



Agriculture Plan Update Engagement Summary

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Agriculture and Agri-Food Canada, the BC Ministry of Agriculture and the Investment Agriculture Foundation of BC, are pleased to participate in the production of this publication. We are committed to working with our industry partners to address issues of importance to the agriculture and agri-food industry in British Columbia. Opinions expressed in this report are those of the City of Kelowna, and not necessarily those of the Investment Agriculture Foundation, the BC Ministry of Agriculture or Agriculture and Agri-Food Canada.

Introduction

This report provides a summary of engagement activities that have taken place during the first six months of the City of Kelowna's Agriculture Plan Update project. A review of the project's engagement strategy is provided followed by an assessment of who was engaged, and how gaps in engagement are identified.

The feedback heard during this stage, including key issues such as strengths and challenges facing the local agriculture sector, was obtained through the following steps:

- Three meetings with the AAC;
- A stakeholder session;
- An open house;
- A meeting with an agriculture industry group;
- An online survey;
- A mind-mixer; and
- Direct phone calls and face-to-face conversations.

A survey was developed in order to gain some feedback from the Kelowna community on agricultural issues of concern and opportunities for improvement in policies and strategies. A total of 563 people filled out the survey from a variety of backgrounds. The results of this survey may not represent the views of everyone in Kelowna, but it is another tool that can be used to inform the Agriculture Plan Update.

Methodology

The public had an opportunity to complete a survey online between May 24 to June 30 or a hard copy at one of two Open Houses (June 8 and June 11). Results from open surveys such as this are a collection of opinions and perceptions from interested or potentially affected residents, and not a statistically valid random sample of all Kelowna citizens. The survey was an opt-in and open method, and therefore results are qualitative in nature and cannot be said to represent views of all Kelowna citizens.

Once the survey closed, results were generated using the online survey software. The open-ended questions were coded by theme.

To date, engagement for the Agriculture Plan Update has been based on a strategy that was developed at the start of the project to effectively and collaboratively engage the Kelowna community and key stakeholders in the planning process. The strategy uses a combination of the International Association of Public Participation (IAP2)'s core values, principles of Community Based Social Marketing (CBSM), and the Kepner Tregoe approach.

Agriculture Plan Update Engaging the Community

PHASE 1

Information
Sharing &
Awareness



PHASE 2

Stakeholder
Workshops & Vision
Statement Draft



PHASE 3

Draft
Plan
Consultation



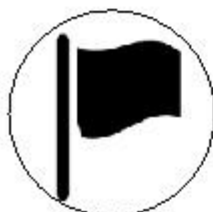
PHASE 4

Inform
Community of
Final Plan



Types of engagement will include:

- Agriculture Advisory Committee Workshops
- Stakeholder Workshops
- Public Open Houses
- Online Survey
- Social Media
- One-on-one meetings
- Emails
- Interviews



Institutional Groups & Economic Development

- Agriculture Advisory Committee
- Agriculture Land Commission
- Ministry of Agriculture
- Westbank First Nation
- Okanagan Indian Band
- Regional District of Central Okanagan
- Interior Health
- UBC Okanagan
- Economic Development Commission
- City of Kelowna
- Economic Development Officer
- Tourism Kelowna



Community

- Central Okanagan Food Policy Council
- BC Young Farmers
- Young Agrarians
- General Public
- Local Farmers
- Landowners
- Okanagan Basin Water Board



Industry Associations

- BC Fruit Growers Association
- BC Tree Fruits
- BC Landscape & Nursery Association
- BC Cattlemen's Association
- BC Poultry Association
- BC Chicken Growers Association
- BC Grape Growers
- Certified Organics Association of BC
- BC Cherry Association
- BC Honey producers Association
- Horse Council of BC



Retailers, processors & distributors

- BC Wine Grape Council
- BC restaurant and food services Association
- Kelowna Farmers & Crafters Market

Outcomes of Engagement Activities

The following tools were used to engage stakeholders in the Agriculture Plan Update. The purpose of each is provided as well as a description of how the tool has been used in the process to date.

Table 1. Agriculture Plan Update engagement tools, purpose, and outcomes.

Tool	Purpose	Activities and Outcomes
Advertising, print & radio, and social media coverage	<p>Advertisements occurred as paid and submitted print and radio media content as well as public signage, emails, invitation letters, and third-party e-newsletters and listservs.</p> <p>Social media was also used to advertise the Open House through Facebook Posts and Twitter tweets.</p> <p>City staff in created media content along with assistance from the consulting team. This included press releases and statements. Media interviews and media briefings/columns/articles were drafted for local media outlets at key points along the project timeline.</p>	<p><u>Print Media:</u></p> <ul style="list-style-type: none"> Feb 25 - Kelowna Daily Courier: Kelowna to update agricultural plan. Feb 29 – Kelowna Daily Courier, City wants farmland used more effectively. March 1 – Castanet, Seed planted on farm plan. March 1 - Kelowna Capital News: Kelowna's agriculture plan to get a reboot. March 2 - Kelowna Now: Changes are planned for the 1998 Kelowna Agriculture Plan. March 4 – Kelowna Capital News Council Highlights Agriculture Plan Update. April 24 - Kelowna Capital News: column on the importance of agriculture to the Okanagan. May 18 - Kelowna Daily Courier, Most Agriculture Land not being farmed. May 30 - Infotel, Kelowna to count farms, measure output during update of agriculture plan. May 30 - News Release: Feed us your Agriculture Plan feedback. June 3 – City in Action ad in Kelowna Capital News. June 5 - Kelowna Now: Have your say on Kelowna's updated agriculture plan. June 6 - PSA – Fertile minds needed for Agriculture Plan update June 6 - Castanet, Tilling for fertile minds. June 7 - Infotel, Fertile minds needed for Agriculture Plan Update. Country Life in BC Interview June 30 (publication date unknown). June 10 – City in Action ad in Kelowna Capital News. June 22 - News Release: Final week for Agriculture Plan update survey. July 3 - Kelowna Capital News: Kelowna agricultural plan updated. <p><u>Radio:</u></p> <ul style="list-style-type: none"> Feb 29 – CBC Radio Agriculture Plan Update info. Feb 29 – AM1150 Radio Council Sees Outline for New Agriculture Plan. May 30 - AM1150, Ag Plan Update engagement opportunities. May 30 - CBC Radio, Ag plan update engagement opportunities.

Tool	Purpose	Activities and Outcomes
		<p><u>Social Media:</u></p> <ul style="list-style-type: none"> June 8 to 11 - Facebook posts reached a total of 26,647 individuals. The posts received 37 clicks, 43 reactions ('likes'), 18 comments, and 6 shares. June 8 to 11 – Twitter tweets received 7,477 impressions. An impression means that the tweet was delivered a Twitter users individual stream, and therefore it indicates the potential audience. <p><u>Other Media:</u></p> <ul style="list-style-type: none"> June 3 to 12 – Electronic bulletin board and electronic traffic sign erected outside Mission Park. Invitations, letters or e-updates sent to: email bulletin channels, email invitation to identified interest groups, Urban Harvest customer newsletter.
Website	A dedicated project page has been created for the <i>Agriculture Plan Update</i> and is hosted by the City of Kelowna. Promotion of public events, such as the Open House and Online Survey, is conducted through the webpage and through the City's Get Involved Kelowna web platform (http://getinvolved.kelowna.ca). Digital media is an excellent way for people to engage in quick conversations across the community.	<p>The short url kelowna.ca/planningprojects is used to promote the website which can be viewed at: http://www.kelowna.ca/CM/Page4902.aspx</p> <p>The page has been 604 times (between April and October) with average time on page of 4:57 minutes.</p>
Council reports	Over the course of the AP update, staff will provide four workshops or reports for City Council to keep them apprised of the project milestones and to request their endorsement of key directions and policies before moving forward to next stages. These touch points are expected to occur at the outset of the project, during the visioning process, for input on draft policy and once the draft AP update is completed, and for endorsement of the final plan.	<p>February 29th 2016: provided Council with an overview of the project goals, objectives, and timeline. Discussed funding sources.</p> <p>May 30, 2016: Agriculture Plan Update Engagement Strategy. To obtain Council's input on the draft vision for the update to the Agriculture Plan and to inform Council of the engagement strategy for this plan.</p>
Agricultural Advisory Committee (AAC) meetings	The AAC acts as a touchstone throughout the planning process, providing guidance and advice at key junctures. The AAC will provide input on vision, goals,	Meeting #1: Introduction to the project, scoping and review of community engagement strategy and stakeholder mapping exercise – April 14, 2016.

