



Canada's Tournament Capital

2012

PUBLIC INPUT REPORT 1: AGRICULTURE AREA PLAN



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Development and Engineering Services
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Agriculture and Agri-Food Canada, the BC Ministry of Agriculture, and the Investment Agriculture Foundation of BC are pleased to participate in the production of this report. We are committed to working with our industry partners to address issues of importance to the agriculture and agri-food industry in British Columbia. Opinions expressed in this report are those of the authors and the public and not necessarily those of the Investment Agriculture Foundation, the BC Ministry of Agriculture, or Agriculture and Agri-Food Canada.

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Introduction

Between January 2012 and April 2012, the City of Kamloops made a significant effort to gather preliminary public input about local agriculture and buying patterns through targeted surveys. The purpose of this initiative was to obtain public opinion to guide the development of a City of Kamloops Agriculture Area Plan. Additional opportunities for public input will be announced as the development of the Agriculture Area Plan progresses.

An Agriculture Area Plan was deemed a priority through extensive public consultation for the Sustainable Kamloops Plan: Foundations for Sustainability, adopted by City Council in 2010. An Agriculture Advisory Committee comprising of local producers, Ministry of Agriculture officials, City staff and public representatives was formed in late 2011 to support the development of the Plan.

The purpose of this Public Input Report is to share the results of the surveys that were conducted from January through March 30th, 2012. While this overview of results is intended to be highly representative of the responses received, the reader is encouraged to review the accompanying appendices which include all of the public comments received.

“...not enough emphasis on locally grown and produced foods. not enough education for young people regarding where their food comes from and consequently a lot of concerns about the future and food sustainability for the people in this area.”

The survey program was as follows:

- Surveys were open to residents of Kamloops or those owning land within City boundaries.
- 3 surveys were available to the public:
 - Producer survey
 - Consumer survey
 - Retailer survey
- Surveys consisted of quantitative and qualitative questions (checkbox answers as well as opportunities for open-ended responses)
- Links to the surveys were available on the City website and also in hard copy.
- Approximately 500 emails were sent out to various organizations, individuals and groups in the City to alert them to the survey opportunity including emails to 86 local food retailers/restaurants.
- The survey was advertised in the Kamloops Daily News on January 23, 2012
- Staff created an informational booth at the Seedy Saturday Event at Sahali Mall on February 25th, 2012 to talk about the project and allow attendees to fill out surveys
- Producer surveys were also mailed to all Class 9 properties within the City of Kamloops
- Survey was officially closed on March 31, 2012, although the Retailer Survey was extended due to a poor, initial response rate.

Surveys Completed

- 298 Consumer Surveys completed
- 82 Producer Surveys completed
- 31 Retailer Surveys completed
- 411 surveys completed in total



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Further Interest

All survey respondents were asked at the end of the surveys if they would like to continue to be involved in the Agriculture Area Plan public consultation process. If they checked 'yes', they were given an opportunity to write their contact information down. These individuals became part of an Agriculture Stakeholder group that will be notified as future public consultation initiatives become available.

On the producer surveys, respondents were also given the opportunity to provide the contact information of their business for the purpose of developing a local/regional map that highlights producers who cater to the local markets through farmers markets and farm gate sales. The map will support producers but also provide an opportunity for retailers and consumers to learn more about where to buy certain local products and better support local agricultural operations. The map is being created by Community Futures Thompson Country with partnership from the City of Kamloops. It will be available on the City website once completed.

Document Layout

This report is organized into three main sections as indicated below:

1. Consumer Survey Results
2. Producer Survey Results
3. Retailer Survey Results

Please note that information contained within this report is not representative of the City as a whole but represents a small sub-set of the population that completed the surveys. Comments from respondents are authentic and therefore remain unformatted in terms of spelling and grammar. The information is to be used to add value and serve as a guide in steering the development of an Agriculture Area Plan for the City.

Consumer Survey Results

The purpose of the Consumer Survey was to obtain feedback from City of Kamloops residents on their views and opinions regarding agriculture and food buying choices. Survey respondents represented all Kamloops neighbourhoods with the City Centre, Sahali and Aberdeen neighbourhoods having the highest response rates. Designated rural areas such as Knutsford and suburban areas such as Dallas and Heffley Creek represented some of the lowest response rates. There were 3 respondents from the Tekemlups Indian Band.

The Consumer Survey results are broken down by type of questions answered:

1. Demographic Information
2. Growing Food
3. Food Buying Patterns
4. Agriculture in Kamloops

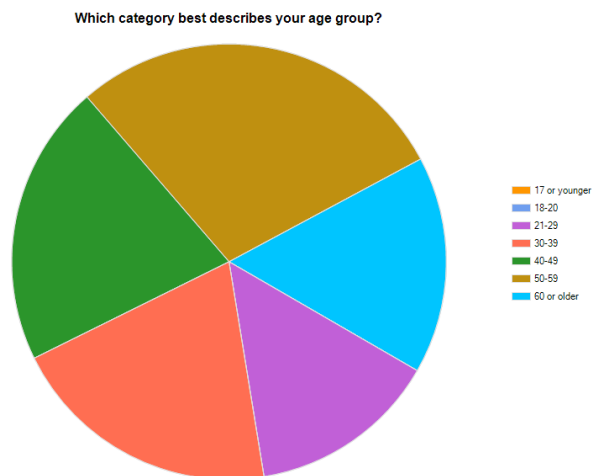
The following is a breakdown of the results of the Consumer Survey. To view all comments associated with the Consumer Survey, please refer to Appendix A.

Demographic Information

A. Gender of Respondents:

- 65% female
- 34.6% male
- 0.3% other

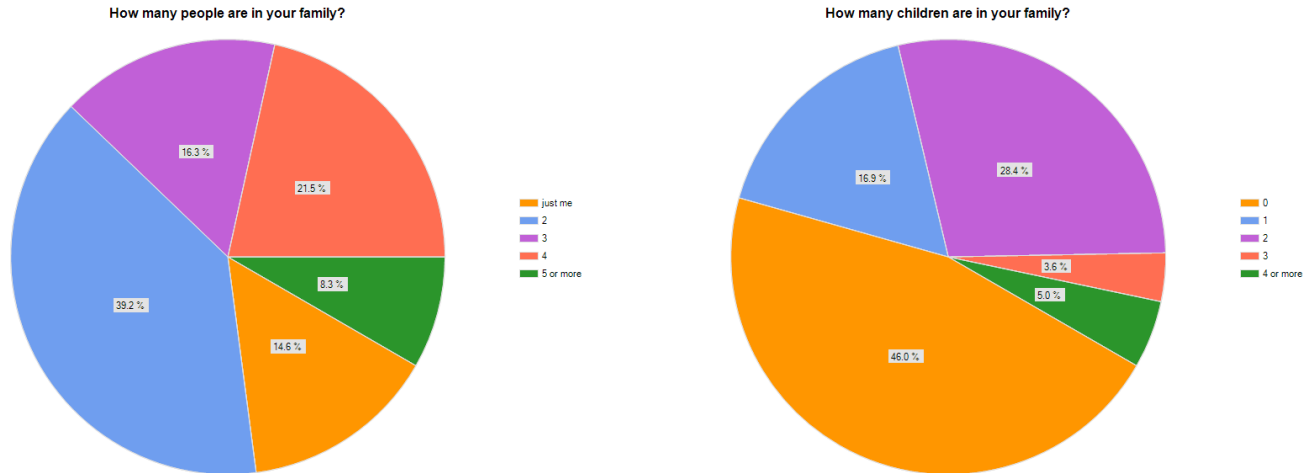
B. Age Ranges of Respondents



When you think of agriculture in Kamloops, what comes to mind?

“Devastatingly short sited urban planning that has turned some of the most valuable agricultural land in the region (the north shore/valleyview/dallas) into suburbs. Good hearted local growers who face unfair american competition, and ignorant consumers who are unaware of the consequences of buying imported vegetables, or feed-lot produced beef.”

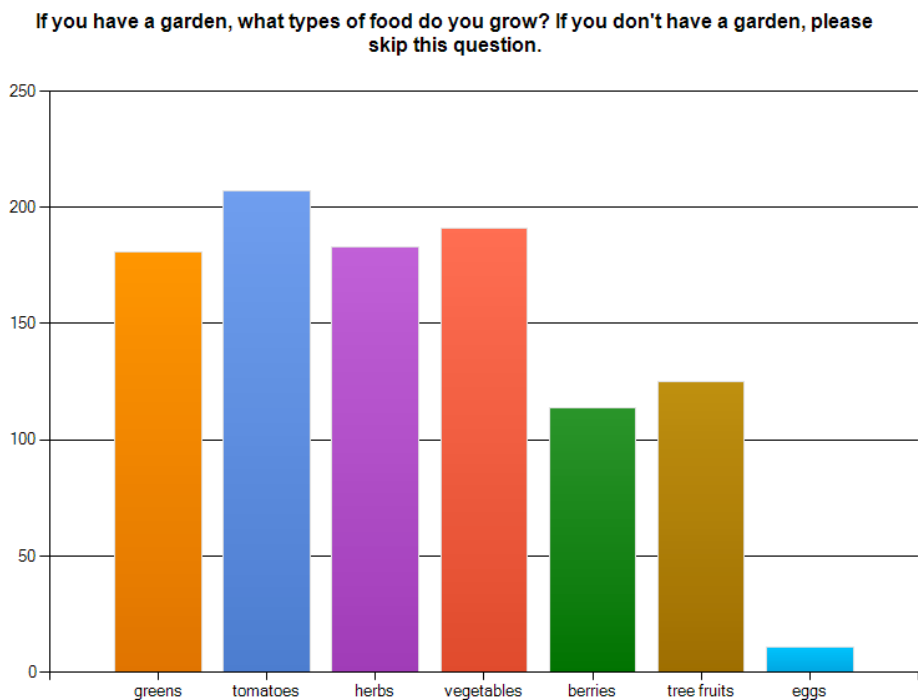
C. Family Size



Growing Food

- A. 71 % of respondents indicated they have a vegetable garden.
- B. Only 41 % of respondents indicated they have a fruit garden/orchard.
- C. Only 7 % of respondents indicated they raised livestock, poultry, bees etc.
- D. Types of food grown:

Tomatoes, and vegetables, more generally were the most popular responses in terms of what consumers grow on their properties. Only 5 % of respondents indicated they produced eggs on their properties. While the majority of respondents indicated they have a garden, 85 % of respondents indicated they still purchase at least 50 % of their produce.



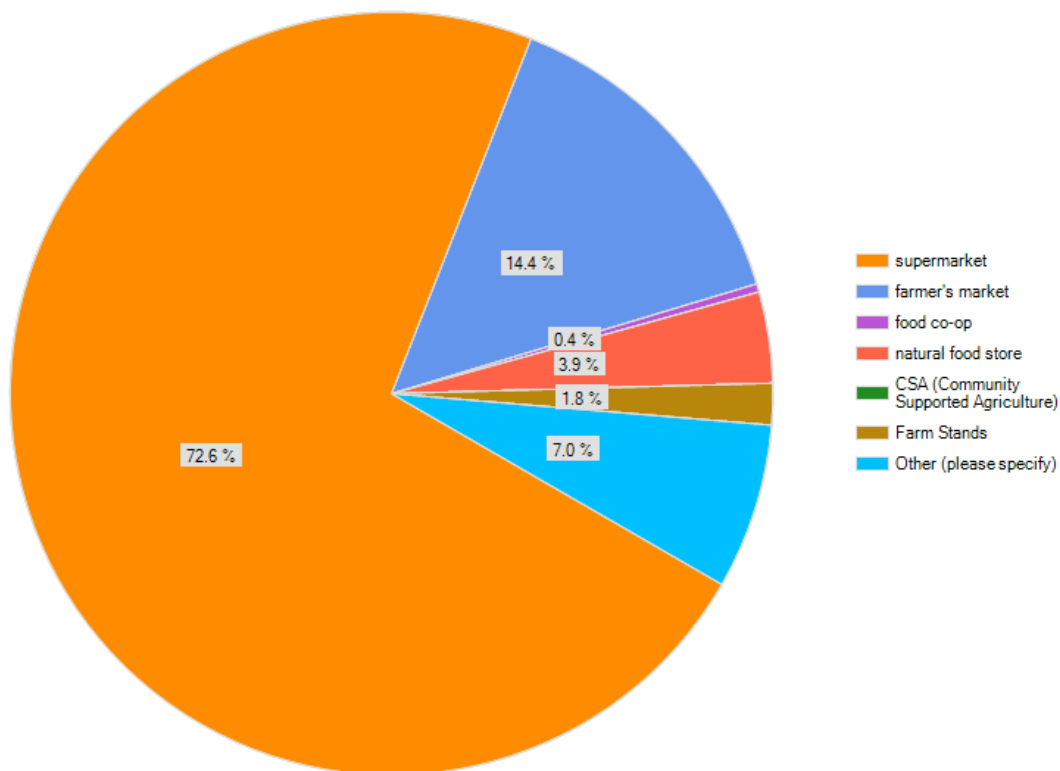
Food Buying Patterns

- A. Produce: While there is growing momentum across Canada to eat more locally and sustainably, as more people are concerned with where their food originates from, the supermarket is still the venue of choice for consumer survey respondents in Kamloops.

