



REGIONAL AGRICULTURAL ADVISORY COMMISSION

THURSDAY, SEPTEMBER 13, 2012
CVRD BOARDROOM, 12:00 PM
175 INGRAM STREET, DUNCAN, BC

AGENDA

		PAGES
1.	<u>APPROVAL OF AGENDA</u>	1-2
2.	<u>ADOPTION OF MINUTES</u>	
	M1 Regular Regional Agricultural Advisory Commission meeting minutes of June 26, 2012	3-5
3.	<u>BUSINESS ARISING FROM THE MINUTES</u>	
	BA1 Agricultural Adaptation Strategies	6-7
	BA2 RAAC motion amended by CVRD Board on July 11, 2012, CR7,12-345	8
4.	<u>DELEGATION</u>	
	D1 Carol Greaves, Community Relations Manager, FortisBC Energy (Vancouver Island) Inc.	9-10
5.	<u>REPORTS</u>	
	R1 Subcommittee #1 Land use mitigation	11-14
	R2 Subcommittee #2 Promotion of land lease website	15-16
	R3 Subcommittee #3 Consumer awareness	17
	R4 Subcommittee #3 Islands Agriculture Show presentation	18
	R5 Subcommittee #3 Farmer's Market	verbal
6.	<u>CORRESPONDENCE</u>	
7.	<u>UNFINISHED BUSINESS</u>	
8.	<u>NEW BUSINESS</u>	
9.	<u>CLOSED SESSION</u>	
	Motion that the meeting be closed to the public in accordance with the Community Charter Part 4, Division 3, Section 90(1), subsections as noted in accordance with each agenda item.	
10.	<u>ADJOURNMENT</u>	

NOTE: A copy of the full agenda package is available at the CVRD website www.cvrld.bc.ca

Director Marcotte, Chair
Director Hartmann, Vice Chair
Director Duncan
Director Giles

Director Hutchins
Bob Crawford
Mick Smith
Joanne McLeod

Ian Christison
Pat Durose
Wayne Haddow
Rodger Hunter

Dave Thomson
Fred Oud
George Robbins
Judy Stafford

DISTRIBUTION:

Full Agenda Package:

PETER KEBER, ALTERNATE, ENVIRONMENT COMMISSION
DAN FERGUSON, ALTERNATE, COWICHAN AGRICULTURAL SOCIETY
WARREN JONES, CHIEF ADMINISTRATIVE OFFICER
TOM ANDERSON, GENERAL MANAGER, PLANNING & DEVELOPMENT
GEOFF MILLAR, MANAGER, ECONOMIC DEVELOPMENT
KATHY LACHMAN, EDC BUSINESS DEVELOPMENT OFFICER

Agenda:

DIRECTOR KENT
DIRECTOR LEFEBURE
DIRECTOR LINES
DIRECTOR MCGONIGLE
DIRECTOR WALKER

DIRECTOR FRASER
DIRECTOR IANNIDINARDO
DIRECTOR MORRISON
DIRECTOR DOREY
DIRECTOR WEAVER

MARK KUEBER, GENERAL MANAGER, CORPORATE SERVICES
ROB KLINE, MINISTRY OF AGRICULTURE & LANDS

Minutes of the regular Regional Agricultural Advisory Commission held on Tuesday, June 26, 2012 at 12:00 pm in the CVRD Boardroom, 175 Ingram Street, Duncan, BC.

PRESENT

Director M. Marcotte, Chair
Directors L. Duncan, R. Hartmann, G. Giles and R. Hutchins
Bob Crawford, Mick Smith, Joanne McLeod, Pat Durose, Fred Oud and Peter Keber (Alternate)

ALSO PRESENT

Dan Ferguson (Alternate)
Emily MacNair (Applicant)
Raelynn Gibson, Cowichan Green Community
Geoff Millar, Manager, Economic Development Cowichan
Kathy Lachman, EDC Business Development Officer
Judy Mills, Recording Secretary

ABSENT

Ian Christison, Wayne Haddow, Rodger Hunter, Dave Thomson, George Robbins, Judy Stafford and Tom Anderson

APPROVAL OF AGENDA

It was moved and seconded that the agenda be amended with the addition of one New Business item as follows:

NB1 Tom Anderson, General Manager Planning & Development, regarding Agricultural Adaptation Strategies Project (Applicant: Emily MacNair);

and the order of the agenda be adjusted to move NB1 prior to Reports;

and that the agenda, as amended, be approved.

