



AGRICULTURAL ADVISORY AND ECONOMIC ENHANCEMENT COMMITTEE

Wednesday, January 29, 2020 at 7:00pm
Salmon River Committee Room
4th Floor, 20338 – 65 Avenue, Langley, BC

MINUTES

Present:

T. Knight, Community Co-Chair
Councillor D. Davis, Council Co-Chair

K. Ballantine, J. Caldarella, C. Clark, P. Kathuria, V. Pontaletta, B. Sharp, and A. Smith

Staff:

V. Gafka, Senior Manager, Economic Investment and Development
R. Nelson, Senior Planner
K. Stepto, Recording Secretary

Guests:

P. Dampier, Langley Community Farmer's Market

Welcome

Round table introductions took place.

Code of Ethics Signing

Members signed the "*Code of Ethics, Confidentiality, and Conflict of Interest for Council Members and Appointees*".

Election

C. Clark nominated T. Knight to be the Community Co-Chair.
P. Kathuria seconded the nomination.

T. Knight was elected Community Co-Chair, by acclamation, and assumed the position for the rest of the meeting.

A. APPROVAL AND RECEIPT OF AGENDA ITEMS

1. Agricultural Advisory and Economic Enhancement Committee - January 29, 2020

Moved by C. Clark,
Seconded by J. Caldarella,
That the Agricultural Advisory and Economic Enhancement Committee approve
the agenda and receive the agenda items of the January 29, 2020 meeting.

CARRIED

B. ADOPTION OF MINUTES

1. Agricultural Advisory and Economic Enhancement Committee - November 27, 2019

Moved by C. Clark,
Seconded by J. Caldarella,
That the Agricultural Advisory and Economic Enhancement Committee adopt the Minutes of the November 27, 2019 meeting.
CARRIED

C. DELEGATIONS AND PRESENTATIONS

1. Langley Community Farmer's Market

P. Dampier, provided an update on the Langley Community Farmer's Market Society. She reported that the Market is on hiatus for 2020. The purpose of the Society is as follows:

- To contribute to the economic viability of local farms, cottage industries, and small businesses that make, bake, or grow their products;
- To operate a market that creates opportunities for these producers and customers to interact with each other; and
- To offer opportunities for public education in related areas such as nutrition, sustainable agriculture, the local economy, and the environment.

The Market has always been a partnership between Kwantlen Polytechnic University (KPU) and the Langley Environmental Partners Society and held from May to October. Days and times have changed throughout the years with a high turnover of managers, but the Market has made a positive economic impact.

Currently, the Market is facing the following challenges:

- Location/visibility;
- Hours;
- Vendor recruitment/vendor engagement;
- Vendor mix – very few Langley farms – coming from other areas such as Richmond, Burnaby etc.;
- Staff turnover;
- Effective marketing;
- External factors (farmer's markets; grocery chain adoption of language; regulations); and
- Inconvenient model.

The terms "local" and "farmer's market" are not regulated and therefore used improperly in grocery stores. They are used as a marketing tool which can be misleading to consumers. Farmers' Markets tend to do better in urban areas where local produce is not as readily available and people can walk to the market. If people have to drive to a Farmers' Market, they tend to not visit as often.

C. DELEGATIONS AND PRESENTATIONS

Where will the Society go from here?

- Waiting for direction from Membership.
- Use a lens of economic development (as opposed to a community event).
- Farmers and direct-to-customer marketing – is there a need for a farmers' market in Langley?
- What are alternative visions for direct marketing?

Visions for the Future:

- A physical weekly market – different location/different time?
- A physical weekly market with more infrastructure to make it easier to set up?
- A physical market that travels: partner with farms to host events?
- A virtual market with central pick-up? Delivery?

Discussion ensued and the following comments were provided from the AAEEC:

- Some farmers find it easier to sell their product directly from the farm instead of having to drive and set up at a market.
- The current time of 12:00pm – 4:00pm on Wednesdays is not conducive for most people.
- Online sales with a pickup option is becoming popular with consumers.
- Is the time and date set in stone?
- Saturdays are used for Markets in Vancouver and local farmers would rather drive there because those events are successful.
- The Township could find out the needs of its local farmers and determine if a Farmers' Market is useful for farmers.
- Major Farmers' Markets are oversaturated.

D. REPORTS

E. CORRESPONDENCE

F. WORK PROGRAM

1. Review Terms of Reference

The committee reviewed the AAEEC Terms Reference and did not recommend any changes.

2. Review Strategies

R. Nelson reviewed the Agricultural Viability Strategy (AVS) which was adopted by Council in 2013. The Vision of the AVS states that:

F. WORK PROGRAM

“The Township of Langley supports agriculture while fostering and encouraging sustainable and viable production. Farmers are respected and appreciated for their contributions to the community and its citizens”.

The four areas of emphasis are:

- Providing a welcoming business environment for farming;
- Providing the required services and infrastructure;
- Providing a secure agricultural land base; and
- Ensuring farmer use of best farm management practices.

