

Supporting Value-Added Agriculture in Niagara

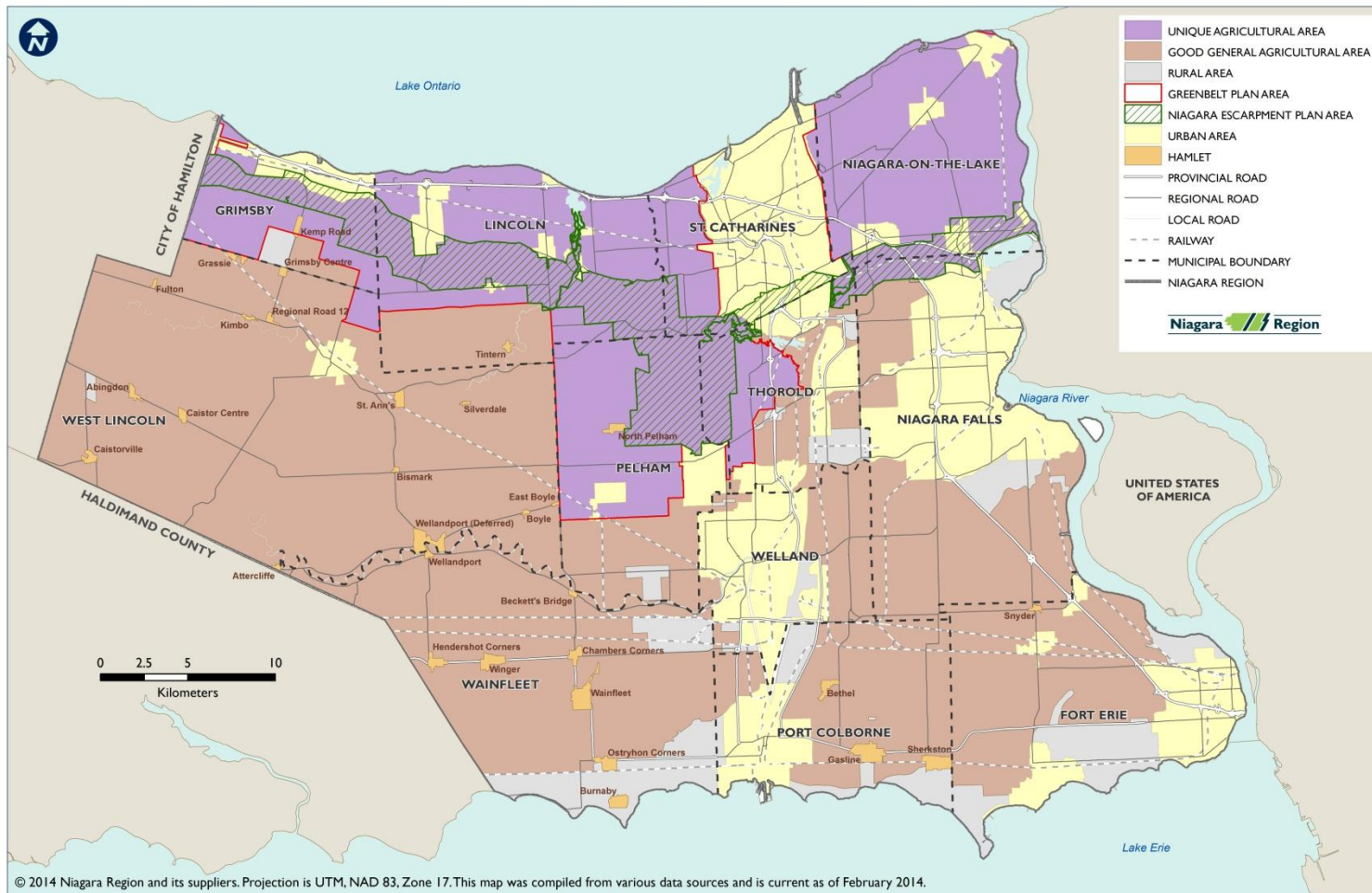
Enabling Value-Added Agricultural Policies
Workshop
February 27, 2014

Danielle De Fields
Senior Policy Planner
Niagara Region

Niagara Region



Agricultural Lands



Strengths in Niagara

- Location
- Various Groups and Activities
- Range of Products
- Key Economic Driver
 - \$671.7 million in Gross Farm Receipts
 - 25th in Area of Farmland in Ontario
 - 11th in Number of Farms
 - 3rd in Gross Farm Receipts



Working Together

- Agricultural Committees
- Niagara Federations of Agriculture
- Residents and Businesses
- Agricultural Organizations
- Local Area Municipalities
- Provincial Ministries



Long Standing Involvement

- Agricultural Economic Impact Studies (2001, 2006, 2011)
- A Vision From One Voice 2004
- Agricultural Action Plan 2006
- Local Food Action Plan 2008
- Agricultural Value-Added Policy Background Study 2009
- Agricultural Value-Added Policies 2010
- Agricultural Incentives 2011-2012
- Value-Added Implementation Guideline 2012

Agricultural Value-Added Activities Policies

- Purpose is to achieve a more sustainable and profitable agricultural industry and to protect the agricultural land base
- Collaborative development
- Broad-based consultation



Fundamental Principles

- Right to farm
- Protect land base
- Financial sustainability
- Enhance the ability to farm without conflicts
- Recognize importance of controls on scale and impacts, but variation depending on the nature of the area and municipality

Value-Added Definition

Uses that generally occur on-farm which add value to agricultural products and their sale and distribution and are intended to promote and sustain the viability of farming operations. Such uses are generally considered agriculture-related uses, and are required to be small scale and related to the farm activity.

- Production Uses
- Marketing Uses
- Support Uses

Value-Added Production Uses

Value added farm related uses that include processing of agricultural products and distribution and warehousing of agricultural products.

- Bakeries
- Wineries



Value-Added Marketing Uses

Value added farm related uses that include a variety of methods of increasing the sales of raw or finished farm products.

- Road Side Produce Stands
- Agri-tourism
- Pick-your-own Facilities
- Culinary Schools
- Other Retail Facilities



Value-Added Support Uses

Uses that support day to day farm operation. Support uses are intended to primarily serve the farm operation and surrounding local farm operations and are intended to remain secondary.

- Home Industries
- Home Occupations

Major Components of the Policies

- “Agricultural Uses” – definition includes “value retention uses”
- Provide for certain value-added processing and marketing uses on farms not only including product from the farm, but from surrounding farms as well

Criteria for Value-Added Uses

- Whether the proposed activity is more appropriately located in a nearby settlement area or in the Rural Area
- The extent to which the use is compatible with the existing farming operation and surrounding farming operations
- Whether the scale of the activity is appropriate to the site and the farming operation

Implementation Guidelines for Value-Added Policy

- Who is an Eligible Farmer?
- What constitutes an eligible farm property?
- What does “small scale” mean?
- How are different value added uses accommodated?
- How are negative impacts on nearby farms minimized?

- Collaboration
- Creativity and Innovation
- Continued Momentum