



City of
Kelowna

Agriculture Plan

Engagement Summary

August 2017

kelowna.ca

DELIVERED BY

FUNDING PROVIDED BY



Table of Contents

Table of Contents..... 2

Introduction 3

Methodology 3

Outcomes of Engagement Activities..... 5

Round 1 Engagement Results 11

Round 2 Engagement Results 36

Round 3 Engagement Results 39

Introduction

This report provides a summary of engagement activities that have taken place during 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 were 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:

- Seven meetings with the Agriculture Advisory Committee;
- Three stakeholder sessions (spring 2016, fall 2016, spring 2017);
- Three open houses (two in spring 2016 and one in spring 2017);
- Three meetings with an agriculture industry group (spring 2016, fall 2016, spring 2017);
- A meeting with small and medium-scale farm operators (fall 2016)
- An online survey (with 563 responses) in June 2016;
- A mind-mixer; and
- Direct phone calls and face-to-face conversations with YLW, Young Agrarians, Okanagan Basin Water Board, BC Agriculture & Food Climate Action Initiative, South East Kelowna Irrigation District, Tourism Kelowna, and Central Okanagan Economic Development Commission; and
- An exit survey (with 74 responses) in June 2017.

Methodology

Engagement for the Agriculture Plan Update was based on an engagement 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.

The purpose of the first round of engagement, hosted in the Spring of 2016, was to introduce the project to the public, gather feedback regarding the Plan's vision statement, and begin to identify strengths, weaknesses, opportunities, and threats for the local agricultural sector. During the engagement, the public had an opportunity to complete a key issues survey online between May 24 and June 30, 2016 or a hard copy at the first two open houses. From the information gathered during this engagement a list of key issues emerged.

During the second round of engagement, in Fall 2016, Key Priority areas and a draft list of recommended actions were presented to stakeholders and farmers so feedback could be gathered.

Towards the end of the project stakeholders and the public had another opportunity to complete an exit survey, either online or in person at an open house to indicate overall level of support for the project.

It should be noted that results from open surveys such as those done during the first and third round of engagement 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 surveys were opt-in and open method, and therefore results are qualitative in nature and cannot be said to represent views of all Kelowna citizens. A summary of the results from both surveys are available in the Engagement Summary companion document to the Agriculture Plan.

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

- BCFruit Growers Association
- BC Tree Fruits
- BCLandscape & Nursery Association
- BCCattleman's Association
- BCPoultry Association
- BCChicken Growers Association
- BC Grape Growers
- Certified Organics Association of BC
- BC Cherry Association
- BCHoney 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>Media attention for the 2017 engagement was somewhat overshadowed by flood disaster updates and agriculture related articles focused on temporary farm worker regulation changes occurring at the same time, thus the draft plan engagement received very little unpaid media.</p>	<p><u>Print Media (2016):</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 (2016):</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 (2016 and 2017):</u></p> <ul style="list-style-type: none"> June 8 to 11 2016 - 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 2016 – 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. June 12 to 20 2017 – Facebook post 8,773 views. June 12 to 20 2017 – Twitter received 1,630 impressions. <p><u>Other Media (2016 and 2017):</u></p> <ul style="list-style-type: none"> June 3 to 12 2016– 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. June 12 to 20 2017– E-updates sent to 4,374 subscribers, Direct email sent to 102 stakeholders.
Website	<p>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>	<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 viewed 604 times (between April and October 2016) with average time on page of 4:57 minutes.</p> <p>The page has been viewed 486 times (between December 2016 and July 2017) with average time on page of 3:26 minutes.</p>
Council reports	<p>Over the course of the AP update, staff provided 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 occurred at the outset of the project, during the visioning process, for input on draft policy and once the draft AP update had been completed. A final meeting for endorsement of the final plan will be held in July 2017.</p>	<p>February 29th 2016: Agricultural Plan Update. To inform Council of the strategy to update the 1998 Agriculture Plan.</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> <p>November 14, 2017: Agriculture Plan Update: Engagement and Draft Actions. To inform Council on the engagement completed to date and to obtain Council's feedback on the draft recommended actions for each theme area of the Agriculture Plan.</p> <p>June 12, 2017: Draft Agriculture Plan 2017. To obtain Council's feedback on the 2017 Draft Agriculture Plan.</p>

Tool	Purpose	Activities and Outcomes
Agricultural Advisory Committee (AAC) meetings	<p>The AAC acted as a touchstone throughout the planning process, providing guidance and advice at key junctures. The AAC provided input on vision, goals, and priorities; identified approaches to help engage the community in the process; provided feedback on draft policy directions; and review the draft AP Update before it was presented to the public.</p> <p>There were 6 AAC meetings that provided project updates, to develop a strong rapport with AAC members, and to ensure that their feedback was incorporated into all deliverables.</p>	<p>Meeting #1: Introduction to the project, scoping and review of community engagement strategy and stakeholder mapping exercise, April 14, 2016.</p> <p>Meeting #2: Vision statement was drafted and a SWOT analysis was discussed, May 11, 2016.</p> <p>Meeting #3: Key themes and recommended actions, October 13, 2016.</p> <p>Meeting #4: Engagement summary and recommended actions, December 8, 2016.</p> <p>Meeting #5: Draft policy and recommendations, March 13, 2017.</p> <p>Meeting #6: Implementation strategy, April 13, 2017.</p> <p>Meeting #7: Draft final plan, June 8, 2017</p>
Stakeholder Sessions	<p>These targeted in-depth discussions provided a deeper level of feedback than from the general public at open houses. The 3 sessions were 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. The same group of individuals were invited to attend each session, to ensure continuity of the discussion.</p>	<p>Stakeholder session #1: 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. Representatives included:</p> <ul style="list-style-type: none"> • BC Fruit Growers Association • Central Okanagan Economic Development Commission • Central Okanagan Food Policy Council • BC Cherry Association • Westbank First Nation • Young Agrarians • Regional District of Central Okanagan • Central Okanagan Community Gardens Society <p>Stakeholder session #2: The second stakeholder meeting was held at City Hall on November 23, 2016. Representatives included:</p> <ul style="list-style-type: none"> • BC Fruit Growers Association • Central Okanagan Economic Development Commission • Regional Air Quality • Central Okanagan Food Policy Council • UBC Okanagan • Regional District of Central Okanagan • Central Okanagan Community Gardens Society <p>Stakeholder session #3: The third and final stakeholder meeting took place on June 13, 2017. Representatives included:</p> <ul style="list-style-type: none"> • BC Fruit Growers Association • Central Okanagan Economic Development Commission • Regional Air Quality • Central Okanagan Food Policy Council • Regional District of Central Okanagan • Central Okanagan Community Gardens Society

Tool	Purpose	Activities and Outcomes
Agriculture Industry Group	<p>To inform representatives of agriculture industry of the purpose of the plan, and receive feedback on direction of the themes, recommended actions, and implementation strategy.</p> <p>3 meetings with the Agriculture Industry Group were held: June 2016, November 2016, and June 2017.</p>	<p>Agriculture Industry Group meeting #1: To gather input on the strengths and challenges facing the local agricultural sector. June 22, 2016. 10 representatives included:</p> <ul style="list-style-type: none"> • BC Tree Fruits • IMP2Go Consulting • PMRA Health Canada • BC Cherry Association • Ministry of Agriculture • AgSafe • Growers Supply • Grospurt • Sterile Insect Release Program • Farm Writer for BC Fruit Growers Magazine <p>Agriculture Industry Group meeting #2: The second session was held to present the Vision Statement and key priority areas and to receive feedback on a draft list of recommended actions for each priority area. November 23, 2016. 10 representatives included:</p> <ul style="list-style-type: none"> • BC Tree Fruits • IMP2Go Consulting • PMRA Health Canada • BC Cherry Association • Ministry of Agriculture • AgSafe • Growers Supply • Grospurt • Sterile Insect Release Program • Farm Writer for BC Fruit Growers Magazine <p>Agriculture Industry Group meeting #3: The third session was held to present the draft Agriculture Plan update and received feedback on the content. June 13, 2017. 8 representatives included:</p> <ul style="list-style-type: none"> • BC Tree Fruits • BMO Financial Group (Agricultural Lender) • PMRA Health Canada (2 representatives) • Ministry of Agriculture • Agriculture and Agri-Food Canada • Sterile Insect Release Program • Farm Writer for BC Fruit Growers Magazine
Farmer Session	<p>In order to drill into issues that may be specifically encountered by operators of small and medium scale farms, a special session was held in November 2016 to hear these concerns and identify opportunities.</p>	<p>The farmer conversation was held on November 22, 2016 at the Parkinson Recreation Centre from 5:00-7:00pm. 12 participants attended representing a total of 8 farm operations. Farms that were represented include:</p> <ul style="list-style-type: none"> • Okanagan Lavender and Herb Farm • Arlo's Honey Farm • Suncatcher Farm • Sunreal Organics • A & F Ritz Farm • The Homestead Farm • Sunshine Farm • Wise Earth Farm
Invited meetings	<p>Based on invitations, City staff and consultants conducted</p>	<p>Young Agrarians: The consultant took part in a phone discussion with the Executive Director of the Young Agrarians, on June 13th.</p>

Tool	Purpose	Activities and Outcomes
	<p>additional meetings with stakeholders during the months of June 2016 and November 2016.</p>	<p>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>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> <p>Several one-on-one meetings took place on November 22 and 23, 2016. These meetings were conducted in order to receive feedback on the draft key themes and recommended actions and ensure that no critical concerns or opportunities were being overlooked. These meetings included:</p> <ul style="list-style-type: none"> • Consultant and YLW; • Consultant and South East Kelowna Irrigation District; • Consultant, staff, and Okanagan Basin Water Board and BC Agriculture and Food Climate Action Initiative; and • Consultant, staff, Tourism Kelowna, and the COEDC.
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 and #2: June 2016: refine vision statement, obtain feedback on issues and opportunities, and launch survey, - #3: June 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 publicly, 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> <p>The third Open House took place from 4:00 to 6:30pm on June 21, 2017 at Reid Hall – Benvoulin Heritage Park. Approximately 40</p>

Tool	Purpose	Activities and Outcomes
		<p>people attended this event, which included an information booth that was used by staff to provide information regarding the final draft Agriculture Plan update to members of the public. Paper copies of the exit survey were available for attendees to fill out. Overall, attendees expressed a positive reception to the draft Agriculture Plan with the majority of questions being to clarify and better understand the recommended actions listed in the Plan.</p>
Key Issues Survey	<p>A key issues survey was developed early on 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 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>	<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 Agricultural Knowledge and Awareness, Local Food Purchasing, Knowledge of Agricultural Regulations and Policies, and Agricultural Plan Update.</p>
Exit Survey	<p>An exit survey was made available online and through hard copies in order to gauge the public's impressions of the draft Ag Plan Update and determine overall level of support towards implementation.</p> <p>The survey was made available during the month of June 2017.</p>	<p>The survey was made available online through the City's website between June 11 and June 30. Hard copies were distributed during the 3rd Stakeholder Session and 3rd Industry Group meeting and at the final open house. A total of 34 online surveys were completed and 40 hard copies were completed, for a total of 74 exit surveys.</p> <p>Questions included whether or not policies to protect farmland were important to the respondent, whether or not the actions put forward in the plan will help achieve the visions, and which actions in particular will have the most impact. An opportunity to provide additional comments was also provided.</p>

Round 1 Engagement Results

563 people participated in the key issues survey. Most of the responses were generated through the website (32 per cent), followed by Get Involved Kelowna (25 per cent) and then Facebook posts (19 per cent) and outreach (19 per cent). 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 per cent). Only 24 per cent had no direct connection to food production, while 42 per cent 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).

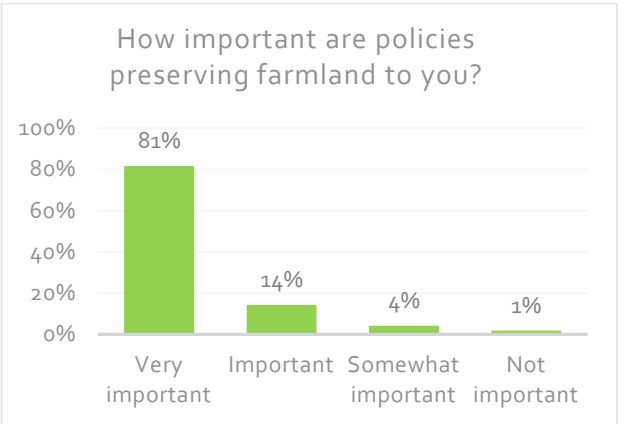


Figure 1. Question 1 - How important are policies preserving farmland to you? (552 Responses)

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

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.