MOTION CARRIED

ADOPTION OF MINUTES

M1

It was moved and seconded that the minutes of the regular Regional Agricultural Advisory Commission meeting held May 29, 2012 be adopted.

MOTION CARRIED

BUSINESS ARISING FROM THE MINUTES

Not applicable.

NEW BUSINESS

NB1 – Agricultural Adaptation Strategies Project

In Tom Anderson's absence, Chair Marcotte introduced Emily MacNair, coordinator of the BC Agriculture and Food Climate Action Initiative tasked with supporting the BC agriculture sector in addressing the challenges and opportunities associated with adapting to a changing climate and mitigating greenhouse gas emissions. Emily presented information on the pilot project for this region. Approval is already in place to work in Delta and Peace River. It is critical to bring together agriculture adaptation issues and government. Benefits include opportunities to build and provide for area agricultural plan and strengthen relationships between government and farming community. There is a second pilot project running alongside looking at farm practices.

Discussion took place.

It was moved and seconded that the Regional Agricultural Advisory Commission endorses recommendation of the Electoral Area Services Committee to the CVRD Board that consideration is given to participating in the BC Agriculture Council's Agricultural Adaptation Strategies Project.

MOTION CARRIED

It was moved and seconded that the Regional Agricultural Advisory Commission recommends that a strong letter of support be sent to the Minister of Agriculture, Don McRae, requesting significant investment in climate change research and agricultural adaptation strategies.

MOTION CARRIED

Further discussion took place. Geoff Millar arrived at 12:37 pm.

REPORTS

R1 – Sub-committee 1 update

Sub-committee 1 meeting notes were circulated and reviewed by Director Hartmann. Discussion took place. The sub-committee is continuing to look at strategies to educate on the impacts of living near or adjacent to agriculture land.

R2 – Sub-committee 2 update

Sub-committee 2 meeting notes were circulated and reviewed by Dan Ferguson. The sub-committee is developing an Incubator Farm Program. It was suggested to invite Mary Alice Johnson, who runs an apprenticeship program, to the next RAAC meeting to talk about apprenticeship and training for agriculture. Discussion took place. Weaknesses noted include high cost of land, age of farmers and lack of succession plans. Joanne McLeod will circulate information regarding September 2011 Home Plate article on maximum land and minimum estate.

Director Duncan left the meeting. Further discussion took place.

It was moved and seconded that the CVRD lend financial and in-kind support to local agricultural societies to research and develop an inventory of equipment available for lease or loan to emerging farmers, and that this inventory could include a list of potential mentors and to make this information available through the development of a web page and other means.

MOTION CARRIED

R3 – Sub-committee 3 update

Sub-committee 3 meeting notes were circulated and reviewed by Bob Crawford. It was decided to set a date at the next RAAC meeting for a half day workshop to identify issues and inform on the progress of the Area Agriculture Plan in conjunction with the Islands Agriculture Show.

Director Hartmann left the meeting.

R4 – Islands Agriculture Show

Kathy Lachman reported the Islands Agriculture Show steering committee is meeting monthly and finalizing non-profit status. The website has been re-vamped and as they confirm speakers they will be added. New logo has been developed in vertical, horizontal and banner size formats. It will be

incorporated in marketing and the website. Sponsorship packages are complete and have been added to the website. Shari Patterson has been hired as the event coordinator. Show date is February 1-2, 2013 at the Cowichan Exhibition.

Bob Crawford suggested moving the VIP meet and greet to Saturday.