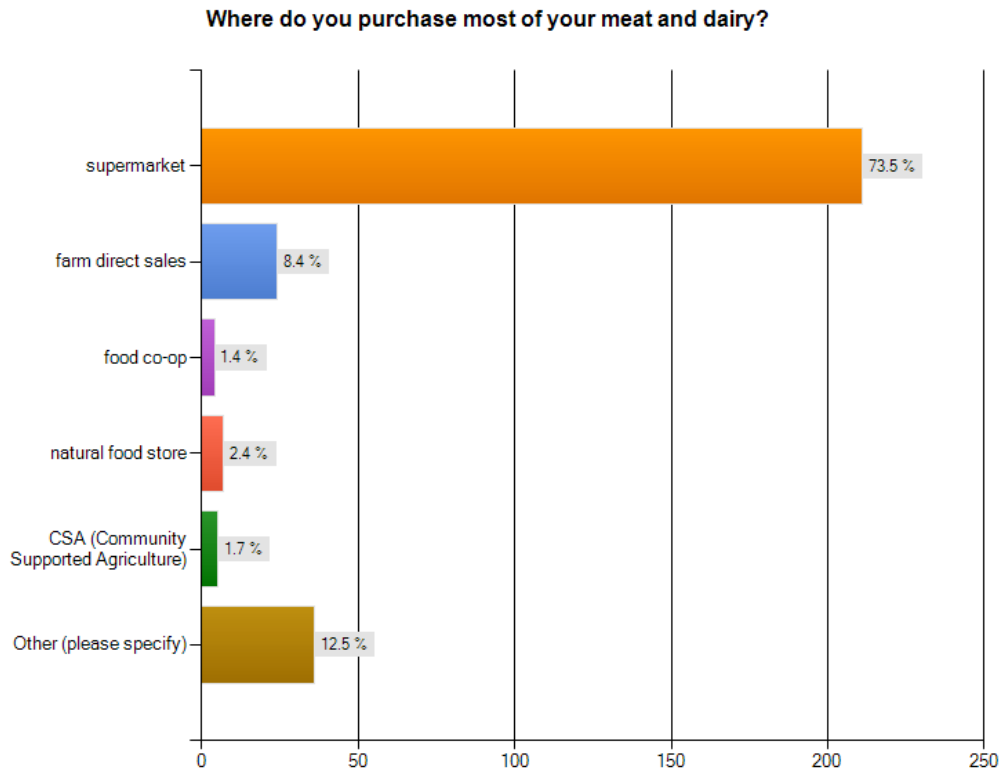
7 % of respondents checked the 'other' category and included the following comments:

- Local produce (Old Town Market) (2 respondents)
- Yard Share (no purchases)
- Green Grocer
- Seasonal Farm Stands and markets in summer, supermarket in winter (3 respondents)
- Nu Leaf produce store on North Shore (2 respondents)
- Farmer's market in summer/fall, natural foods in winter
- Specialty produce stores – Gourmet Greens (2 respondents)
- We buy organic only
- Locally owned food markets
- All of the above (see chart responses) given prices and seasonal availability

Where do you purchase most of your produce?



- B. Meat and Dairy: A similar pattern was witnessed when asked where Kamloops consumers purchase most of their meat and dairy products. The supermarket is still at the top of the list in terms of where people buy their meat and dairy with farm direct sales rising in popularity.



In the 'other' category, some of the other locations identified for purchasing meat and dairy as well as general comments were as follows:

- Costco (2 respondents)
- Butcher shops (9 respondents)
- Friends or family with organic farms, ranches (5 respondents)
- Heartland Quality Organics, North Shore
- TRU Meat Store (3 respondents)
- Hunting and fishing
- Raise my own meat (2 respondents)

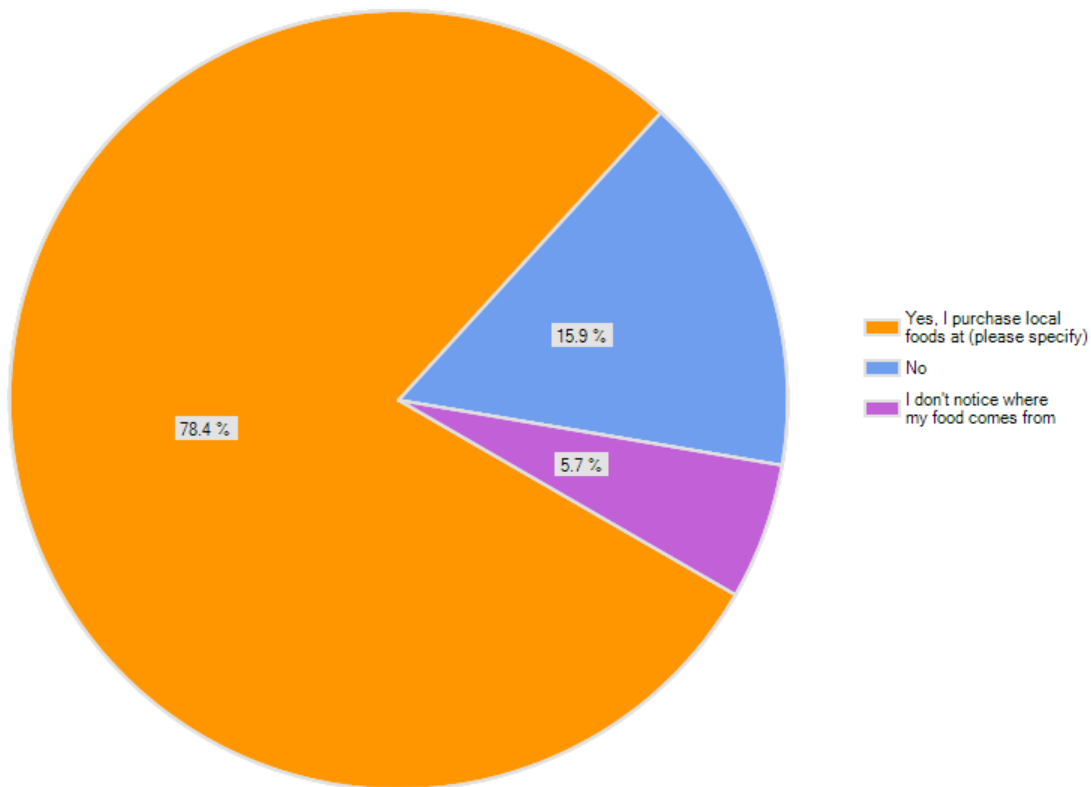
Heartland Quality Organics on the North Shore, the Sahali Butcher Shop, Summit Gourmet Meats and Irwin's Bakery were a few of the local retailers named.

"I will buy BC/locally grown foods when in season and if they don't have them in the supermarket I ask them why not..."

"I always try to buy Canadian over USA - If I had more money I'd buy organic (and local) more... (or if it cost a little less)..."

- C. Locally Grown: Consumers in Kamloops have indicated that there is a market for locally grown food. Most respondents (78.4 %) are already seeking out locally grown foods from farmer's markets, farmgate sales, speciality grocers, and farm stands. Local farmers markets were identified in numerous comments as the venue for buying locally grown products in Kamloops. Many respondents commented that they actively seek out local food products and try to purchase BC grown or Canadian grown whenever possible. While purchasing locally grown products was a popular response, it was also clear, from the comments section, that buying local equated to buying regionally for many respondents. This finding touches on the importance of regionalizing the food system.

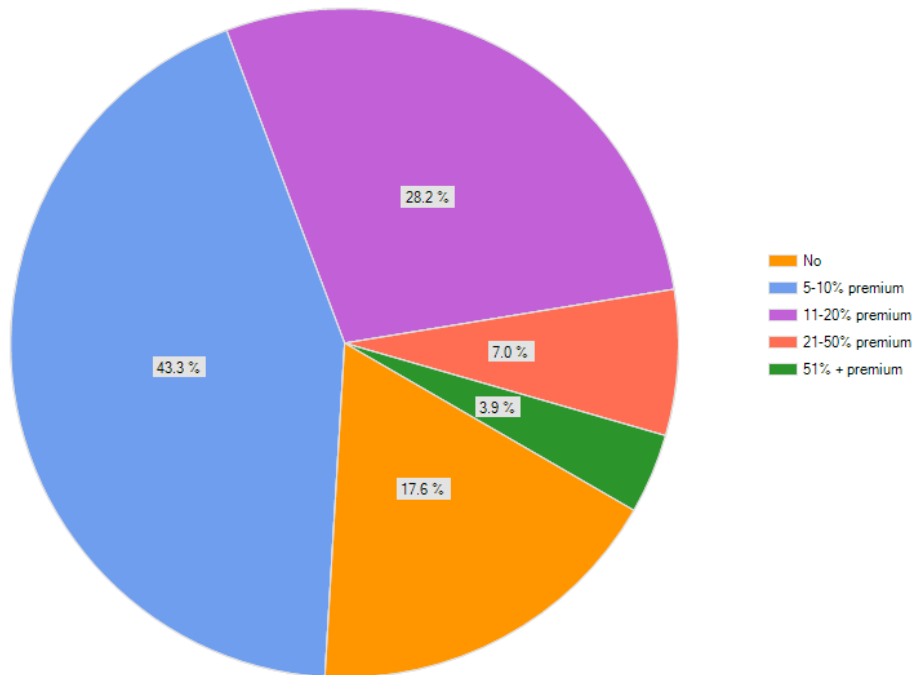
Do you seek out locally grown foods? If yes, where?



“Again, sometimes (I seek out organics), but more often than not, the \$\$ factor comes into play. I would love to purchase all organic and local..but the buget just doesn’t allow for it. When I do purchase organic it is often at the famer’s market, through local farmers, sometimes at the supermarket, but not often.”

- D. Over 80 % of all consumer respondents indicated that they would be willing to pay more for local produce.

Are you willing to pay more for local produce?

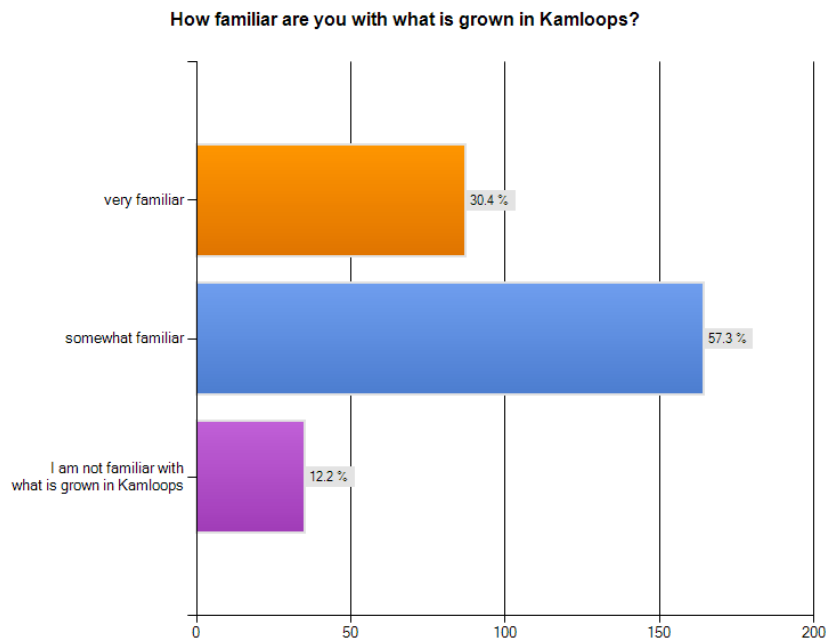


- E. Roughly half of respondents indicated that they seek out organically grown products while the other half indicated they do not. Of those who actively seek out organic products, the farmer's market was a popular place for sourcing these items. Knowing how food was produced rather than it being certified organic was important to many. Only 5 % of respondents indicated that their diet was comprised of 76 % or more of organic foods while 61 % indicated 1-25 % of their diet came from organics.

“Besides all available Farmers Markets, I source Organic produce at Save On Foods, Safeway or Superstore. I appreciate Nu Leaf Produce- the new store across from NorthHills Mall, as they are run by Kamloops farmers and source their produce locally. Not usually “organic” but at least they can tell me if the apples from the Okanagan are “unsprayed”, same with their own products. I wish there was a LOCAL STORE or Year Round Farmers Market, selling Organic Local produce. Maybe I just don’t know if there is one? I hear there is one this weekend at Sahali mall.”

Agriculture in Kamloops

- A. Familiarity with locally produced food: Over half of respondents felt that they were somewhat familiar with what is grown in Kamloops. There is a subset of the population (12 % of survey respondents) that indicated they are not familiar with what is grown in Kamloops. Others expressed confusion over the definition of 'local'. Does local include only food items produced in Kamloops? Does a regional food system equate to supporting 'local'? Does local mean produced in BC?



- B. What comes to mind for consumer respondents when asked about 'agriculture in Kamloops'? The following is a representation of the most common words related to people's thoughts of agriculture in Kamloops. The size of the font dictates the popularity of a response.

