

**Proceedings from
The second “Future of Food & Farming Summit”**

March 20, 2013



Welcome

Dawn Berry Merriam (Peterborough Social Planning Council) and Pat Learmonth (Farms at Work), opened the meeting. This meeting was a follow up to Food & Farming Summit hosted by the two organizations in October, 2012.

The goal of today's session was to move the discussion on food and farming to the next level of community dialogue.

Updates from partner initiatives:

Working Group on Food & Farming

- Working Group on Food & Farming established from participants of the October, 2012 summit
- Members include: Linda Slavin (Sustainable Peterborough), Dr. Rosana Pellizzari (Peterborough County City Health Unit), Brad Appleby (City of Peterborough), Ian Clendening (County of Peterborough, Karen Jopling (Greater Peterborough Area Economic Development Corporation), Bill Astell (producer), Judy Coward (Ontario Ministry of Agriculture, Food and Rural Affairs), Pat Learmonth (Farms at Work), Dawn Berry Merriam (Peterborough Social Planning Council)

Sustainable Peterborough

- Linda Slavin reported that Sustainable Peterborough has adopted the Working Group on Food & Farming to support its pillar on food and agriculture

Our Goal:

- We will feed ourselves sustainably with local, healthy foods.

How Are We Going to Get There? By following our *Strategic Directions*:

- Maintain adequate farmland availability to support our sustainable agricultural needs
- Facilitate the production, storage, processing, distribution, and marketing of local, healthy food
- Encourage farmers to practice good environmental stewardship.

Plant It

Priority Actions Identified in Plan

- Undertake a **community food system assessment to identify gaps and opportunities** to connect local food growers and producers, processors, distributors, retailers and consumers throughout the region, building on the feasibility study currently planned by the Kawartha Community Food Hub
- **Identify and protect existing farmland**, and
- Increase its **capacity to supply local food needs**.
- Sue Hubay (PCCHU) provided an overview of the paper that was developed by the Community Food Network. The paper was submitted to the City of Peterborough for its Official Plan consultation
- The intent was to stress that the Official Plan's vision should include reference to urban agriculture, food access and security in the Official Plan

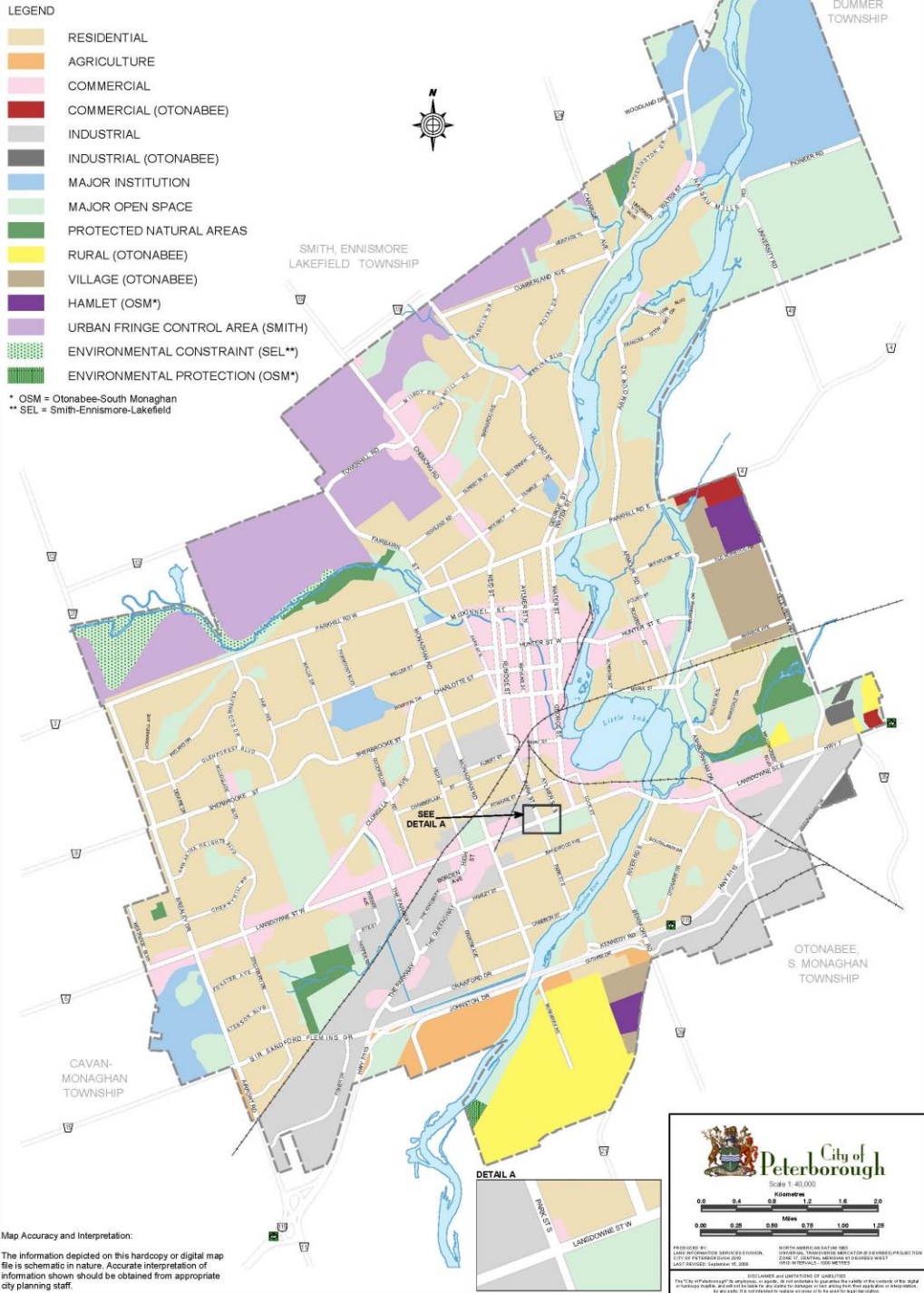
Official Plan Summary



- City is in the midst of an Official Plan Review (OPR) which commenced in 2011
- Phase 1 of the OPR which consisted of public and stakeholder consultation concluded in March 2013 with a formal public meeting and release of a Potential Policy Directions Report
- Public and stakeholder comments received during Phase 1 have been categorized into 5 themes: 1) Complete Healthy Communities; 2) Environmental Sustainability; 3) Economic Strength; 4) Unique and Vibrant Places and Spaces; and, 5) Connectivity and Mobility
- Comments related to local food production, processing, distribution and consumption are primarily considered to be part of the Environmental Sustainability theme however they also relate to comments pertaining to Complete Healthy Communities and Economic Strength.
- Some highlights of the public/stakeholder comments include: identifying and protecting food growing land; promotion of urban agriculture in both public and private space, edible landscaping (e.g. fruit trees in parks); promotion of local food vending in all neighbourhoods; promote farmers markets; support community kitchens, food processing facilities, community food hub; strengthen connections with regional agricultural producers.
- Council has received the Potential Policy Directions Report (available online at www.peterborough.ca/planit) and has adopted it for staff to use as a guide for amending the Official Plan
- Phase 2 of the OPR involves preparing detailed amendments to the Official Plan which will require further public and stakeholder