Tool	Purpose	Activities and Outcomes
	<p>and priorities; identify approaches to help engage the community in the process; provide feedback on draft policy directions; and review the draft AP Update before it is presented to the public.</p> <p>There are four AAC meetings planned to provide project updates, to develop a strong rapport with AAC members, and to ensure that their feedback is incorporated into all deliverables. Additional attendance by the consultant may occur in order to provide regular updates to the AAC.</p>	<p>Meeting #2: Vision statement was drafted and a SWOT analysis was discussed – May 11, 2016.</p> <p>Project Update: The consultant attended an additional AAC meeting on June 9th to provide an update on the Open House and Stakeholder Session.</p> <p>Meeting #3: October 2016</p> <p>Meeting #4: is planned for January 2017.</p>
Stakeholder Sessions	<p>These targeted in-depth discussions provide a deeper level of feedback than from the general public at open houses. The 3 sessions will be facilitated to address the following topics:</p> <ol style="list-style-type: none"> 1. Refine and finalize the vision statement, develop a SWOT analysis; 2. Provide input on draft recommendations and priority policy issues; and 3. Provide feedback on draft Agriculture Plan Update. <p>The sessions are invitation-only, with 10-12 targeted individuals invited to each session. It is expected that the same group of individuals will attend each session, to ensure continuity of the discussion.</p>	<p>The first stakeholder meeting was held from 11am to 1pm on June 8th, 2016 at the EECO Centre in Mission Creek Park. A total of 9 stakeholders attended.</p> <p>Stakeholder session #2 is planned for November 2016 and session #3 is planned for February 2017.</p>
Invited meetings	<p>Based on invitations, City staff and consultants conducted additional meetings with stakeholders during the month of June 2016.</p>	<p>Young Agrarians: The consultant took part in a phone discussion with the Executive Director of the Young Agrarians, on June 13th. The Director expressed interest in continuing to be involved with the stakeholder sessions and noted that she will try to get local YA members to attend events.</p> <p>Agriculture Industry Group: On June 22nd, City staff were invited to attend a meeting with the Agriculture Industry Group. Staff facilitated a lively discussion that focused on challenges and opportunities for the local agriculture sector. The group expressed interest in other sessions as the plan</p>

Tool	Purpose	Activities and Outcomes
		<p>progresses and staff will try to meet with them at similar times to stakeholder sessions (November and February).</p> <p>Food Policy Council: The consultant took part in a phone discussion with the Director of the Central Okanagan Food Policy Council, on June 30th. The Food Policy Council subsequently submitted specific comments to be considered as the project moves into the next stages.</p>
Open houses	<p>The intent of the open house is to provide members of the public with information regarding the Agriculture Plan Update, the project's progress, and to allow opportunities to collect input and feedback on draft deliverables. Three Open Houses are planned for the project:</p> <ul style="list-style-type: none"> - #1: June 2016: refine vision statement, obtain feedback on issues and opportunities, and launch survey, - #2: February 2017: review and comment on draft plan. 	<p>The first Open House was held from 4pm to 6pm on June 8th, 2016 at Mission Creek park. Open House #1 was held after Stakeholder Session #1. The purpose of the first Open House was to launch the project publically, refine the vision statement, and obtain initial feedback on issues and opportunities. Launching the survey was another objective of the first Open House. Paper copies of the survey were available for attendees to fill out.</p> <p>There were approximately 29 people who participated in the first Open House. City councillors, staff and consultants also attended. The weather was windy and rainy and it likely had a negative impact on attendance. There was good discussion with those members of the public who attended regarding a diversity of topics including:</p> <ul style="list-style-type: none"> - Non-farm use of agricultural land. - Compliance and enforcement issues within the ALR. - The cost of water for agricultural users. - Future outreach and engagement opportunities regarding the Agriculture Plan Update. <p>Approximately 40 people attended an additional Mini Open House from 10am to 12pm on June 11th, 2016 at the Save On Foods, Cooper Road location. This event included an information booth that was used by staff to provide information and copies of the survey to members of the public. Common themes echoed the June 8th Open House and also included housing for temporary farm workers, community-based farming and the use of farm land for gravel pits (both in east Kelowna and near airport).</p>
Survey	<p>A survey was developed to solicit feedback from both farmers and the general public on a proposed vision for the Agriculture Plan Update and potential policy opportunities, alternatives, and strategies.</p> <p>The survey was prepared in both digital and hard copy formats. A flyer was also developed to guide people to the online survey. The</p>	<p>An open, online survey was made available from May 24 to June 30 by the City of Kelowna staff. Hardcopies of the same questions were also available for completion at the Open House.</p> <p>A total of 563 people filled out the survey. Most of the responses were generated through the website (32%), followed by Get Involved (25%) and then Facebook organic posts (19%) and outreach (19%). Out of the 563 respondents, 115 (20%) identified themselves as farmers.</p> <p>The survey was divided up into a number of topics including: Farmland Preservation, Farmer Overview, Community</p>

Tool	Purpose	Activities and Outcomes
	<p>fliers were left at locations that are frequented by the public such as transit stops, the library, farmers market, and recreation centres.</p> <p>The survey was open online during May and June 2016.</p>	Agricultural Knowledge and Awareness, Local Food Purchasing, Knowledge of Agricultural Regulations and Policies, and Agricultural Plan Update.

Results

552 people participated in the survey. Most of the responses were generated through the website (32%), followed by Get Involved Kelowna (25%) and then Facebook posts (19%) and outreach (19%). The survey was divided up into a number of main topics to be explored including: Farmland Preservation, Farmer Overview, Community Agricultural Knowledge and Awareness, Local Food Purchasing, Knowledge of Agricultural Regulations and Policies, and Agricultural Plan Update.

Of the respondents that filled out the survey, 79 per cent (437 out of 552) identified themselves as non-farmers and the majority of those overall respondents classified themselves as gardeners (64%). Only 24 per cent had no direct connection to food production, while 42% had previous generations as food producers in their families. 21 per cent (115) of the respondents self-identified as farmers.

Farmland Preservation

Ninety-five per cent of respondents indicated that policies preserving farmland were important or very important (524/552).