R5 – Cowichan Exhibition

Kathy Lachman reported the RAAC will have a booth at the Cowichan Exhibition on September 7-9, 2012. It will be inside this year away from heat and dust. A sign-up sheet will be circulated for members to volunteer to participate. Economic Development Cowichan will cover the booth fee. Dan Ferguson noted the Cowichan Agriculture Society may have a booth this year and would be interested to be located beside the RAAC booth.

CORRESPONDENCE

Not applicable.

UNFINISHED BUSINESS

UB1 – ALR Application 1-H-11

Chair Marcotte reported the applicant, Raymond and Robin Smith, notified the CVRD to advise that they no longer wished to proceed with the application and then later advised they would like to go forward with the second residence application. Joanne McLeod, Director Hutchins and Chair Marcotte attended a site visit on June 23, 2012. Discussion took place.

It was moved and seconded that the Regional Agricultural Advisory Commission in regards to ALR application 1-H-11 ALR, Raymond and Robin Smith, supports the construction of a second dwelling on the site, but does not support the proposed location of such dwelling on prime agriculture land.

MOTION CARRIED

Pat Durose and Peter Keber left the meeting.

UB2 – Fortis BC

Chair Marcotte obtained member consensus to invite a Fortis BC speaker to the July RAAC meeting.

NEW BUSINESS

NB1 addressed after business arising from the minutes.

CLOSED SESSION

Not applicable.

ADJOURNMENT

It was moved and seconded that the meeting be adjourned.

MOTION CARRIED

The meeting adjourned at 1:40 pm.

Chair

Recording Secretary



BA 2

August 9, 2012

File No: EDCG

Honourable Don McRae
Minister of Agriculture
East Annex
Parliament Buildings
VICTORIA BC V8V 1X4

Don
Dear Honourable McRae:

The Cowichan Valley Regional District, Regional Agricultural Advisory Commission, would like to offer this letter of support for the BC Agriculture and Food Climate Action Initiative, Regional Agricultural Adaptation Strategies Pilot Project being delivered by the BC Agriculture Council.

The Regional Board passed the following Resolution on July 11, 2012 at their regular meeting which came as a result of a presentation by Emily MacNair, Climate Action Initiatives Coordinator:

"That the Regional Agricultural Advisory Commission endorses the recommendation of the Electoral Area Services Committee to the CVRD Board that consideration is given to participating in the BC Agricultural Council's Agricultural Adaptation Strategies Project."

In addition, the following further Resolution was passed which further supports the endeavor:

"That a strong letter of support be sent to the Minister of Agriculture, Don McRae, requesting significant investment in climate change research and agricultural adaptation strategies."

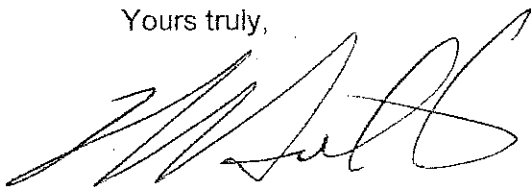
In every region of the province, critical agricultural adaptation issues are impacting our ability to be self-sufficient in food production. In the Cowichan Region on Vancouver Island, the impacts of climate change and our ability to adapt to those changes is a concern that is shared among local government, farmers and industry groups. The Cowichan Region has the largest agriculture area on Vancouver Island and has taken steps to ensure that agriculture and food production remains a priority. The Regional Agricultural Advisory Commission (RAAC) has developed an Area Agricultural Plan and is implementing the 78 recommendations out of the plan.

Honourable McRae
August 9, 2012

Page 2

The RAAC is pleased to support and participate in the Regional Adaptation Strategies Pilot Project and encourages the Province of British Columbia to invest significant investment in climate change research to ensure a supply of healthy, local food for all its residents.

Yours truly,

A handwritten signature in black ink, appearing to read 'Rob Hutchins', written in a cursive style.