(refer to the following maps re Land Use, City Structure)

The City of Peterborough Official Plan - SCHEDULE A - LAND USE



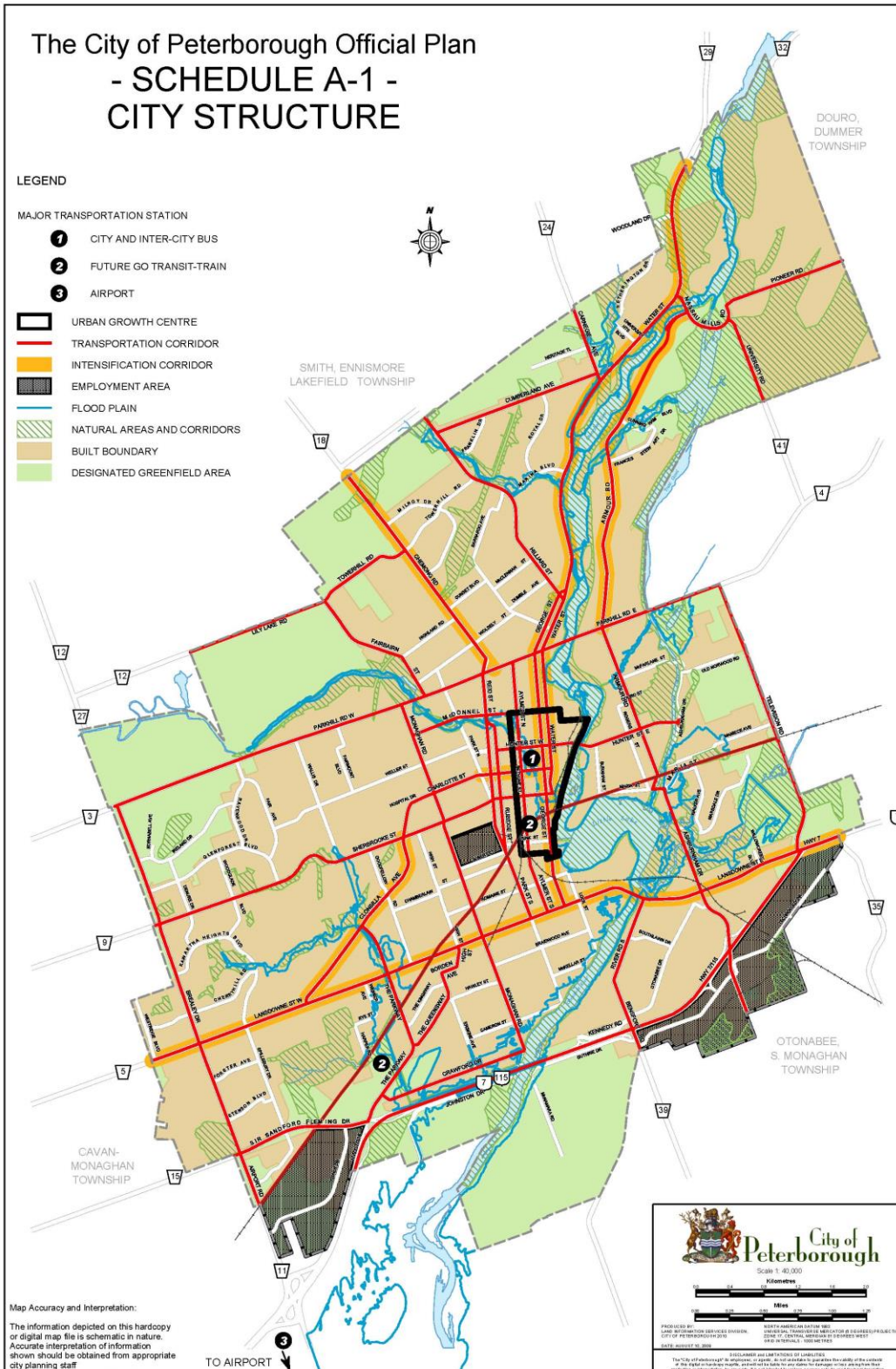
The City of Peterborough Official Plan - SCHEDULE A-1 - CITY STRUCTURE

LEGEND

MAJOR TRANSPORTATION STATION

- 1 CITY AND INTER-CITY BUS
- 2 FUTURE GO TRANSIT-TRAIN
- 3 AIRPORT

- URBAN GROWTH CENTRE
- TRANSPORTATION CORRIDOR
- INTENSIFICATION CORRIDOR
- EMPLOYMENT AREA
- FLOOD PLAIN
- NATURAL AREAS AND CORRIDORS
- BUILT BOUNDARY
- DESIGNATED GREENFIELD AREA



Map Accuracy and Interpretation:
The information depicted on this hardcopy or digital map file is schematic in nature. Accurate interpretation of information shown should be obtained from appropriate city planning staff.

TO AIRPORT

City of Peterborough
Scale 1:40,000

Kilometres
0 1 2 3 4 5 6 7 8 9 10

Miles
0 1 2 3 4 5 6 7 8 9 10

PRODUCED BY: LAND INFORMATION SERVICES DIVISION, CITY OF PETERBOROUGH
DATE: AUGUST 10, 2009

THE CITY OF PETERBOROUGH, its employees, or agents, do not warrant or guarantee the ability of the contents of this map to be used for any purpose other than that for which it was prepared. The City of Peterborough is not responsible for any errors or omissions in this map.

Nourish Peterborough

Joelle Favreau presented the following synopsis of:

Nourish Project belonging through growing, cooking, and enjoying food

Nourish in a nutshell

The Nourish project is all about *food*. Nourish seeks to engage, empower and support communities throughout Peterborough County and City who share a common desire to build health, equity and community through food. Inspired by new community food centres such as The Stop in Toronto, Nourish partners are exploring the idea of creating places for food in the City and throughout the County.

The basic recipe in this new food programming calls for a centrally located, accessible building with an outdoor space. This will become the site where participants will access healthy and as much as possible local food, join a community kitchen for learning food skills and sharing meals, and become involved in food gatherings and advocacy workshops as well as a community garden. Other potential ingredients in this basic recipe could include a greenhouse, an incubator/commercial kitchen, an eatery or a farmers' market.

Recipes for change

Starter recipes for change may see communities engaging in collective dialogue around local food issues and priorities, building food connections and partnerships, raising awareness of local food issues and programs, and working together to identify potential food solutions.

Individuals and organizations interested in moving ahead may opt to improve access to healthy food for low income households, expand their offering of food skills programs, grow support for local farmers/producers, advocate for better food policies and/or develop local places for food.

The end results of the Nourish project are intended to help individuals and communities gain not only greater food self-reliance, but also a stronger sense of belonging and community connectedness.

Nourish in the County

After having connected with 100 individuals/families using food programs in the county and about 50 agency staff and volunteers to find out more about rural food programs, Nourish is now undertaking a series of Roundtables throughout the County to explore ways in which

food stakeholders in all the townships want to see take place in their community within the next three years.

A Taste of Nourish

In the City, Nourish is launching *A Taste of Nourish* at St Andrew's United Church. This will be a scaled-down food centre which will operate one day every other week, bringing together volunteers and participants to learn more skills and engage in a wide range activities related to food advocacy.