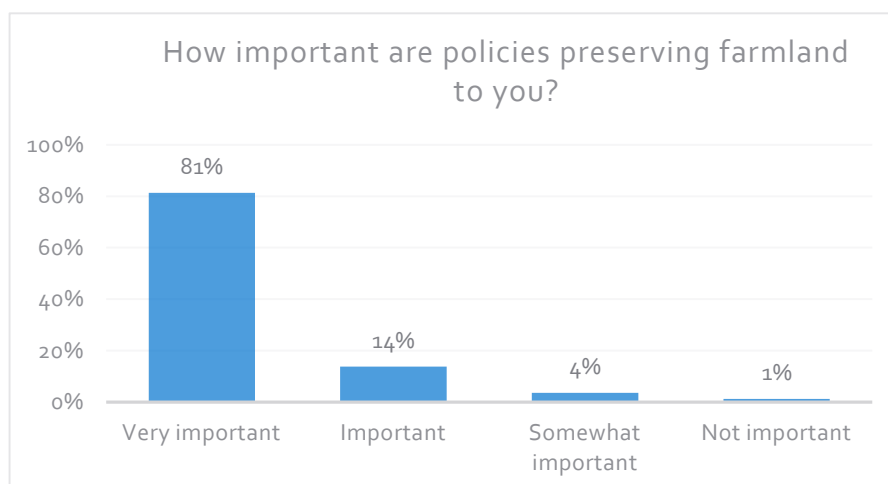


Figure 1. Question 1 - How important are policies preserving farmland to you? (552 Responses)

Survey respondents prioritized reasons to protect farmland in order of importance. By attaching a score to each rank (1 being the most and 5 being the least important). The results were as follows:

1. Food security
2. Fresh produce, wine, and agricultural products
3. Local economy
4. Maintaining views/greenscapes
5. Food tourism

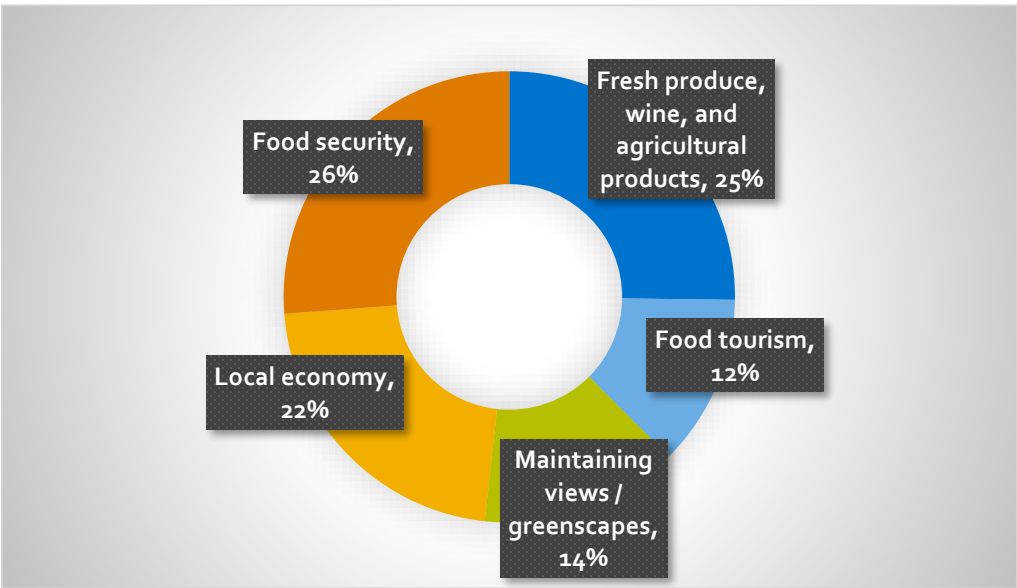


Figure 2. Other reasons for protecting farmland

When respondents were asked to indicate other reasons for protecting farmland, 25 per cent cited preserving land for farmers (particularly young farmers) and for future generations. Another 22 per cent mentioned that it was important to keep food production local and provide fresh, healthy food to the Kelowna community as opposed to importing food from outside of the region or country. Other reasons can be found in Figure 2.

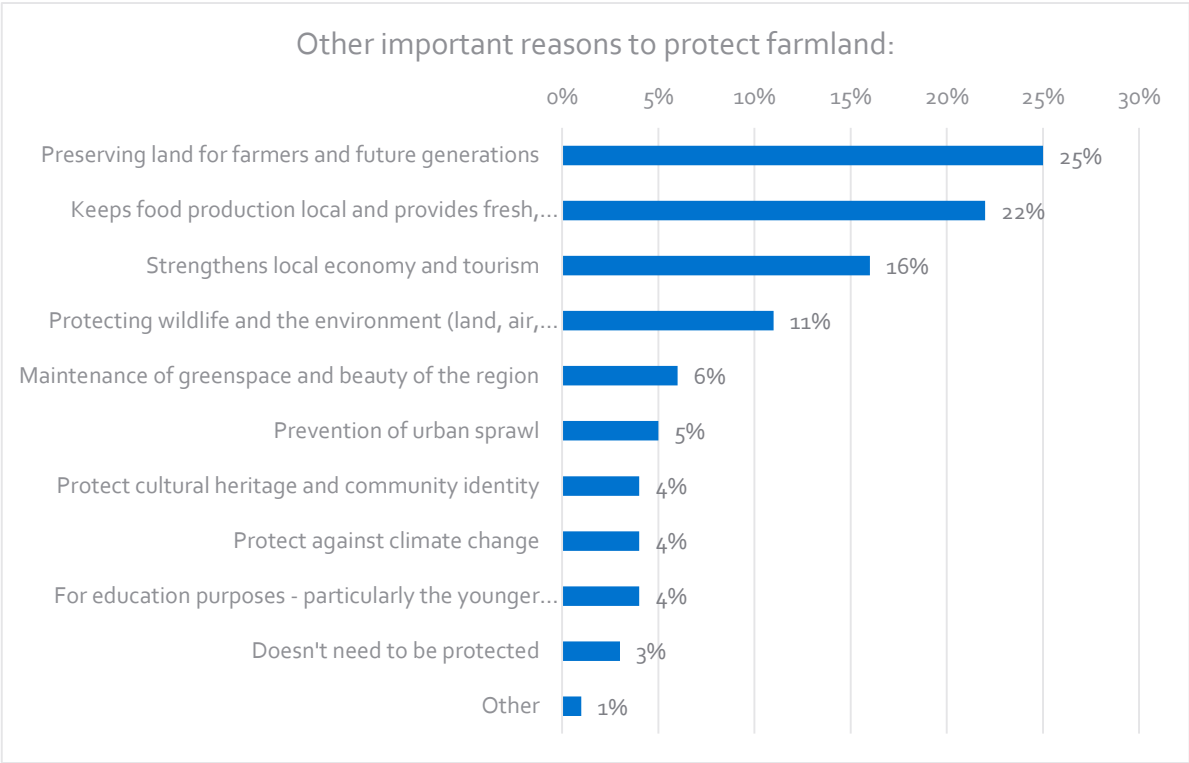


Figure 3. Question 2 - What is the most important reason to protect farmland ("Other")? (226 Responses)

Farmer Overview

To gain a better understanding of agriculture in the Kelowna area, farmers were asked to fill out questions specific to their operations and experiences.

Farm operations amongst the farmers who completed the survey were evenly spread across the size ranges (Figure 3).