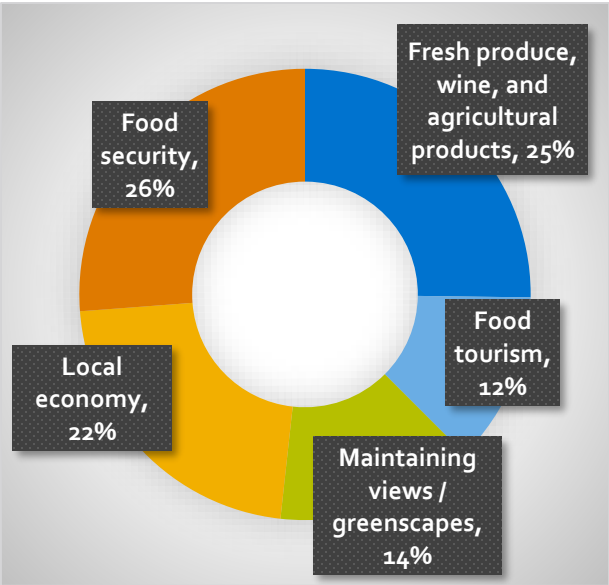


Figure 2. Other reasons for protecting farmland

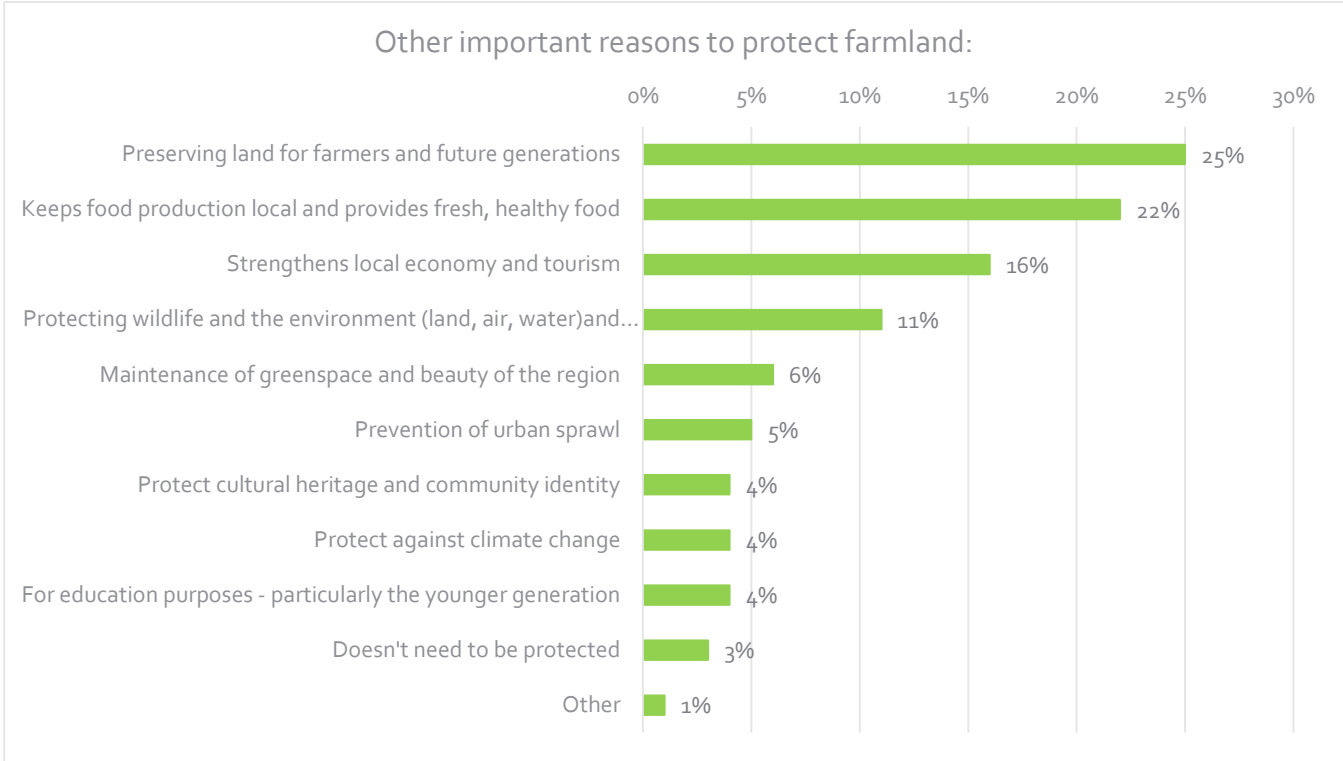


Figure 3. Question 2 - What is the most important reason to protect farmland ("Other")? (226 Responses)

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).

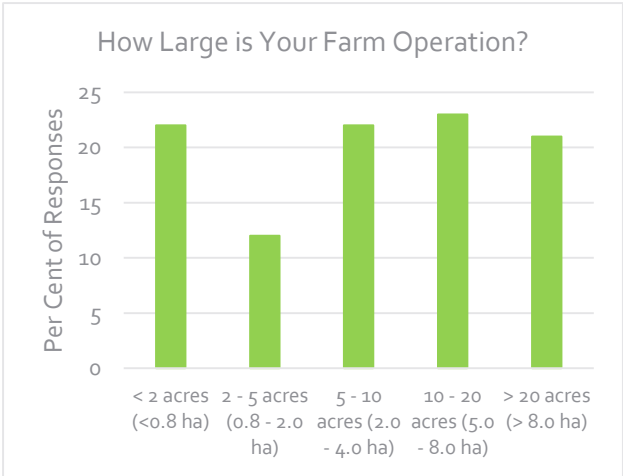


Figure 4. Question 5 - How large is your farm operation? (104 Responses)

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

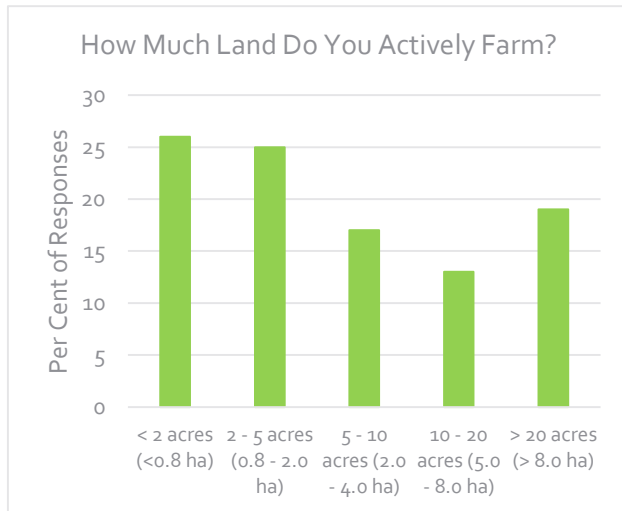


Figure 5. Question 6 - How much land within that farm operation do you actively farm? (104 Responses)

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 per cent 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.

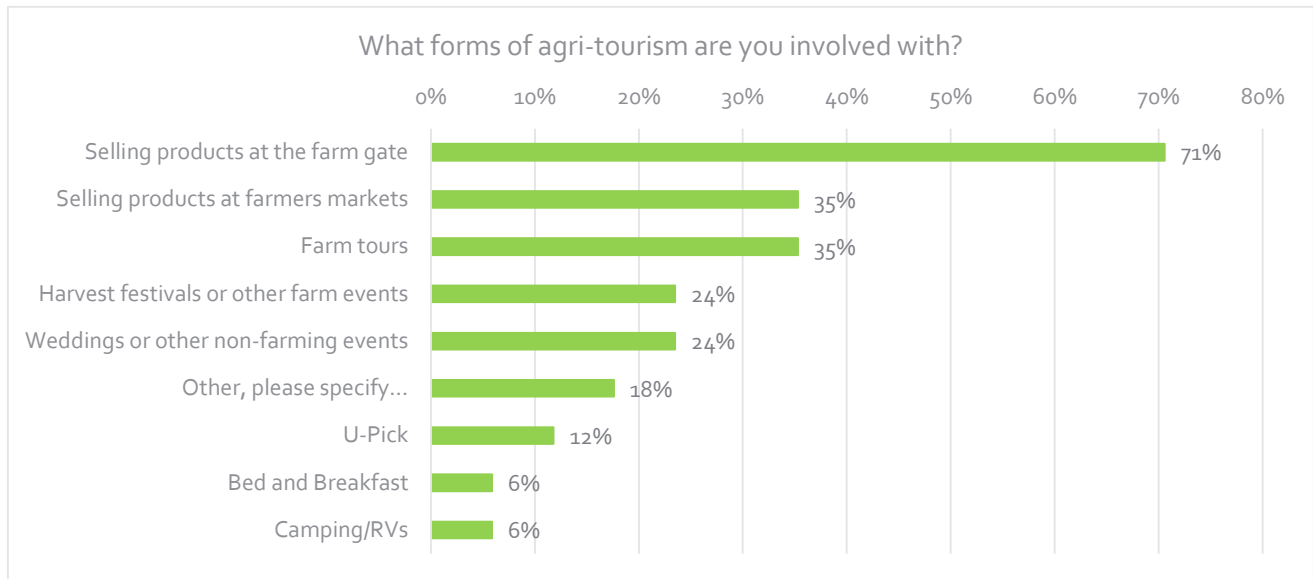


Figure 6. Question 8 - What forms of agri-tourism are you involved with? (17 Responses)

Agricultural Knowledge and Awareness

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

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

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

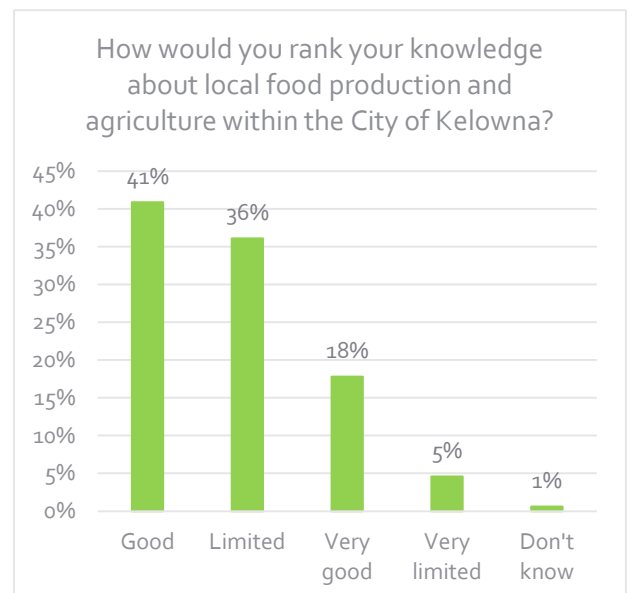


Figure 7: Question 9 - how would you rank your knowledge about local food production and agriculture within the City of Kelowna (523 Responses)

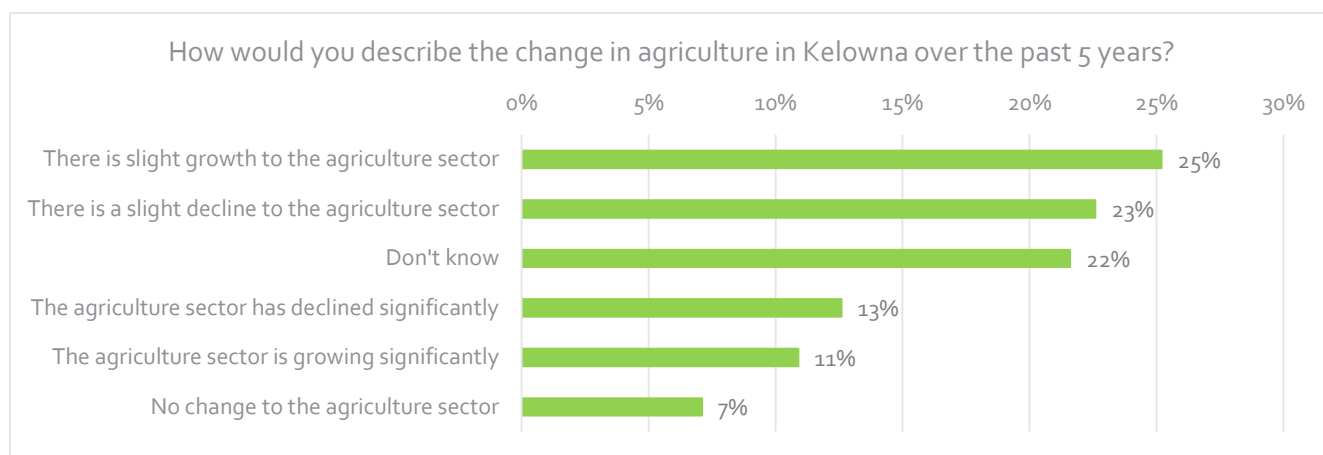


Figure 8. Question 10 - How would you describe the change in agriculture in Kelowna over the past 5 years? (523 Responses)

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.