Overview of the Survey on Attitudes Towards Buying Local Food

The following is an overview of the findings of the survey that was undertaken by the Peterborough Social Planning Council in December, 2012 as presented by Dawn Berry Merriam, Research & Policy Analyst and Brett Thorpe, Research Associate.

- We wanted to know what people in Peterborough think about the local food sector.
- The main goal was to gauge public's purchasing habits & attitudes toward local foods to advance policy development in this area.
- Questions adapted from a survey designed by Steven Dukeshire for the Women's Institute of Nova Scotia in 2007
- A link to the survey was circulated by email & posted on social networking sites.

What we asked:

- What local foods people buy and where?
 - What counts as local?
 - What factors influence the ability to purchase local foods?
 - What would make people more likely to buy local foods?
 - What are the beliefs and attitudes toward the sector?
 - What are the roles in the local food economy?
-
- In total, 538 responses were received in 16 days
 - Highest representation from women, city of Peterborough residents, those aged 25-64 years, those with college or university education and those with household income above \$60,000

Voices: “Since moving to Peterborough I have been continually impressed and amazed by the strong local food movement, and the commitment to local food is one of the things that makes me want to stay and make my home here. I really hope that this tradition remains strong and grows in this city!”

The Results:

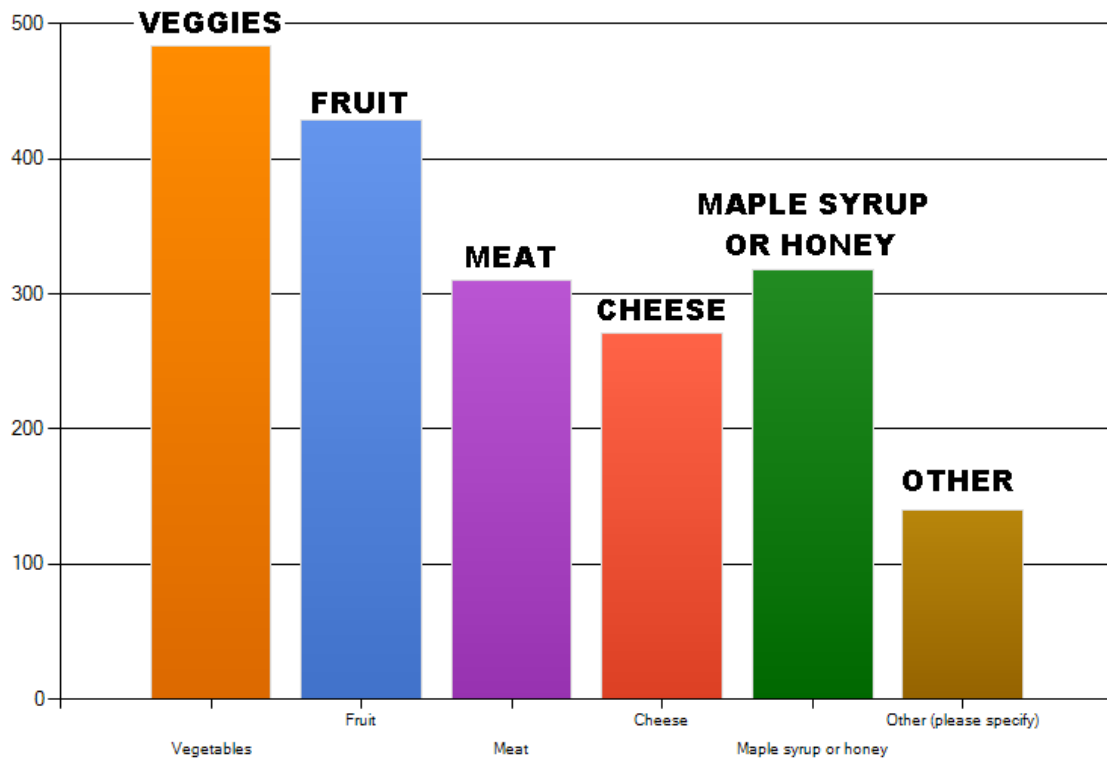
If you purchased local food in the last 6 months, where did you purchase it? (Check all that apply)



Most respondents (85%) bought local foods at farmers' markets, followed by grocery stores (59%) and farm gate (35%).

Purchasing Habits:

If you purchased local food in the last 6 months, which of the following did you purchase
(check all that apply)



Vegetables (96%) and fruit (85%) were purchased the most. Maple syrup, honey, meat & cheese were purchased far less (54-63%). There appears to be considerably less supply or demand (or both) for local food products other than fruits and vegetables.

What counts as local:

- The top definitions of local food were, in descending order:
 - grown in my region
 - grown within 100 km
 - grown in Ontario
 - grown in my county
 - grown on a family farm

It's a relative term – the more local the better. Farming practices are also carefully considered in making purchasing decisions ■

Perceived Ability:

Statement	Mean	Percent						
		1	2	3	4	5	6	7
The distance I have to travel to buy local food is prohibitive	5.34	2.7%	5.5%	8.4%	13.2%	13.5%	23.7%	33.2%
The amount of time it takes to find local food is prohibitive.	4.73	3.8%	11.5%	12.2%	14.7%	17.9%	18.6%	21.4%
The cost of local food is comparable to what I would otherwise buy at the grocery store.	3.84	10.2%	20%	9.2%	19.5%	23.5%	12.1%	5.4%
I find it difficult to know if food is local or not.	4.29	6.3%	9.8%	22.3%	16%	15%	16.5%	14%
I have little choice whether or not the foods I buy are locally grown.	4.64	3.1%	10.2%	19%	13.3%	16%	18%	20.4%

- Several questions were designed to understand how people perceive their ability to buy locally produced foods. These related to cost, distance and the time it takes to find locally produced foods, as well as seasonal availability.
- 70% disagreed to some degree that distance was a barrier. More than half (58%) said the same about the additional time needed to find local food.
- More disagreed to some degree (46%) than agreed to some degree (38%) that it's difficult to know if food is local or not.
- The number of those on either side of the question of whether or not locally grown foods are comparable in price to imported foods was almost equal—41% were toward disagree, 39% were toward agree.
- Close to 1/3 felt to some degree that they have little control over whether or not they buy local food (likely due to financial & time constraints, as well as low availability of certain products, especially in winter).

Challenges:

- Difficulty accessing farmers' markets during limited hours of operation.
- Difficult to access farmers' markets via public transit.
- Frustration and confusion over the pricing of local foods:
 - Are unit prices comparable to grocery stores?
 - Perception that "local" designation gives vendors license to raise prices for no other reason—there may be a need for greater communication between consumers and vendors about how prices are set.
- Some concern over disclosure of the origins of foods sold as local.