Rob Hutchins
Chair

RH/jm

pc: Mary Marcotte, Chair, Regional Agricultural Advisory Commission

North Cowichan – south-end	59.9%
City of Duncan	13.8%
Electoral Area D	10.4%
Electoral Area E	11.8%
Cowichan Tribes	4.1%

MOTION CARRIED

CR6

The report and recommendation from the Kerry Park Recreation Centre Commission meeting of May 29, 2012, listing one item was considered.

12-343

It was moved and seconded:

1. That a Reserve Fund expenditure bylaw be prepared authorizing expenditure of no more than \$51,000 from the Kerry Park Recreation Centre Reserve Fund Bylaw No. 351 for the purpose of funding the sewer upgrades to the Kerry Park Recreation Centre, and that the bylaw be forwarded to the Board for consideration of three readings and adoption.

MOTION CARRIED

CR7

The report and recommendations from the Regional Agricultural Advisory Commission meeting of June 26, 2012, listing three items were considered.

12-344

It was moved and seconded:

1. That the Regional Agricultural Advisory Commission endorses the recommendation of the Electoral Area Services Committee to the CVRD Board that consideration is given to participating in the BC Agricultural Council's Agricultural Adaptation Strategies Project.
2. That a strong letter of support be sent to the Minister of Agriculture, Don McRae, requesting significant investment in climate change research and agricultural adaptation strategies.
3. That the Regional Agricultural Advisory Commission in regards to ALR application 1-H-11 ALR, Raymond and Robin Smith, supports the construction of a second dwelling on the site, but does not support the proposed location of such dwelling on prime agricultural land.

MOTION CARRIED

12-345

(Amended from original Committee recommendation);

It was moved and seconded:

2. That staff report on the feasibility of the CVRD lending financial and in-kind support to the local agricultural societies to research and develop an inventory of equipment available for lease or loan to emerging farmers, and that this inventory could include a list of potential mentors, and to make this information available through the development of a web page and other means.

MOTION CARRIED

D 1

Judy Mills

From: Joe Barry
Sent: Monday, August 27, 2012 2:42 PM
To: Judy Mills
Subject: FW: Online Form Submittal: Request to Appear as a Delegation

From: support@civicplus.com [mailto:support@civicplus.com]
Sent: Monday, August 27, 2012 2:40 PM
To: Joe Barry
Subject: Online Form Submittal: Request to Appear as a Delegation

If you are having problems viewing this HTML email, click to view a [Text version](#).

Request to Appear as a Delegation

Meeting Information

Request to Address:
 CVRD Board Committee

If Committee, specify the Committee here:
Regional Agricultural Advisory Commission

Meeting Date: 09/13/2012
Meeting Time: Noon

Applicant Information

Applicant Name: Carol Greaves
Representing: FortisBC Energy (Vancouver Island) Inc. (Name of organization if applicable)
As: Community Relations Manager (Capacity / Office)
Number Attending: 2

Applicant Contact Information

Applicant Mailing Address: 320 Garbally Road
Applicant City: Victoria
Applicant Telephone: 250 380 5789
Applicant Fax: 250 388 6876
Applicant Email: carol.greaves@fortisbc.com

Presentation Topic and Nature of Request:

Potential changes to rates for natural gas on Vancouver Island and the impact to the Agricultural community.

The following form was submitted via your website: Request to Appear as a Delegation

Request to Address:: Committee

If Committee, specify the Committee here:: Regional Agricultural Advisory Commission

Meeting Date:: 09/13/2012

Meeting Time:: Noon

Applicant Name:: Carol Greaves

Representing:: FortisBC Energy (Vancouver Island) Inc.

As:: Community Relations Manager

Number Attending:: 2

Applicant Mailing Address:: 320 Garbally Road

Applicant City:: Victoria

Applicant Telephone:: 250 380 5789

Applicant Fax:: 250 388 6876

Applicant Email:: carol.greaves@fortisbc.com

Presentation Topic and Nature of Request:: Potential changes to rates for natural gas on Vancouver Island and the impact to the Agricultural community.