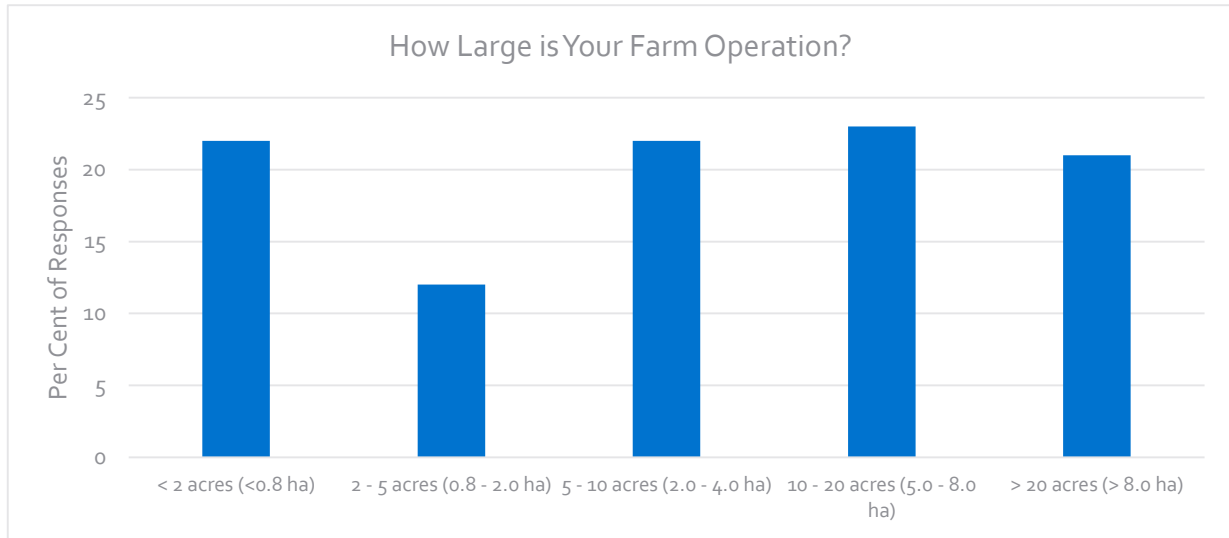


Figure 4. Question 5 - How large is your farm operation? (104 Responses)

However, when asked how much land was actively being farmed, 51 per cent responded that they were actively farming less than 5 acres.

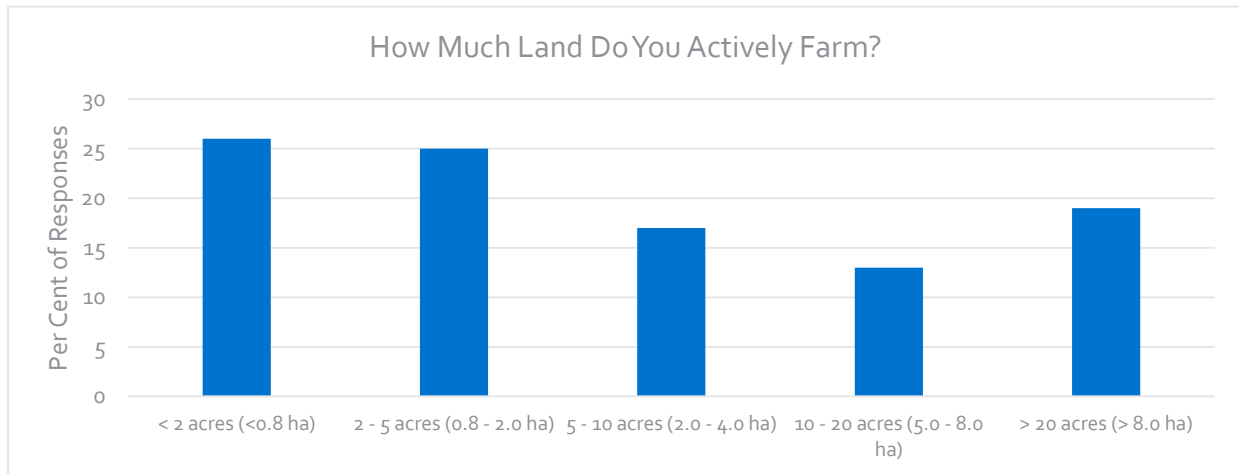


Figure 5. Question 6 - How much land within that farm operation do you actively farm? (104 Responses)

Farmers were asked to indicate and list which agricultural products they produced. The results matched the Agricultural Land Use Inventory (ALUI) results that were reported last year.

- Fruit orchards: 47% (cherries (24 farms), apples (24 farms))
- Vegetable production: 39% (mixed vegetables (25 farms), tomatoes (17 farms))
- Herbs: 30% (culinary herbs (23 farms))
- Berries: 23% (raspberries (10 farms))
- Other: 24% (hay and forage (9 farms), horses (9 farms), layer chickens (11 farms))

Table 2. Most common crops produced.

Response	Percentage	Count
Fruit orchard	47%	49
Vegetables	39%	41
Herbs	30%	31
Berries	23%	24
Livestock	22%	23
Flowers	19%	20
Poultry	19%	20
Honeybees	12%	12
Grapes for wine making	8%	8
Nuts	8%	8
Medicinal crops	6%	6
Grains	3%	3
Other	24%	25
Total Responses		104

A total of 83 per cent (86 Responses) of the farmer respondents indicated that they were not involved in agri-tourism on their farm. Of the respondents that indicated they were, 71 per cent sell at the farm gate, while 35% host farm tours and sell at farmers' markets, 24 per cent have harvest festivals/events and weddings or non-farm-related events. Only one person indicated that they allow camping/RVs on their farm.

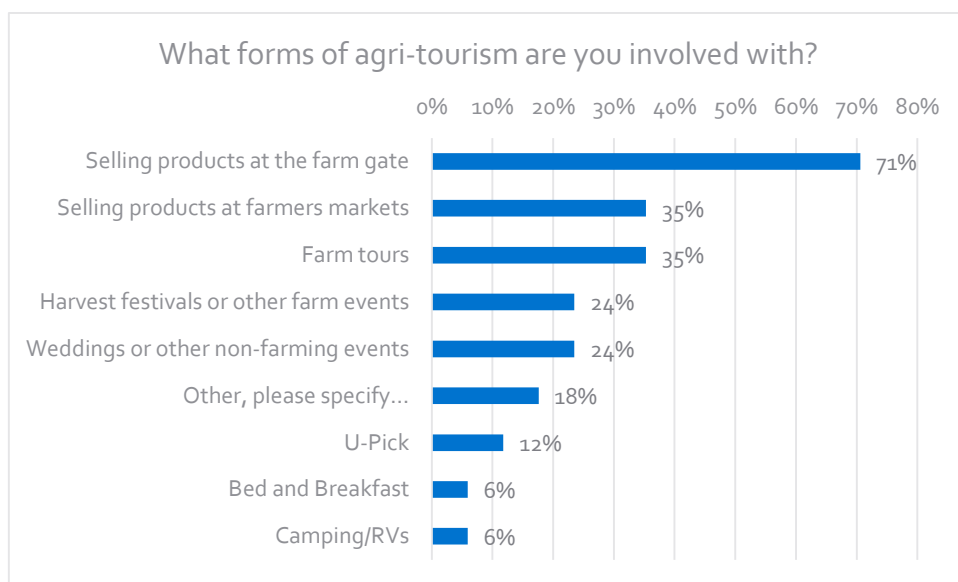


Figure 6. Question 8 - What forms of agri-tourism are you involved with? (17 Responses)

Agricultural Knowledge and Awareness

When asking all respondents (farmers and non-farmers alike), most indicated that they had a good (41%) or limited (36%) knowledge of agriculture in the City of Kelowna.