Beliefs:

Statement	Mean	Percent						
		1	2	3	4	5	6	7
The quality of local food is usually very high.	3.84	48.4%	29.8%	8.6%	5.7%	3.3%	3.1%	1.3%
Buying local food is a way to maintain the vibrancy of rural communities.	1.43	75%	17.1%	4.1%	0.6%	1%	1.4%	1%
Buying local food reduces the threat of losing family farms to suburban sprawl & large industrial farms.	1.54	69.8%	18%	7%	2.1%	1.2%	0.8%	1.2%
Buying local is important to support the local economy	1.38	77.7%	15.7%	3.5%	0.6%	0.2%	1%	1.4%
Buying local is a positive choice for the environment	1.55	70.1%	17.1%	7.6%	2.1%	0.4%	1.6%	1.2%

Responses were on a 7 point scale: 1 strongly agree, 7 strongly disagree

- 6 questions were designed to assess respondents' attitudes toward local foods. These related to quality and freshness of local food and the value of the local food sector to communities, the economy and the environment.
- There was almost unanimous agreement that the quality of local food is very high—more than four-fifths agreed to some degree with this statement.
- Near unanimous agreement that buying local food helps maintain the vibrancy of rural communities & reduces threat of losing family farms to sprawl & industrial scale farming.
- More than three-quarters (78%) strongly agreed that buying locally grown food is important to support the local economy.

- 70% strongly agreed that buying locally grown food is a positive choice for the environment. Many only consider local foods better for the environment if the farming practices used are sustainable.
- These findings suggest there would be support for greater government involvement in strengthening the local food sector.

Attitudes:

Three survey questions were designed specifically to assess respondents' attitudes toward locally produced foods.

- Four-fifths (80%) agreed to some degree that they would be willing to pay more for local foods to support the local food economy.
- More than half (53%) strongly disagreed with the statement "it does not matter to me if my food is locally grown".
- However, far fewer (39%) strongly disagreed with the statement "it does not matter to me if my food is locally processed".
- That local processing resonated less may indicate a lack of understanding of why processing is important to a vibrant local food system.

Propensity:

Two questions were designed to gauge respondents' propensity to buy locally grown and processed foods.

- When asked "Whenever possible, I intentionally buy locally produced food", nearly half (48%) strongly agreed.

Promotion:

Three questions were designed specifically to measure the level of support for the promotion of local foods.

- There was strong agreement from 70% of respondents that the government should promote buying local foods. 64% were strongly in favour of government promotion of institutional purchasing of local foods.
- The majority (55%) strongly agreed they would buy more local foods in restaurants if menu items were clearly marked as local.
- These findings suggest there would be support for greater government involvement in strengthening the local food sector.

What Would Make You More Likely to "Eat Local"?

- Wider availability of frozen products relates directly to local processing
- Availability in big box stores and grocery chains was a bone of contention in the comments...
 - **Voices: "I absolutely do not wish to buy food in Walmart or Costco. I want all the money to go to the local producer! Big box stores OUT!!!!"**

- **Voices:** “while it would be good to have local foods in big box stores, I don't have the faith in these corporations to adequately compensate the local supplier. The big box stores want to make too much profit at the expense of the small producer and the consumer.”
- **Voices:** “I am part of the working poor. I work part time and my husband is a farmer that is barely breaking even now. The government gives handouts to all kinds of employment and the only time the government helped farmers if you didn't invest money in their program you had to pay it back. I have a lot of farmer friends who were unable to invest money in this program as they have had low pay for a lot of years and recently I know of about 5 younger farm families that have stopped farming. So asking for lower prices from local farmers is really not an option. This group of people have always given of their time and money and should not be tapped for more.”
- **Voices:** “more education regarding local foods and why they are important would be useful. I think many people do not understand the connection between cheap oil, low food prices, malnutrition and climate change, not to mention loss of community and self-sufficiency, all of which come into play when food sources are industrialised and run according to corporate interests.”

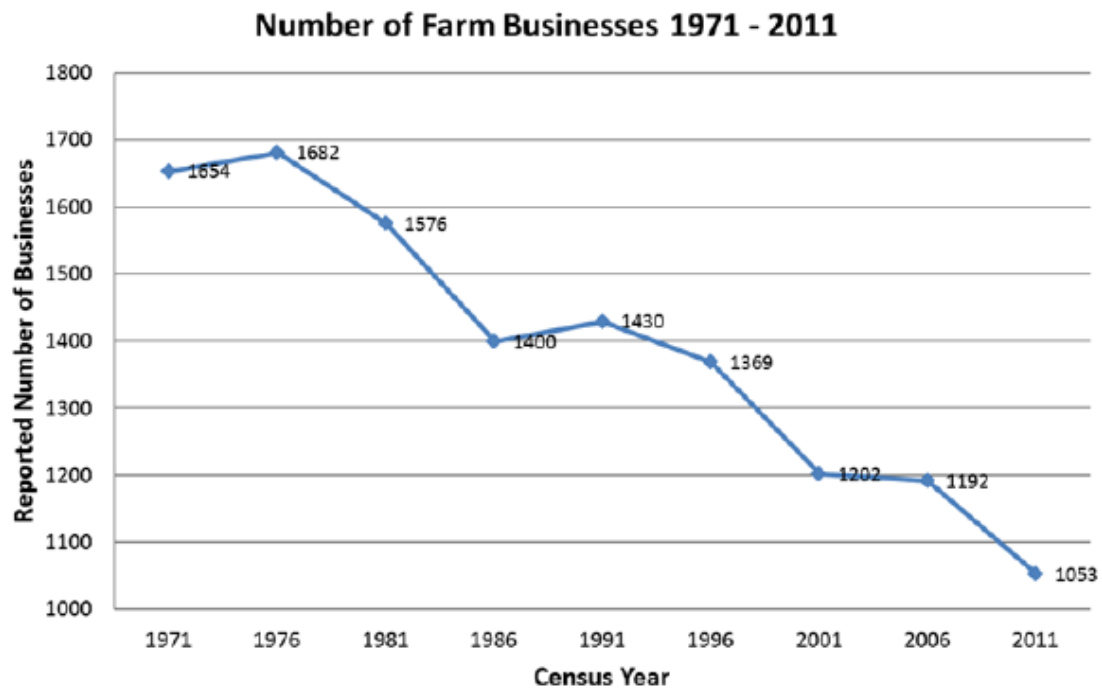
Next Steps:

The results of the survey will be circulated widely and posted on the Peterborough Social Planning Council website. The Working Group that was developed as a result of the Summit in October, 2012, will be reviewing the results and developing recommendations for further action.