The AVS is being implemented over a 20 year period and the AAEEC will play a key role in implementation by providing co-ordination and leadership to the process.

V. Gafka reported that the Economic Development Strategy was completed at the end of 2018. Staff are currently working on drafting seed priorities for developing a new Strategy for 2020-2025. Some other current key projects that Economic Investment and Development are working on include:

- Microsite – launching a data-driven, image and graphics rendered embedded microsite within invest.tol.ca to promote competitive advantages and drive business attraction and investment;
- Community’s Business Resiliency and Economic Recovery – working with key business organizations to help businesses prepare plans today for use after a disaster/emergency; and
- Internal data repository.
- Working with Kwantlen and Katzie to promote aboriginal tourism.

The 2018 and 2019 AAEEC Annual Reports were provided in the package for information.

3. 2020 Work Program

R. Nelson reviewed the ongoing projects for the 2020 Work Plan:

Committee-led Initiatives:

- Completion and recommendation for an Agricultural Impact Assessment

Staff work programs and implementation of Strategies:

- Annual Farm Tour;
- Participate in the Township’s Economic Forum;
- Complete an Agricultural Profile using data from 2016 Census of Agriculture;
- Provide strategic advice and industry intelligence to implement the AVS and EDS, and recommend changes to the strategies to capitalize on emerging opportunities.
- Continue partnership projects with the Langley Sustainable Agriculture Foundation in implementing the ESI pilot project;
- Explore other partnership opportunities with other institutions and advisory committees.

F. WORK PROGRAM

The committee suggested the following possible new projects:

- Future of Farming Task Force (as per item G.1).
- Investigate the reason much of farmland in the Township is not being used.
- Review of Township bylaws that are detrimental to farming.

Action: Work plan to be brought back to February meeting for endorsement.

G. COUNCIL REFERRALS

At the December 2 and December 16, 2019 Regular Afternoon meetings, Council made the following referrals to the AAEEC:

1. Langley Farmers Market

That the Langley Farmers Market be referred back to the Agricultural Advisory and Economic Enhancement Committee to discuss options for a new location.

DEFERRAL

Moved by B. Sharp,

Seconded by J. Caldarella,

That this matter be deferred until after the Langley Farmers Market Society holds their Annual General Meeting in March.

CARRIED

Action: Staff to provide a list of municipal land that could be used for the Market when this matter is discussed again.

2. Farm Task Force

Whereas only 14% of Township of Langley Agricultural Land Reserve land is over 20 acre parcels;

Whereas this means the majority of farmers in the Township of Langley are farming on small or medium-sized land parcels;

Whereas current regulations from both the Township and the Provincial Ministry of Agriculture under Bill 52 are making farming more difficult, especially for small and medium size farmers who are the future of food-producing farming; and

Whereas the Township of Langley has a long and proud history of farming and wishes to ensure that viable food-producing farming in the Township remains a priority for the Township in the next 100 years, especially as 75% of the Township land mass is in the Agricultural Land Reserve;

Therefore be it resolved that the Township of Langley Council appoint a broad-base community Farm Task Force to investigate the future of farming in the Township of Langley, the need for farming protection and assistance to small and medium sized farms, as well as food security provisions and regulations; and further

G. COUNCIL REFERRALS

Be it resolved that this Future of Farming Task Force bring their recommendations on food security and small/medium sized farm protection and assistance forward to Langley Township Council in the next 12-18 months.

REFERRAL

That this matter be referred to the Agricultural Advisory and Economic Enhancement Committee for consideration of forming a Task Force.

CARRIED

As per the discussion under item F. 1 regarding the 2020 Work Program, the committee was in agreement that a Task Force should be formed to discuss farming issues in the Township.

COUNCIL

Moved by B. Sharp,

Seconded by J. Caldarella,

That the Agricultural Advisory and Economic Enhancement Committee (AAEEC) recommends that Council strike or establish a Farming Task Force to investigate the future of farming, the need for farming protection and assistance to small and medium sized farms, food security provisions and related regulations; and further

That, in keeping with Council Policy, the Task Force not extend beyond 180 days, unless otherwise approved by Council, and provide reports/recommendations to Council via the AAEEC within the next 12-18 months.

CARRIED

Action: If Council approves the Task Force, staff should prepare a Terms of Reference for endorsement by the AAEEC and Council.

H. OTHER BUSINESS AND ITEMS FOR INFORMATION

1. 2020 Membership List

Provided on table for information.

2. 2020 Meeting Schedule

Provided on table for information.

3. Committee Photo

A photo was taken of the committee for the Township website.

I. **NEXT MEETING**

Date: Wednesday, February 28, 2020
Location: Salmon River Committee Room
4th Floor, 20338 – 65 Avenue
Time: 7:00 pm

J. **TERMINATE**

Moved by J. Caldarella,
Seconded by P. Kathuria,
That the meeting terminate at 9:00pm.
CARRIED

CERTIFIED CORRECT:

Community Representative Co-Chair

Council Representative Co-Chair