Within the “other” category (20 Responses), 30 per cent mentioned that they considered local to be “as close as possible” and 20 per cent 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.

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

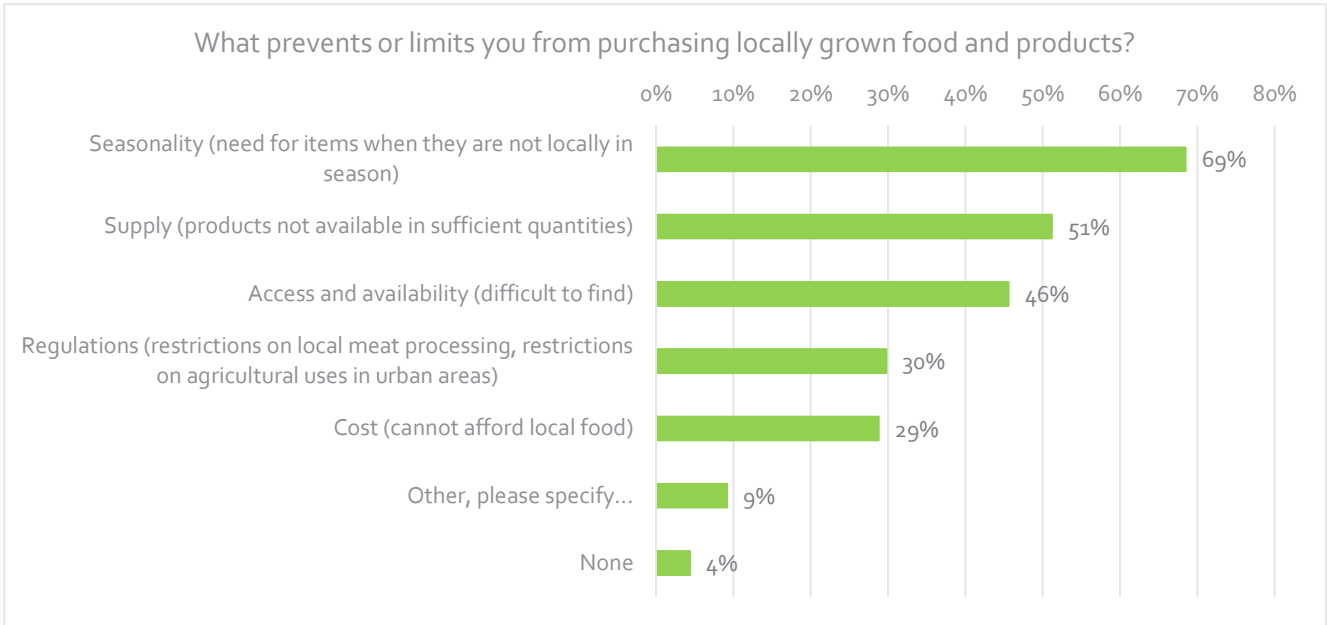


Figure 9. Question 13 - What prevents or limits you from purchasing locally grown food and products? (520 Responses)

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.

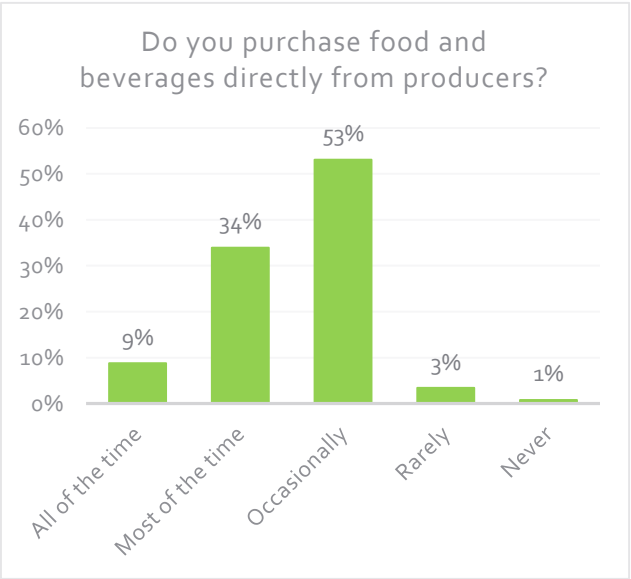


Figure 10. Question 14 - Do you purchase food and beverages directly from producers? (501 Responses)

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 per cent said that they definitely would.

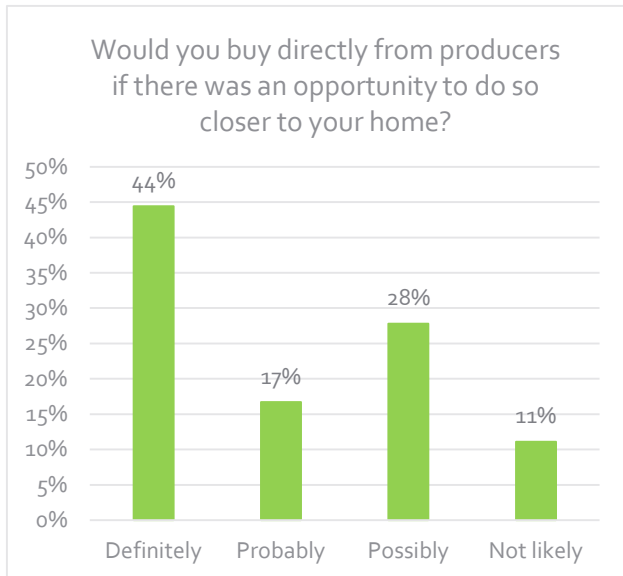


Figure 121. Question 15 – Would you buy directly from producers if there was an opportunity to do so closer to your home? (118 responses)

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 per cent of respondents indicated that they were not knowledgeable.

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 per cent 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 per cent said that they didn't think the City was doing enough.

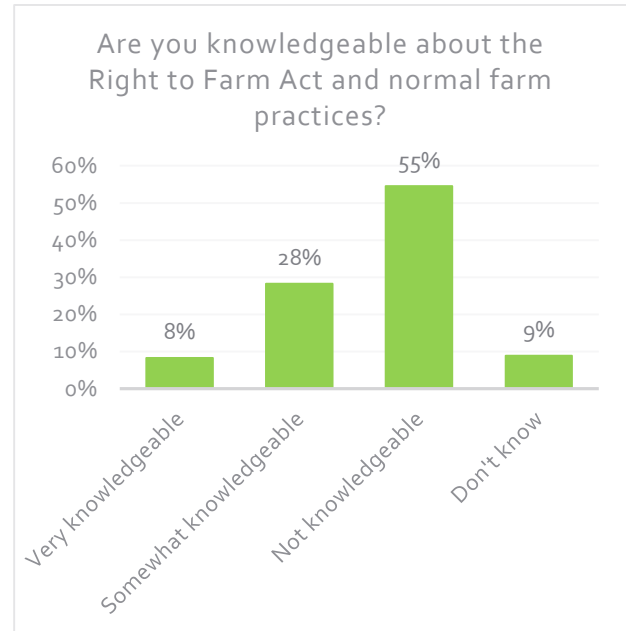


Figure 11. Question 16 - Are you knowledgeable about the Right to Farm Act and normal farm practices (516 responses)

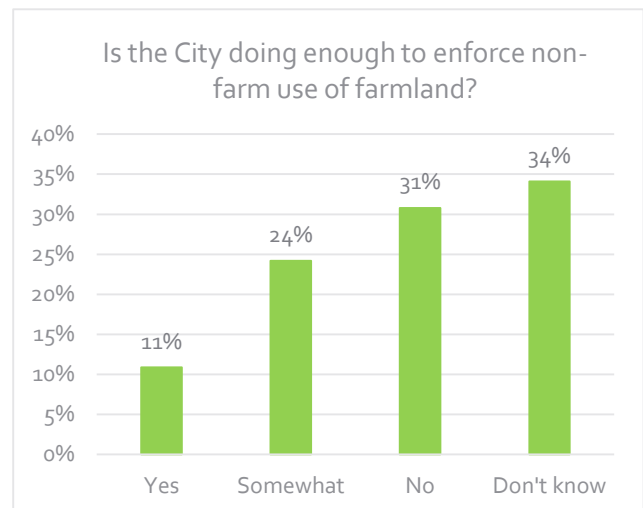


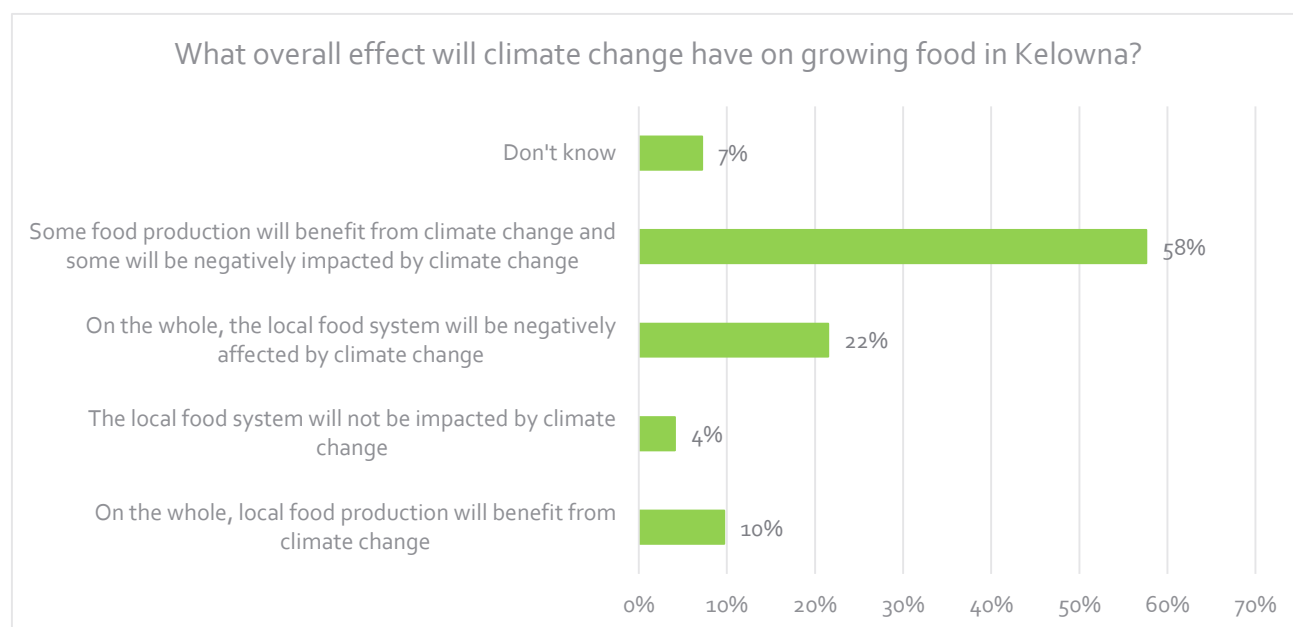
Figure 13. Question 17 - Is the City doing enough to enforce non-farm use of farmland to ensure that only permitted uses are occurring in agricultural areas?

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 per cent 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 per cent 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 per cent either agreed or strongly agreed with the statement.

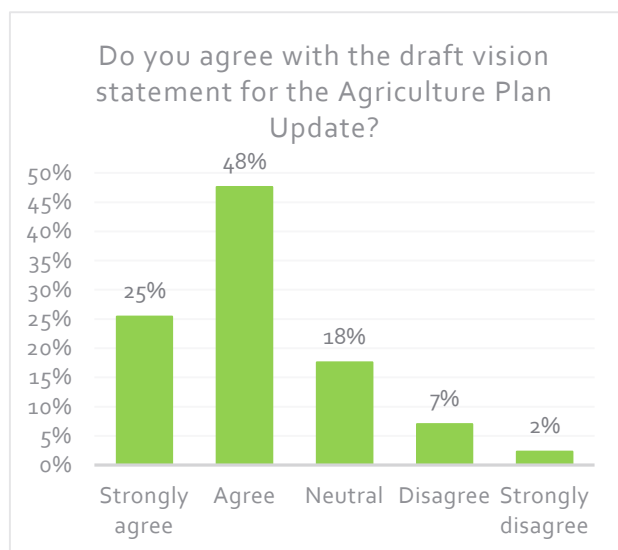


Figure 15. Question 20 - Do you agree with the draft vision statement for the Agricultural Plan Update (511 Responses)

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 per cent), strong cultural history of farming in the area (63 per cent) and local market is large enough to support farm businesses (53 per cent).

Some of the other responses were:

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

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 per cent),
- Competing non-farm uses for farmland (urban - rural edge issues) (70 per cent),
- Lack of succession planning (age of farmers, no new young farmers) (56 per cent).