**How much land do we need to achieve the stated goal of feeding ourselves? Today? In 2036?
(Resources: Ontario Farmland Trust report)**

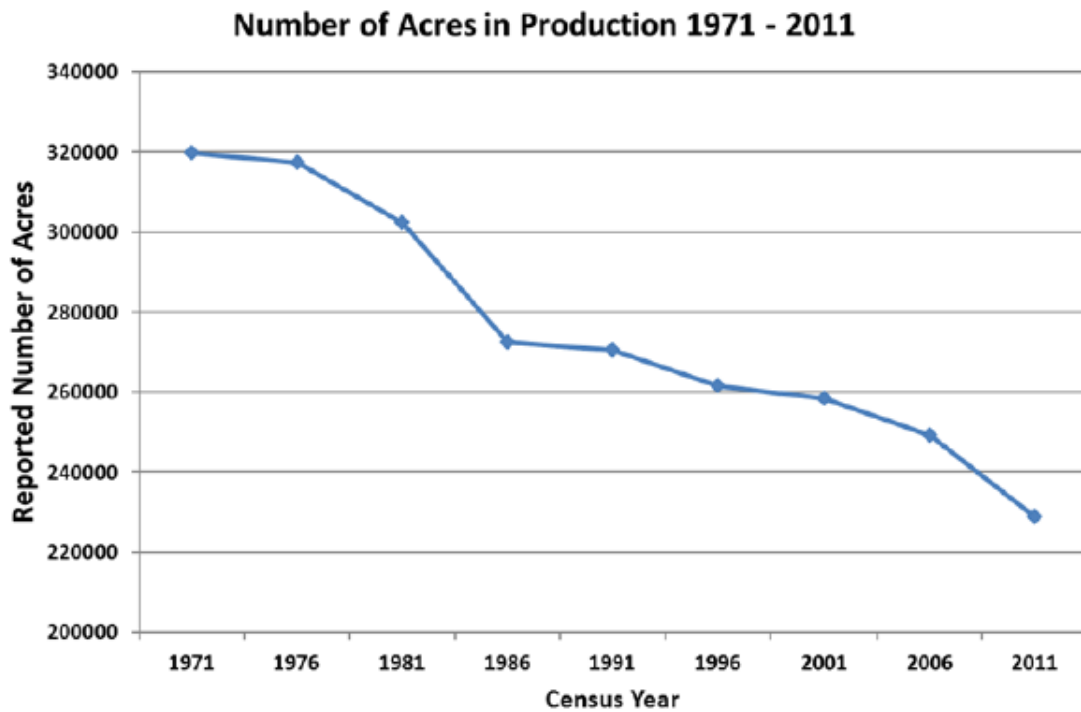
Pat Learmonth, Farms at Work and Brad Appelby, City of Peterborough presented the following:

Where We Are Today:



Prepared by Farms at Work

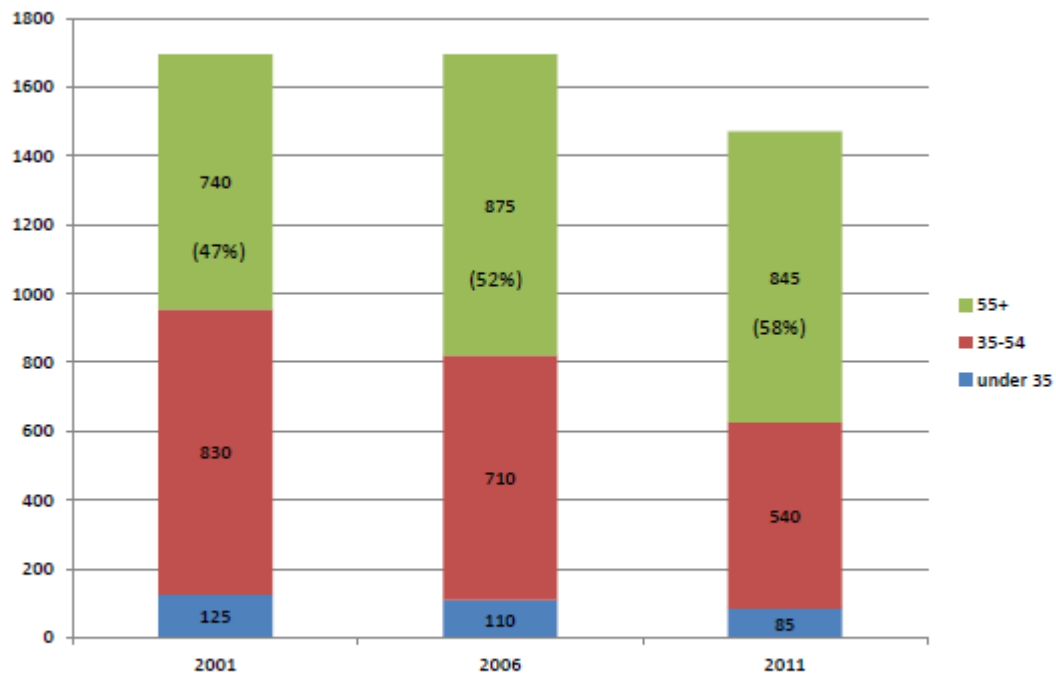
- 36% of the farm businesses in the County have disappeared since 1971
- the rate of loss is higher in the last five years than any time except the early 1980's
- 139 fewer farms in 2011 compared to 2006 (12% reduction)



Prepared by Farms at Work

- 91,000 acres lost in 40 years (28% of farmed land)
- Equivalent to losing more than 900 family farms of 100 acres
- Rate of loss is increasing

Age of Farmers 2001 - 2011



Prepared by Farms at Work

Food Growing Land Summary

- Ontario Farmland Trust (OFT) sought to determine how much land is required in agricultural production in order to sustain Ontario's population from 2010 to 2036
- OFT Released Report "Farmland Requirements for Ontario's Growing Population: 2010 to 2036" by Charlotte McCallum, PhD
- OFT Report indicates that Ontario has sufficient land in agricultural production to potentially sustain its dietary needs in 2010 however by 2036, Ontario will not have enough land in agricultural production to sustain its own needs
- Notwithstanding that Ontario currently has enough land in agricultural production to sustain itself in theory, Ontario does not produce enough of some food categories (i.e. vegetables and fruit, dairy, meat and alternatives) to actually sustain itself and this deficit will only grow in the future

Ontario:

How Much Land is Enough?

*Calculating Potential Food Self-Sufficiency
in Ontario*



Ontario Farmland Needs: 2009 - 2036 (Acres)

Food Group	2009 Provincial Baseline				2036	
	Land In Production	Land Required/ Per Person	Land Required	Land Deficit or Surplus	Land Required	Land Deficit or Surplus
Vegetables & Fruit	148,510	0.02	263,167	(114,657)	327,662	(179,152)
Cereal Products*	1,470,277	0.05	625,671	844,606	787,525	682,752
Dairy, Meat & Alternatives**	6,605,374	0.54	7,035,337	(429,963)	9,250,884	(2,645,510)
TOTAL	8,224,161	0.61	7,924,175	299,986	10,366,071	(2,141,910)

Adapted from Ontario Farmland Trust, 2011

*excludes grain corn and soy beans

**total of hay, pasture, and fodder corn

Peterborough County/City:

Peterborough County/ City Population	
2011 (Census)	2036 (Ontario Ministry of Finance)
134,933	177,430

Peterborough County/City Farmland Needs: 2011 - 2036 (Acres)

Food Group*	2011				2036	
	Land In Production	Land Required/ Per Person	Land Required	Land Deficit or Surplus	Land Required	Land Deficit or Surplus
Vegetables & Fruit	769	0.02	2,667	(1,898)	3,508	(2,739)
Cereal Products	15,108	0.05	6,669	8,439	8,769	6,339
Dairy, Meat & Alternatives	127,042	0.54	73,354	53,688	96,457	30,585
TOTAL	142,919	0.61	82,690	60,229	108,733	34,185

* Land by food type based on same assumptions as OFT report,

Source: Peterborough County at a Glance 2011 Census of Agriculture Summary, OMAFRA

- When you apply the OFT Report's calculated agricultural land needs per capita to Peterborough County and City (assuming dietary needs of County/City are same as provincial average), the County has more than enough land in agricultural production to theoretically sustain the population of both the County and City to 2036 (Surplus of 60,000 acres in 2011 and 34000 in 2036)
- Peterborough County currently has excess production in cereal products and dairy, meat and alternatives compared to the population's 2011 needs and production will continue to show a surplus in those categories in 2036

Peterborough County/City Farmland Needs: 2011 - 2036 (Acres)

Food Group*	2011				2036	
	Land In Production	Land Required/ Per Person	Land Required	Land Deficit or Surplus	Land Required	Land Deficit or Surplus
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Source: Peterborough County at a Glance 2011 Census of Agriculture Summary, OMAFRA

- Peterborough County is currently not producing enough vegetables and fruit to sustain the County/City population (see above table developed by the Peterborough Social Planning Council re survey on attitudes towards buying locally)
- Applying OFT Report assumptions, Peterborough County currently needs approximately 1,898 acres of additional land for the growing of vegetables and fruit in order to sustain the County/City population and by 2036 that number will grow to approximately 2,739 acres of additional land needed.

