



HILLCREST Farm Market

January 21, 2016

Provincial Agricultural Land Commission

133-4940 Canada Way
Burnaby, BC, Canada
V5G 4K6

Re: Non-Farm Use Application (Special Events)

To Whom It May Concern:

Proposal: To establish a special events site in order to host events such as, but not limited to, weddings, anniversaries, reunions, festivals and concerts. All events will promote farm products in the way of a farm to table offering. This will be achieved without the use of a permanent commercial kitchen at the site. The proposed activities are in line with the offerings already provided by wineries in our area.

Background History

Hillcrest Farm Market Inc. currently owns and operates approximately 140 acres within the City of Kelowna. Our family has been part of the agricultural landscape of Kelowna for over 100 years. Over that time, family members have struggled to maintain a viable farming operation and for years the land lay fallow. In present day, the focus has been to vertically integrate and diversify, with a main focus of growing, packing, and exporting cherries. Of the 5 parcels owned, approximately 100 acres are currently farmed, with the majority of that acreage being planted in late season cherries. Other commodities grown include: apples, peaches, plums, table grapes and a variety of vegetable ground crops. 20,000 cherry trees are currently in our nursery and will be available to plant in the 2017 season.

In 2010, our family moved towards adding several agri-tourism components to our farm in order to diversify and ensure the viability of our operation. To date we have added a Farm Café, Fruit Stand, and Bed and Breakfast. As our farm grows, we plan to expand our agri-tourism offerings by engaging in several of the permitted activities as outlined in Policy #4 of the ALC Act titled Activities Designated as Farm Use: Agri-Tourism in the ALR. Some examples are:

- Agricultural heritage exhibit
- Farm tours and farm demonstrations
- Hay, tractor and sleigh rides
- Pumpkin patch tours and related activities

- Picnicking
- Farm related educational activities including cooking classes using farm products from the farm
- Seasonal promotional events (e.g. harvest and Christmas fairs and activities)
- Special promotional events (e.g. private or public special occasion events for the promotion of farm products)
- Charity fund-raising events where farm products from the farm are offered for sale or by contribution and the majority of net proceeds are donated to a registered charity
- **Catered food and beverage service special events where farm products from the farm are promoted, but not a service requiring the use of a permanent commercial kitchen**
- Corn mazes

One of the permitted uses listed above, catered food and beverage service special events was viewed by our family as a promising way in which we could promote our farm products in a larger group setting.

At the same time that we were planning to add agri tourism components to our farm, the Ministry of Transportation was in the process of 4-laning Highway 33. In order to expand the highway, land was needed from our farm. One thing that we were able to accomplish through our negotiations with the ministry was the salvaging of the soil that was lost to the highway expansion. Topsoil and subsoil was moved to the back of our farm where a steep and low spot was filled. This soil allowed us to bring approximately 10 acres of land into production. The remaining soil was used to fill a hole in the top of the hill of our property where the events site now sits. This area had never been farmed in the past due to the terrain.

Reduce Impact on Farmland

- The special event site is located in area that is not conducive to farming because of lay of the land.
- The site is at a distance from neighbouring properties. Closest home is over 300 meters away.
- Consolidating Agri-Tourism to specific areas and not on every parcel owned.
- Events site, Farm Café, Fruit Stand, Bed and Breakfast, and Cherry Packinghouse occupy less than 3% of total area farmed by Hillcrest Farm Market Inc.

- No additional road network needed, same roads used for farming activities
- Cherry trees planted in the vicinity will create a noise buffer
- Crop loading/Bin storage areas are used for parking.
- Vegetation Buffer Proposed along Eastern property line to reduce the impact of any noise on neighbouring property.

Benefits to Agriculture

- Ability to bring larger number of visitors to the farm to enjoy a farm to table experience.
- Bring awareness to farming to the younger generation. Site will be used in conjunction with educational school tours.
- Events site will generate revenue that will be invested back into the farm. In 2015, 40 acres were planted into cherries and there will be no revenue from this planting for the first 4 years.
- Diversified operation can better deal with the volatile nature of the agriculture industry.
- Events site will generate repeat customers that will return to our Farm Market to purchase fruits and vegetables.

In our overall business plan, the Events Site is an important component as it allows us the ability to leverage our existing farming activities and infrastructure, by adding more value and direct sales. This value added process is a key feature of successful farms today.