Additional Information:

Form submitted on: 8/27/2012 2:40:15 PM

Submitted from IP Address: 208.181.106.244

Referrer Page: No Referrer - Direct Link

Form Address: <http://cvrd.bc.ca/Forms.aspx?FID=41>



RI

STAFF REPORT

REGIONAL AGRICULTURAL ADVISORY COMMISSION SEPTEMBER 13, 2012

DATE: September 6, 2012
FROM: Subcommittee #1
SUBJECT: Land Use Mitigation

Recommendation/Action:

1. Develop a brochure that outlines what to expect when living in rural areas.
2. Develop a section on the CVRD/EDC web site "Moving to the Cowichan" that would explain what to expect when living in rural areas.

Background:

Subcommittee #1 had their first meeting on June 6, 2012. At that meeting the subcommittee reviewed the recommendations from the Agricultural Advisory Committee (AAC) meeting dated September 13, 2011:

- 1: AAC recommend to the CVRD Board funds to develop a brochure or handbook that can be used to mitigate land use conflicts between residents and farmers.
- 2: AAC recommend to the CVRD Board that a covenant is placed on subdivided land that is adjacent to agriculture land.
- 3: AAC recommend to the CVRD Board that when OCP's come up for review, that a Farmland Protection Development Permit Application is added.

A number of suggestions were discussed:

1. That an Agricultural Disclosure Statement be placed on land adjacent to agriculture land. This would require a legal opinion.
2. For a covenant to be placed on land adjacent to farmland as part of the development permit process. North Cowichan has implemented this and Kathy will obtain the wording for the next meeting.
3. Brochure that would be used by realtors to give out to potential buyers of land adjacent to farm land.

Outcomes of that meeting were a number of next steps:

1. Invite local realtors to attend the next meeting to discuss the potential of developing Agricultural Disclosure Statements for agriculture land and a brochure.
2. Investigate covenants and Development Permit Applications as a tool to mitigate land use conflicts.

Subcommittee Meeting July 3, 2012

Cliff Moberg from the Sutton Group and Blair Herbert from Royal LePage were in attendance representing local realtors. Discussion ensued around the proposed action items:

1. Agricultural Disclosure Statement- placed on land adjacent to ALR. The feedback from the guests is as follows:
 - Realtors work for the sellers- sellers do not like to highlight the negative aspects of their property
 - In their experience it is the 1% of unreasonable people who will complain about agriculture impacts
 - No amount of disclosure is going to work for unreasonable people
 - Unreasonable people will not read disclosure statements or a brochure
 - Disclosure statements do not prevent complaints against farmers
 - Usually the conflict occurs when a farmer changes or adds a farm use. For example, when a farmer adds a chicken barn where there was not one before
 - It does not address existing residential subdivisions and housing changing hands
2. Covenants- agreement made by two parties on a specific piece of land.
 - Wording must be acceptable according to the Land Titles Act
 - This is not a tool that can address agriculture land on a broad basis
3. Development Permit Areas- To protect and establish a visual buffer between agriculture and non-agriculture uses on land outside of the ALR.
 - While this can be a useful tool, it does not address smell, visual landscapes, or dust and noise issues

The group discussed the above options and developed a new set of recommendations:

1. Strengthen the Right to Farm Act- while the act protects farmers so they can continue to farm, it does not prevent people from filing complaints and costing the farmer time and money to respond.
2. Strengthen zoning and Official Community Plans on potential land uses.
3. Education is the key. Define what happens on the farm and develop a brochure for the general public. Brochure would outline the impacts of farm activities and promote the respect of farmland in respects to invasive species, dogs running loose.
4. Invite CVRD Bylaw Services representative to come to the next meeting to discuss what tools would be useful when they are dealing with rural/urban conflicts.


Subcommittee Meeting July 24, 2012

Brian Duncan, Manager of Bylaw Services for the CVRD attended the meeting and discussed land use conflicts and methods to mitigate those conflicts. Brian agreed that a brochure would be beneficial for staff when dealing with complaints. The group also discussed methods to educate residents who are thinking of moving to a rural area within the Cowichan Region.