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

Response	Percent	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

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

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 per cent)
- Protect farmland and prevent urban sprawl (15 per cent)
- More education around local food (i.e. in schools, at events, etc.) (9 per cent)
- Encourage backyard and urban agriculture including rooftops, boulevards, etc. (7 per cent)
- Promote and encourage sustainable agriculture production (i.e. organic, biodynamic, non-GMO, water conservation, etc.) (7 per cent)
- Bylaw enforcement for non-farm uses and non-compliances (5 per cent)
- Permanent year-round farmers market (5 per cent)
- Raise taxes for land that is not being farmed (4 per cent)

- Allow non-farm uses and agritourism opportunities to let farmers diversify their incomes (4 per cent)
- Partnerships with other organizations in Kelowna (4 per cent)
- Encourage locals to purchase local food (3 per cent)
- Develop local procurement policies to purchase local first (2 per cent)
- Allow backyard animal production (i.e. chickens, rabbits, etc.) (2 per cent)
- Central, large-scale composting facility for green waste (2 per cent)
- Control the deer population (2 per cent)
- Other (8 per cent) 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.

Survey 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 per cent 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 per cent) 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

Eight Key Themes Identified Through Round 1 Engagement

During the first round of engagement, key themes started to emerge from the feedback. In total information could be grouped in one of 8 key themes as illustrated in Table 11.

Table 11. Eight Key Themes Identified Through Round 1 Engagement

Theme	Key Theme Description	Associated Theme Actions
1	Harnessing and stewarding the bio-physical environment: taking advantage of great soil and sun, while minimizing water waste.	<ul style="list-style-type: none"> • Acknowledging climate change knowns and unknowns; • Supporting soil & other resource mapping updates; • Addressing invasive species concerns; • Solving wildlife conflicts; and • Providing leadership on water management (including irrigation).
2	Increasing consumer awareness and support for local agriculture: introducing Kelowna farms to residents and visitors alike.	<ul style="list-style-type: none"> • Clarifying agri-tourism jurisdiction and objectives; • Developing collective local marketing & branding; • Garnering local support for local food; and • Deepening partnerships with schools.
3	Managing urban and rural growth & development: keeping non-farm uses off the ALR.	<ul style="list-style-type: none"> • Reducing non-farm use pressures on ALR; • Protecting the ALR boundary; • Stepping up compliance and enforcement; • Encouraging farming on underutilized ALR lands; and • Creating residential footprint policies on farmland.
4	Supporting economic development of the agricultural sector: creating farms that create a profit.	<ul style="list-style-type: none"> • Supporting extension services; • Cultivating farm-scale business planning; • Advancing sector innovation; and • Educating farmers;
5	Improving the experience of farm labourers: enhancing the quality of life for farmworkers.	<ul style="list-style-type: none"> • Addressing labour needs on the farm; • Creating suitable farmworker housing; and • Solving transportation needs.
6	Bridging existing gaps in the food system: getting local food onto local plates.	<ul style="list-style-type: none"> • Addressing food security and food sovereignty;

Theme	Key Theme Description	Associated Theme Actions
		<ul style="list-style-type: none"> Determining food processing infrastructure and storage needs; Assessing existing distribution channels; Evaluating alternative local retail opportunities; Managing food waste reduction strategies; and Enhancing community gardening and urban farming opportunities.
7	Planning for farm succession: making sure that retirement of the farmer doesn't mean retirement of the farm.	<ul style="list-style-type: none"> Exploring the farmland trust model; Supporting alternative tenure arrangements; and Creating mentorships and apprenticeships.
8	Aligning local policies and regulations with the <i>Agriculture Plan's</i> vision: providing clear direction for decision-makers.	<ul style="list-style-type: none"> Updating the zoning bylaw and other bylaws; Creating innovative OCP policies; Developing guidelines and strategies; and Lending support to third-party initiatives.

Challenges and Opportunities Identified During Round 1 Engagement

The challenges and opportunities heard during the first round of engagement have been summarized according to the eight key themes as illustrated in table 12.

Table 12. Challenges and Opportunities Identified During Round 1 Engagement

Theme	Key Issues	Challenges	Opportunities
Harnessing and Stewarding the Bio-physical Environment (Taking advantage of great soil and sun, while minimizing water waste)	Climate Change; Invasive Species; Wildlife; Water Management	<ul style="list-style-type: none"> Deer in orchards. Water security and availability. Drought. Unpredictability of the growing season due to climate change. Invasive species and noxious weeds. Soil degradation (fill). Residents planting fruit trees and/or not maintaining fruit trees invite pests and invasive species that can transfer to farms. No restrictions as to what can be planted in buffer areas. Lack of a city-wide compost initiative. Lack of a city-wide or regional agricultural waste management plan. Environmentally sustainable farming practices are not widely used Agriculture economic sustainability is prioritized over Environmental sustainability. Competing for water - Lots of golf courses using lots of irrigation water in a semi-arid climate. 	<ul style="list-style-type: none"> Favourable climate and growing conditions. Quality of our agricultural land, products, world class. Land availability. Sterile insect release program. Ecological goods and services. Farmers in our (Young Agrarians) network are looking towards ecological water management strategies for their farms, for the long term water security of their businesses. Potential for key line design for perennial agriculture - idea is to "plant your water then plant your plants". Significant percentage of new farmers across Canada are going into 'ecological' agricultural production. Recognition of ecological goods and services that farmland provides. Okanagan Basin Water Board as a resource. Low levels of insects and disease. Climate change may be an opportunity.

Theme	Key Issues	Challenges	Opportunities
			<ul style="list-style-type: none"> • Payments could be offered for ecosystem services (e.g. Delta Farmland and Wildlife Trust). • Reduce deer to non-damaging levels, including removal of urbanized deer. • Responsible management of local aquifers to preserve their capacity. • Prohibit residential use of pesticides. • Create local composting initiative. • Create a regional agricultural waste management plan. • Do not provide support for gravel stripping operations from agricultural areas. • Consider having brown ways, rocks and scrub instead of greenways on golf courses.
Increasing Consumer Education and Support for Local Agriculture (Introducing Kelowna Farms to Residents and Visitors)	Agri-Tourism; Marketing; Branding; Support for Local Food Partnerships with schools	<ul style="list-style-type: none"> • Existing RV parks. • Agri-tourism standards put out by BC Min of Ag • Wineries and cideries have different standards than breweries. • Agri-tourism accommodation. • Agriculture is an industrial activity and should be thought of and promoted as such. It is not a pastoral activity which most the of community sees it as. • Appropriate messaging of farming as an industrial activity. • Need to support local families (through food affordability) and not just focus on the tourism dollars. • Need to educate the public on value of buying local. • Lack of support/resources/best practices for farmers to maximize agritourism opportunities • Food movement is driven and accessible only by upper-middle class. • Negative Perceptions of agriculture in the community. • Tourism - must balance with community needs 	<ul style="list-style-type: none"> • Agriculture sector is an essential component of our tourism sector. • Added-value to products (direct sales). • New City restrictions of RV parks on ALR. • Kelowna is the home base for Soilmate.com which is an online initiative launched in May 2104. Soilmate.com works with farmers to develop tools and products to help market local farms. This organization is promoting the message "know your farmer, know your food." • The Clubhouse Farm Daycare in the Ellison area of Kelowna provides childcare in a farm setting where children learn about nature, farm animals and growing fruits and vegetables. • Garden boxes are becoming common on the grounds of elementary schools and chefs are going into some of these schools to teach the kids. The Okanagan Chef's Association offered Chef's in the Classroom (7 class course on how to grow and eat Okanagan fruits and vegetables)

Theme	Key Issues	Challenges	Opportunities
		<ul style="list-style-type: none"> Lack of transparencies with actual ag issues (farmers say they 'need' agritourism to make ends meet, but there are successful farms that do not need agritourism dollars). Agriculture is separated from the rest of the food system. 	<p>to 3 elementary schools in Kelowna in 2016.</p> <ul style="list-style-type: none"> A subsidiary of the UBC Farm could be started at UBC Okanagan Provide a downtown agri-experience (link brewery, cidery, winery walking tour with agri-products grown locally). Local government and the community recognizing the importance of agriculture in Okanagan. Growing food movement, local, farmers' markets. Downtown farmers' market (more than one). Encourage buy local. Could support more than one market per week. Support for a permanent year-round indoor farmers' market. Agriculture is valued and supported by the public. Need to grow direct markets overall for the region. Opportunity to increase door-to-door and corner store local food shopping. Direct markets are the primary channel for sales. Good existing farm to table culture. Agri-tourism accommodation. Agriculture in the classroom is a good initiative. More events around local food production. Have ways for producers to communicate to locals when there is an abundance of produce that needs to be used up before it goes bad - maybe being sold at a discount. Partner with Urban Harvest and use their service in getting local and/or organic food to people who can afford it and don't have the time to go out and get it. Establish a co-operative marketing outlet for local farm produce.

Theme	Key Issues	Challenges	Opportunities
			<ul style="list-style-type: none"> • Incentives for door-to-door delivery of produce • On-line shopping with delivery would open up an enormous market to many. • Partner with the Central Okanagan Food Policy and other organizations working to advance food security in Kelowna. • Celebrate farmers and growers with annual awards at same time as you're giving out awards for citizen and young citizen of the year • Work with local advocacy groups such as the Central Okanagan Food Policy Council and Radical Action with Migrants in Agriculture to promote access to healthy food, policy that promotes regional food security, and justice for farmworkers. • Collective marketing/brand that stores/restaurants can use if they are proven to use local products when available. This would allow consumers to support those businesses and for the businesses to use the sign as a selling point.
Managing Urban and Rural Growth & Development (Keeping non-farm uses off the ALR)	Non-farm use pressures on ALR; Protection of the ALR boundary; Farmworker housing Encouraging farming on underutilized lands; Residential footprint policies on farmland	<ul style="list-style-type: none"> • Agricultural land being bought as estates. • Agricultural land to be used for non-farm uses. • NIMBY (not wanting a farm next door). • Development pressures (easy to develop, land supply is going down). • Farmland on US side is much cheaper. • Issues of people buying land and putting up big houses, not farming it. • Farmland owners who are doing the bare minimum to meet farm tax status. • The \$2,500 income threshold for BC Assessment farm tax status is too low, outdated and unrealistic – real farmers make way more than that. 	<ul style="list-style-type: none"> • More than 50% of the land base is farmland. • Increase minimum lot sizes to reduce farmland subdivision applications. • Establish guidelines or policies to limit the residential footprint on farmland. • Encourage more urban food production. There is a lot of green space and unused land within the City of Kelowna Downtown area and it would be great to see Kelowna take the lead in urban food production, whether by adding further community gardens, planting trees and shrubs which produce edible fruits rather than ornamentals, or encouraging backyard beekeeping/chickens, etc. • Legalize backyard animal husbandry (hens, rabbits; maybe

Theme	Key Issues	Challenges	Opportunities
		<ul style="list-style-type: none"> • Farmland is underutilized for agriculture. • Rural residential use of farmland. • Lack of buffers between farm and non-farm use. • Local economy is dependent on non-farm growth. • Home site severances. • Urban edge issues. • Developers and speculation culture. • Real estate and political culture of ALR as a land bank. • Pressures from population growth and immigration. • Roads through agriculture land. • There are “islands” of residentially populated land that you have to create “bridges” (i.e. roads) through ALR to connect. • Bike races through East Kelowna where they ask farmers to stop their normal business for a morning to allow for the race which impacts operations. • Roads through agriculture land becoming thoroughfares to connect non-farming areas. • Some infrastructure to deal with traffic becomes problematic for farmers (e.g. some roads in East Kelowna have had traffic calming to deal with traffic, but the speed bumps don't allow for big trucks to move easily from the farms to the packing house with a perishable product). • Roadway improvements don't always keep the farmer in mind. • Citizens who purchase homes close to operational farms and orchards complain about noise, dust, pesticide application and the use of helicopters called in to blow water off of ripening cherries after heavy rains. • Farmworker housing and types of labour (large scale vs. small scale farm jobs). • Need for Temporary Farmworker Housing strategy, 	<ul style="list-style-type: none"> even goats for large enough yards). • Policies to prevent further development at the perimeter of the ALR. • A buffer strategy to manage the ALR along different zones. • Access to seasonal agriculture worker program. • Housing for workers that meets regulations and is affordable and accessible. • Employment for low income / disability individuals, health benefits. • Design templates and programs for farmworker housing components (e.g. bathrooms, etc.). • Supporting farmers with issues like farm labor housing, cherry pickers campsites. • Work with farmers on adequate housing and conditions for temporary workers, pickers. • Work with existing groups like RAMA to develop a strategy. • See if bikes can be provided to these workers, from some of the groups that collect donated bikes. • Create a strategy for farmworker housing, additional municipal housing inspection checks and enforcement on bylaw breaches (including those related to waste management on farm sites and near farm bunkhouses). • Support transit reform to increase farmworkers' access to amenities. • More full time farm opportunities (year round)