Land Use, 2011 Census (hectares)	
Land in crops.....	47,507
Summerfallow land.....	258
Tame or seeded pasture.....	8,040
Natural land for pasture.....	15,023
Christmas trees, woodland & wetland.....	18,321
All other land.....	3,499
Total area of farms.....	92,647

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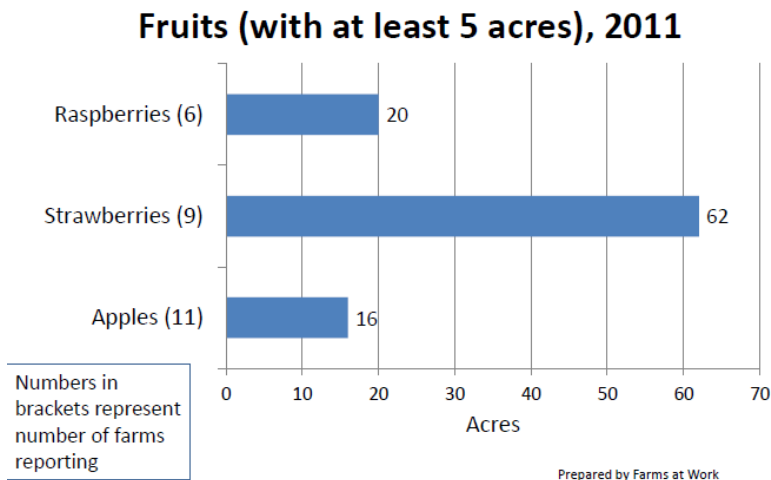
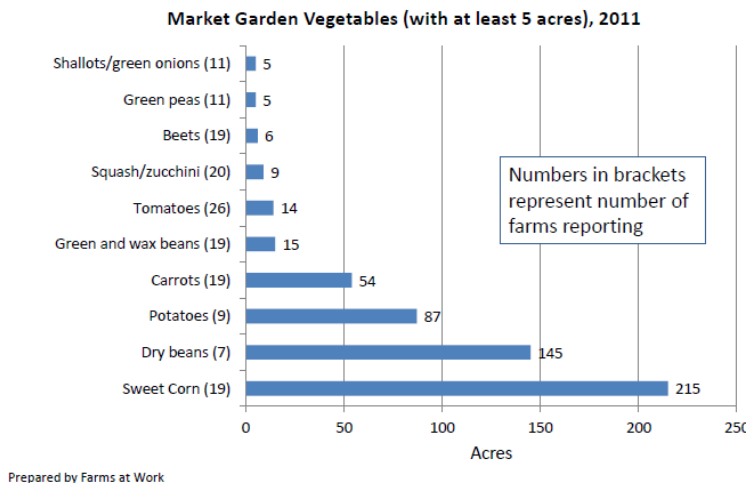
2011 Census:

Vegetables	390
Potatoes	87
Fruits, berries and nuts	147
Other dry beans	145
TOTAL acreage, 2011	769

Of 1053 farms – only 26 are fruit or veg combined

Prepared by Farms at Work

The above table documents the number of farms that are growing fruits and vegetables in Peterborough County according to the 2011 census. The following graphs show the limited number of acres dedicated to market garden vegetables and fruits.



Planning for the future:

Ian Clandening, County of Peterborough presented the following overview:

Farmland in Peterborough

- 92,547 ha. (228,935 ac.) of which 47,507 ha. (117,392 ac.) is for crops **Recognition of Farmland in the County**

- County Official Plan** – “Agriculture shall be encouraged and protected as an identifiable industry and cultural resource in Peterborough County”

- Official Plan Protection** – Farmland predominantly classified as either “Rural” or “Prime Agricultural”.

Prime Agricultural Areas

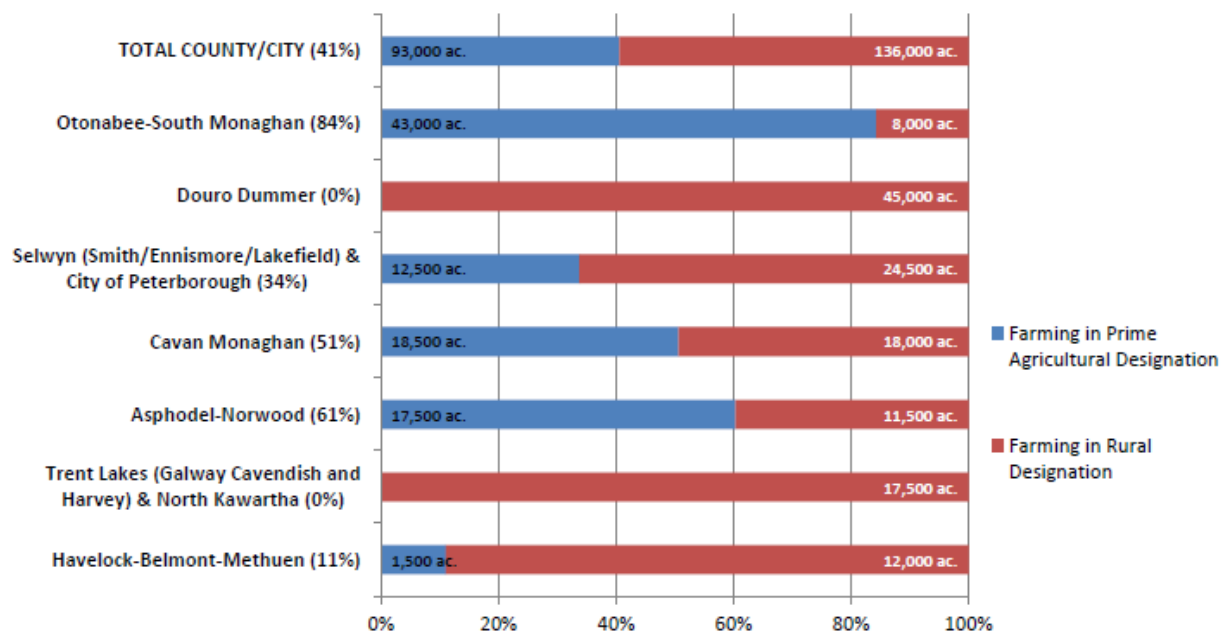
- Areas where Class 1, 2, & 3 soils “predominate”

- Special Protection under the 2005 Provincial Policy Statement:

- In *prime agricultural areas*, permitted uses and activities are: *agricultural uses, secondary uses and agriculture-related uses*.