Sincerely,

Chanchal Bal
President, Hillcrest Farm Market Inc.



Legend
 Properties
 City Boundary

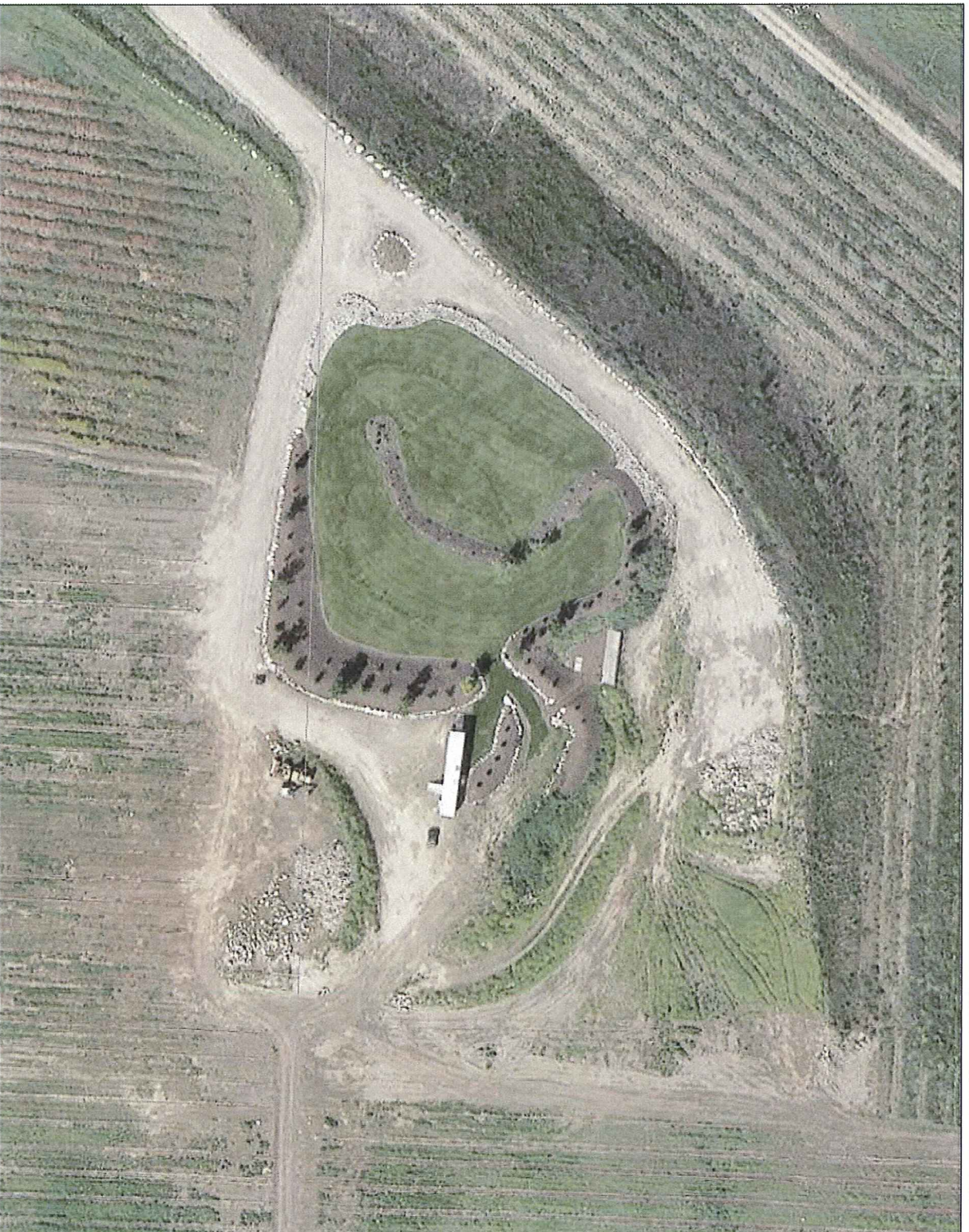


Notes

This map is for general information only. The City of Kelowna does not guarantee its accuracy, currency or completeness. All information should be verified.

0 50 100Meters

January 24, 2016



Legend

- Properties
- City Boundary



Notes

0 25 50Meters
January 24, 2016

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