

Appendix A: Engagement Summary

To ensure the Agriculture Plan was well-informed and shaped both by members of the public and key stakeholders, the City offered a variety of engagement opportunities throughout the project to gather input.

Agricultural Advisory Committee

Date	Discussion
April 14, 2016	Strengths, weaknesses, opportunities, threats (SWOT) analysis
May 11, 2016	Vision workshop
October 13, 2016	Policies, recommendations and themes
December 8, 2016	Engagement summary and recommended actions
March 13, 2017	Draft policy and recommendations
April 13, 2017	Implementation strategy

Round 1 Engagement (Spring 2016)

The purpose of this round of engagement was to gather feedback on key issues such as strengths and challenges facing the local agriculture sector.

Date	Description
June 2016	Online survey (opt-in and open method, results are qualitative) <ul style="list-style-type: none"> 563 completed responses, 21 per cent self-identified as farmers, 79 per cent as non-farmers. 95 per cent of respondents indicated policies preserving farmland were important or very important.
June 8, 2016	Stakeholder session <ul style="list-style-type: none"> Representatives from BCFGGA, Central Okanagan Economic Development Commission, Central Okanagan Food Policy Council, BC Cherry Association, Westbank First Nations, Young Agrarians, Regional District of Central Okanagan, Central Okanagan Community Gardens Society
June 8, 2016	Open House at Mission Creek Regional Park <ul style="list-style-type: none"> 29 people in attendance
June 11, 2016	Open House at Save on Foods <ul style="list-style-type: none"> 40 people in attendance
June 22, 2016	Agriculture Industry Group session <ul style="list-style-type: none"> Representatives from BC Tree Fruits, IMP2Go Consulting, PMRA Health Canada, BC Cherry Association, Ministry of Agriculture, Ag Safe, Growers Supply, Grospurt, Sterile Insect Release Program, Farm Writer
June 2016	Meeting via phone with Young Agrarians
June 2016	Meeting via phone with Central Okanagan Food Policy Council

Round 2 Engagement (Fall 2016)

The purpose of this round of engagement was to present the vision Statement and key priority areas that have been developed and to receive feedback on a draft list of recommended actions for each key priority area.

Date	Description
November 22	Meeting with YLW
November 22	Meeting with South East Kelowna Irrigation District
November 22	Meeting with Okanagan Basin Water Board and BC Agriculture and Food Climate Action Initiative
November 22	Farmer Conversation with small to medium sized farmers <ul style="list-style-type: none">• 12 farmers representing 8 farms
November 23	Agriculture Industry Group session <ul style="list-style-type: none">• Representatives from BC Tree Fruits, IMP2Go Consulting, PMRA Health Canada, BC Cherry Association, Ministry of Agriculture, Ag Safe, Growers Supply, Grospurt, Sterile Insect Release Program, Farm Writer
November 23	Stakeholder session <ul style="list-style-type: none">• Representatives from BCFGa, Central Okanagan Economic Development Commission, Regional Air Quality, Central Okanagan Food Policy Council, Central Okanagan Community Gardens
November 23	Meeting with Tourism Kelowna

Round 3 Engagement (Spring 2017)

The following sessions will be hosted to inform and gather feedback on the draft 2017 Agriculture Plan (note: dates are still being confirmed):

- Stakeholder session
- Farmer Conversation with small to medium sized farmers
- Agriculture Industry Group session
- Public Open House



Agriculture Plan Engagement



In June and November 2016, we gathered input from stakeholders, industry and the general public on the challenges and opportunities for agriculture in the community.



73%

of survey respondents agree or strongly agree with the vision statement for the Agriculture Plan update:

"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."

Top 3 reasons respondents identified for preserving farmland



21% of respondents identified themselves as farmers



95% said policies preserving farmland are important to very important



97% said they buy local food products when they have the option