- Lot creation in *prime agricultural areas* is discouraged and may only be permitted for: a) agricultural uses b) agriculture-related uses, c) a residence surplus to a farming operation as a result of farm consolidation d) infrastructure

Percentage of Farmland Designated as Prime Agricultural (2013)

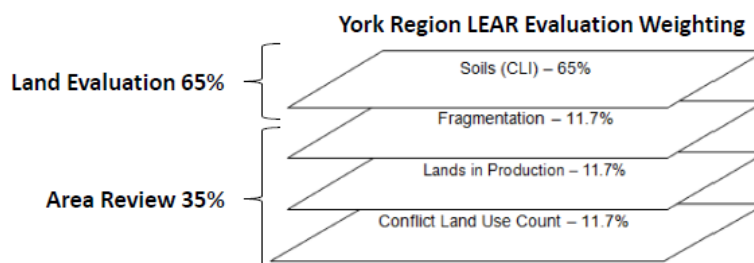


LEAR – Land Evaluation & Area Review

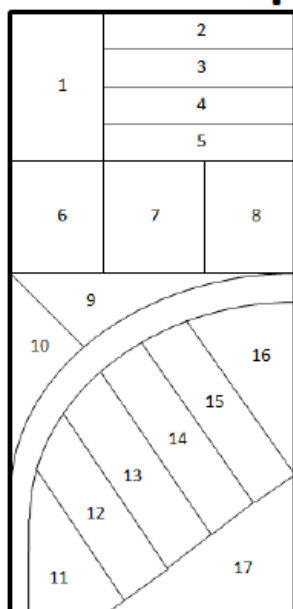
Alternative evaluation system for delineating “Prime Agricultural” Areas

LEAR process:

- Determine the Land Evaluation (LE) and Area Review (AR) factors that would be analyzed
- Established scores and weightings for the various LE and AR factors
- Calculated total LEAR score



Factors & scoring in York Region LEAR



Fragmentation scoring was as follows:

0 - 5 parcels in an EU = 10 points

6-10 parcels = 8 points

11-15 parcels = 6 points

16-20 parcels = 4 points

Over 20 parcels = 2 points



1km Buffer
(blue)

Evaluation Unit
(cyan)

Lands Under Production scoring was based on Hectares under production within 1km:

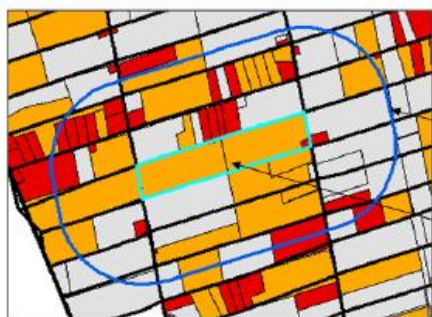
801-1442 ha. within 1km = 10 points

601-800 ha. within 1km = 8 points

401-600 ha. within 1km = 6 points

201-400 ha. within 1km = 4 points

0-200 ha. within 1km = 2 points



1km Buffer
(blue)

Evaluation Unit
(cyan)

Conflicting Land Use scoring was based on # of "conflicts" within 1 km:

0-50 within 1km = 10 points

51-100 within 1km = 8 points

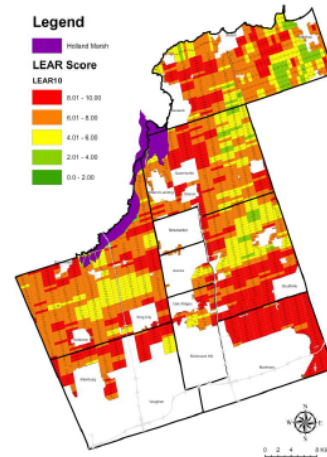
101-150 within 1km = 6 points

151-200 within 1km = 4 points

200-716 within 1km = 2 points

Different weighting will produce different results – factors & weighting is based on community priorities.

Hamilton	LE:AR	60:40
Ottawa	LE:AR	70:30
York	LE:AR	65:35
Halton	LE:AR	65:35



Cost Of Community Services Studies :“Communities need reliable information to help them see the full picture of their land uses. COCS studies are an inexpensive way to evaluate the net contribution of working and open lands.” (American Farmland Trust, 2010)

and

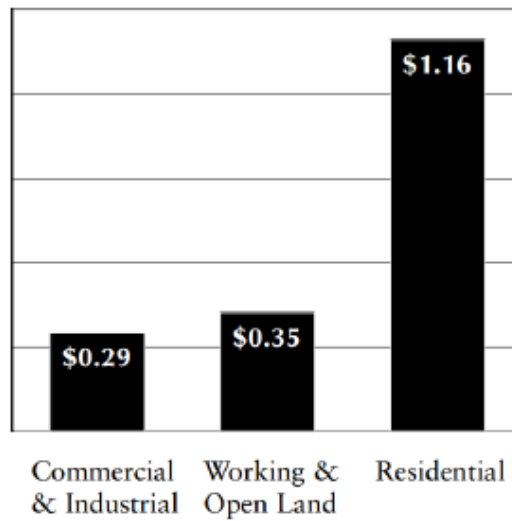
“...they show that agricultural land is similar to other commercial and industrial uses. In nearly every community studied, farmland has generated a fiscal surplus to help offset the shortfall created by residential demand for public services.” (American Farmland Trust, 2010)

Farmland Conservation Easements

Conservation easements offer a **private-sector** solution to the problems of vanishing farms and natural habitats. A conservation easement is contained in a **voluntary** agreement between a landowner and a qualified easement holder ... which limits the amount and type of development that can occur on a property to preserve its agricultural potential and natural character.

More than 150 studies in the US have shown:

Median COCS Results



Median cost per dollar of revenue raised to provide public services to different land uses.

Sustainable Local Agriculture

March 20, 2013

The following is a synopsis of the discussions:

1/ How to increase the local production of fruit and veggies?

- It was proposed that a food distribution terminal would facilitate distribution and improved access.
- Increased and improved pick up sites and farmers market locations.
- Greater availability of local food in stores as well as increased numbers of market sites like public parks and community gardens. This would make it easier for consumers to access local produce.
- Community gardens markets as distribution points would have the added benefit of increasing public awareness of the connection between food and food production. This could encourage some to try gardening themselves.
- Plant more fruit trees in parks though the city and county.
- We need to identify emerging markets and innovations into the production of exotic or ethnic food products.
- The need for storage, canning and other preservation options was identified.
- The idea of available labels like “Proudly Peterborough” or “Peterborough Produce” was discussed. Seems this has been tried and challenges of enforcement were cited. Could these challenges be overcome?
- Increase awareness and demand, school presentations etc.
- Security for producers, crop insurance and markets for production overflow.
- The difficulty of expanding operations for small producers was presented.
- An idea to create some kind of investment fund that would put money towards the goals of sustainable agriculture. At least 2 of the people in our group indicated they would invest in such a fund.

