- Produce web-based information linking consumers with local products
- Golden Harvest
- Support Agricultural Fair
- Support Farmers Market
- Continue to hold Farmer Education Awards
- Educational Displays
- Agricultural Recognition Awards
- Food Garden Contest
- Educational Speakers
- Build Relationships in the following ways:
 - Support Country Fest & 4H Clubs
 - Support Farmer's Market
 - Representation from Economic Development Commission
 - Receive updates from Strategic Economic Initiatives.
 - Invited and active representation on the Metro Vancouver Agricultural Advisory Committee
 - Annual events with neighbouring Agricultural Advisory Committees and Metro Vancouver Agricultural Advisory Committee
 - Maple Ridge Garden Club
 - Maple Ridge Communications Department
 - Like-minded local agencies and non-profit organizations
 - Continue Grant Application Process
 - Committee development through conferences, tours, and other events
- In 2014 the Intersections networking event was developed and well received by participants. In 2017, the AAC is anticipating working with other Committees of Council and the Committee Clerk on a similar type of initiative with objectives including networking to identifying synergies and opportunities for collaboration, recognition of service, and training.

Found Milestones

- In 2016, a sub-committee was struck to re-examine the True North Fraser brand, which aims to link local agricultural products with local consumers. The brand's status changed in 2015 with the withdrawal of the City of Pitt Meadows and District of Mission from the sub-regional partnership. The partnership was a key component of the brand's marketing strategy. The brand requires a re-set and alignment with other deliverables in the proposed 2017 work plan such as the proposed Agri-Tourism Summit and the Needs Assessment.

New Deliverables for 2017 (*highlights only*) – Any incomplete items from prior years may also form part of the 2017 workplan.

Action Item	Lead	ETA
Continue to work with Strategic Economic Initiatives and other organizations to develop an effective approach to continue use of the True North Fraser brand. Results will be reported to Council.	AAC staff liaison, and sub-committee	End of 2017
Host an Agri-Tourism Summit in partnership with Strategic Economic Initiatives (SEI) and other agri-tourism groups to develop a coordinated marketing approach for locally grown agricultural products. Results will be reported to Council.	AAC staff liaison, and sub-committee	End of 2017
Complete a Needs Assessment on the feasibility of a food hub. The Needs Assessment will examine local context, existing infrastructure, and consider not only a food hub concept but also consider working with local businesses that are already involved in food processing and distribution. This assessment will require the services of a consultant. The staff liaison and a subcommittee will develop an RFP and work with the successful candidate to finalize timelines and project deliverables. Results will be reported to Council.	AAC staff liaison, and sub-committee	2Q-4Q
Complete Development Permit Area Guidelines to protect agricultural land.	AAC staff liaison, and sub-committee	3Q-4Q