Showing 26 Most Important Words and Phrases

Agricultural Land Apples Beef Cattle Corn Fields
 Cows Development Farmers Market Farms
 Forage Fruit Grow History Housing Kamloops
 Local Meat Milk North Shore Past Private Gardens Ranching
 Small Scale Smaller Subdivisions Variety

answered question 247

skipped question 46



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C. Finally, respondents were asked about their vision for agriculture in Kamloops. The term 'sustainability' was referred to in multiple responses which leads to the importance of an agriculture plan that considers economic, social and environmental values. These are some of the comments received.

- 7 respondents wrote about a desire for urban chickens/hens
- 18 respondents wrote about community gardens
- 15 respondents emphasized 'locally grown'
- 4 respondents wrote about organic produce
- 2 respondents wrote about the success of the Okanagan agricultural system and a desire to implement a similar system in Kamloops
- 8 respondents wrote about the importance of a year round local agricultural system including a year-round farmer's market and the availability of local produce year round

Other common themes identified were as follows:

- Need for better support system for local farmers
- More emphasis on food production than cattle production
- Better use of public and private lands for agriculture
- More local food available in restaurants and retail outlets
- More education on the importance of eating/supporting local
- Ability of growers to supply food at an affordable price
- More urban agriculture
- More use of valley bottom lands for food production
- More tourism-focused agriculture
- On farm education for people to learn about what they can grow and how
- More open-minded people and more City support for agriculture: less interest in money for tournaments
- Move toward local self-sufficiency
- An Agri-Plex to replace KXA (Kamloops Exhibition Association)

"I think of the loss of agriculture and farms Kamloops is a great growing region I think of the growth in community gardens, the viability of growing produce and fruit of many types in the summer months"

"I think of what the area has lost over the decades, e.g., orchard, hop farms and tomato farms, all replaced by more suburban sprawl & industrial estates. I feel this area has considerable potential for food production but is continuing to allow it to be lost."

“Slow reclamation of the north shore for agricultural land and redevelopment of commercial areas such as Tranquille into dense, european style communities of apartments and businesses within the same complex freeing up space to grow produce. I hope we can embrace urban chickens, encourage consumption of local meat and perhaps re-introduce a cannery or some food preservation factory that will allow us to eat more local food year round. I.e. canned tomatoes. My hope is that a “food smart” team could be created (like power smart) to survey people’s backyard gardens and have the area of the garden translate into a reduction in property tax for growers. Also, The city, in new subdivisions, should install two water lines as in France, one untreated -for garden use, and one treated for drinking, as well as include a grey water system in the building code that would create local expertise in the field and allow for manufacturing of grey water systems to create jobs in the city. I would also encourage the city to buy the mall immediately north of the current farmer’s market location and redevelop it into a permanent indoor market for food vendors and craft vendors as well as including a tapas section as in Madrid, or Granville island. Lastly, I hope that one block of the North Shore can be reclaimed and planted as a heritage garden to preserve the historic varieties of apple trees in the city that are quickly being built over, as well as highlighting other edible species that historically covered the area. It would be a great learning centre for school groups, introducing how food is actually produced, rather than encouraging the understanding that it comes from the store.”



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Producer Survey Results

The purpose of the Producer Survey was to obtain feedback from City of Kamloops agricultural producer on their views and opinions regarding agriculture and the sustainability of the agricultural industry in Kamloops. To ensure producers were aware of the survey opportunity, in addition to the web-based survey, 164 surveys were mailed to Class 9 Farm Properties within City boundaries. A pre-paid return envelope was included. The cover letter that accompanied these surveys can be viewed as Appendix 2. The response rate from the mail out was 31 %. It appeared as though reaching producers for the survey was best accomplished by direct mailings rather than through the internet.

As a result of raising awareness among local producers about the Agriculture Area Plan process through direct mailings, staff received several calls and visits from producer respondents requesting additional information and questioning how they could be further involved in the planning process. These individuals became part of an Agriculture Stakeholder group that will be contacted as information is available and further public input opportunities are initiated in relation to the Agriculture Area Plan development.

Survey respondents were from most Kamloops neighbourhoods with Barnhartvale, Knutsford, Westsyde, Heffley Creek and Noble Creek representing the highest response rates. There were no respondents from Valleyview or Juniper and only one from the Tk'emlúps te Secwépemc.

Just over half of respondents belong to some type of agricultural association or group. These groups include:

- Kamloops Stockmans Association
- Thompson Shuswap Farmer Chef Collaborative
- BC Honey Producers Association
- BC Cattlemens Association
- Local Commodity group
- Kamloops Bee Keepers
- BC Honey Producers
- BC Livestock Association
- CTHA Canadian Thoroughbred Horse Society
- B.C.H.P.A.
- BC Farmers BCAC
- BC Agriculture Council
- South Kamloops Stock Association
- Kamloops Stockman's Association
- Rose Hill Farms Institute
- West Barriere and Kamloops Stock Associations
- TRU Horticulture alumni
- Kamloops Food Policy
- Monty Hills Livestock
- BCIA
- Kamloops Regional Farmers' Market Society
- Sun Peaks Farmers' Market Society

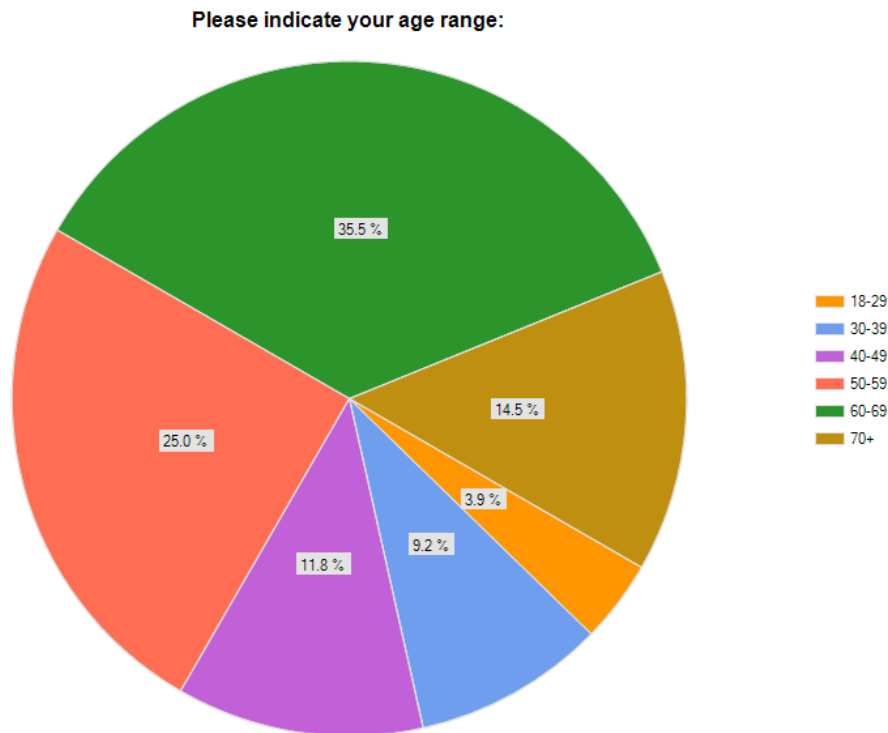
The Producer Survey results are broken down by type of questions answered:

1. Demographic Information
2. Farm Statistics
3. Issues and Challenges
4. Water and Waste
5. Crops
6. Livestock
7. Agricultural Income
8. Agritourism
9. Operational Success & Opportunities
10. Operational Issues & Challenges
11. Government Support
12. Suggestions for the Future Sustainability of Agriculture in Kamloops

The following is a breakdown of the results of the Producer Survey. To view all comments associated with the Producer Survey, please refer to Appendix C.

Demographic Information

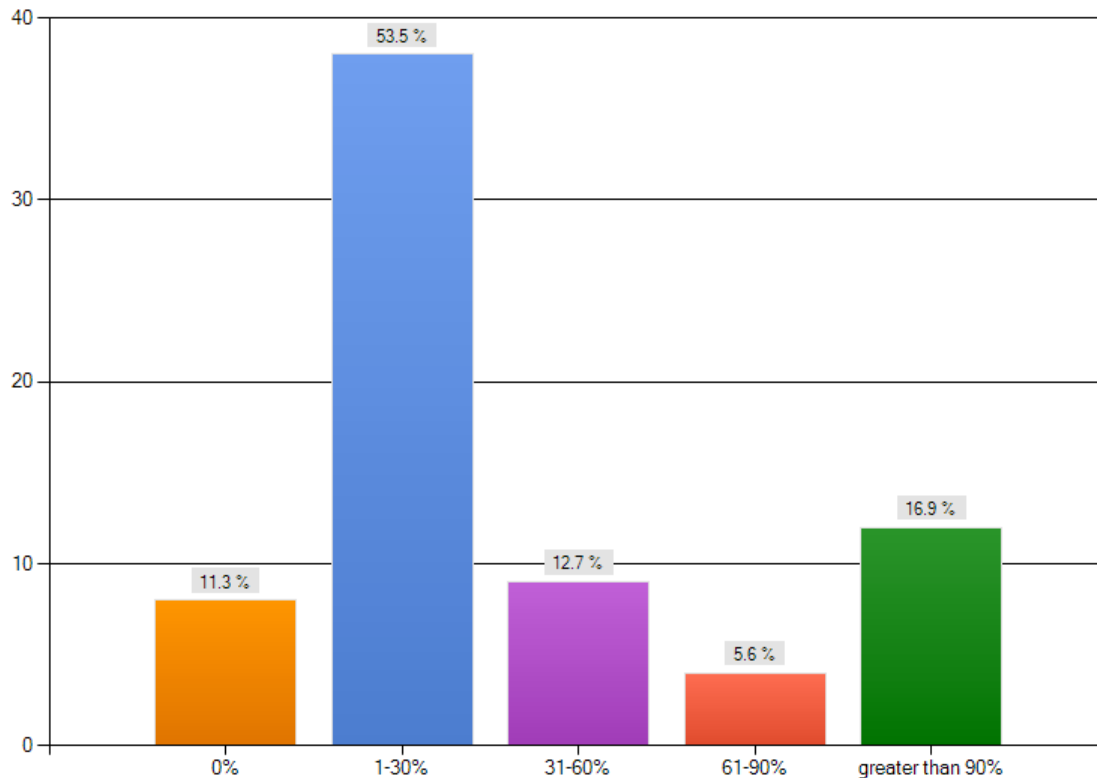
- A. Age Range of Respondents: It is no surprise that the majority of producer respondents are over the age of 50. The population as a whole is aging and so are the farmers.



Farm Statistics

- A. Farm Finances: It is apparent from the chart below that producer respondents in Kamloops are supplementing their farm income for economic stability. Only 17 % of respondents indicated that 90 % or more of their family net income is derived from farming while more than 50 % indicated 1-30 % of their family net income comes from farming. These figures could also relate to the growing number of smaller scale, hobby farmers that produce commercially as an interest rather than a money-maker.

What amount of your family net income is derived from farming?

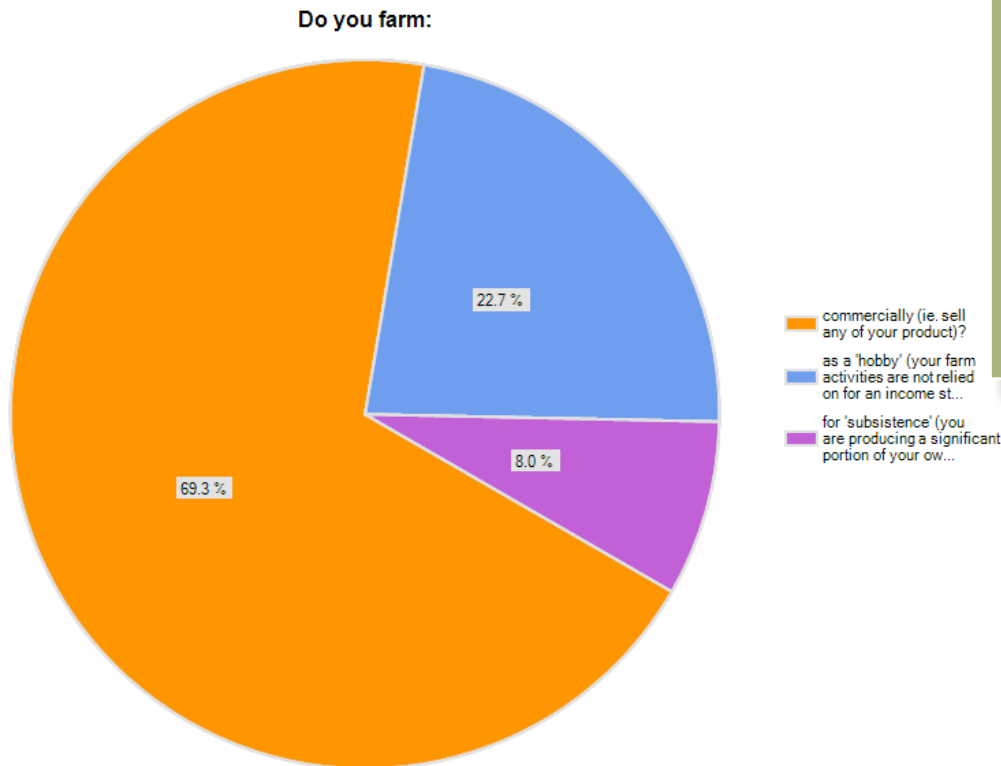


B. Property Ownership: More than 50% of respondents indicated that they have been farming for 15 or more years on their current property and more than 90% of all respondents indicated that they own their land. Only 25 % of respondents were operating on land that had been passed down from an earlier generation. One individual in particular indicated that he/she is a 4th generation producer. Some of the comments received when asked if their operation had been passed down from an earlier generation, were as follows:

- "Do not produce food, but plants and annuals, vegetables. Would like to begin producing food"
- "We bought it about 28 years ago"
- "I am farming 1500 square feet in my family's backyard..."
- "My parents own the ranch and I am currently managing it"
- "...Sold farm acreage in the Lower Mainland that was in my family for over a century, to purchase land in the Interior"
- "Campbell creek was inherited"
- "Our Land is borrowed from a local Church"
- "We started from land that had previously been a market garden (conventional) but had not been in operation for close to 15 years"
- "My parents own the farm and are actively farming it with my partner and I. It has not been passed on to me but the possibility exists"

More than 85% of producer respondents reside on the land on which they grow.