Theme	Key Issues	Challenges	Opportunities
		<ul style="list-style-type: none"> • Need for workers who are affordable. • Need labour/help but can't afford the help. • Workers who are available may have language barriers. • Workers who live offsite require transportation. • Workers are attracted to higher paying jobs (non-agricultural). • Regulation vs adaption to growth in the sector. • It is difficult to hire local people for seasonal farm work so foreign workers program requires farmers to provide housing. • Low wages attract migrant workers, but minimum wage does not attract local employees. • Farmers need to get higher prices for their products to be able to afford to pay higher wages. Low wages that farmers have to pay so they can make a living are not attractive for local workers and must rely on migrants. 	
Supporting Economic Development of the Agricultural Sector (Creating Farms that Turn a Profit)	Extension Services; Business Planning; Sector Innovation; Education for farmers;	<ul style="list-style-type: none"> • Cost of production is very high. • Difficulty making a living farming (even fruit farming). • Competition from box stores for cheaper food. • Ability to finance operation and growth. • Local farmers have to pretty much do everything themselves (grow, market) as no central 'hub' to bring produce for cleaning, packaging, selling. • High price of land makes farming hard to get into if you don't already own it. • Need to encourage alfalfa farmers to grow other crops. • Farming is a wonderful occupation...growing food should be a esteemed job (like being a sommelier or a chef). • Farmers need accessible, clear access to info and help with planning and the business skills 	<ul style="list-style-type: none"> • There is a need for more business plan mentoring – need financial resources. • We can develop niche products – people want our product. • Local ventures. • Young Agrarians will offer a Business Mentorship program that pairs new farmers with experienced farmers with production, business and mentorship skills. • Co-operative model could be expanded. • Secondary support services thrive locally. • Experienced farmers have access to innovation. • Access to tree varieties. • We have experienced and educated growers producing high quality fruit. • Innovative and high tech farmers. • Industry groups can help be involved in the implementation

Theme	Key Issues	Challenges	Opportunities
		<p>side of farming especially when engaged in agri-tourism.</p> <ul style="list-style-type: none"> • Lack of agricultural policy knowledge (e.g. administrative hoops to go through when trying to build farm housing development. • Inconsistent work opportunities in farming. • City does not have a dedicated person to do food systems work (Sustainability Coordinator does food system work, along with other areas). 	<p>phase to get some key messaging out.</p> <ul style="list-style-type: none"> • The development of precision agriculture technology can put the Okanagan Valley in a world leadership position and generate high paying jobs. • Extension officer services could be created/expanded. • Funding support to help with the Young Agrarians' Land Matchmaker program for Kelowna. • Apprenticeship or mentoring program. • Need a dedicated entity / process for promoting communication / networking / cross promotion among farm operators' region-wide. • Education and training for farmers. • Educate farmers on other value added crops - such as pulses - that have a significant export potential and are ideally suited to our climate and soils. • Help new farmers easier access to all they need to make their business a success and less time waiting for any pertaining permits or other required paperwork. • Consider whether renewable energy projects could be fostered to support agricultural lands and projects, perhaps as a source of income and energy, such as shared community projects on fallow land or farm outbuildings.
Bridging Gaps in the Food System (Getting Local Food onto Local Plates)	Food security and food sovereignty; Processing; Storage; Distribution; Retail;	<ul style="list-style-type: none"> • More local processing is needed (i.e. garlic). • No local large-scale composting facility. • Public needs to start growing more of their own food as we do not have enough local farmers to feed everyone (if we want to localize our food system). • Lack of availability of local foods in many retail stores. 	<ul style="list-style-type: none"> • Central Okanagan Food Policy Council nurtures a just and sustainable food system through policy, education, and food action by (1) influencing food policy at the municipal level, (2) providing education to increase awareness of all aspects of the food system, and (3) supporting food action projects/initiatives through (a) coordination and development of up to one project at a time, (b) consultation, and (c) connection.

Theme	Key Issues	Challenges	Opportunities
	Waste Management; Community gardens;	<ul style="list-style-type: none"> Gap exists in getting distributors to help get local food to local markets. Lack of public community processing/cooking facilities. Many community agencies that support local food and food related initiatives are reliant on grants. There are 11 community gardens (as of 2014) in Kelowna with plots for rent for \$15 per season; however, the waitlists for the plots continue to grow. Plots are on city land, but coordinated by the Central Okanagan Community Gardens Society. Kelowna does not have a "Co-op" where locally produced (organic) food can be collected, cleaned, packaged and sold to consumers. On the same theme, there are no shared packing facilities for small-scale farmers. No Food Hub or Community Food Centre in Kelowna Food Waste - Grocery stores rarely offer "discount" shelves for produce and are no longer allowed to donate 'imperfect' food to local charitable organizations - Lakeview Market currently has a 'seconds' or 'imperfect' produce shelf that is low cost. Many other stores are throwing out product due to restrictive laws related to selling food past date or giving fresh foods to local charitable organizations. Food banks and food programs have become the 'norm' and a band aid to the larger problem of insufficient social assistance and working wages that reflect an adequate living wage for this region. BC Tree Fruits promotes food waste by only accepting 'perfect' fruit from their growers. Contracts with the growers inhibit the sales of the 'seconds', so the 	<ul style="list-style-type: none"> Since February 2016 farmers who donate food to the food bank are eligible for a tax credit for the current tax year equal to 25% of the value of the qualifying gifts. Valley First Credit Union (three locations in Kelowna): The "Feed the Valley" campaign was established in 2010. All funds raised in Kelowna stay in Kelowna. Valley First has also sponsored the creation of ten different nutrition guidebooks that are available at the Food Bank. These guidebooks explain how to eat as well as possible on a limited income and how to cook with foods that are often distributed in food hampers (i.e. dried legumes). Farmers Market Coupon Program is currently offering weekly coupons to the families and seniors in need - funding for three years has now been announced. The Okanagan Fruit Tree Project: Established in 2013. Volunteers glean fruits, vegetables and nuts that would otherwise go to waste from commercial and backyard orchards and gardens. This food is then donated to over 20 local charitable organizations. The Fruit Tree Project is now a registered charitable organization in its own right. Strong "Farm to Table" movement: A significant number of local restaurants are featuring locally grown foods (Raudz, Bouchons, Waterfront wines) and one hotel is planning to grow their own produce on-site (The Delta Grand). Summerhill Organic bistro has been doing this for nearly a decade. Many of the farms located within City limits have farmgate sales and sell directly to consumers (i.e. Old Meadows Organics, Function Junction, Hillcrest Market, Ogi's).

Theme	Key Issues	Challenges	Opportunities
		<p>imperfect fruit are not picked and left to rot.</p> <ul style="list-style-type: none"> • Disconnect from local agriculture's impact on community health. The global food system contributes to the overproduction of subsidized crops that are used in highly processed foods that are cheap to buy and easily accessible by the population, contributing to development of chronic disease. • High cost of food in general and locally grown food in particular is a barrier to low-income individuals and families • "Bigbox" stores offer convenience of purchasing a wide array of foods and household needs and are centrally located on bus routes and offer lower price options. It is hard for smaller businesses to compete with this. 	<ul style="list-style-type: none"> • B.C. Tree Fruit Market sells direct to consumers as does Sunrype Fruits in downtown Kelowna. For many items prices are lower than in local grocery stores. • Improve connection and communication with restaurants, retailers, and distributors. • Possibility of offering a break on licence/permit fees in exchange for offering local food products. • Shared infrastructure and processing. • Educate farmers on how to market to and supply the retail chain. • Work with the supply chain to help farmers have easier access to local and regional retailers. • Community gardens hand-in-hand with community kitchens where people learn what they can do to prepare/serve they stuff they grow. • Partnered programming between Community Gardens Society, Interior Health, Chefs Association and Active Living & Culture. • Incentives to replace your lawn and plant a garden - raised bed kits and how-to-workshops with Community Gardens and Lee Valley. • Community cold storage to grow more storage crops for winter consumption. • Community greenhouses to have a 12 month growing season. Localizing the food system, where farmers are able to sell their crops to make a decent wage, alongside the development of provincial/federal policies that allow a person to receive a living wage through a guaranteed annual income is ultimately what needs to happen in the interest of population health.
Planning for Farm Succession	Farmland trust;	<ul style="list-style-type: none"> • Land is too expensive for young farmers and our seasoned farmers are too old to keep farming for much longer. 	<ul style="list-style-type: none"> • Central Okanagan Community Farm Society - training new farmers, growing food, donating to food bank and many social

Theme	Key Issues	Challenges	Opportunities
(Making sure retiring the farmer doesn't mean retiring the farm)	<p>Alternative tenure arrangements;</p> <p>Mentorships and apprenticeships.</p>	<ul style="list-style-type: none"> • Real estate pressure – big homes on underutilized farms. • Many farmers need to address succession planning. • Many of our experienced farmers are “burnt out” and have lost the fire to fight for change in the food system. • Disconnect with realtors – people don't know what they are buying and what will happen to them when they purchase land next to ALR / A1. • Realtors promoting ALR as a “holding property.” • High price of land if we want to buy more. • Limitations in terms of capital access from lenders based on whether person trying to qualify for land owns property, or has stable lease agreement. • Established landowners' interests are protected by outdated policies and decision-making. • Land taxation policies do not stimulate production on underutilized farmland. • Affordability of farmland. • Lack of urban farmland access. • Young farmers need mentorship and support from the community to grow food for the local community. 	<p>service agencies. Follow ‘organic’ growing principles.</p> <ul style="list-style-type: none"> • City owned and operated farm land trust. • Expansion of the Central Okanagan Community Farm Society to train more new farmers. • Agriculture program at Okanagan college, training and apprenticeship (similar to other trades like carpentry, cooking). • Make food culture part of school curriculum. • Food Skills as part of school curriculum, from K-grade 12. • Since larger scale ag that is focused on single commodity crop for export is not usually attainable for new farmers (cost of land and infrastructure is prohibitive) a lot of new entrants are going into small scale, as well as ecological production (values driven farmers that start up because they want to make a difference and are very concerned about climate change). • Community gardens. • Need for more tenured stable, viable lease opportunities. • An incubator farm is being developed for Kelowna which will be great for training, but farmers will still need support developing tenured agreements post-incubator program. • Young Agrarians would like to develop an Okanagan Land Matchmaker position to support that based on our pilot project in the Fraser Valley with the City of Surrey. The program is modelled directly off of and in collaboration with Banques de Terres / Quebec's Land Bank program. We will be reaching out to municipalities and regional districts as partners to fund a matchmaker for the regions and make the service affordable by sharing the expense.

Theme	Key Issues	Challenges	Opportunities
			<ul style="list-style-type: none"> • Get real estate industry to market farmland for farming, not as a "holding" or "investment". • Changes could be made to land taxation policy. • There are innovative farm tenure options that exist. • Agricultural land trust. • The city needs to identify farmers who are interested in creating land trusts as a better way of protecting farmland than the ALR (and its interminable applications for and acceptance of exceptions), and work with these farmers to preserve our valuable farmlands.
Aligning Local Policies and Regulations (Providing clear direction for decision-makers)	Zoning; OCP policies; Bylaws; Guidelines; Strategies; Initiatives	<ul style="list-style-type: none"> • Constantly changing regulations / zoning restrictions. • Farmers uncertain of regulations = causing themselves more work and spending money they don't need to (i.e. affecting waterways, placing fill, building). • Signage is limited, restricted, hard to get the city to maintain. • Would be great to have promotional signs for agriculture (e.g. pumpkin patch sign hard to get). • Layers of regulation at the city: money requirements for surveys, landscape architects, etc. just for basic farm building. • Interior Health, health inspection process is arduous. • Bee keeping bylaw requires 1.5 acres of land to keep bees. • Poor ALR application process (directly sent to ALC). • Irrigation districts. • Bylaws prohibit chickens on urban land. 	<ul style="list-style-type: none"> • Urban Agriculture is a "principal use" in all single and two-family dwelling zones, public and institutional zones and a "secondary use" in multi-family, commercial and industrial zones. • Home-based business bylaws allow sale of goods produced on-site. • Need to be more proactive around compliance, currently it is reactive and complaint driven. • Support for compliance and enforcement through increased funding. • Increased communication between the City and the ALC (e.g. big building issued by City but didn't notify ALC). • Need people actively going out there to look at what is happening. • Would like to see restrictions on house size ("monster houses") which detract from agricultural integrity. • Farm buildings and farmworker housing shouldn't have the same landscaping standards, etc. • Have green procurement strategies in place (in partnership with other bigger employers such as IH) that support local food and local farmers.