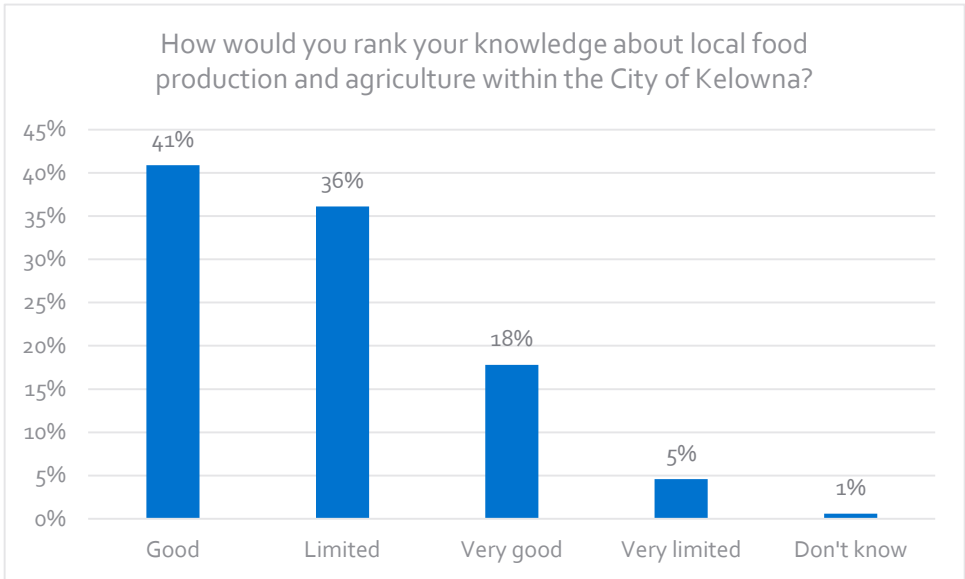


Figure 7. Question 9 - How would you rank your knowledge about local food production and agriculture within the City of Kelowna? (523 Responses)

When asked to describe the change in agriculture in Kelowna over the past five years, 25% said that they noticed slight growth in the agriculture sector, while 23% noticed a slight decline.

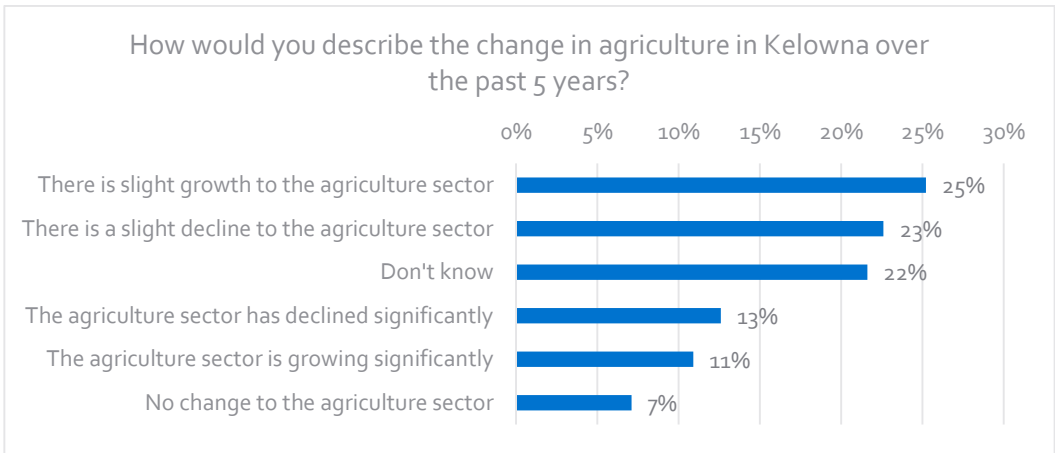


Figure 8. Question 10 - How would you describe the change in agriculture in Kelowna over the past 5 years? (523 Responses)

Respondents were asked if their children learn about gardening, farming and food production in school, of those that did have children, 20% (104 Responses) indicated that they do discuss these topics in school, while 12% (62 Responses) do not and 5% (27 Responses) did not know.

Local Food Purchasing

The definition of local varies widely from person to person. The Canadian Food Inspection Agency (CFIA) recently expanded its definition of local from:

- The food originated within a 50 km radius of the place where it was sold, or
- The food sold originated within the same local government unit (e.g. municipality) or adjacent government unit.

To:

- Food produced in the province or territory in which it is sold, or
- Food sold across provincial borders within 50 km or the originating province or territory.

When asked to define local, Kelowna respondents indicated that they believed the Okanagan Valley and the Central Okanagan were considered local. Fewer respondents chose Kelowna or their own property, while only a few chose Alberta or Washington.

Table 3. How do you define local?

Response	Percentage	Count
Okanagan Valley (including North Okanagan and Okanagan-Similkameen)	73%	380
Central Okanagan (Kelowna, West Kelowna, Lake Country, Peachland)	55%	288
Kelowna	43%	223
My property	33%	171
Within BC	29%	152
Alberta and/or Washington, USA	3%	14
Other	4%	21
Total Responses		520

Within the “other” category (20 Responses), 30% mentioned that they considered local to be “as close as possible” and 20% mentioned that it was “in the same community”. Other responses included: within Canada, within 100-150 km, and depends on the product.

Respondents mentioned that when they have the option to buy locally grown food, food products, or beverages that 97 per cent (502 Responses) said they did, while only four per cent (18 Responses) did not choose local.

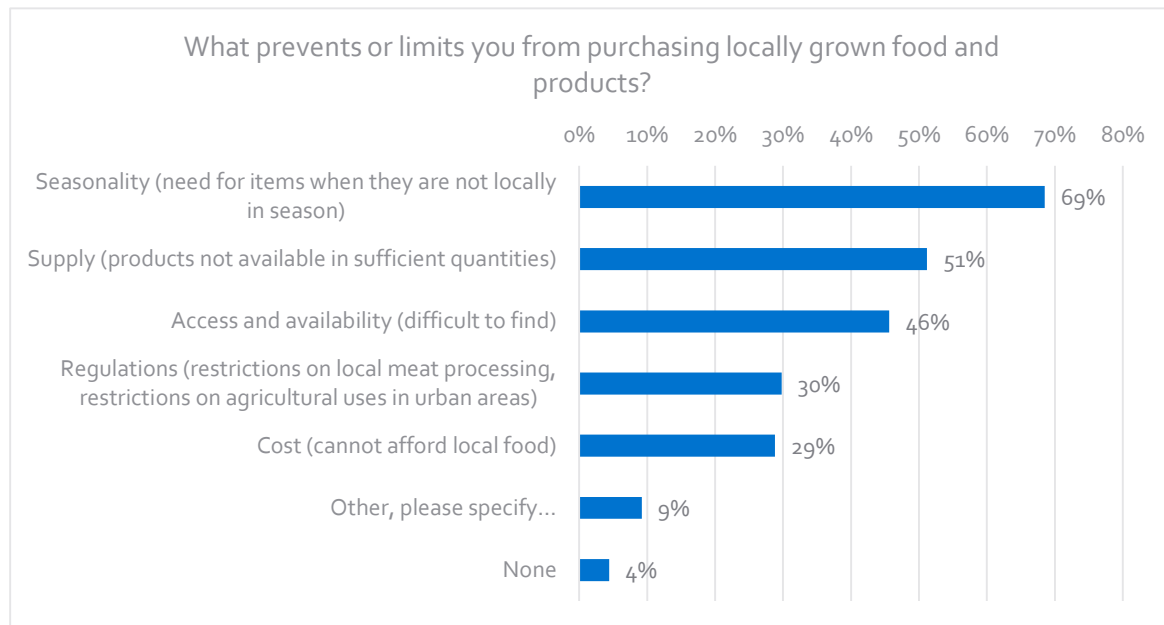


Figure 9. Question 13 - What prevents or limits you from purchasing locally grown food and products? (520 Responses)

Some of the respondents chose “other” (44 Responses) as a reason that they will not, or are unable to, purchase local products. Of those in the other category, “convenience” and “lack of product in grocery stores” were the most common responses. Respondents said that they didn’t have time to run around to different farms to purchase product and that farmers’ markets were not at convenient times or locations. It was suggested that if local products were easily accessible in the major grocery store chains that they would be more likely to purchase them.

Respondents were asked whether they purchase food directly from producers at farmers’ markets, U-picks, fruit stands, wineries, etc. A small percentage purchase directly all of the time, but most purchase local products directly occasionally or most of the time.