- Some discussion on lengthening the growing season through the use of greenhouses and row covers was proposed.
- Increased access to secure locations for community gardening opportunities would increase production.
- The availability of equipment on a loan or shared ownership basis would allow the use of technology not affordable otherwise.
- It would be helpful to increase awareness of local available resources. (e.g. Peter Leahy operates a mill and will grind seed grains into flour)
- Develop solar greenhouses to expand the growing season. Create large greenhouses and partner with a sustainable energy/technology to produce heat/steam. (Recognition that labour is intensive and to be successful there would need to be inexpensive labour)
- Create education for farm practices suitable to our region. Species that are 'cold hardy' include: Saskatoon berry, paw paws, heritage breeds of apples, northern peaches
- Build institutional support for vegetable/fruit farmers in the area
- Create an association for fruit/vegetable farmers
- Develop a local/regional board to over-see food terminal and ensure/verify local produce is being sold
- Educate the community re the importance of buying local – enhanced marketing, promotion
- Encourage the community to push grocery stores to show what local products they sell – this will make store understand the growing demand/commitment to buying local
- Improve the clarity of labelling re where product was grown/developed

Recognition:

- Soil conditions re sandy soil in Cavan, much of the local soil is not suitable for traditional fruit/vegetables
- Need to build institutional support for fruit/vegetable farming ("You're not a farmer unless you raise meat or cash crops...")
- Chain stores are a big obstacle to getting local food to market. Grocery stores sell products at a loss

- Appropriate storage/freezing facilities required
- Investment funds required to start up a fruit/vegetable farm

2/ How to make more meat and cereals available

- Several of the points from question 1 would apply to question 2.
- Local abattoirs are typically only inspected by provincial inspectors. To sell meat to many institutes or export meat it needs to be federally inspected. Some way of relaxing these requirements or making compliance possible to economically achieve locally would help.
- More processing opportunities and brand development.
- Increase opportunity for small producers to produce more. e.g. currently small chicken farmers are not allow to produce as many chickens as they would like because a quota system limits them.
- Regarding cereals – what is the availability of mills?
- Meat is difficult to sell if it is slaughtered at provincially inspected facility. Federally inspected meat is more marketable to institutions/facilities.
- Education is required in schools – build consumer support for local foods.
- Diversify the type of foods grown.
- Recognition that there is not as much meat at the farmers’ market in comparison to fruits and vegetables.
- Local butcher makes up to 85% of his meat from “Ontario = local”.
- Our climate restricts what we are able to produce therefore we have restricted seasonal diets.
- We need to celebrate foods and demand more local supply.
- Soupfest: fall based, healthy food, root-based recipes promote local food production
- Distribution:
 - Better supply chain i.e. food terminal in Toronto bring(s) fruits and vegetables together to distribute
 - Farmers do not make enough money to subsidize healthy eating
 - Farmers looking to pre-sell their products in advance – not enough margin for them

- Local Procurement Policy
 - Institutions creating markets that meet their food needs if they meet local procurement
 - Local food plus procurement
 - Food coalition i.e. hospital in City of Kawartha Lakes still buys local food
 - Food charter
 - Coordinator of agricultural economic development
- Official Plan (O.P.)
 - Townships, county, city working on Official Plan review
 - County waiting to update O.P. once provincial policy statement (PPS) is released after provincial election
 - County O.P. adopted in 2008 and is due for updating
- Nourish Policy: how to use the local food education and awareness initiatives (to promote local food)
- Meat
 - Need to encourage the community to eat different cuts of meat to maximize full use of the animal
 - Food education with A Taste of Nourish (Wednesday 11 a.m. to 7 P.M. at St. Andrews Church, bi-weekly)
 - Local neighbourhood butcher shops
 - Collective kitchens
- Animal share – consider promoting joint purchasing of animals
- Urban agriculture – local production for personal use to supplement food
- Local food programmes – how to use local food to make home-cooked meals

3/ Do we need to further protect farmland and producing?

- Based on the presentation given by City Planner, Brad Appleby, we will have more than enough farmland to provide for local needs well past 2036
- We need to preserve farmland even if it is only to assure green areas continue to exist
- It was noted that we are not simply responsible for providing for ourselves but we are an agricultural feeder area for consumers in the Greater Toronto area. It was suggested we have a moral obligation to provide for them. If this is accurate perhaps our available land may not be adequate for the future
- Merging farms results in loss of infrastructure (lost homes, barns, hedgerows, trees)
- Cash croppers remove natural features
- Could be need for smaller farm parcels to allow start up farms for vegetables
- Possible to develop permit system
- Social responsibility and ecological responsibility to protect farm land
- We have a responsibility to feed more than (this local area)
- Official Plan (O.P.)
 - Stronger language in O.P. with the review in 2 years' time
 - Provincial Policy Statement (PPS) applied through County: lower-tier municipalities, re severances
 - Consider protection of class 4 & 5 agricultural lands
 - Consider the size of land severances for slightly larger lots for hobby farms (2 to 10 acres hobby farms)
 - Severances currently as small as possible for residential development
- Trent/Fleming: new movement with introduction of new agricultural programmes for future farmer education/development
- Rental lands: consider leasing surplus farm land rather than selling it

4/ If so, how and what are the first steps to take?

- An accurate inventory of farmland uses and needs for the present and future should be done.
- We need to identify valuable agricultural land and resources with a view to increased protection. e.g. Vegetable and much fruit production is largely dependent on high quality loam land with access to water for irrigation as well as natural fertilizer or compost to ensure sustainable production.
- Tax credits for land that is devoted to agricultural production that is deemed necessary.
- Increase the demand for local produce. That will have the effect of increasing the value of farmland due to economic forces and thereby protect it.

Next Steps:

Dawn and Pat provided an overview of the next steps that will follow this meeting:

- A report on the proceedings of this meeting will be developed and shared widely
- The Peterborough Social Planning Council and Farms at Work committed in a presentation to County Council in 2011 to report back to the council re initiatives that have taken place since the first presentation in October, 2011.
- A submission will be made to the County Planning division when the County's Official Plan review commences.
- A meeting will be requested with Jeff Leal, Minister for Rural Affairs re work that is underway with this initiative.
- The results of the discussions and presentations today, will help develop response for the Local Food Act.

Appendix

Participants

Sam McLean	McLean Berry Farm
Tom Hutchinson	Trent University
Katie Allen	P3 Sustainability
Julie Fleming	Circle Organic Community Farm
Fred Irwin	Transition Town Peterborough
Ian Attridge	Kawartha Heritage Conservancy
Jay Adam	Farms at Work
Barb Jinkerson	Warsaw Women's Institute
Susan Chan	Farms at Work, Lakefield Farmers' Market
Miguel Hernandez	COIN
Judy Coward	OMAFRA
Bill Astell	Future of Food & Farming Working Group
Peter Leahy	Merrylynd Organics
Jill Bishop	Farmers' Market
Pat Learmonth	Farms at Work
Linda Slavin	Sustainable Peterborough
Melanie Kawalec	Sustainable Peterborough
Susan Hubay	Peterborough County City Health Unit
Joelle Favreaux	YWCA/Nourish Peterborough
Ian Clendening	County of Peterborough
Brad Appleby	City of Peterborough
Dawn Berry Merriam	Peterborough Social Planning Council