- C. While some survey respondents indicated that the purpose of their farming operation was not for reliance of an income stream, the majority of respondents indicated that their products are sold commercially. Personal food security or self-reliance was less of a purpose for producer respondents.



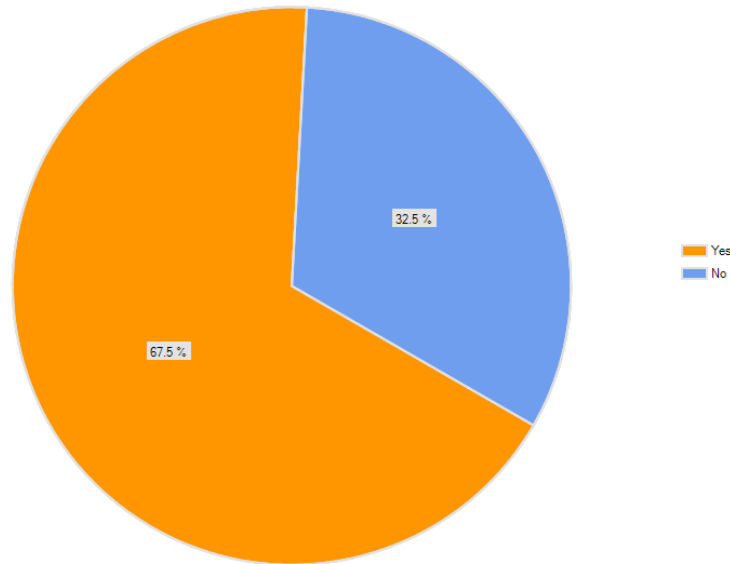
Q: What is succession planning?
A: The process of deciding how and when the management, ownership and/or control of a business will be transferred to subsequent owners.

- D. More than half of respondents have land located with the Agricultural Land Reserve (ALR). The ALR is a provincial zone in which agriculture is recognized as the priority use. Farming is encouraged and non-agricultural uses are controlled. In addition, over 80 % of respondents have farm status for income tax purposes.

Comments received regarding ALR Designation:

- 64 % of respondents who commented indicated that 100 % of their land is in the ALR
- 18 % of respondents who commented indicated 70 – 95 % of their land is in the ALR
- Only one respondent who commented wasn't sure if their land was in the ALR

Is your farm in the Agricultural Land Reserve (ALR)?



Issues and Challenges

A. Some producers experienced pressures in their neighbourhoods to convert farmland to non-agricultural uses although 78 % of respondents didn't feel this was an issue for them. Some of the particular comments received were as follows:

- "No, we are farm status because the city won't let us subdivide"
- "Only because development is so close to me. No pressure from immediate neighbours"
- "If the city limits water use and I can't farm them, then what do I do... subdivide and sell"
- "Maybe, neighboring parcels not actively farmed - just hobby farmers - not for maximum income or productivity"
- "Closed in by adjoining residential properties"
- "No real pressure but, every year we have 1 or 2 offers to sell"
- "Many of the best parcels of land are in the process of having 'monster homes' constructed on them. I believe this results in prime agricultural land being unavailable for true agricultural purposes as few agricultural producers (especially those just entering) are able to afford such lands."

"City bylaws such as cutting trees and burning are restrictive to farming"

"It is difficult to make a living when your only source of income is from agriculture production"

B. More than 70 % of respondents indicated that they have not experienced conflicts with neighbours. Those that did identify conflicts with neighbours as an issue generally indicated the same kinds of issues:

- Trespassing by humans, dogs and off-road vehicles was the number one conflict identified
- Noise from farming operations/animals and dust was the next most common conflict between neighbours

“As we are an organic operation weed control is not as efficient as with conventional farms where Round-up is used. One neighbour took exception to the point of bringing by-law into the equation.”

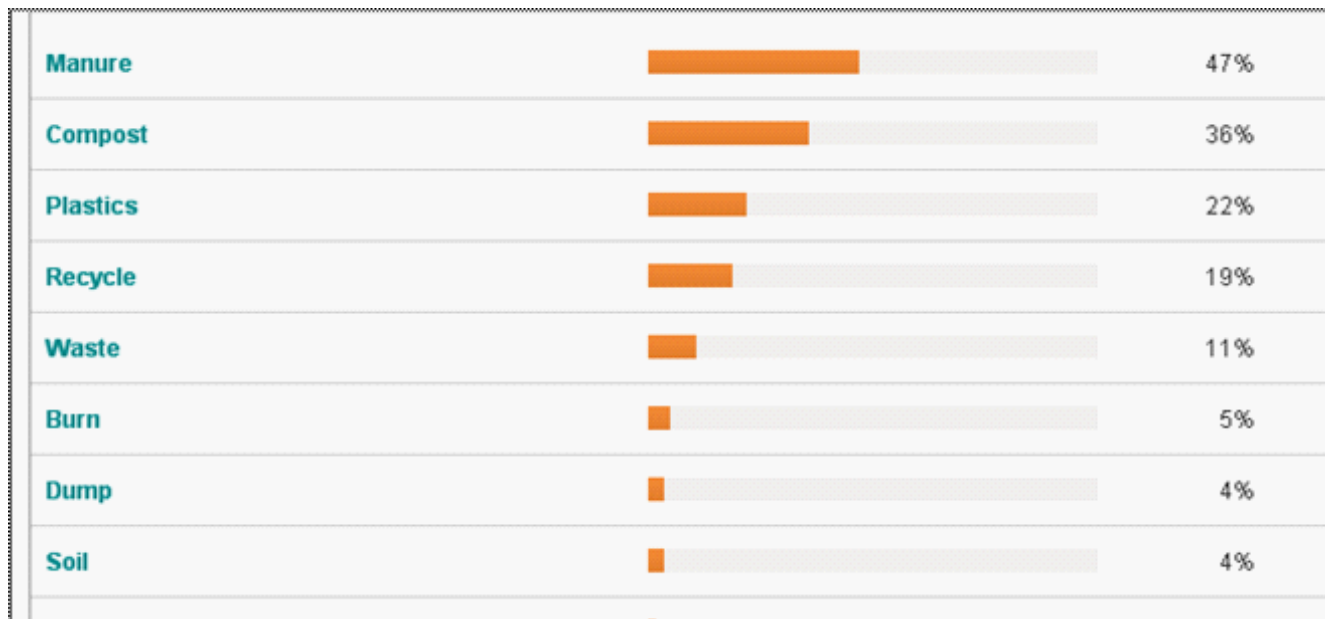
Water and Waste

A. Water: Irrigation involves withdrawing water from rivers, streams, municipal water systems, reservoirs and wells and delivering it to crops. Without irrigation, agriculture would not be possible in areas like the southern Prairies and the B.C. Interior. In Kamloops, one of the major restrictions to the productivity of agricultural land is the absence of irrigation. As a result, there are very few areas within City boundaries that are classified as Class 1 or 2 Agricultural Lands. When irrigation can be accomplished, the number of properties that can be classified as Class 1 and 2 Agricultural Lands increases. Many survey respondents identified ground and surface water as a source of irrigation for their agricultural operations. Some identified rights to water bodies such as Jacko Lake, Peterson Creek, Heffley Creek, Noble Creek or the North Thompson River. One respondent identified a concern with the Ajax mine and how it may affect his/her water rights to Jacko Creek. Other respondents identified access to a community water system or City water for agricultural operations.

“Water is a concern in Knutsford- as it is very saline. I truck water in for my personal use, and for livestock that I keep over in the winter- but it does restrict what I keep over during the winter. In the Spring I can rely on dugouts and surface water. I have connected up rainwater collection to my roofs to fill cisterns as well. And will be doing more of this next year on barn roofs etc. I’ll be looking into how to minimize dugout water from evaporating. And looking into how I might be able to treat and use my saline well water for livestock and garden.”

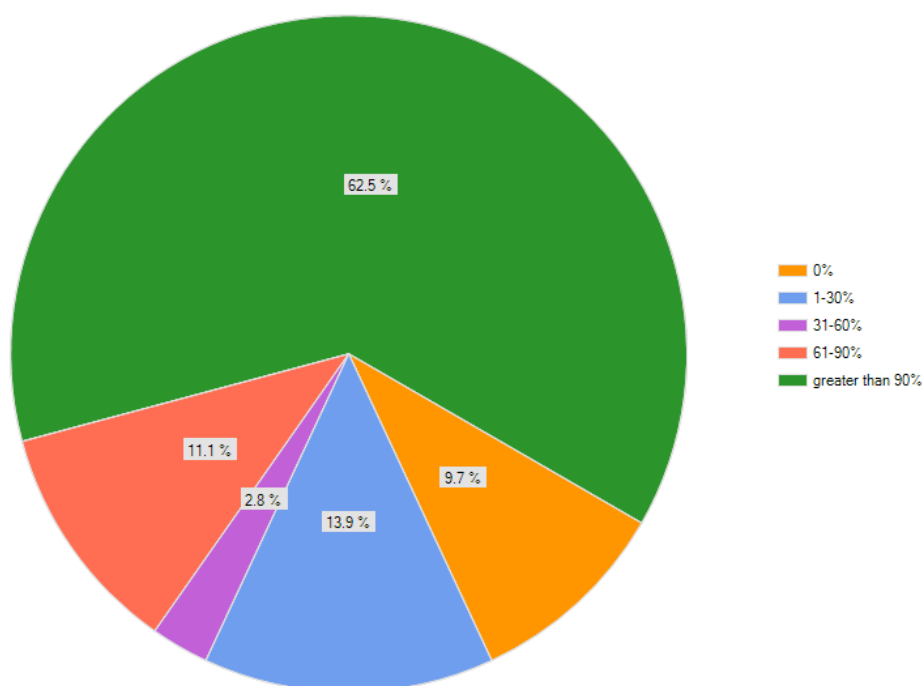
“...Now that water meters have been installed in our neighbourhood we are no longer confident that we will be able to afford to water our land sufficiently for agricultural production. I believe that secure and affordable access to water for agricultural production is a key issue in Kamloops.”

- B. Waste: A text analysis of the comments received from respondents regarding how they address agricultural waste revealed the following key themes:



It was interesting to see that composting and recycling were two of the key actions identified by respondents as a means of addressing agricultural waste. Burning, while mentioned by some as a necessary action for farmers, was much lower down the list. The graph below further supports the popularity of composting and recycling as 62.5 % of respondents indicated they compost/manage greater than 90 % of their organic waste on site.

What percentage of organic waste do you compost/manage on site?

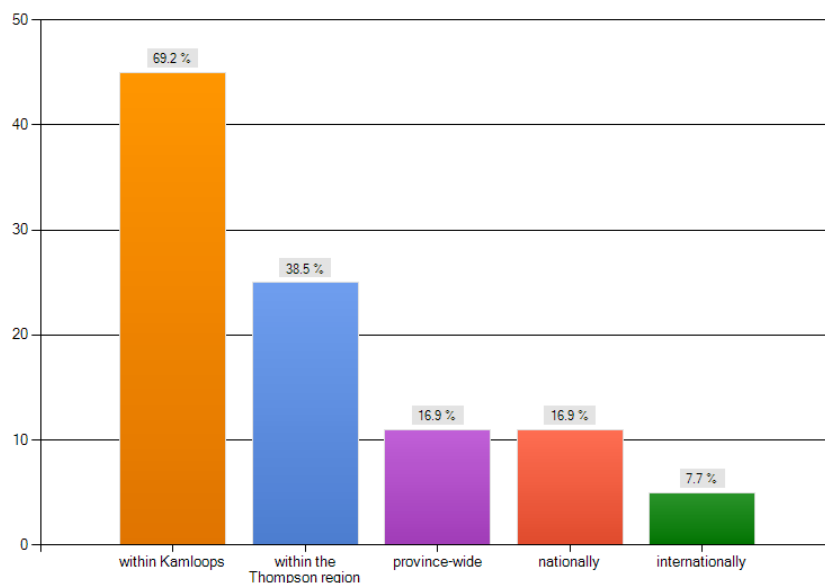


Crops

- A. Hay was identified as the most common crop grown by Kamloops producers while vegetables, tomatoes (in particular) and pasture for livestock were also common responses. More than half of respondents indicated that their products are sold within Kamloops as well as other markets while very few respondents identified sales province-wide, nationally or internationally. Half of all respondents that sell crop products in Kamloops indicated that more than 90 % of these products are sold within Kamloops.