Theme	Key Issues	Challenges	Opportunities
			<ul style="list-style-type: none"> • Internal - buy local protocol for any City-hosted events - no more out of season strawberries. • Make sure zoning bylaw and OCP reflect the Agriculture Plan. • It would be better to replace the outdated bylaw with beekeeping guidelines that stipulate such things as swarm management, property set-backs, limits on number of hives based on property size (as have been adopted by other municipalities in B.C.). food gardening space (although small parks with play structures are located in many). • The Kettle Valley subdivision in the Upper Mission has a lot of green space but it is playground or lawn. There could be at least one Food Forest in this subdivision or communal food gardening space. The same can be said for new condo or townhouse developments. Perhaps communal gardening space needs to be legislated into all new developments. • Recently amended the Official Community Plan and the zoning bylaw to encourage the development of shared garden space in multi-residential developments to help ease the pressure for community garden space (OCP indicators report 2015). • Advocate the province to increase minimum required sales for farm tax status. • There is an opportunity for the City to allow the Ag advisory committee to expand their conversation beyond ALR applications into other important agricultural topics and act proactively. This includes allowing food system stakeholders to present in meetings to inform those on the Ag advisory committee.

Round 2 Engagement Results

Purpose of the Engagement

The purpose of this round of engagement was to present the Vision Statement and Key Priority areas that have been developed for the Agriculture Plan Update to stakeholders, and to receive feedback on a draft list of recommended actions that have been developed for each Key Priority area.

The seven Key Priority areas that were presented to stakeholders along with the list of recommended actions are presented in the accompanying document Draft Recommendations October 2016 Schedule B, as presented at the City of Kelowna Council Meeting on November 14, 2016.

It is worth noting that representatives from the Okanagan Indian Band (OKIB) and Westbank First Nation (WFN) were invited to participate in these meetings but did not attend.

In general, the stakeholders were supportive of the overall direction of the Agriculture Plan Update. Specific additions and/or change to the recommended actions were provided and can be used to revise the draft list for the development of the Draft Agriculture Plan Update.

Additional Actions Identified During Round 2 Engagement

During the November Agriculture Plan Update engagement, the following action items were proposed to be added to the Draft Recommendations. These proposed actions are for consideration only and will be reviewed and vetted prior to the development of the draft Plan. The proposed actions are provided under each of the 7 theme areas.

THEME 1 - HARNESSING AND STEWARDING THE BIOPHYSICAL ENVIRONMENT

- Monitor the use of herbicides and pesticides to manage farm pollutants, minimize the overuse

of chemicals, and provide baseline monitoring of the use of these chemicals;

- Support and promote organic production methods;
- Undertake a governance study, ideally by a third party, to determine how agricultural water users can best be served by either the current irrigation district, by a City water provider, a hybrid, or something else;
- Develop an Agricultural Water Plan for the City;
- Promote and support OKSIR and push for similar initiatives for other pests;
- Update the noxious weed bylaw to ensure that the replacement noxious plants is done with pollinator-friendly species;
- Update the noxious weed bylaw to include noxious insects and diseases;
- Work with fruit growers and experts on appropriate trees to distribute in urban areas (i.e. urban use and RV Park use of fruit trees for aesthetic purposes can spread pests and diseases into the farming areas);
- Ensure adequate water supply for farming (include a reference to water quantity, not just pricing);
- Support work being undertaken by OBWB and/or the BC CAI to model climate change impacts on water availability for the farming community (e.g. provide OCP and zoning buildout numbers for GIS modelling);
- Limit or restrict the sale of cedar hedging within the city as they are especially heavy water feeders;
- Update the soil deposit and removal bylaw, and include reference to composting;
- Include an action regarding the need for education of the public around existing bylaws;
- Provide leadership around best management practices for mulching (e.g. use mulch in city landscaping activities);
- Ensure that water restriction/drought level messaging is consistent across jurisdictions in the region;

- Support the creation of a regional composting facility for yard waste and food scraps; and
- Support the work that is being done in regional air quality plan (smoke reduction).

THEME 2 - INCREASING CONSUMER AWARENESS AND SUPPORT FOR AGRICULTURE

- Continue to support YLW programs such as Farm to Flight and expanded services at the airport such as a new restaurant in the departure lounge that will serve local apples, beer, and wine;
- Work with the BC Farmers Market Association on an expanded market strategy and investigate options for pocket markets;
- Work with the BC Farmers Market Association to determine what infrastructure is needed in order to find a better, permanent, year-round market location. Tourism Kelowna is also interested in a more consistent and permanent location for the market;
- Work with Tourism Kelowna to facilitate agricultural events (festivals, open houses, cycle tours, etc.);
- Increase public education of farming practices and what crops are being produced through signage;
- Developing a resource registry of farmers willing to go to schools or host school groups on their farms; and
- Investigate making multi-family shared gardens mandatory in new developments through DCCs or amenity benefit tools.

THEME 3 - MANAGING URBAN AND RURAL GROWTH AND DEVELOPMENT

- Work with YLW to determine how the impacts of ALR exclusion, for airport expansion, could be offset by creating benefits to the agricultural sector (e.g. provide topsoil to other farms, create on-site storage and warehousing for distribution by airplane, etc.);
- Clarify what are allowable activities on agricultural land (e.g. ensure that buildings for storage, non-soil bound agriculture is not taking up too much land);

- Include farmers in discussions regarding roadway changes and provide opportunities for farmers to apply for roadway changes;
- Create a public service initiative that includes messaging (e.g. website, social media, printed signs) to educate non-farming residents about what to expect month-to-month in terms of agricultural activities;
- Use signs to promote when spraying is occurring (e.g. please respect that farming is an industrial activity).
- Target those purchasing land in the ALR/A1 or near the ALR/A1 to educate them about normal farm practices. This could include information at point of sale (e.g. covenant or disclosure agreement to acknowledge agricultural activities and the Right to Farm Act);
- Plan traffic calming measures and transportation corridors such that they do not bisect agricultural communities; and
- Develop restrictions on new developments next to farming to include buffers and other edge planning tools.

THEME 4 - SUPPORTING THE ECONOMIC DEVELOPMENT OF THE AGRICULTURE SECTOR

- Investigate options for DCCs for temporary worker housing;
- Support the concept of developing a cooperative food hub;
- Determine what the best role is for the City regarding agri-tourism (e.g. develop a strategy; clarify allowable uses, etc.);
- Provide a staff point-person (agricultural champion or extension staff) for farmers at the City level in planning and possibly engineering/infrastructure services. This could be an agrologist; and
- Collaborate with OK College, UBCO and community farm groups on incubator farm and restaurants concepts.

THEME 5 - BRIDGING EXISTING GAPS IN THE FOOD SYSTEM

- Support the Kelowna Okanagan Food Hub Initiative;
- Make grant programs accessible to food security and agricultural organizations that are registered societies but do not necessarily have charitable status;
- Partner with the Kelowna farmers market to plan a food hub;
- Include community pasture possibilities or leased public land for farming;
- Encourage people to farm in urban areas (e.g. zoning to encourage bee keeping and urban chickens);
- Conduct soil testing and publish results to identify where food could/should be grown in the City;
- Work with the airport to identify food storage opportunities for producers wishing to distribute products through YLW; and
- Facilitate education around economic viability of farming on small, urban lots.

THEME 6 - PLANNING FOR FARM SUCCESSION

- Encourage production on under-utilized land;
- Match tax rates with land production activities: Tax higher rates for under-utilized land instead of lower farm rates;
- Ensure options for keeping farm families on the farm exist;
- Lobby Provincial and Federal governments to support agriculture;

- Support the Central Okanagan Land Trust and partner with them to explore if and how agricultural land could be included as part of the trust;
- Promote business aspects of running a farm.

THEME 7 - ALIGNING LOCAL POLICIES AND REGULATIONS WITH THE PLAN'S VISION

- Provide information on who people can talk to about farming issues;
- Investigate options for addressing mule deer;
- Provide recognition that the expansion of YLW, as identified in the 2045 Airport Masterplan, will require the exclusion of ALR parcels;
- Support a third party review of irrigation districts and the city water provider(s) to determine what type of water governance best serves agricultural users (must consider cost, health standards, and agricultural needs);
- Ensure that water and agriculture is written into plans and bylaws (in particular if irrigation districts are amalgamated);
- Consider developing a drought management and response plan (e.g. as West Kelowna has done);
- Look to regional approach to address some issues; and
- Provide support for NGOs that are working in the areas of food security and agriculture.

Round 3 Engagement Results

Purpose of the Engagement

The purpose of this final round of engagement was to present the draft Agriculture Plan Update to stakeholders, and to receive feedback on the implementation strategy. The final draft Agriculture Plan Update has 4 Key Themes and 51 actions (and an additional theme for 9 actions that the City can support but not lead). In general, participants in the stakeholder sessions indicated strong support for the Agriculture Plan update.

Stakeholder Session and Industry Group Meetings

The format for the Stakeholder Session and the Industry Group Meeting was similar. A presentation regarding the highlights of the plan was provided and discussion focused on which actions had the most support, a conversation about implementation, and a general Q&A discussion.

SUPPORT FOR ACTIONS

The following actions received the most support based on discussion at the Stakeholder Session and Industry Group Meeting:

Theme 1: Strengthening local policies and regulations to protect agriculture.

- Support for OCP, DP Guideline, and zoning updates.
- Enforcement and compliance.

Theme 2: Stewarding natural resources and the environment for food production.

- Buffers – edge planning recommendations have significant opportunities to reduce conflicts.
- Noxious weeds bylaw update – SIR can help with updating this list.
- Implementing the Clean Air Strategy.
- Water security and sustainability – including pricing.

Theme 3: Improving awareness of local agriculture and access to local food.

- Like the idea of a signage program – need signs that identify crops.
- Communications with real estate industry.
- Farm tours (for City officials, staff, and farmers too). Could partner with RDCO on this.
- Awareness of practices not just economics.
- Increasing farm product retail opportunities - some looking for opportunities to sell other than the current market.

Theme 4: Fostering and sustaining farm businesses and farmland.

- Support for the farmland trust model. In particular, the Food Policy Council and Community Gardens Society support this.

Supporting Actions:

- Water security
- Permanent farmers market location.
- Liaison and extension services.

IMPLEMENTATION COMMENTS

- Industry groups can help with communications, awareness, can share data and stats with the city for dissemination.
- Buffers may be challenging to implement, particularly in areas that are already built up.
- SIR can provide help with noxious weeds bylaw enforcement – best practices. Will need to bring in RDCO as well.
- COEDC can support with farmers needs and wants regarding business planning.
- RDCO would like to be involved in communication with real estate industry.
- Extra staff resources will be key to successful implementation otherwise it will be hard to enforce the zoning bylaw updates.

QUESTION AND ANSWERS DISCUSSION

- Would like to indicate to Council that the Ag Industry shows support.
- Perhaps a group, or council (e.g. Farmers Institute) could be established for farmers and farmer-allies to speak as one voice. Forum for planners and farmers to get together and discuss issues of common interest.
- Support Min of Ag in communication innovative farm practices (not just the type of crop but the practices themselves), learning opportunity for farmers and planners alike. The province is updating the "Countryside and You" brochure and the City could support by disseminating it at the front counter.
- Would be great if there could be an update regarding the status of the implementation sent back to the community (perhaps once each Phase is completed?).

Open House

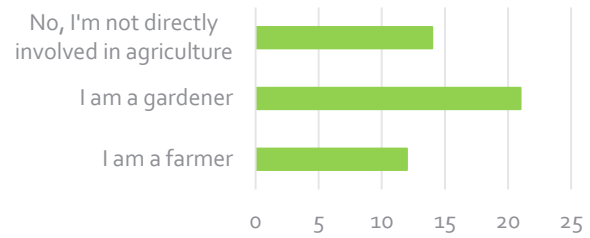
The third Open House took place from 4:00 to 6:30pm on June 21, 2017 at Reid Hall – Benvoulin Heritage Park. Approximately 40 people attended this event, which included an information booth that was used by staff to provide information regarding the final draft Agriculture Plan update to members of the public. Discussions with attendees focussed on responding to clarifying questions and the tone was one of general support.

Exit Survey

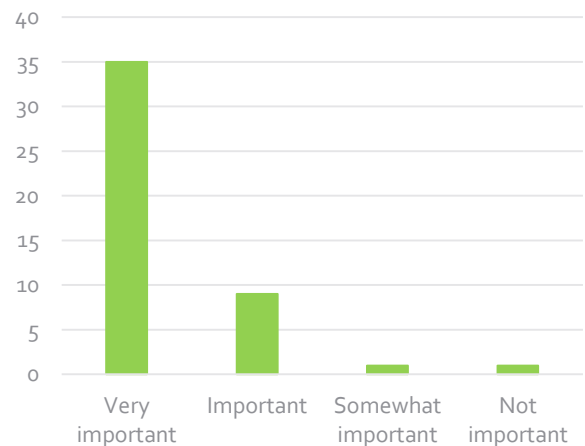
The survey was made available online through the City's website between June 11 and June 30. Hard copies were distributed during the 3rd Stakeholder Session and 3rd Industry Group meeting and at the final open house. A total of 34 online surveys were completed and 40 hard copies were completed, for a total of 74 exit surveys.

