

Update: Agri-Food/ Urban Agriculture

Initiative Title:	Agri-Food/ Urban Agriculture
City Council Lead(s):	Mayor Mandel and Councillor Loken
Department Lead(s):	Peter Ohm, Sustainable Development

Objective:

To create a City-Wide Food and Agriculture Strategy, as directed in *The Way We Grow*.

Key outcomes, projects or activities and their status as of May 2013:

- **fresh:** Edmonton's Food and Urban Agriculture Strategy was approved by City Council November 14, 2012. Leading up to City Council's approval were two days of discussions for Non-Statutory Public Hearings at Executive Committee in late October and early November.
- 2013 budget service package for one full-time staff position to lead the implementation of **fresh** and support the Edmonton Food Council was approved in November 2012.
- The Area Structure Plans for two Urban Growth Areas (Horse Hill and Riverview) have received second reading by City Council and comply with **fresh**.
- The Implementation Plan for **fresh** and the Terms of Reference for the Edmonton Food Council were reviewed by Executive Committee on April 29, 2013.
- An open call for nominations for the Edmonton Food Council was announced on May 14, 2013.
- The success of the project was in large part due to completion of a comprehensive and extensive consultation process that included:
 - A project Advisory Committee;
 - Interviews with City Council members;
 - A Citizen Panel process in partnership with the Centre for Public Involvement;
 - Two rounds of stakeholder focus groups;
 - An internal Technical Advisory Committee with representation all Branches in the City of Edmonton;
 - A *Food in the City* Conference at the Shaw Conference Centre;
 - A Public Opinion Survey, Landowner Survey, and **fresh** Feedback Survey;
 - Four open houses presenting the draft of **fresh**;
 - An strong online presence that included an informative website, an active blog and regular social media activity on Twitter and Facebook;
 - Multiple reports reflecting the results of the various processes, now available online.

Future Steps:

- Establishment of the Edmonton Food Council is a key priority for 2013.

- Time will be spent in 2013 on partnership development with internal and external stakeholders.
- A communications and promotions plan will be executed to help raise awareness and identify opportunities to support the implementation of **fresh** going forward.

There is a compelling case to continue this Council Initiative beyond 2013. The successful development and approval of a food and urban agriculture strategy and the imminent establishment of a food council are evidence of strong interest and momentum for local food and urban agriculture initiatives. The role of providing continued leadership and champions for these initiatives is considered critical to the success of implementing **fresh** and partnership development.