“I attend the sorrento market, and service the Chase, Scotch Creek area”

Are your products sold (please select all that apply):



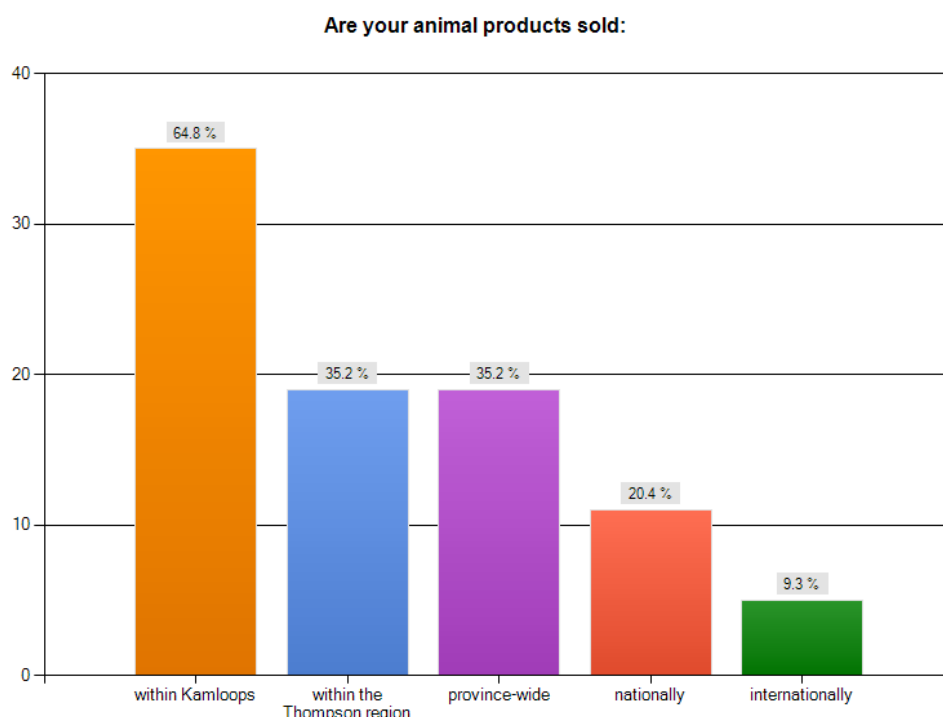
Livestock

- A. Beef cattle was identified as the most popular response from producers when asked what animals they raise. The following text analysis identifies other popular responses. The font size dictates the popularity of the response. As expected, beef was identified as the most popular response when asked what products are produced from locally raised livestock. Other popular responses are listed in order of their appearance.

1. Beef
2. Eggs
3. Meat
4. Honey
5. Lamb
6. Wool
7. Calves



- B. Beef and lamb meat, eggs and meat, in general, were among the more commonly identified items produced by respondents. Wool and animals sold live at auction were also popular responses.
- C. Again, many producers indicated that livestock and products from livestock are sold within Kamloops. Regional sales and Provincial sales were also common.



Agricultural Income

- A. Producers were asked through which channels their products are sold. The most common channels for selling product were as follows:

- Farm gate (direct farm sales)
- BC Livestock Auction/Co-op

Retail sales, wholesale, farmer's markets and Community Support Agriculture initiatives were largely listed as channels that were not used by respondents for selling products.

“product is finished out of province - most cost efficient method”

“We haven't sold any products since my last heart attack”

B. Producer respondents indicated a variety of market outlets from which their gross income is generated:

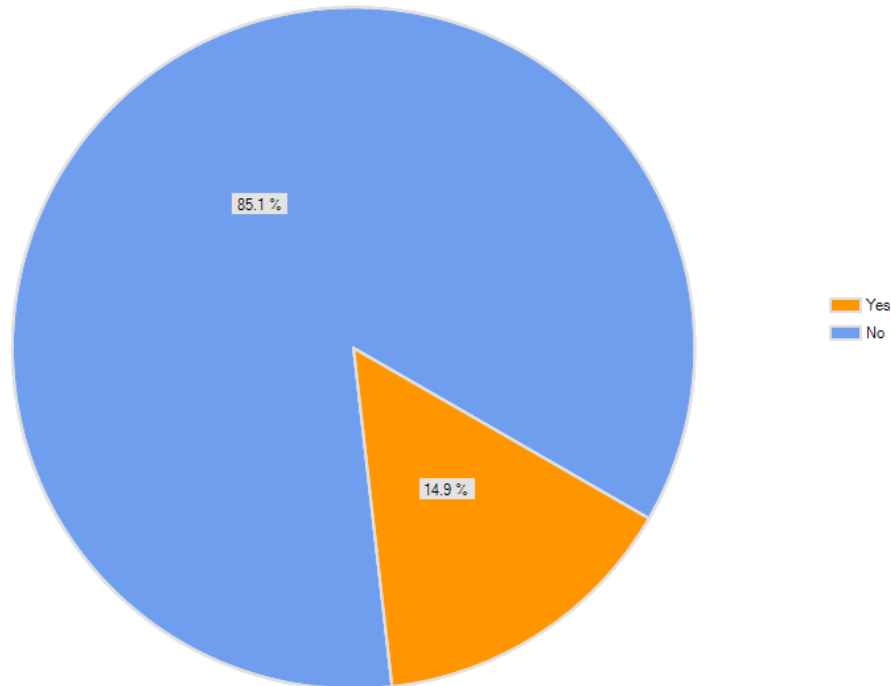
	0%	1-30%	31-60%	61-90%	greater than 90%	Rating Average	Response Count
retail	73.7% (14)	21.1% (4)	0.0% (0)	0.0% (0)	5.3% (1)	1.42	19
wholesale	56.5% (13)	13.0% (3)	8.7% (2)	4.3% (1)	17.4% (4)	2.13	23
farmers' markets	54.2% (13)	16.7% (4)	16.7% (4)	8.3% (2)	4.2% (1)	1.92	24
home delivery	52.4% (11)	33.3% (7)	4.8% (1)	0.0% (0)	9.5% (2)	1.81	21
farm gate	28.1% (9)	40.6% (13)	12.5% (4)	3.1% (1)	15.6% (5)	2.38	32
CSA	77.8% (14)	11.1% (2)	5.6% (1)	0.0% (0)	5.6% (1)	1.44	18
other	31.4% (11)	25.7% (9)	17.1% (6)	0.0% (0)	25.7% (9)	2.63	35
Comments: Show Responses							15
answered question							64
skipped question							17

Auction sales were commonly identified as an outlet generating the majority of gross income in the "other" category.

C. Only 14 % of respondents indicated that they engage in processing or value-added products. Again, most respondents identified that their products are sold within Kamloops while provincial sales and sales throughout the Thompson Region were the categories that generated the next highest response rates. Those that do included some of the following comments:

- "we sell butchered chickens, turkeys and lamb (inspected) to friends and associates"
- "beef"
- "honey extraction"
- "Turkeys are killed and cleaned and weighed and priced"
- "Dehydration"
- "Jams, jellies, juices etc."
- "Baking, canning, drying, anaerobic compost inoculants"
- "Some of our wool is washed and carded or turned into roving before it is sold. Our meat is processed at a government inspected facility before it is sold."

Do you engage in any 'processing' or value added products?



D. The majority of producer respondents have had to adapt their business practices over the years to maintain profits suggesting that, in many cases, agriculture is a dynamic industry that involves a great deal of self-motivation, business skills and adaptation. Some of the following ways in which operations were adapted included the following:

- "Move business in and out of cattle and horses."
- "will work to increase specialization"
- "change marketing strategy"
- "went from cattle to sheep"
- "Can't slaughter myself anymore"
- "Raise Prices" (ie. to cover feed costs)
- "Had to finish beef instead of selling back to market"
- "because of declining beef prices culled our herd (BSE)"
- "Instead of raising my own stock we now lease our land"
- "Increase horse boarding"
- "Diversification and efficiency"
- "I understand that i must progress continually to achieve maximum benefit from my efforts."
- "I have tailored my products to what people buy"
- "cutting input costs"
- "more u-pick, more volume with lower prices"
- "Drip irrigation, plastic mulch for weed control and soil warmth. Installation of high tunnel green-housing to extend season. Succession planting to provide larger yields for storage"
- "My parents started out in the pure bred cattle business, but now we raise heritage breeds of pigs, sheep, and poultry, and I operated a vegetable CSA for 20 weeks June through November"

"Off-farm income is critical to being able to continue to farm."

"cattle industry collapse 2003 - 2010 required severe input cost constraints"

- E. Less than 3 % of respondents (2 people) indicated that they raise some certified organic crops. These crops included vegetables, cows and hay. While many indicated that they are considering raising certified organic crops, the cost and certification process were commonly stated as barriers to doing so. Respondents of the Consumer Survey seemed less concerned about buying certified organic than knowing that their food was raised employing organic methods. Perhaps this implies that the certification itself is less important than the practices undertaken by producers.

“Certification is expensive and time-consuming and may easily be lost through a neighbour’s negligence. Growing healthy food according to organic principles works for us.”

“I do not believe the organic certification process is worth the hassle and expense. We grow everything as close to the organic guidelines as possible but will not spend the extra time and money (which then has to get passed on to the consumer) to be certified.”

Agritourism

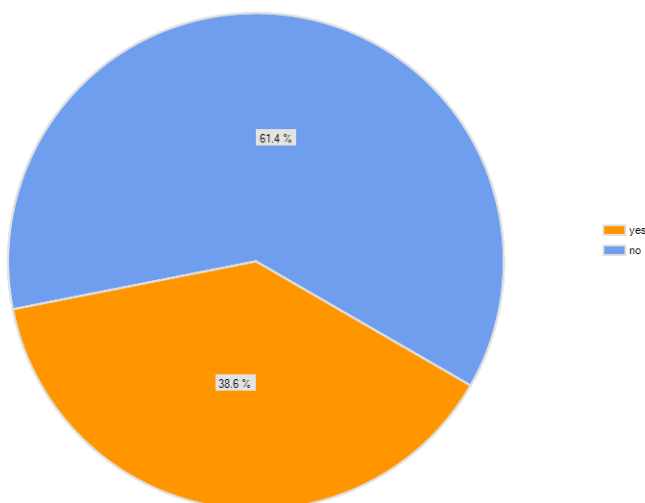
- A. Very few producer respondents indicated that they carry out any agritourism-related activities as part of their operation. The 8.6 % that do made the following comments:
- “we host Rocky Mountain Rail and Australian Scenic Tour Groups. They attend 4 course catered dinners in our gardens by the streams, accompanied by violinist or cellist. Also garden tours - seniors, residents and garden club members”
 - “offer farm tours for families/children - Not for a fee, more for as form of public relations and education”
 - “school visits”
 - “but do host a kindergarten class each fall”
 - “We would like to do it”
 - “Sometimes host small groups who want to see the operation. Also conduct informal classes in farm operation, harvest and processing for interested community members.”
 - “School tours, international bus tours, gardening group tours etc.”
 - “We host an open farm day every year.”

While the majority of respondents are not considering agri-tourism in their operation’s future, some did mention that it might be a possibility for them including birthdays on the farm and classes or workshops on Urban Agriculture topics.

Operational Success and Opportunities

- A. Less than 40 % of producers indicated they have the ability to expand their farm operations on site. There are growers within Kamloops that are actively seeking out additional lands on which to grow their crops.

Could you expand your farm operations on your current site?



“garlic and potatoes grow very well but we need farm equipment - I plan to raise more chickens this year now that we have a licenced docking station”

- B. Over 70 % of producers that completed the survey consider their current farming operation to be successful. They contribute the success of their operations to the following factors:

diversity of crops	24.1% (7)	17.2% (5)	10.3% (3)	0.0% (0)	6.9% (2)	10.3% (3)	31.0% (9)	3.97	29
supplementing farm income	13.3% (4)	16.7% (5)	13.3% (4)	13.3% (4)	10.0% (3)	6.7% (2)	26.7% (8)	3.83	30
specialization of product(s)	18.2% (6)	15.2% (5)	3.0% (1)	12.1% (4)	18.2% (6)	6.1% (2)	27.3% (9)	3.76	33
mass production	26.7% (8)	6.7% (2)	6.7% (2)	10.0% (3)	3.3% (1)	3.3% (1)	43.3% (13)	3.60	30
focus on organics	27.6% (8)	10.3% (3)	10.3% (3)	6.9% (2)	13.8% (4)	10.3% (3)	20.7% (6)	4.17	29
agri-tourism	28.0% (7)	8.0% (2)	8.0% (2)	4.0% (1)	8.0% (2)	4.0% (1)	40.0% (10)	3.72	25
marketing strategy	9.1% (3)	24.2% (8)	18.2% (6)	9.1% (3)	6.1% (2)	15.2% (5)	18.2% (6)	4.03	33
proper staffing	21.4% (6)	14.3% (4)	3.6% (1)	10.7% (3)	10.7% (3)	10.7% (3)	28.6% (8)	3.79	28
government support	29.6% (8)	7.4% (2)	0.0% (0)	7.4% (2)	3.7% (1)	0.0% (0)	51.9% (14)	3.44	27
partnerships	25.9% (7)	3.7% (1)	7.4% (2)	3.7% (1)	3.7% (1)	7.4% (2)	48.1% (13)	3.30	27
Other (please specify) Show Responses									14
answered question									40

“The success of our business is due to having 4 full time stake holders working 40 - 60 hours a week to make it successful. I.e. finding customers, networking, raising the crops, marketing.... everything that got our operation off the ground “and keeps it going.