Recommendations as follows:

1. Develop a one-to-two page brochure that can educate the general public and be used by bylaw officers when dealing with complaints.
2. Develop a section on the CVRD/EDC website "Moving to the Cowichan" that will outline what to expect when living in rural areas.

Submitted by,


Kathy Lachman on behalf of
Subcommittee #1

KL/jm

So you want to move to the country.....what can you expect?

The Cowichan Region has a diverse mix of rural and urban areas. Much of the region is agricultural and for this reason people want to leave the big city and move here to enjoy the peace and quiet of rural life. But along with change, there is a need for understanding. New rural residents may not understand what happens in farming country and farmers may not understand how these new residents perceive country life.

But it's only 5 am!

Farming requires long hours. The typical workday starts early and ends late. And yes, the rooster does crow at the break of dawn. Just think of it as nature's alarm clock!

What's that noise?

Most farming is done with large machinery. Sometimes peace and quiet can be disturbed especially during planting and harvest time. Machines can run late into the night and start up very early in the morning.

What's that smell?

Many crops rely on fertilization and many farmers use the "end" products, pardon the pun, of their livestock. The farmer is recycling and using an environmentally friendly alternative to chemical fertilizers. It is quite common to see a farmer spraying this fertilizer onto his fields. That many cows....that large barn...only one bathroom. The accumulated liquids become fertilizer and are normally sprayed on fields twice a year. Depending on wind direction, it can disrupt a patio party quite quickly. It may be a good idea to contact your farming neighborhood and see what the schedule is for spraying.

Where is all that smoke coming from?

In BC, farmers are protected under the 'Right to Farm Act' and are permitted to clear large tracts of land for crops or grazing. They must receive approval from the Province of BC prior to burning, but are not required to notify the neighbors. In most cases, they don't. One can check with the province to find out when the burning is scheduled.

There's the fence...his property, my property

Most of the time, yes. But property lines in the country are not always clear. Make sure you know where they are and respect them. Most farm animals are fairly docile, however it is not a good idea to be on the same side of the fence as a bull or a stallion. If you are not sure how to act around the neighbor's animals, ask.

Where does Fido fit in?

For many people, moving from the city to a rural property means having a family dog. Dogs are great companions and well suited to a rural lifestyle where there is room to romp and play. Dogs are also predators and given the opportunity, may chase and in some cases kill livestock. It is important that you keep your dog in an enclosed area and do not permit your dog to run loose. One loose dog is bad...more than one loose dog constitutes a "pack" and farmers can tell you of instances of mass kills of sheep, chickens and other livestock caused by pack dogs. Dogs can also stress livestock even if there is a fence separating them. Please ensure your dog is kept away from property lines and other areas that may allow the dog to interact with livestock.

How long do we have to follow this guy?

Living in the country can sometimes mean less traffic, but farm equipment is slow and may cause you delays, especially during harvest time. Be patient, the road where he's turning may be just ahead.

Farmers have a right to farm.

The fundamental policy of the new provincial government's *Farm Practices Protection (Right to Farm) Act* is that farmers have a right to farm in BC's important farming areas, particularly the Agricultural Land Reserve, provided they use normal farm practices and follow other legislation listed in the act (*Environmental Management Act, Integrated Pest Management Act, Health Act* and their regulations).

The Right to Farm Act Reference Guide <http://www.al.gov.bc.ca/resmgmt/fppa/refguide/intro.htm> lists and describes many of British Columbia's diverse farm practices in general terms. It also refers the reader to existing government legislation, industry guidelines and other sources of information related to farm practices in British Columbia. The guide is intended to be used by people seeking information related to issues and concerns raised about farm practices (e.g., farmers, peer advisors to farmers, local governments, neighbours living near farms, etc.). The guide may also be used by the Farm Industry Review Board, the statutory body established under the *Farm Practices Protection (Right to Farm) Act* to hear formal complaints about farm practices.

The key to healthy country living is COMMUNICATION. Meet your neighbors. Get to know and understand their lifestyle. They in turn, may get to know yours.