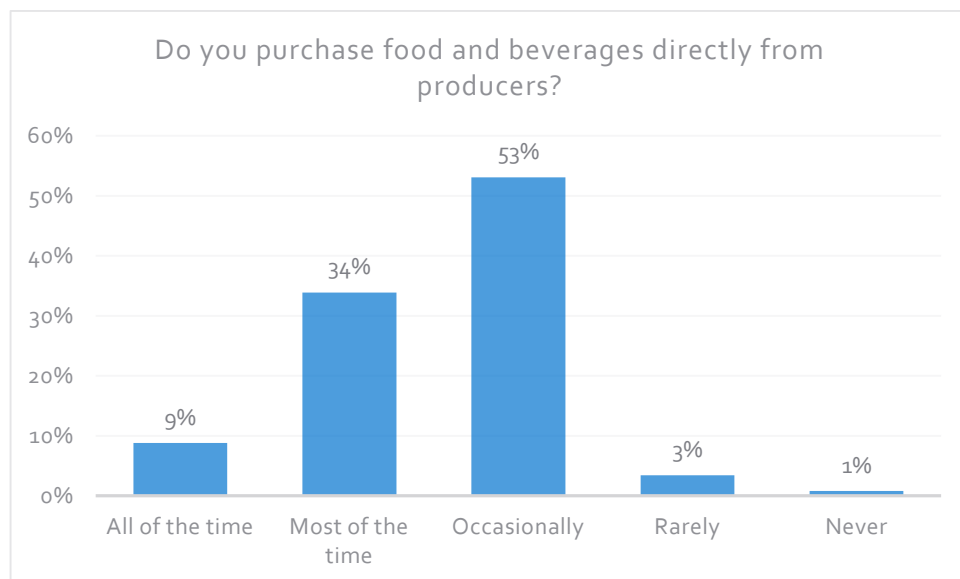


Figure 10. Question 14 - Do you purchase food and beverages directly from producers? (501 Responses)

When asked if respondents would purchase directly from producers if they were located closer to their home (i.e. within walking distance, or a 5-minute drive) 44% said that they definitely would.

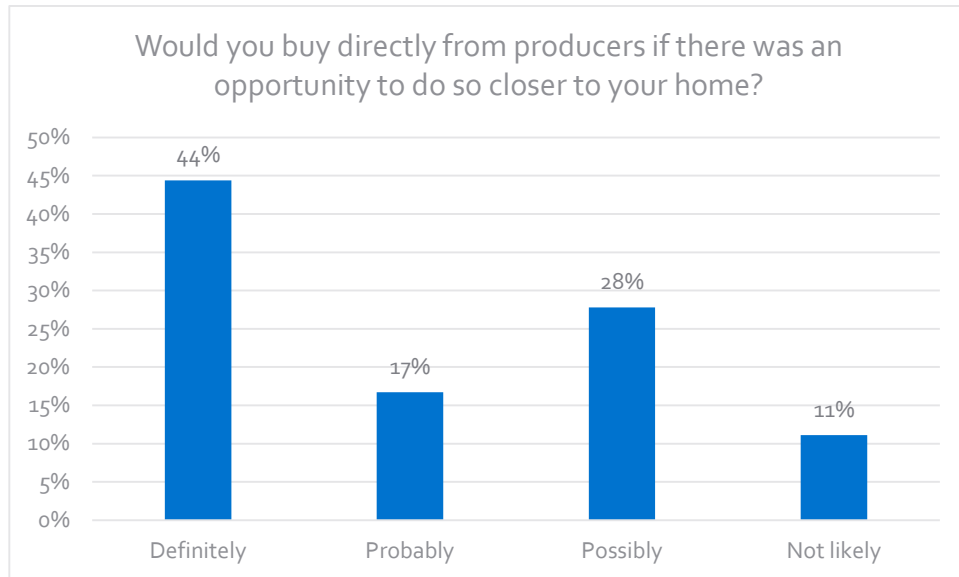


Figure 11. Question 15 - Would you buy directly from producers if there was an opportunity to do so closer to your home? (18 Responses)

Knowledge of Regulations and Policies

To gauge consumer knowledge on agricultural regulations and policies, both City and Provincial policies, respondents were asked a series of questions.

When asked about the level of knowledge regarding the Right to Farm Act (Farm Practices Protection Act) and normal farm practices, 55% of respondents indicated that they were not knowledgeable.

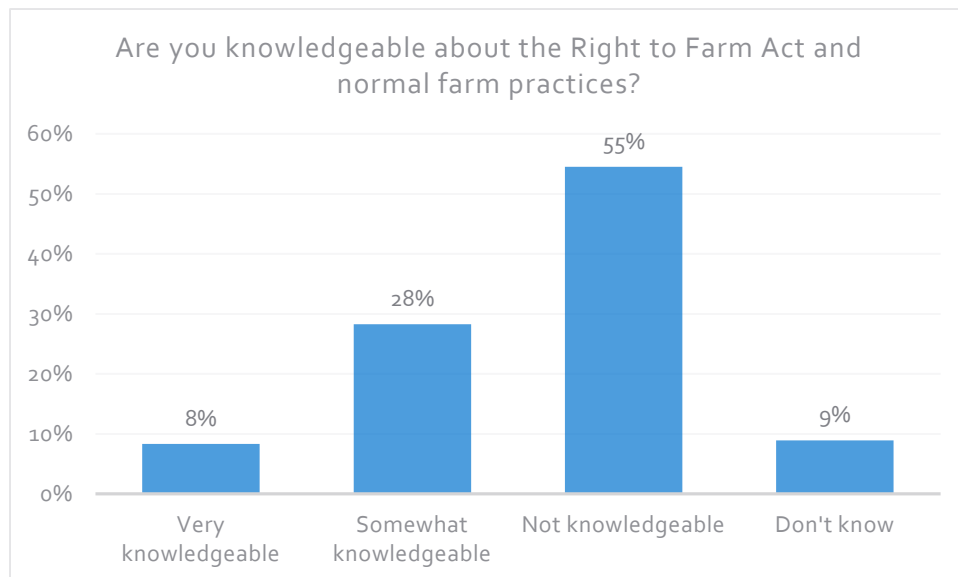


Figure 12. Question 16 - Are you knowledgeable about the Right to Farm Act and normal farm practices? (516 Responses)

When asked if the City of Kelowna is doing enough to enforce non-farm use of farmland to ensure that only permitted uses are occurring in agricultural areas 34% of respondents said they did not know, indicating that

there is a low level of knowledge amongst respondents on City policies regarding farmland protection. A total of 31% said that they didn't think the City was doing enough.

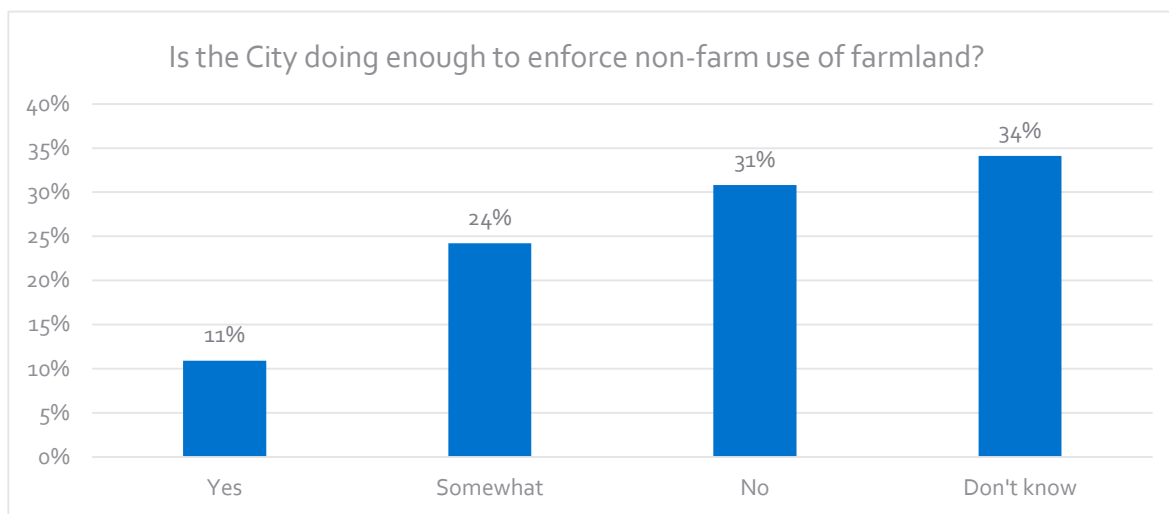


Figure 13. Question 17 - Is the City doing enough to enforce non-farm use of farmland to ensure that only permitted uses are occurring in agricultural areas? (516 Responses)