Questions included whether or not policies to protect farmland were important to the respondent, whether or not the actions put forward in the plan will help achieve the visions, and which actions in particular will have the most impact. An opportunity to provide additional comments was also provided. Results have been amalgamated and summarized below.

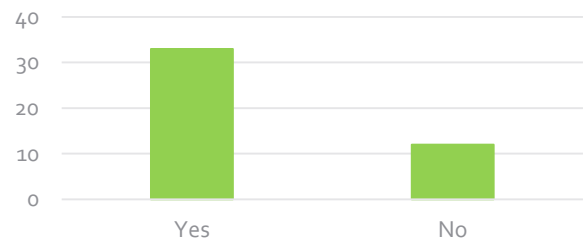
1. Do you have a personal connection with food production.



2. How important are policies preserving farmland to you?



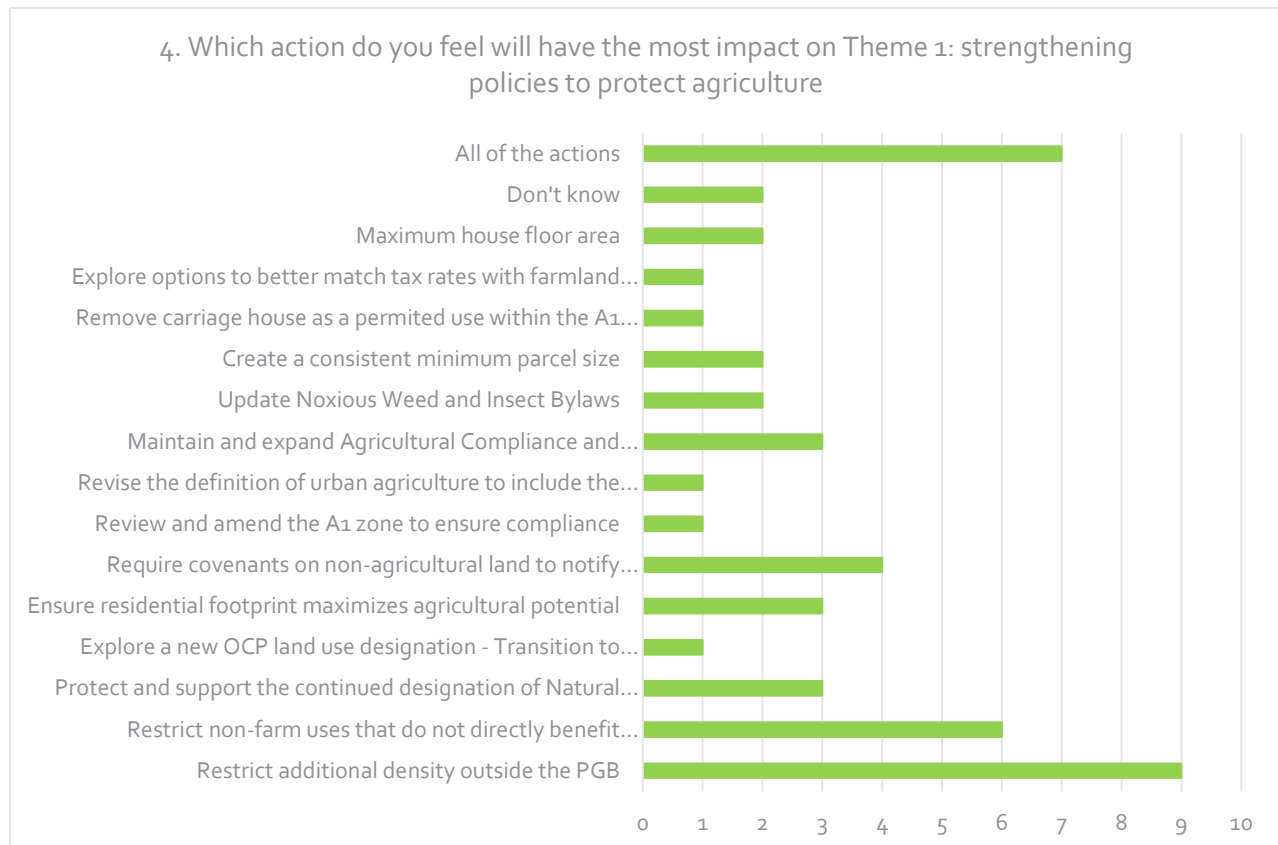
3 a) Do you feel the actions outlined in the Plan will help achieve the vision?

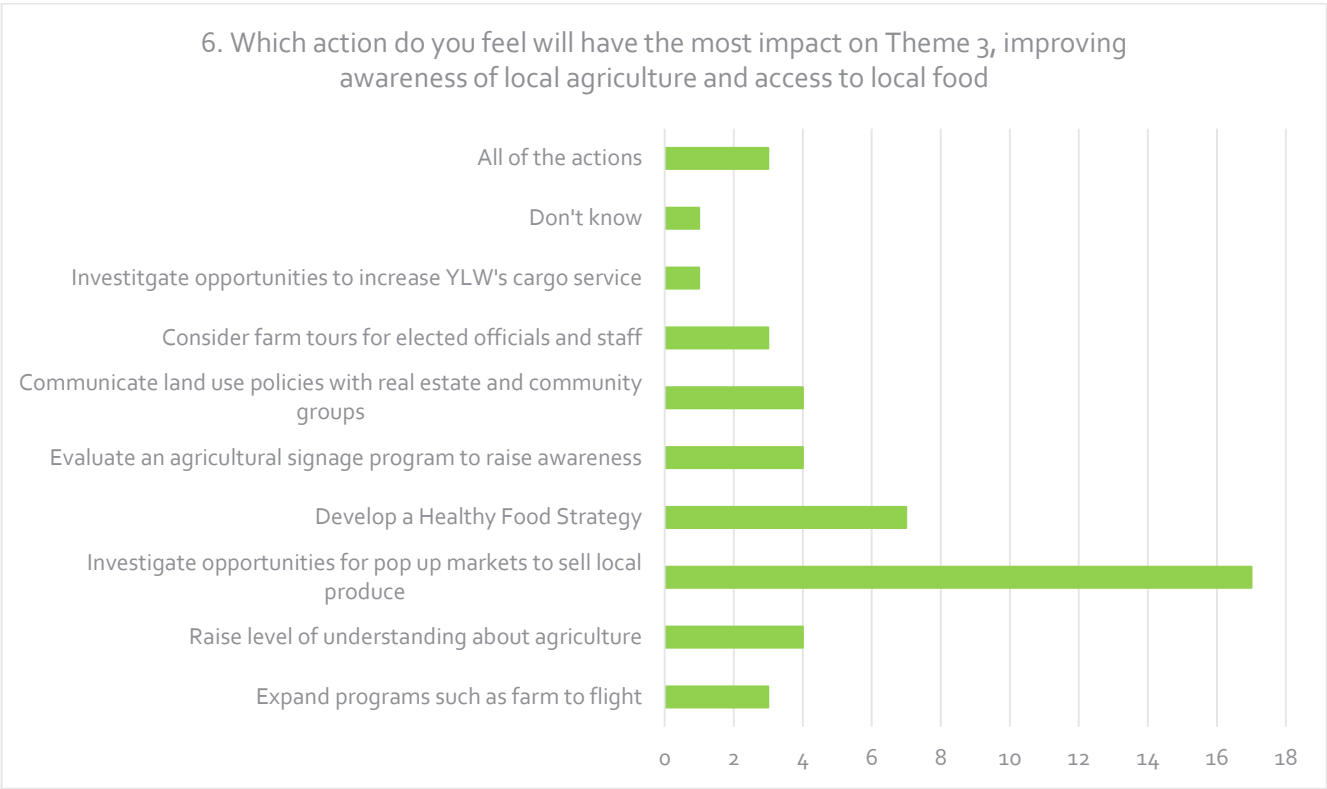
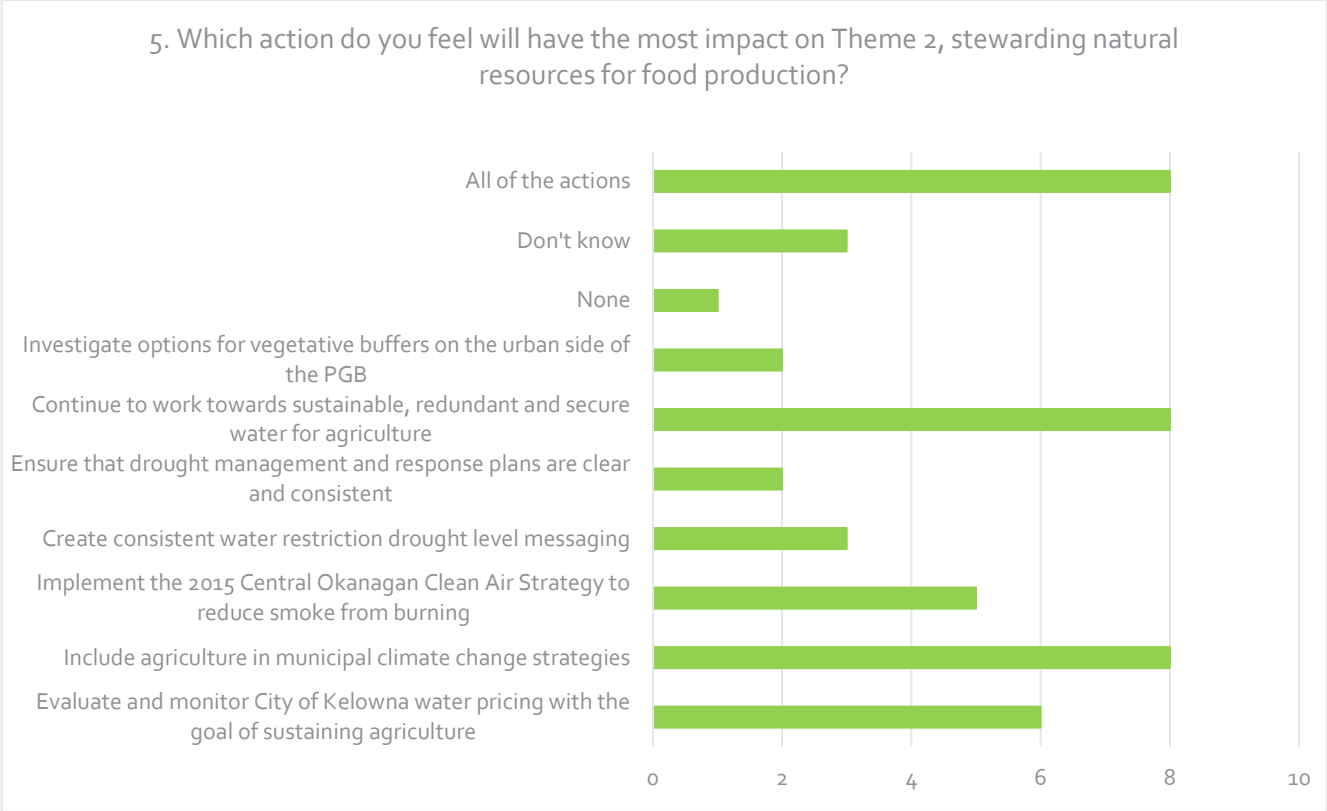