DRAFT



CVRD

R2

STAFF REPORT

REGIONAL AGRICULTURAL ADVISORY COMMISSION SEPTEMBER 13, 2012

DATE: September 6, 2012
FROM: Subcommittee #2
SUBJECT: Promotion of land lease website

Recommendation/Action:

Encourage and promote existing farmers who are not utilizing their land to make available the land to young farmers using a lease arrangement. Encourage farmers to list their available land on www.farmlink.net. Provide assistance to developing suitable lease agreements.

Background:

This action item explored the development of a registry of farmers who want to lease land. The goals of the program will be to match available land with emerging farmers and assist the parties with developing land agreements.

The sub-committee has met several times to discuss various options for connecting young farmers to opportunities to lease land. This is necessary for a variety of reasons:

- High cost of land is prohibitive to young farmers getting into the business
- Access to markets
- Access to equipment and mentoring

The need for affordable agriculture land options for new farmers is well documented in the CVRD Area Agriculture Plan. Local governments can play a lead role in the development of lease options as a method to get new farmers into farming. This initiative would demonstrate to the agriculture community the commitment by the CVRD to further agriculture in our region.

The sub-committee explored the idea of developing a Cowichan land lease website that would match potential leased land to young farmers. Through research, the subcommittee determined that an existing website www.farmlink.net would serve the same function but without incurring costs. The subcommittee has determined that promoting this existing website will be the most cost effective option for this action item. The website will be promoted through:

- CVRD web site
- Newspaper articles and paid advertising
- Newsletters
- Farmers Institutes
- Brochure/print materials

The sub-committee will work to identify potential farmers that will act as mentors to new young farmers who are leasing land.

Submitted by,

A handwritten signature in cursive script that reads "Kathy Lachman".

Kathy Lachman on behalf of
Subcommittee #2

KL/jm



R3

STAFF REPORT

REGIONAL AGRICULTURAL ADVISORY COMMISSION
SEPTEMBER 13, 2012

DATE: September 6, 2012
FROM: Subcommittee #3
SUBJECT: Consumer Awareness

Recommendation/Action:

1. Better promotion of existing Cowichan brands including the "Made in Cowichan" brand
2. Support IAF rooster with non-financial support
3. Certification of local farmers needs additional discussion

Background:

Subcommittee #3 reviewed the Area Agriculture Plan action items 5(b) 4-6 as follows:

- 4: Develop a branding program for Cowichan Valley agricultural products
- 5: Revive the "Rooster Booster" marketing campaign that was initiated by the Island Farmers' Alliance
6. Certify local farms so consumers know they are buying local and are buying direct from the producer. Certification helps to assure local consumer trust.

The subcommittee feels that there are a number of successful brands already in use. Resources would better be spend supporting existing brands, The Island Farmers Alliance rooster brand is well recognized all over Vancouver Island and the subcommittee feels that supporting this Island brand is more efficient than developing a new brand.

Submitted by,

Kathy Lachman

Kathy Lachman on behalf of
Subcommittee #3

KL/jm



R4

STAFF REPORT

REGIONAL AGRICULTURAL ADVISORY COMMISSION
SEPTEMBER 13, 2012

DATE: September 6, 2012
FROM: Subcommittee #3
SUBJECT: Islands Agriculture Show Presentation

Recommendation/Action:

Plan a half day workshop in conjunction with the 2013 Islands Agriculture Show. Invite key people from agricultural organizations and different levels of government to attend. This workshop will assist to identify issues and inform on the progress of the Area Agriculture Plan. Potential date could be the day before the Islands Agriculture Show which would be January 31, 2013 at the Cowichan Exhibition Grounds.

Background:

The sub-committee feels that the 2013 Islands Agriculture Show would be a suitable venue to inform the general public on the progress of the RAAC and identify partnerships with other organizations.

Submitted by,

A handwritten signature in cursive script that reads "Kathy Lachman".

Kathy Lachman on behalf of
Subcommittee #3

KL/jm