Respondents were also asked to indicate areas and issues if they didn't agree that the City was doing enough to enforce non-farm uses. A total of 39% of the respondents cited a lack of enforcement on non-permitted uses specifically such as RV/boat storage, camping, golf courses, landscaping, gravel pits, etc. There was also some concern over estate properties on farmland that were benefiting from tax breaks even though they were not genuine farmers.

Table 4. What issues in particular does the City need to address in terms of enforcement?

Enforcement Issue	Number	Percent
Non-permitted uses are too prevalent (RV/boat storage, golf courses, landscaping, gravel pits, etc.)	72	39%
Allowing estate properties on farmland for tax breaks	20	11%
Supporting ALR exclusion applications	14	8%
Expansion of residential into agricultural land and subdivision in and around farmland	13	7%
Not enough enforcement of bylaws and non-permitted uses	13	7%
Farmland only being used for hay production, wineries, or horse boarding and not food production	8	4%
Allowing multiple dwellings or buildings on farmland	5	3%
Urban-rural edge conflicts - complaints from neighbours	5	3%
ALR land lying unused and slated for development	4	2%
Problems are more at the Provincial level and not at the City level	4	2%
Limiting irrigation access	2	1%
Not sure	2	1%
Not enough education for the public	1	1%
Other	22	12%
Total	185	

Respondents were asked to indicate whether they thought climate change would have an effect on food production in the Kelowna region. A total of 58% of the respondents thought that some food production would benefit from climate change and some will be negatively impacted.

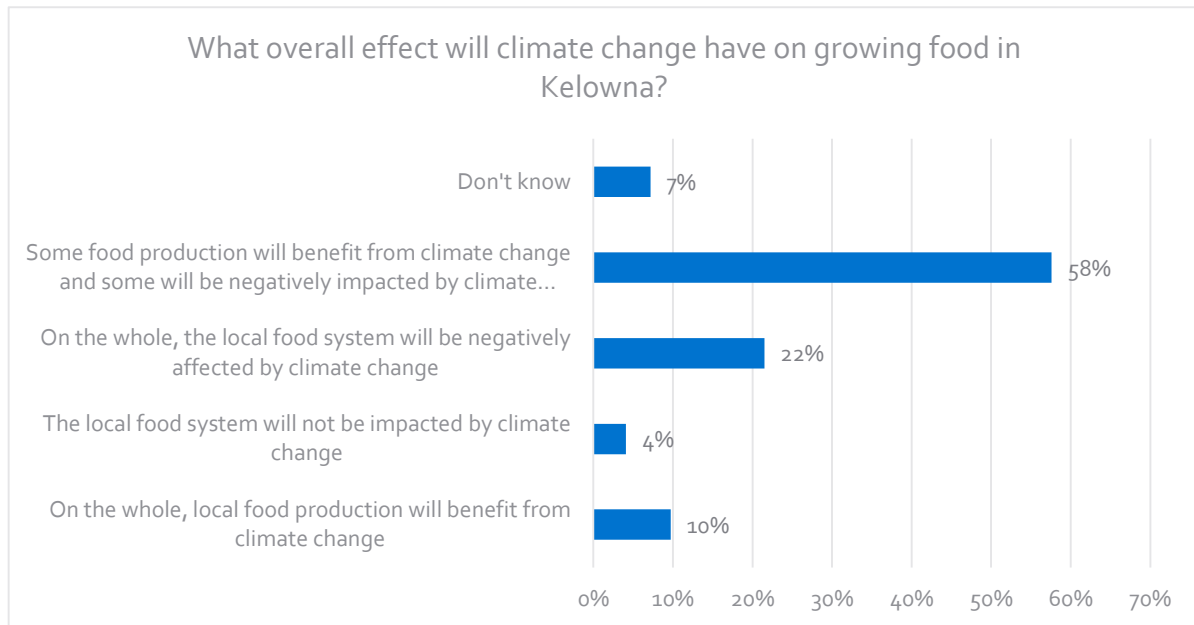


Figure 14. Question 19 - In your opinion, what overall effect will climate change have on growing food? (516 Responses)

Vision Statement

A draft vision statement was presented in the survey for comment:

Kelowna is a resilient, diverse and innovative agricultural community that celebrates farming and values farmland as integral to our healthy food system, economy and culture.

Respondents generally agreed with the vision statement. A total of 73% either agreed or strongly agreed with the statement.

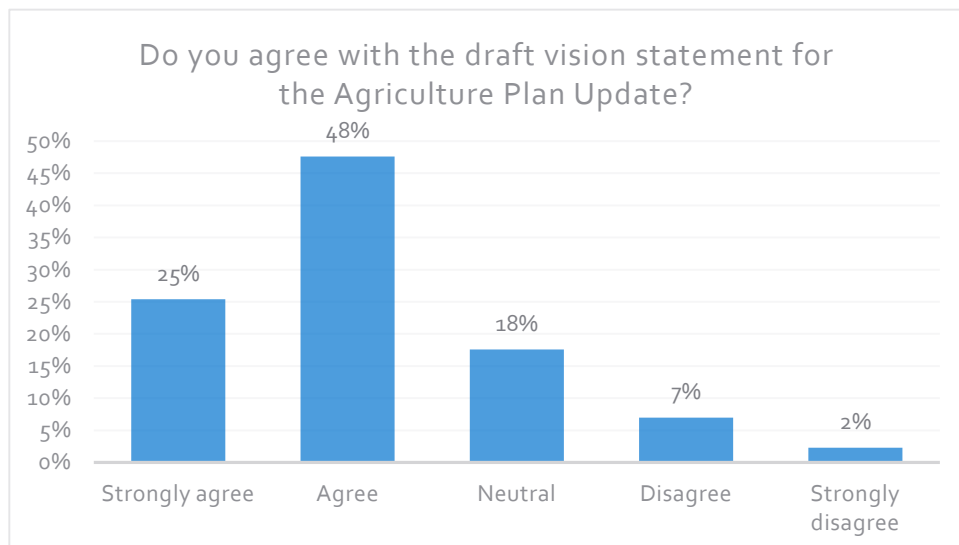


Figure 15. Question 20 - Do you agree with the draft vision statement for the Agricultural Plan Update? (511 Responses)

Those that didn't agree were asked for feedback. The following are the responses:

Table 5. Please specify why you disagree with the Vision Statement.

Response	Number	Percent
Nothing in the statement about preserving agricultural land	11	20%
City is not supportive enough of farmers	9	16%
The vision statement is too far of a stretch from current reality	8	14%
Kelowna is not just an agricultural community - other elements are just as, or more, important	7	13%
Kelowna is currently too focused on tourism dollars and catering to the wine industry	5	9%
Agriculture is currently not very diverse	3	5%
Environmental considerations need to be included (i.e. organic and sustainable production)	3	5%
Other	10	18%
Total	56	

For those in the "other" category, here were some of the responses:

"I think that a city ought to be allowed to grow organically. I also think that the City already is too involved in dictating to people what they can do on their property. Agritourism is already well developed in Kelowna and is the past-time of the wealthy (no short supply in Kelowna) and will survive/flourish without the City interfering. Local product purchasing is also the past-time of the middle class and the wealthy. This motto is class specific."