C. Many respondents did not feel optimistic about the future opportunities of their agricultural operations. Others commented on a variety of opportunities they anticipated for the future of their operations. Some of these opportunities included:

- Intensification
- Crop diversification
- More retail sales
- Promoting local/fresh
- Subdivision of land
- Processing
- Building greenhouses
- Agritourism

“Lack of municipal support for agriculture in Kamloops (eg). water meters and the associated elimination of the ability to pay for city water in the form of bulk irrigation...”

Operational Issues & Challenges

A. Agriculture's value to our way of life extends beyond the production of food. Agricultural and environmental considerations go hand-in-hand throughout the province, from land and water use to climate to air quality to conservation. Survey respondents were asked to identify major constraints or restrictions they've faced in expanding their agricultural operations. The following topics registered the most responses in terms of the major constraints/restrictions to expansion:

1. Water
2. Rising energy costs
3. Profitability
4. Lack of government support
5. Instability of income

Conversely, many respondents felt the following factors could not be considered constraints/restrictions to expanding their operations:

1. Neighbour complaints
2. Global competition
3. Workforce shortages
4. Succession planning

In the comments section, some producers also indicated that their age is a significant restriction to expansion.

Q: Could you expand your farm operations on your current site?

“lack of capital - too long to recover costs from minimal proceeds achieved”

“Due to zoning restrictions we reached our maximum”

“Agricultural land is not affordable, making it impossible even for an extremely hardworking and ambitious person (as I consider myself) to enter the profession to the degree I desire.”



Canada's Tournament Capital

Government Support

- A. The responses were fairly consistent when producers were asked if they felt supported by various levels of government. Approximately 80 % of respondents do not feel supported by the Federal or Provincial Governments while 76 % do not feel supported by the local government. City laws and regulations were cited as being restrictive to the agricultural community and the feeling that agriculture is not a priority for local government was apparent. Water for irrigation was once again cited as an obstacle to many agricultural producers. Many feel that the Provincial Government is not doing enough to support agriculture and other feel that the Agricultural Land Reserve does not really support producers on this land. Respondents were quite vocal when it came down to identifying their concerns with government. Small scale producers didn't feel that the Federal Government offered any support for them in terms of funding or other programming.

Q: Do you feel supported by our federal government?

“We need more CFIA inspections for the slaughter houses and licensed docking stations -grant structure inadequate for upgrading construction -tax regime prohibitive”

“Feel provincial govt. has done little to encourage land use for food based agriculture. Need to expand on the Buy B.C. programme. Need to start looking at succession planning (Who is going to replace our aging farmers?) and make it viable and affordable.”

- B. Many respondents weren't sure what agencies or specific help could improve their operation or make things easier on the farm. Some feel that the local government needs to play more of an active role in local agricultural industry protection. Others offered the following suggestions:

- Local auction for small livestock
- Re-establish Ministry of Agriculture Extension
- Information sessions/programs on what services and support area available at federal, provincial and municipal levels
- Better water rates for farm status City dwellers
- Less regulations
- Tax incentives
- Bylaws to control spread of noxious weeds on private property
- Year long farmer's market
- Government road signs related to agriculture
- Locally-grown, healthy food purchased by local institutions such as hospital and senior's homes

“Common sense in bylaw development and enforcement (is needed), bylaws for city residential areas often not suitable for agricultural land within the city”

Suggestions for the Future Sustainability of Agriculture in Kamloops

- A. Survey respondents shared valuable feedback in terms of their preferred outcomes from a City of Kamloops Agriculture Area Plan. Key points included access to water and fewer restrictions in terms of government regulations. Overall, producers felt that much more support was needed for the future sustainability of local agriculture. The following is a list of many of the comments received:
- "map of existing farming areas and designate smaller inner city lots for community gardens"
 - "find out what it is now and in what direction it is moving"
 - "To change by-laws to allow bee-keeping, and not have it on zoning"
 - "More retail, sales over local product"
 - "Explanation/Education of what funding/support is out there"
 - "Use of better land for farm land"
 - "support organic farming"
 - "appreciation of agriculture's contribution to local economy eg. land stewardship, spin off businesses"
 - "Protect farm lands and relax bylaw restrictions"
 - "progressive small farm models support to ensure food security and quality"
 - "provide irrigation water"
 - "Public information campaign supporting local agricultural produce"
 - "All sustainable farmland should remain as such"
 - "Respect for ALR regulations"
 - "Let farmers make some of the decisions"
 - "Tax breaks, being able to use more water"
 - "To stick to the plan of keeping agriculture land instead of always allowing subdivisions or commercial development"
 - "Mere acknowledgement and encouragement of agriculture as a land use in city limits"
 - "Release of non productive land"
 - "The ability to subdivide as we had until recently in lot sizes that make sense"
 - "Too late. I am surrounded by houses and home based businesses"
 - "Commitment to continue supporting our local irrigation system"
 - "Develop a water system to help small acreages and/or give monetary breaks to metered farmers"
 - "Less government red tape would allow for more Mom and Pop operations. To market products ie: farm fresh eggs, farm chickens, raw milk, surplus vegetables other than farmers market"
 - "Agricultural land in Kamloops is not an abundant resource. Consequently, I would like to see existing agricultural lands preserved for this purpose. I would also like to see a process developed to ensure that adequate community/municipal water resources are formally allocated to agricultural production in a manner that affords an agricultural producer (small-scale or otherwise) secure, dependable and affordable access to water."
 - "More support in facilities"
 - "Support for beginners, education and outreach (like the Extension Service in the US) to connect research to practice, community education and support for hyper-local farming initiatives."
 - "recognition of agriculture industry changes and local control of alc decisions"

"Farming does not yield a steady or large enough income. Solution is to sell land. ALR does not allow subdivisions so have to sell in blocks of 160 acres, which diminishes production capacity."



Canada's Tournament Capital

CITY OF KAMLOOPS Public Input Report 1: Agriculture Area Plan 2012

- "More community gardens. A program to maximize food production on urban and suburban lots (Garden sharing). Kitchen waste recycling."
- "A year-round farmer's market in a more permanent location. Encouragement for more people to start "farming" in their backyard. Making it easier to sell produce via a dedicated Business Licence, etc."
- "An Agri Centre"
- "Water allowances for food production within the city."
- "A list on a website somewhere that can connect landowners who have space to grow food but no time/ knowledge to do it with gardeners/farmers with time/expertise but no land! If we can get these two groups working together it would be a benefit to both!"
- "Support for urban agricultural, not just for agriculture in the more "rural" areas of Kamloops. A strong emphasis on local food security for both fresh and prepared foods."
- "What does the City plan have to do with the agricultural land around it."

"A plan that put the emphasis on local production and distribution. preference should be given to locally produced agricultural products. Incentives provided that will encourage more individuals to take up farming by providing reasonable access to available farmland and access to funding to start their operations. Incentives given to current farmers to increase capacity by cutting red tape, providing reasonable access to funding (grants or loans) and helping in the development of marketing infrastructure."

B. Producers were asked what protections for farmland they think should or can be implemented locally. From the responses generated, it appears there are conflicting views about the ALR. Many feel that it is valuable and should remain as is with lands with the ALR protected in perpetuity. Some feel that the ALR and associated regulations need to be revisited and adapted to changing times and industry shifts. Overall, producers felt that better protections need to be in place for agricultural land and practices. The following are some of the comments provided:

- "No easy solution."
- "retain all aerable ALR land for development into produce, fruit, grains for human consumption. include the South Thompson land for same."
- "make farmland as valued as it would be if it were subdivided"
- "limit development on ALR Lands Control unauthorized recreational activities"
- "manage zoning such that high density and farming do not conflict"
- "Protection for irrigation water source at an affordable rate"
- "enable succession and increased public access to agricultural production through Community Supported Ag. and thru community gardens and farmers' markets"
- "river banks should be rip rapped"
- "ALR left in place for suitable farmland. ALR land that is not suitable should be removed"
- "Apply ALR regulations"
- "More areas with minimum lot size requirements"
- "Remove the ALR"
- "Greater acceptance of normal good management practices for farm land"
- "It is too late to protect this small area I spoke against 15 years ago whe they approved all the surrounding subdivisions"

- "Once an orchard becomes a subdivision there is no going back"
- "protection against people who take land out of the ALR for other uses such as residential"
- "Concerned about Ajax mine impacts on Grasslands"
- "No more land allowed to be taken out of ALR"
- "No more subdivisions in agri areas"
- "waste management and the right to farm (dust ,noise, odor)"
- "okay to keep alr but recognize need to be open minded and realistic of indusdry shifts"
- "Don't allow its development! If fuel costs spike, we won't be ABLE to get food from California and China.... thus locally produce food will be incredibly important. So protect us from these inevitable food shortages, and don't allow farms to be subdivided. Also encourage younger farmers and help them to start farming."
- "Protect the people who want to farm from urban sprawl"
- "ALR is good. Continue to educate public on going local benefits."
- "Support the ALR and stop using good agricultural land for golf courses, support urban farms on under utilized land by allowing reasonable watering restrictions (ie require drip tape, but allow every day and possibly different hours)."
- "Council MUST protect whatever land is held in the ALR. Farmland is a very precious and dwindling commodity...we cannot continue to squander it to promote the interests of developers (Orchards Walk) or big industry...graxing lands of Knustford etc."
- "none they should eliminate alr or pay to keep it in at 100 dollars an acre for frist 160 acres"
- "We can make sure urban development is not using up agricultural land and resources, such as water. People should not be able to get farm status by raising hay to sell to horse owners. Horses are pets 90% of the time."

"I do not think that monster houses should be constructed on agricultural lands, but in truth I don't see how we could prevent this in a democratic society. I also think it is unfortunate how so much prime agricultural land is used to graze horses or raise hay for them, rather than food for people, but again I don't know how this can be regulated."

- C. Promoting the Kamloop's Farmer's Market and developing a year round market were reoccurring themes throughout the producer and consumer surveys. The idea of promoting locally grown food was also popular. Some of the other protections producers felt were important for food production at the local level included:

- "Rose Hill area land is only suitable for grazing....ALR is in this case (is) counter productive."
- "Instead of developing all lower valley lands to residential or commercial -- community gardens for sustainable local foods. Houses and commercial on hills - food in the valley by the river - keep expand fruitlands irrigation"

"develop civic government policies to source food from local suppliers, adopt policies and take immediate action to avoid trade agreements that limit sourcing supplier options away from locally grown food (CETA) Toronto has adopted an exclusion from CETA, Kamloops must, too!"



Canada's Tournament Capital

CITY OF KAMLOOPS Public Input Report 1: Agriculture Area Plan 2012

- "promote and publicize list of farmers/producers that utilize inspected processing facilities. Promote community use and consumption of local products"
- "Encourage local production and sales"
- "allow best farming practices without unnecessary regulations encourage buy local, support local producers"
- "promote farmer's market"
- "All food producing land should in ALR"
- "None fed/prov take precedence"
- "100 Mile Diet"
- "Cost of production to high, return to low"
- "Local and federal governments should offer incentives to farmers producing"
- "Continue to ensure that goods must be produced locally when sold at the farmers market"
- "Periodic check-ups to insure animals are clean and fed. Vegetable and Fruits to be grown as organically as possible"
- "Support local, support organic. All year round farmers market"
- "The main areas of town with agriculturally viable lands (Barnhartvale, Westsyde, parts of Brock etc.) should have specific zoning that protects agricultural land and precludes inconsistent uses."
- "Slaughter waste disposal facilities"
- "current govt. protection sufficient"
- "Loosen zoning regulations where they inhibit urban agricultural activity."
- "Ensure safety of food- continue with this. Ensure that product is safe and public can be assured of safety in purchasing it. Regulations for safety."
- "Start a city SPIN farm program to encourage local urban farming, support the local farmers' markets so producers have places to vend, start a community orchard and support public produce throughout the city."
- "they all ready have enough"
- "Limit regulation and government involvement. If I want to drink raw milk I should be able to source that out and buy it without jeopardizing the farmer."

"We could develop a local first policy...whereby the city assists in encouraging citizens and institutions to support local agriculture."

"Make it easier for us to sell; increase the number of Farmer's Markets! Encourage businesses to buy local."