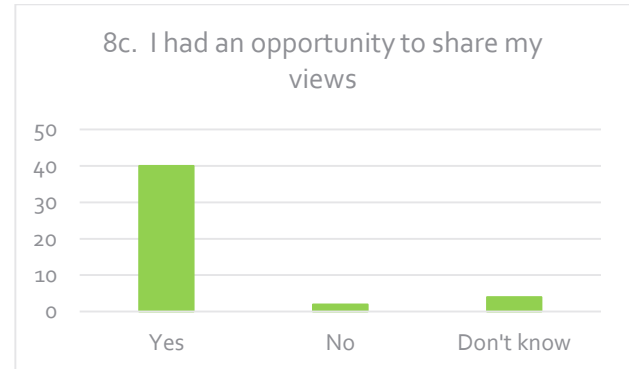
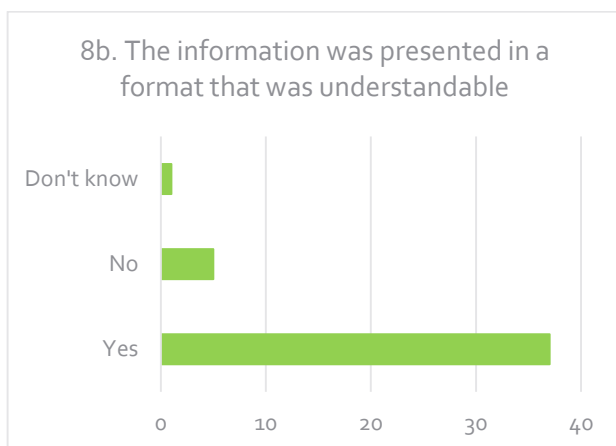
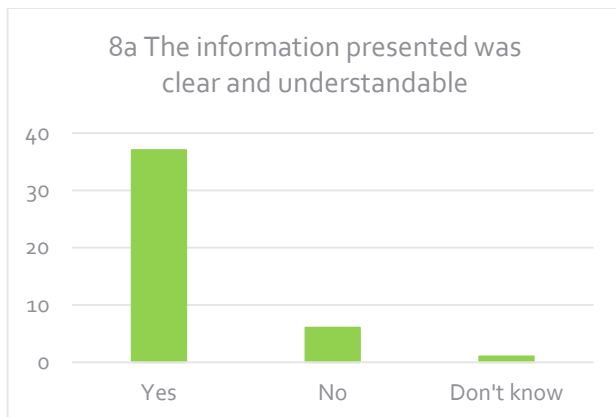
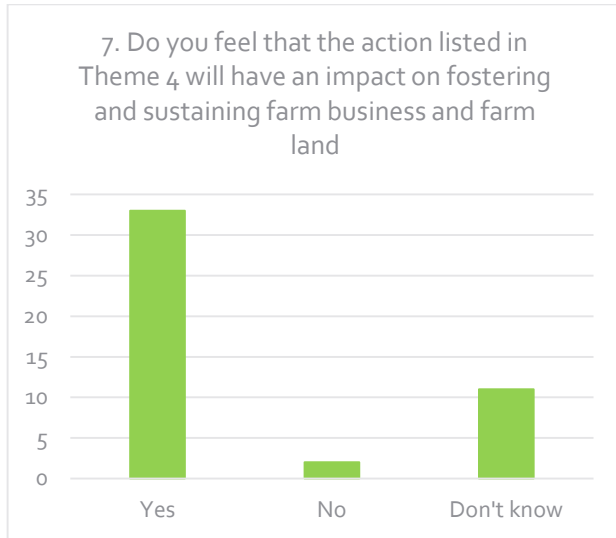
Those that responded no that the actions outlined in the Plan would help achieve the vision, provided reasons including:

- At all costs must preserve ALR and begin using previously non utilized land for growing food / from City park garden beds to acreages
- I do not feel the following are appropriate; 1.2c 1.3b 1.3c 1.3d 1.3e

- My first impression is that this policy is very municipal centric and not farmer centric. Not enough to support farmers, more about strengthening governments role. For example, theme 4 has 1 action! That's it!
- I selected No because although most of the points were clear and on point, there are some points listed that were unclear to me; listed below: 1.1d I thought Natural Resource Protection would mean leaving an area undeveloped, how does that align with using that land for agricultural purposes? 1.1.e What would a Transition to Agriculture designation apply to? Is it meant to ensure that key areas have large lot sizes close to agricultural development to provide more of a buffer?
- For points 1.3a, 1.3b, 1.3c, 1.3f, 1.3g, 1.3h, 1.3l, 1.4d, 1.4e, 1.4f, 1.4i - can more details be found somewhere as to what the processes will entail for these? As many of them are Review, Investigate, or Update, no specifics are provided as to what aspects will be reviewed or investigated and what aspects will be updated.
- I don't see a list of actions. Maybe I missed these? There are many good comments, lists and questions however.
- The policies proposed will help the situation from deteriorating, however, the biggest problem is land cost. The cost of farm land greatly exceeds its productive capability. This makes it almost impossible for younger people to get involved in farming. In addition, the plots of land are often small, again making them economically unviable for economic farm operation. This is not only an issue for Kelowna but all areas with an urban/rural mix. Ultimately, the preservation of farmland needs to be addressed at the provincial and federal level. The city's plan is good and helps maintain the status quo. However, there should be no illusion that the Plan will solve the problem.
- Because the municipal government doesn't properly or willfully communicate with the province leaving landowner to mistrust and misunderstand their local government.







Other comments (these include comments from the online exist survey and the results received from the hard copies of the survey that were submitted):

- It would have been great to have more than 1 choice
- Protection of agriculture is important. Part of this is the enforcement of the laws and bylaws. The City must do more of this - to force those taking advantage both of the farm category (massive houses on farm property with limited farming to get tax breaks) and of a slack bylaw situation (commercial uses on agricultural land, ignoring rules around farm worker housing etc. etc.)
- Build up instead of out! We have to preserve all aspects of what makes the Okanagan/Kelowna such an attractive place to live!!
- Regarding action 4a, currently the use of 'allotments' appears to be gaining momentum for introducing young, new farmers to the industry. The other models (incubator farms, farmland trust, and co-operative farming models) would appear to be beyond the scope of the City of Kelowna Agriculture Plan.
- Keep and protect the farm land we have. It's a part of our history. Once it's gone it's gone. Let's not let that happen
- Biggest concern: Do not want to lose farmland to development, either for residential or commercial buildings or for sports fields etc.
- Great Plan! Best I've seen in a while. I especially like Theme 4. The only comment I have applies to resolution 1.1a "Restrict additional density (e.g. carriage houses) outside the Permanent Growth Boundary". I would like to see the words (e.g. carriage houses) removed because in fact this is not an example of increased

density. In lots of other zones besides A1 when you add a c designation (e.g. RU1 --> RU1c) people density obviously increases (that's the point!) but in A1 it actually doesn't. When you obtain A1c status you waive your right to have a secondary suite as per section 11.1.4 in Zoning Bylaw 8000. You are only ever permitted " (e) one secondary dwelling unit is permitted (e.g. secondary suite or carriage house)". I do agree with the substance of the resolution as there have been many attempts at taking A1 land and rezoning to RMX and this needs to be restricted. It's just that at every public hearing for rezoning A1--> A1c (or RRXc), the staff claim there is an increase in density and don't support then the applicant responds that this is actually not the case. If we still want to restrict carriage houses as we feel they will inevitably be rented out (i.e. non-farm use) then we can do so but let's not confuse it as an argument of increased density. It really confuses applicants and council.

- The design of the survey is too constrained and did not allow me to share my views on some topics. I do not see much value in identifying one out of 20-30 actions as having the most impact. I would prefer the opportunity to propose new actions or critique existing proposed actions. Regarding theme 4, I think the most important thing we could do is make farmland available to young farmers through leases. Currently farm land is not affordable for younger individuals who would love to be urban farmers. A farmland trust of some kind is urgently needed. In regard to themes 2 and 3, I do not feel the draft agriculture plan sufficiently recognizes the potential to create something quite unique and wonderful in Kelowna through preservation and use of existing agricultural land. As part of "stewarding natural resources" I think we need a comprehensive approach to environmental stewardship, one that recognizes the ways that farms, especially organic farms, can support biodiversity, riparian habitat, etc. Support for organic farming for local markets will also minimize conflicts between farmers and adjacent residential property owners. Emphasis on

supporting food production for local consumption rather than for export markets could also create much stronger relationships between residents/food consumers and farmers. We should consider imposing modest environmental taxes on food imports in recognition of the fact that transporting food long distances has environmental and energy costs that are currently not borne by the producer or food outlet but by the taxpayer. We should counteract these hidden subsidies to supermarkets that do not buy much local produce, in order to support more local food production. The goal should be to bring all Kelowna's agricultural land into full production with the largest possible volume of food being sold locally. This also supports the goal of food security and mitigates potential negative future outcomes of climate change and food insecurity globally.

- I feel the information was somewhat limited, but I understand that it is necessary to keep a survey concise. Perhaps allowing for comments/clarification after each question my help.
- Exactly how are the "changes" different from what is in place? Where is the context to make a clear decision?
- The cost of farmland deters young people from getting into farming.
- No system in place to encourage young blood from getting into farming.
- The Kelowna Farmers market is a joke because it is so political and the chances of new farmers getting in are very limited. It is way too small and a new location is desperately needed.
- Place incentives for businesses that preserve (dry, can, process) local produce to reduce waste and encourage residents to buy local all year round.
- support has to continue for the right to farm - i.e. farms were there first
- I am disappointed with the plan. It's extremely lacking in detail. I'm still digesting the report, so maybe I'm missing something, but don't think so.
- some of the policies are challenging to understand. i.e. 1.2g. Locate uses of urban land

adjacent to agriculture land by vulnerable populations to limit interface incompatibilities. What does this mean? Is urban land next to ag land going to be allocated as housing for vulnerable populations as a way to reduce interface incompatibilities? Or is the statement supposed to say 'Relocate'? as in we don't want vulnerable populations next to ag land (which is the best option!)

- It's very important that the agricultural plan include support for urban agriculture, such as residential gardens and community gardens. This is missing almost entirely from the plan. We should add that all residential properties are encouraged to grow food and have small animals like chickens, and that only those growing food are exempt from drought watering restrictions.
- There needs to be more focus on organic growing, reducing chemical pesticide use (for the sake of insects and health of interface residents), and more focus on ecological values overall, especially pollinators. Having farmland trusts and supporting young people to farm should be tied to organic production so we begin transitioning the city to sustainable food production practices.
- I strongly support the City's efforts to develop a plan for sustainable agriculture within Kelowna. Many cities that have an urban/rural interface do not do this and city policies often disadvantage rural/farming interests. In order to sustain viable agriculture production within city limits requires good dialogue between the farm community and the City. Again, in my view the issue of affordability is the most important issue and the idea of supporting alternative ownership models needs to be explored, especially given the need to attract younger, innovative farmers to the area.
- ALR should not be present within city limits. Property owners should be allowed to use their land for its highest and best use.
- It will be a huge work in progress. There are so many other details that will come up that will make some of the ideas difficult
- 1.2 g sounds like locate vulnerable people near ag. 2a develop a clear and binding policy for

ensuring ag maintains control of ag water as utilities amalgamated with city. Separate irrigation district and drinking water utility. Also addresses 2g.

- Deer are becoming more and more of an economic hindrance to grape growers and apple farmers. Also a comprehensive study of watering practices might be able to identify potential water economies.
- Do not change water allotments. Not clear how new rules may impact existing farms. Worried about rules affecting land values. Maps should have street names. Would like more flexibility to do other things on land? Would have loved to know about the open houses a long time.
- Regarding theme 4, not sure if this will benefit farmers. Shared farming seems like it would allow for discrepancy of ownership. Promote local and increase farmer's ability to participate in events like farmers' market.
- Answers by staff helped tremendously in understanding. My family main push is to preserve as much farmland as possible. Having an interface or buffer between existing farmland and existing residential areas will hopefully reduce problems between the two.
- It would have been very helpful if a more detailed map of agricultural zones was available. I would suggest a large map be available to all consultations with readable street names. People need to be able to relate to the actual situation. This is especially important in informing the non-agriculture community. Thank you. I really strongly support the minimum of 4 hectares. It should be a large minimum.
- Do not put farming out of business by becoming to regulation based.
- I think an effort has to be made so a farmer can make some income to keep farming. Be it rental accommodation, trailer storage or non-agricultural business. Farming on its own is not sustainable.
- Where is the wildlife management plan? Far more farmland is being lost in the Okanagan with deer fencing than Site C. Get rid of the urban deer. Where is the city's commitment to evidenced based policy that farmers need so

that we can have the confidence to make long-term investments? Agricultural water reserves have never worked in practice and there are too many committees already. The city need to enforce residential watering restrictions.

- The consultant did a very good job (Upland Consulting). Some parts of the white paper on Local Food Retail Opportunities were a bit confusing (i.e. definitions of open air market, public market, urban agriculture and the associated zoning bylaw text). I sincerely hope that the City enacts size restrictions of primary residences as detailed in the report (i.e. less than or equal to 5000 ft² on land and greater than 8 ha and approx. 3500 ft² on less than 8ha). Hopefully storage of mobile homes on Ag land becomes a thing of the past (as recommended). I had to laugh when I read the part of the report to implement this new agriculture plan 1.0FTE planner??!! 0.5FTE Bylaw Officer??!! If we are really serious about preserving and protecting our Agricultural lands, then these numbers need to be adjusted UPWARDS. AS a citizen of Kelowna who pays house taxes I am in favour of paying more to put wheels under this agriculture plan. How about hiring extra planners on contract to at least address the short-term high priority targets? If this proves to be unsustainable beyond 3-5 years, then adjust staffing back down then. We need to be realistic or this plan just becomes another piece of expensive paper.