"Be clear about your goal and create structure to achieve that goal. A vision statement will appeal to the masses but will be laughable to the farmers who control the land. Many of them will continue to do as they please, which will involve plans to exploit the land, not preserve it."

"Not specific enough to the City's role in ensuring achievement of vision."

Strengths and Challenges to Farming in Kelowna

To help guide the development of the Agriculture Plan Update, respondents were asked to share what they felt were the top strengths and challenges to farming in the region.

The top strengths were: great climate, soils and water (77%), strong cultural history of farming in the area (63%) and local market is large enough to support farm businesses (53%).

Table 6. What are the top strengths to farming in Kelowna?

Response	Percentage	Count
Great climate, soils, and water	77%	382
Strong cultural history of farming in the area	63%	313
Local market is large enough to support farm businesses	53%	263
Local farmers are supportive of one another	45%	221
Strong protection of Agriculture Land Reserve boundary	32%	156
Fair water pricing (for irrigation and livestock watering)	29%	145
Wildlife and ecology is managed to compliment and support a healthy farm (e.g. bees, birds, windrow of natural areas, setbacks to streams)	23%	115

Farmers receive support from various levels of government (i.e. through regulations and extension services)	20%	97
Public is well educated about local food	18%	87
Easy access to storage, value-added processing, and distribution channels for food products	15%	72
Good labour force available when needed	12%	59
Farmland is affordable and accessible through either purchase or lease	10%	48
Other, please specify...	8%	38
Total Responses		495

Some of the other responses were:

- The farming community - innovative, passionate, etc. (15%)
- Agritourism and tourism in general (15%)
- Supportive wealthy consumers (9%)
- Farmers markets (6%)
- Pest management practices (6%)

When the farmer responses were queried for both questions (98 Responses for Strengths, 97 Responses for Challenges), the results only varied by one or two percentage points and the top strengths and challenges remained the same.

The top three challenges were:

- Difficulties accessing land for farming due to speculation, high costs, and capital inputs (73%),
- Competing non-farm uses for farmland (urban - rural edge issues) (70%),
- Lack of succession planning (age of farmers, no new young farmers) (56%).

Table 7. What are the top challenges to farming in Kelowna?

Response	Percentage	Count
Difficulties accessing land for farming due to speculation, high costs, and capital inputs	73%	361
Competing non-farm uses for farmland (urban - rural edge issues)	70%	345
Lack of succession planning (age of farmers, no new young farmers)	56%	274
Lack of education or misconceptions about food amongst the public	50%	248
Lack of regulatory support for farmers at the provincial and federal levels (meat processing, supply management, etc.)	44%	218
Restrictive regulations at local government levels (i.e. zoning, signage, etc.)	36%	177
Lack of water (access or cost barriers)	33%	161
Climate change	30%	148
Lack of opportunities and support to sell locally	24%	116
Lack of supporting infrastructure (processing, cold storage, distribution etc.)	21%	103
Lack of time and capacity for farm industry to work together to support each other (growers' associations etc.)	15%	75
Wildlife threats to livestock and crops	13%	65
Poor soils and climate	7%	36
Other, please specify...	13%	62
Total Responses		493

Some of the other responses were:

- Not enough support of local farmers by local businesses or governments (21%)
- Not enough education and awareness amongst consumers (16%)
- Lack of farm workers (12%)
- Development pressures on farmland (7%)
- Water issues (drainage and lack of irrigation) (7%)
- Environmental impacts (pests, climate change, soil erosion, etc.) (7%)
- Not enough local greenhouses to extend production (5%)
- Inconsistent decisions at the City level (4%)
- Not enough enforcement of rules (4%)
- Treatment of migrant farm workers (4%)

The Role of the City of Kelowna

Respondents were asked what they specifically would like to see the City of Kelowna do to support aspects of the local food system. There were 266 responses and results include:

- Support farmers and food processors (i.e. marketing, access to land, technical production skills, farm worker access, value-added production, farm gate sales, etc.) (21%)
- Protect farmland and prevent urban sprawl (15%)
- More education around local food (i.e. in schools, at events, etc.) (9%)
- Encourage backyard and urban agriculture including rooftops, boulevards, etc. (7%)
- Promote and encourage sustainable agriculture production (i.e. organic, biodynamic, non-GMO, water conservation, etc.) (7%)
- Bylaw enforcement for non-farm uses and non-compliances (5%)
- Permanent year-round farmers market (5%)
- Raise taxes for land that is not being farmed (4%)
- Allow non-farm uses and agritourism opportunities to let farmers diversify their incomes (4%)
- Partnerships with other organizations in Kelowna (4%)
- Encourage locals to purchase local food (3%)
- Develop local procurement policies to purchase local first (2%)
- Allow backyard animal production (i.e. chickens, rabbits, etc.) (2%)
- Central, large-scale composting facility for green waste (2%)
- Control the deer population (2%)
- Other (8%) including:
 - *"Incentives for door-to-door delivery of produce. It is timely for CoK to support organic material recycling.."*
 - *"Tax breaks to those who prominently display and market Okanagan produce and animal products."*
 - *"Let people do what they want with their land."*
 - *"Get the new farmer's market built on Springfield and Benvoulin ASAP with ample parking to free the streets."*
 - *"Redefine their thought process that the majority of agriculture is an "industrial" activity and must be treated as such. This means no encouraging the public to fetter with, obstruct or otherwise impede normalized farm activities. For operations that choose to have interactions with the public (agri-tourism /non-farm use activities) allow them to shape, how, when and why they choose this."*

In the Get Involved Kelowna Idea Report, two ideas were brought forward, which echoed the sentiments recorded in the online survey. One idea was to allow backyard chickens. This idea received 16 stars and 4 comments supporting the idea. One comment suggested that chickens "should be allowed, but only on lots of a certain size and with approval of neighbours". There were a couple of other concerns regarding attraction of wildlife, such as coyotes, avian flu, and potential noise.

The other idea was that agricultural land will become more valuable to society and should be protected for food security reasons. This comment received 5 stars and 3 comments that were in agreement with protection of ALR from development. The overall concern centered around land being held with speculation by developers with no agriculture occurring in hopes it will be developed.

Demographics and Respondent Profile

Table 8. Age range of survey respondents.

Age Category	Percentage
15 - 24	2%
25 - 34	16%
35 - 44	21%
45 - 54	23%
55 - 64	25%
65 - 74	12%
75+	3%

Respondents were asked to provide their postal code so that the geographic range of respondents could be recorded. Of the 368 respondents who provided their postal code, 84% were from Kelowna:

- South West Kelowna (V1W) – 30%
- Central Kelowna (V1Y) – 26%
- East Kelowna (V1V and V1P) – 14%
- North Kelowna (V1X) – 13%

V4V, which includes Winfield, Oyama, and Lake Country was noted the most often as an out-of-town response area.

When asked what group affiliations respondents had, 187 people (33%) responded that they were affiliated with some kind of group in Kelowna.

Table 9. Affiliations to local groups.

Response	Percentage	Count
Local food organization(s)	21%	40
Education organization(s)	21%	39
Farmer or producer association(s)	19%	36
Community association(s)	19%	35
Residents / property owners association(s)	12%	22
Gardening or growing organization(s)	12%	22
Local advocacy group(s)	11%	20
Cultural organization(s)	6%	12
Social services organization(s)	5%	10
Restaurant or food retail business(es)	5%	9
Real estate development organization(s)	2%	3
Other	23%	42
Total Responses		187