

# **Agriculture Master Plan Implementation**

Priorities Committee Meeting  
June 8, 2021

# Agriculture Master Plan: Background

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 Implementation Strategy outlines how Strathcona County intends to explore the recommendations in the Agriculture Master Plan. Implementation of the Agriculture Master Plan will involve evaluation of five key strategy areas.

# Strategy Areas

- Urban Agriculture Strategy
- Governance Strategy
- Land Use and Development Strategy
- Agriculture and Food Sector Development Strategy
- Agritourism Strategy

## **Associated Work:**

- Bremner House Heritage Site Master Plan Update
- Agriculture Master Plan Review

# Urban Agriculture Strategy

## COMPLETE

The Urban Agriculture Strategy was approved in 2016.

### **Vision:**

*Urban agriculture is easily accessed and seen in Strathcona County; it contributes to creating a healthy, liveable community by helping to grow food, relationships, and economy in our community.*

Programs and services for this program have been established and continue to be developed.

# Urban Agriculture Strategy Goals

Build a sense of  
community  
identity and place

Bring people  
together

Connect urban  
and rural  
communities

Build food  
literacy and  
awareness

Support local  
economic  
development and  
entrepreneurship

Expand food  
production

Build shared  
leadership

Reflect  
Strathcona  
County's natural  
history

# Urban Agriculture Strategy: focus areas

Focus Area	Status
Community gardens	Ongoing supported program and associated policy
School agriculture	Ongoing supported program, specifically gardens
Public agriculture and edible landscaping	Pilot programming established
Urban livestock	Recommendations tied to new Responsible Livestock Ownership Bylaw
Home gardens	Some work completed, parallel to other garden focus areas
Education and coordination	Successful pilot season completed (2018-2019)
Urban farms	To be developed further with the Agriculture and Food Sector Development Strategy (slide 16)

# Urban Agriculture: ongoing improvement considerations

- Responsible Livestock Ownership Bylaw coming up for review
- Expansion of community garden support to meet community demand
- Formalization of public agriculture and edible landscaping programming
- Establishment of home garden resources
- Expansion of education and coordination to build momentum and maintain direction, built into each focus area

# Governance Strategy Vision

## COMPLETE

*As Strathcona County evolves, a shared understanding of agriculture for rural and urban residents evolves alongside it, threading itself through the community and County departments while developing the organizational capacity to support agriculture in the County and fostering its growth and innovation as a leader in the Edmonton Metropolitan Region (EMR).*



# Governance Goals

01

Build organizational capacity to execute on the Agriculture Master Plan and support future agriculture growth and innovation.

02

Create a shared understanding on the uniqueness of agriculture in the County and across the EMR.

03

Increase the profile of agriculture in the community along with the level of support provided by the organization

# Governance Strategy

## **Work Completed:**

- TAS engaged a consulting firm to prepare a report and recommendations

## **Next Steps:**

Ongoing implementation of the strategy:

- Participation in relevant committees to represent agricultural needs of community (RAMP, internal strategic planning)
- Develop sufficient infrastructure to support community engagement (The Pointe)
- Communication: highlighting the significance of agriculture

# Communication: highlighting the significance of agriculture



# Agricultural Land Use and Development Strategy Vision

## IN PROGRESS

*Agricultural land use and development is a collaborative, informed, and efficient process building upon Strathcona County's agricultural heritage to enable a resilient agricultural land base that encourages robust economic development and entrepreneurship.*



# Agricultural Land Use and Development Strategy Goals

01

Steward Strathcona County's agricultural lands

02

Integrate efficiency, education, and clarity into the agricultural land use planning framework

03

Build shared leadership among Strathcona County, landowners and local industry

04

Encourage rural economic development and entrepreneurship

# Agricultural Land Use and Development Strategy

## **Work Completed:**

- TAS engaged a consulting firm to run internal engagement and prepare a report
- A draft strategy, based on this information, has been prepared

## **Next Steps:**

- Awaiting the completion of the Edmonton Metropolitan Region Board's Regional Agriculture Master Plan (RAMP), in order to incorporate direction and reduce overlap

# Agricultural Land Use and Development Strategy

## **Completed implementation of draft strategy:**

- Incorporation and expansion of agricultural land use opportunities in Municipal Development Plan update 2016
- Design and development standards
- Agricultural Impact Assessments (as outlined in Regional Growth Plan)
- RAMP development

# Agriculture and Food Sector Development Strategy

## **PENDING**

This strategy area is about attracting new diverse enterprises and building a support network to encourage current agriculture and food endeavors within Strathcona County.

Examples of topics that may be explored include:

- expansion of educational programming relating to agriculture
- development of local food opportunities and the equine sector
- formation of Agriculture and Food Leadership Institute to further the interests of agriculture



# Agritourism Strategy

The recently accepted Tourism Strategy (2020) has a strong agritourism component, listed as a key product development stream.

Agritourism refers to the opportunity to discover agriculture through experiential education.

Examples of topics that may be explored further include:

- connecting with current agritourism operators
- open market opportunities

# Bremner House Heritage Site

## Master Plan Update

### **Vision:**

*The Bremner House Heritage Site is a historical location that inspires the community to conserve the Agricultural Heritage of Strathcona County while providing a gathering place to learn, experience and connect*

### **Mission:**

*To celebrate the Agricultural Heritage of Strathcona County by bringing people together*

# Bremner House Heritage Site Master Plan Update Key Areas

01

Building  
community

02

Programming

03

Agricultural  
heritage  
destination

04

Bremner  
house

# Bremner House Heritage Site

## Master Plan Update

### **Work completed:**

- Public advisory committee, Agricultural Service Board engagement, and review of themes and direction
- Modernization and restructuring of document
- Internal organization circulation

### **Next steps:**

- Implementation strategy development

# Agriculture Master Plan Review

- Changes in agriculture are continuous and considerable, requiring a dynamic and proactive approach in response to emerging trends and opportunities. It is important that agriculture, in both urban and rural environments, is examined and that market opportunities are studied frequently to ensure successful enterprises are being supported and encouraged.
- Key indicators will be developed through all of the strategies. These indicators will be summarized and evaluated in order to gauge our success and opportunities for improvement.