

STRATEGIC INITIATIVE AND UPDATE**Agriculture Master Plan 2021 Implementation Update****Report Purpose**

To provide the Priorities Committee with an update on the implementation of the Agriculture Master Plan and its associated strategies.

Our Prioritized Strategic Goals

Goal 1 - Build strong communities to support the diverse needs of residents

Goal 3 - Cultivate economic diversification, within the petro-chemical industry and beyond, through a business-friendly environment

Goal 4 - Ensure effective stewardship of water, land, air and energy resources

Report

The Agriculture Master Plan is a made-in Strathcona County plan that fits the needs of our unique community. The plan addresses two questions:

- What is the future of agriculture in Strathcona County?
- What strategies and policies are required to enable this future to be realized?

The Agriculture Master Plan was awarded the 2016 Award for Planning Excellence by the Canadian Institute of Planners.

An Implementation Strategy was developed to explore the recommendations provided in the Master Plan. Six key strategy areas were identified, see (Enclosure 1) for details on each strategy):

1. Urban Agriculture Strategy - Complete
 - a. This strategy was accepted by Council in 2016. Programs and policies for this strategy have seen great success and continues to be developed.
2. Governance Strategy - Complete
 - a. Two independent internal reviews have been completed and an implementation approach has been prepared. This work will continue to inform how the Transportation and Agriculture Services department advocates and generates awareness for agriculture, both internally to the organization, and publicly.
3. Land Use and Development Strategy – In Progress
 - a. A draft strategy has been prepared but is being held until the completion of the Regional Agriculture Master Plan (RAMP) that is being developed by the Edmonton Metropolitan Region Board. RAMP will influence the land use planning environment for this strategy and will need to be incorporated upon its completion.
4. Agriculture and Food Sector Development Strategy - Pending
 - a. This strategy area is about attracting new diverse enterprises and building a support network to encourage current agriculture and food endeavors within Strathcona County. Development of this strategy is anticipated to begin later this year.

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5. Agri-tourism Strategy – Being Evaluated
 - a. The County has recently completed and accepted a Tourism Strategy, which included a significant focus on Agri-tourism. Implementation of this plan for agriculture, alignment with the Agriculture Master Plan, and the need for a further Agri-tourism Strategy, needs to be evaluated.
6. Master Plan Review
 - a. This review will be done upon completion of all the strategies to ensure current community needs are being met by the programs and policies developed under the Agriculture Master Plan influence.

Other Agricultural Initiatives

Bremner House Heritage Site Master Plan Update:

- The existing Master Plan has been evaluated and validated using an advisory committee. The document has been restructured into a modern format, and an implementation plan is being developed.

Council and Committee History

Nov 29, 2016	THAT the Urban Agriculture Strategy, as set out in Enclosure 1 to the November 29, 2016 Transportation and Agriculture Service report, be approved.
Jun 23, 2015	THAT Council approve the Agriculture Master Plan.

Other Impacts

Policy: SER 001-030 Community Garden Policy, Municipal Development Plan

Legislative/Legal:

Interdepartmental: The implementation of the Agriculture Master Plan engages most departments within the organization at different levels to ensure ongoing cooperation and support

Master Plan/Framework: Agriculture Master Plan

Communications Plan

Agriculture Master Plan communication objectives:

1. Resident, stakeholder, and regional awareness of Strathcona County as a leader in agriculture, a champion for advancing diverse agricultural business, and environmental sustainability.
2. Generate awareness and interest in participating in public engagement supporting the Agriculture Master Plan Strategy.

Ongoing communication objectives for the Agriculture Master Plan, as strategies are rolled out, have been furthered through communication on agricultural projects and initiatives. These programs are opportunities to highlight the significance of agriculture in the community and include:

- Pointe-aux-Pins Acres
- Animal Control Bylaw update
- Urban Agriculture Strategy development
- Community gardens

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- School garden program
- Agriculture-themed photo contest for students, bringing agriculture to the classroom
- Weed inspection programs
- Regional Agriculture Master Plan, supporting engagement in October 2020

The Agriculture and Food, and Agri-tourism strategies will require significant engagement and communication. Further opportunities to highlight agriculture include the Bremner House Heritage Site Master Plan; and cross-departmental initiatives such as the Environmental Framework.

Enclosure

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Agriculture Master Plan Implementation presentation