"Common sense should always prevail. Personally I believe that with the city boundaries, smaller acreages could be more intensified thus more beneficial in the long run. ie: be more perceptive to subdividing larger parcels with the city"

D. Final comments/concerns regarding a City of Kamloops Agriculture Area Plan:

- "Plan must reflect the different types of agriculture. Do not add to separate costs."
- "get the TNRD involved in this plan. Shared info!"
- "more municipal support for farming needed We lease our land for cattle grazing"
- "I appreciate and support your efforts"
- "Waste of money"
- "Release of non productive land"
- "I don't like to see people let their farms go to sack and ruin and say they are not viable to a living so thus there sold for large profits putting housing on. Growing land is becoming very scarce. Then how are we going to feed our future generation"
- "No more chemical fertilizers on golf courses and private lawns. So what if there is a dandy lion on a golf course? Farmers should be allowed to spray noxious weeds on pasture land"
- "Please have focus group to get feedback from local residents"
- "If there were sewers installed in our area of Barnhartvale (eg. Meadowland Cres.,) that would enable us to use more of our land for agricultural production. However, since many of our neighbours are concerned that sewers would precipitate subdivisions of the larger properties on our street, sewers would only facilitate agriculture if there were restrictions against subdivision below a certain lot size."
- "Support for trade show and convention facilities"
- "I would like to see Kamloops take advantage of its long growing season and incorporate local, organic food production as a bigger part of its economic future."
- "Continue to be supportive of the Farmer's Markets here in Kamloops!"
- "Set so solid targets as to how much of our food consumption do we want to be producing locally and by what dates. Make them realistic but also make them a bit challenging."

"A distribution facility would greatly improve farmers ability to supply more retail outlets and larger volume (institutional buyers)"

"Everyone wants cheap food, but no one is preserving the farmer"

Retailer Survey Results

The purpose of the Retailer Survey was to obtain feedback from City of Kamloops food retailers on their views and opinions regarding agriculture and the sustainability of the agricultural industry in Kamloops. To ensure food retailers were aware of the survey opportunity, in addition to the web-based survey, 80+ surveys were directly emailed to food-related businesses with current business licenses. Surveys were also emailed to retailers part of specialized local food-related list serves. Six of the 30 respondents included their contact information on the survey to ensure inclusion in the Agriculture Area Plan process. The retail community, of the three groups surveyed, were the most difficult group to reach.

Survey respondents were predominantly those with food businesses in the City Centre, North Shore and Sahali neighbourhoods. There was one respondent from Barriere and one from Vinsulla.

The Retailer Survey results are broken down by type of questions answered:

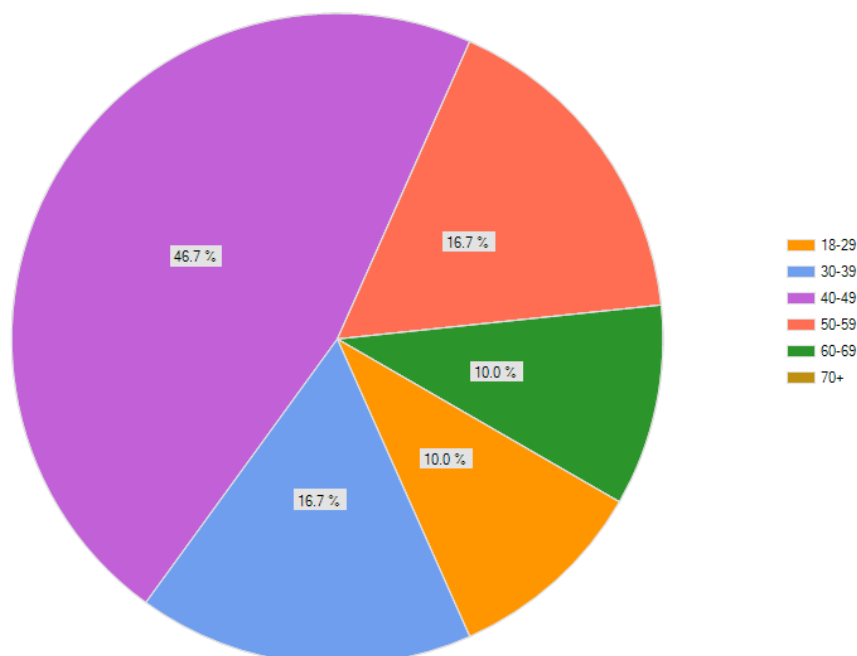
1. Demographic Information
2. Business Statistics
3. Purchasing
4. Agriculture in Kamloops

The following is a breakdown of the results of the Retailer Survey. To view all comments associated with the Retailer Survey, please refer to Appendix 4.

Demographic Information

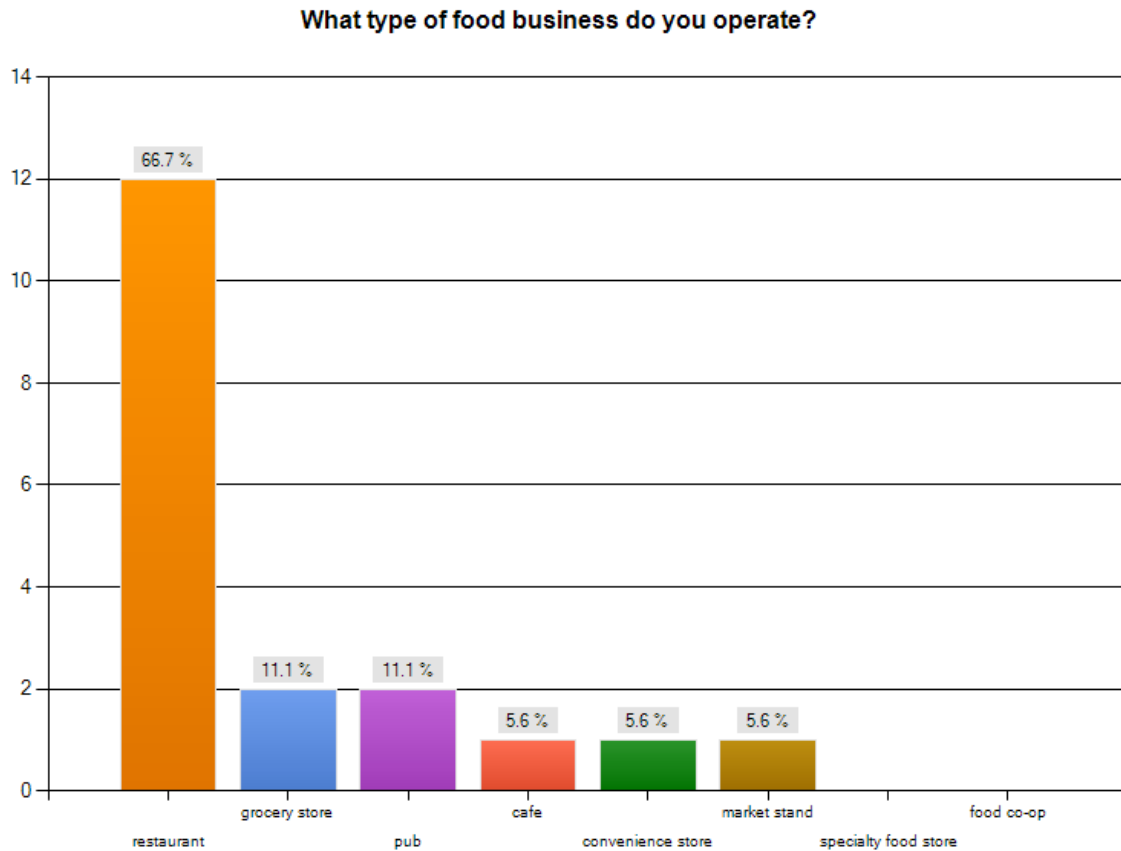
Survey respondents in the retailer survey category were predominantly between the ages of 40-49. There were no respondents 70 year of age or older.

Please indicate your age range.



Business Statistics

- A. The greatest retailer response rate was received from restaurants with very few respondents representing grocery stores, cafes and convenience stores. There were no respondents from specialty food stores or food co-ops.



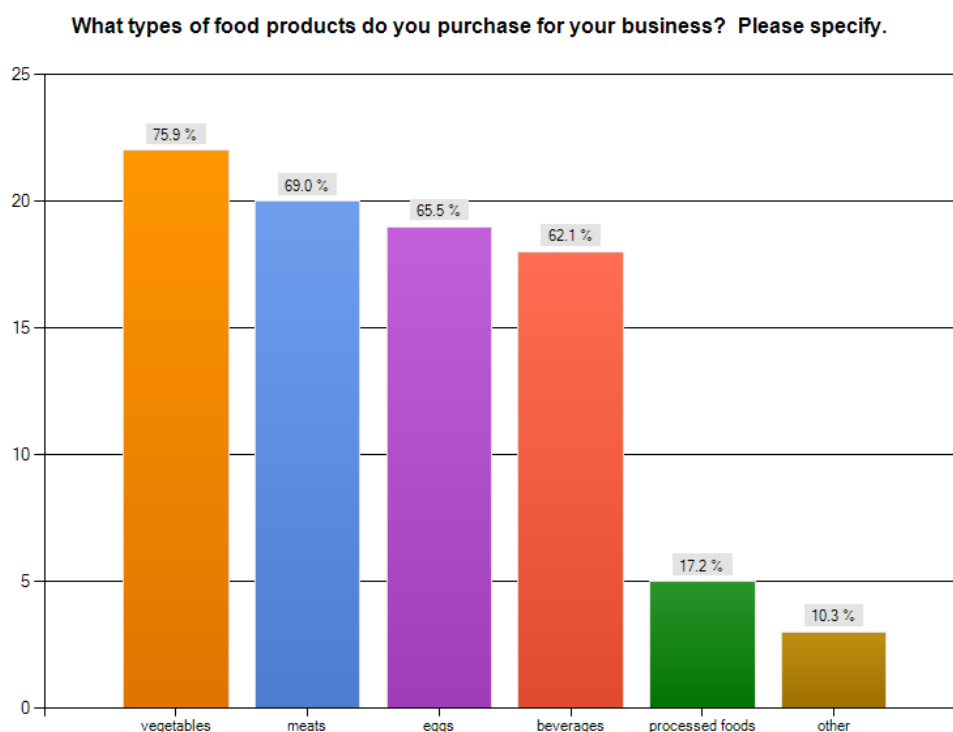
Those that identified themselves in the 'other' category included:

- "donuts & coffee & lunch"
- "Restaurant/Pub"
- "Restaurant/Pub"
- "Farmers market vendor"
- "catering"
- "Home based custom cake decorating business"
- "greengrocer"
- "home based business"
- "mobile food vendor"
- "Bakery"
- "retail store"
- "Food Garden Magazine"
- "meat processing training facility"

- B. Approximately 46 % of respondents indicated they have been operating their business in Kamloops for 1 to 5 years. Those operating their business for 15+ years was the next popular response while just over 6 % of respondents have operated their business for less than a year.

Purchasing

- A. Retailers were asked what types of food products they purchase for their business. Vegetables was the most popular response with 76 % of respondents indicated they purchased vegetables. Meat, eggs and beverages were also popular responses.



A text analysis of the 'other' category option identified the following items as commonly purchased food items (note that 'baking' refers to baking supplies):

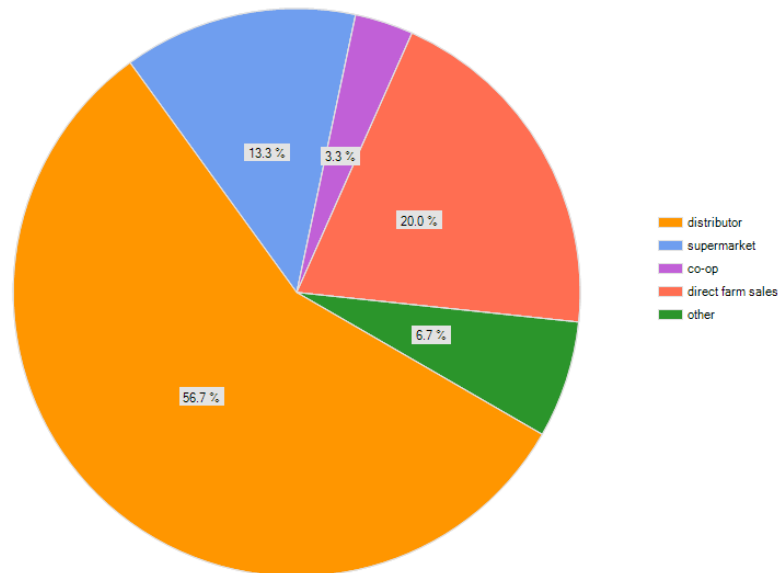
- B. More than 50 % of respondents purchase their food products from a distributor while 20 % purchase through direct farm sales. Commonly noted distributors included:

- Gordon Food Service (GFS)
- Sysco
- Costco



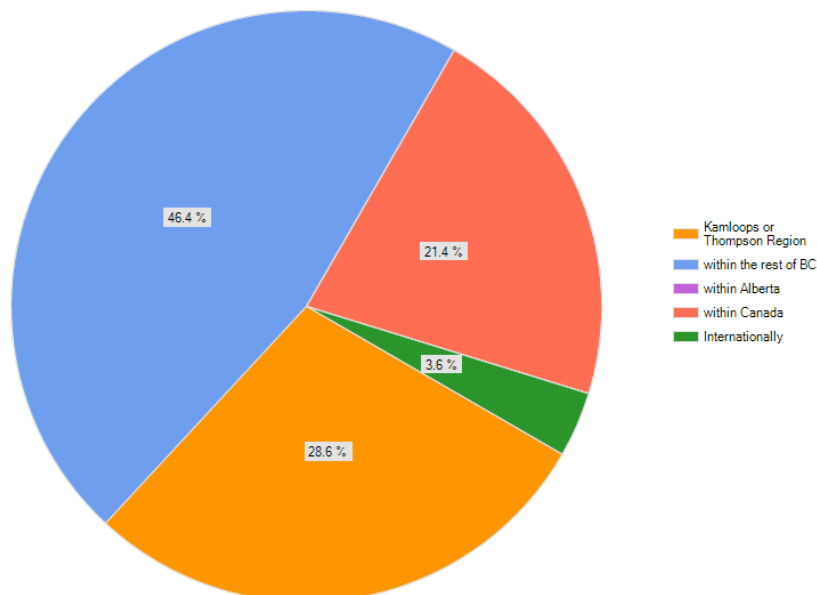
Several respondents indicated in the comments section that they purchase from grocery stores including Great Canadian Superstore and Coopers. One mentioned Nu Leaf Produce as a source of food supplies. Mitchell Cattle Company (Barriere), Dominion Creek Ranch (Heffley Creek), Ravenridge Farms (Barriere) and Johnston packers were identified by another respondent as suppliers of his/her food products.

Where do you purchase most of your food products?

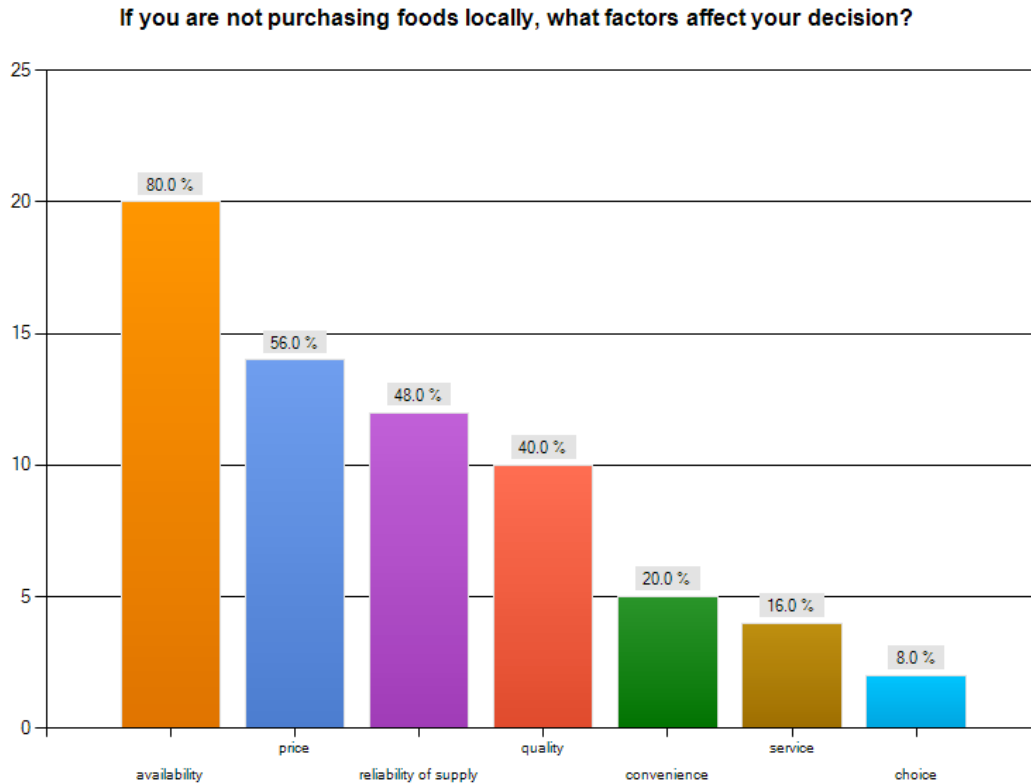


- C. Only 1 respondent indicated that some of their food products are sourced internationally (Vietnam). The most common responses for where food products come from included BC and Kamloops/Thompson Region.

Where do the majority of your food products come from?



- D. Several factors affecting a respondent's decision not to purchase foods locally were identified with 'availability' being the top issue. While 56% of respondents indicated 'price' as a factor that affects their decision to purchase locally, 80 % of respondents felt that 'availability' of the product locally was a key factor.



Approximately 70 % of all survey respondents indicated that they would be willing to pay more for local produce. Half of this group felt that a 5-10 % premium on local foods was feasible for them.

- E. Over half of all retailer respondents indicated that a percentage of the foods they sell/serve are certified organic. Of this group, approximately 10 % sell/serve more than 76 % or more certified organic food products. More than half of retailers who responded don't include promoting 'certified organic' in their marketing strategy. One individual commented that he/she promotes "locally raised proteins raised without growth hormones and anti-biotics, ethically raised..." rather than 'certified organic'.

"local produce should not cost more since there is little shipping"

"About half & half purchased locally direct from farm vs. from distributor. Farm purchases depend on availability and season. (Cannot purchase lemons, sugar etc, from local farmers.)"

Agriculture in Kamloops

- A. Over half of respondents felt that they were somewhat familiar with what is grown in Kamloops while 36 % felt very familiar with locally grown products. This is similar to results obtained through the consumer survey. There is a subset of the population (12 % of survey respondents) that indicated they are not familiar with what is grown in Kamloops.
- B. What comes to mind for retailer respondents when asked about 'agriculture in Kamloops'? The following is a representation of the most common words related to people's thoughts of agriculture in Kamloops. The size of the font dictates the popularity of a response. Similar to the consumer survey results, retailer respondents most commonly linked agriculture in Kamloops with beef, farms, fruit and farmer's markets.
- C. Respondents were asked about their vision for agriculture in Kamloops. Answers were varied. These are some of the comments received.
- More diversity in what is available and better access to what is available
 - Greenhouses
 - Stable growth
 - Vineyards
 - No backyard chickens
 - More producers
 - Creation of more demand for local food

“a return to a healthy local food economy”

Showing 7 Most Important Words and Phrases

Beef Farmers Market **Farms** Fresh Produce **Fruit** Old
Orchards on the North Shore Weather

**Vision for agriculture in Kamloops:
“greater sustainability, availability,
awareness, better distribution
systems, a community plan to
encourage/support the purchase of
locally grown produce for public
facilities”**



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D. 'Financial incentives' was a key theme when retailers were asked what the local government could do to support local agriculture. Specifically, respondents referenced:

- Financial breaks to producers to encourage their growth
- Financial aid to local slaughterhouses to allow for upgrades/ expansion and to allow multi-species processing
- Tax incentives for small, local farmers
- Funding for greenhouses

Other comments received centred around restricting big box stores and better promotion of local agriculture in general.

**“Lead by example.
Promote residents growing
their own food.”**

- “Advertising”
- “provide opportunities for local food distribution”
- “restrict business for big box retailers who only focus on price”
- “keep green space”
- “maybe a fulltime farmers market where you could go and buy product”
- “allow less big box stores that only support US produce”
- “Not get rid of the Agriculture Land Reserves. Not send our business overseas. Keep people employed here”
- “Easier access to permits and appropriate controls”
- “promotion of agriculture”
- “more community gardens, some basic gardening and cooking classes, information or pamphlets”
- “Help with whatever means necessary to make it as easy as possible to market local products.”
- “greater sustainability, availability, awareness, better distribution systems, a community plan to encourage/ support the purchase of locally grown produce for public facilities”
- “help the producers keep costs more manageable to enable competitive pricing”

E. Final ideas/concerns shared related to agriculture in Kamloops and/or the Agriculture Area Plan shed light on respondents' desire for locally-produced food.

- “we need a local processing facility and distribution center.”
- “Based on our climate.
would be nice to see greenhouse for
produce, similar to what is offered in
Chilliwack/Abbotsford region.”
- “Plan shopping mall with only local
products in an uneconomic building like
the former cinema on Victoria St.”
- “More room for the Farmers Markets,
maybe more days or some kind of
expansion. Make them year round.”
- “community gardens are good for people
mentally and physically”
- “agri-tourism is NOT a plan!!”
- “Many customers are excited about the
opportunity to buy locally, sometimes price and availability can be an issue”

It

**“Can be difficult to purchase local meat
year round when butchering is done
seasonally and we only have storage
for a certain amount at a time. This
has prevented us from purchasing year
round from some local farmers. Neither
they nor we have room to store product
year round.”**

Summary

Linking the survey results to the development of a City of Kamloops Agriculture Area Plan

The purpose of this initiative was to obtain public input on agriculture to guide the development of a City of Kamloops Agriculture Area Plan. The results of the Consumer, Producer and Retailer Surveys are valuable in that they can specifically be used to support:

- Policy and program development pertaining to agriculture, both at the local level and with senior levels of government;
- Producers and retailers in determining needs and demands for future marketing initiatives; and
- Direction on future research required to meet public demand.

Potential policies to examine by for inclusion in the Agriculture Area Plan, as a result of the survey feedback, include, but are not limited to, the following:

- City to support a centralized, year round, diversified farmers market facility that includes local processing, cold storage and distribution facilities and to investigate the development of a public space for this initiative;
- City to work with Ministry of Agriculture, Venture Kamloops and local agriculture interest groups to develop local programming to support entry into the farming/agricultural profession as well as business planning for existing farmers;
- City to lobby for more flexibility for ALR lands to promote productive agricultural use;
- City to develop a Farm Bylaw or incorporate appropriate zoning for agriculture within the current Zoning Bylaw No. 5-1-2001 to better support and promote this industry. Topics to consider in a Farm Bylaw could include secondary dwellings for family members, seasonal farm housing, buffering requirements between farm and conflicting land uses, farming on smaller parcels in the ALR, waste and water management, riparian area protection;
- City to partner with Ministry of Agriculture to conduct a study to determine an irrigation scheme or schemes that is/are able to meet the needs of the agricultural community in Kamloops, while being financially feasible and environmentally sound.
- City to work with regional government partners, the agricultural community and Ministry of Agriculture to develop regional branding for a Thompson-Nicola Regional Food System;
- City to develop a Community Wide Food Strategy;
- City to continue to implement and build upon educational programming to support local food. Develop and implement a 'Buy Local Challenge' to encourage/promote sales of locally-grown products;
- Inauguration of a permanent Kamloops Agriculture Advisory Committee that could support the following types of tasks as they pertain to local agriculture:
 - Official community plan amendment reviews;
 - Zoning bylaw changes or rezoning application reviews;
 - Agricultural Land Reserve (ALR) application reviews;
 - Urban-agricultural edge planning;
 - Water supply and drainage;
 - Agricultural economic strategies;
 - Policy support and implementation like agritourism; and
 - Agricultural awareness, including farm tours;



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This preliminary public input survey, aimed at extracting valuable feedback from three distinct groups within the City of Kamloops (consumers, producers, and retailers), was successful in doing just that.

The positive response rate from Kamloops producers and consumers within the City suggests that addressing agriculture is a timely, important issue as well as one that has been overlooked as a priority for a substantial period of time. While only a small subset of the retailer population completed the survey, their responses indicate that there is a need to make local food product more readily available to them.

Based on the subset of the local population that completed the surveys, it would appear that agriculture and food are intrinsically linked in people's minds. Supporting local agriculture is important not only because it is a livelihood and a part of the local economy that has not been given the attention it deserves in recent years, but it is where our food comes from, or where it should be coming from, according to many.

The locally-produced food movement is a growing trend across Canada. Responses received from the City surveys back this up. The trend is also part of a growing movement of consumers and producers shying away from industrial farming practices. Consumers are becoming more and more educated and aware about the foods they eat and where it comes from. Survey respondents are interested in better linkages to a local food system that provides fresh and healthy food products.

All three groups surveyed identified the need for a better, more diversified farmer's market that operates year round in Kamloops. They felt that it was easy to acquire locally produced foods in the summer as opposed to winter. Each group also pinpointed the need for a local processing, storage and distribution system/facility for local products. Better provincial and local government support for new and existing farmers and local agricultural operations of all sizes was a key component of a successful local agriculture system as far as producers were concerned. Preservation of the ALR but more flexibility of its structure was identified by many producers. Supportive local zoning rather than restrictive zoning for active agricultural operations was identified as a strong theme among producer respondents. These initial surveys will provide the base information necessary to build a vision for the Agriculture Area Plan that is reflective of the community's views toward local agriculture. As the development of the Plan moves forward, additional opportunities for the public to get involved will be advertised.

Appendices

Appendix 1: Consumer Survey Results

Appendix 2: Cover letter for Producer Survey Mailing

Appendix 3: Producer Survey Results

Appendix 4: Retailer Survey Results