



REQUEST FOR DECISION

Pemberton Valley Agricultural Area Plan Implementation - Review of Area C Zoning Bylaw No. 765, 2002 and OCP Bylaw No. 689, 1999

Date of Meeting: Electoral Area Directors – May 10 2016 / Board of Directors –
May 25 2016

RECOMMENDATION:

THAT staff be directed to carry out the work program attached to this report for developing amendments to the Squamish-Lillooet Regional District Electoral Area C Zoning Bylaw No. 765, 2002 and the Electoral Area C Official Community Plan Bylaw No. 689, 1999.

KEY ISSUES/CONCEPTS:

The purpose of this report is to inform the SLRD Board that the review of the Electoral Area C Official Community Plan Bylaw No. 689, 1999 and Electoral Area C Zoning Bylaw No. 765, 2002 to implement the directions of the Board for the Pemberton Valley Agricultural Area Plan (PVAAP) has begun and to get Board approval for the recommended approach, communications strategy and timeline.

BACKGROUND:

On October 28, 2015, the SLRD Board passed the following resolution:

THAT SLRD staff proceed with developing OCP and Zoning Bylaw amendments including establishing a Development Permit Area for the protection of farming for lands adjacent to farmland, and regulating the size and siting of residential uses in the ALR for agriculture issues in Electoral Area C; and

THAT the SLRD Board incorporate and designate funding in the 2016 budget for a 1 year contract planner position to assist the planning department with a number of tasks.

As well at the July 22, 2015 SLRD Board meeting it was resolved:

THAT with respect to commercial events in the Pemberton Valley:

- 1. SLRD staff to review the District of Kent's regimes/processes with respect to agriculture (i.e. "home plate" considerations) for their applicability to the SLRD.*
- 2. SLRD staff to implement the Pemberton Valley Agricultural Area Plan as much as possible.*



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The prime focus of the work plan is to implement the PVAAP in Electoral Area C through amendments to the OCP and the Zoning Bylaw, particularly with respect to agricultural zoning, including certain of the highest priority actions identified by the Agricultural Advisory Committee (March 24, 2015). This is described in an October 28, 2015 staff report, which is attached to this report for reference. Zoning Bylaw amendments will correspond with amendments to the OCP to ensure consistency and compatibility between the two major land use policy documents.

A review of the Electoral Area C OCP and Zoning Bylaw presents the opportunity to update both documents to ensure that they are consistent with other OCPs and Zoning Bylaws in the District with respect to structure, terminology, definitions, mapping and the policies of recently reviewed Bylaws.

It is also the intent to review the areas in Electoral Area C that are currently regulated by land use contracts. As part of this process the following Area C land use contracts will be considered:

- 4D Ranch LUC 123
- Birkenhead Lake Estates LUC 122
- Edwards Kia Ora Court LUC 47
- McGillivray Falls LUC 87
- Ponderosa Estates LUC 117.

The Land Use Contract for Lillooet Lake Estates/Heather Jean Developments LUC 88 will be discharged under a separate process due to its complexity.

Provincial legislation has dictated that land use contracts will expire June 30, 2024 (with zoning required to be in place by June 30, 2022), which requires that their provisions be incorporated into Zoning. This is an on-going process in local governments throughout the province.

With respect to land use contracts in the SLRD in general, the Pinecrest LUC in Electoral Area D is being addressed through the Electoral Area D Zoning Bylaw review process. There is only one other LUC (Marmot) in Area A that will need to be discharged and replaced with zoning. This will be looked at in 2017.



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Policy Considerations:

Relevant policies include:

- Electoral Area C OCP & Zoning Bylaws
- SLRD Agritourism Policy
- Agricultural Land Commission (ALC) Act
- Agricultural Land Reserve (ALR) Use, Subdivision, and Procedure Regulation
- Pemberton Valley Agricultural Area Plan

Work Program:

The main task is to update (redraft) the Electoral Area C Zoning Bylaw No. 765, 2002 and the Electoral Area C Official Community Plan Bylaw No. 689, 1999 in order to make them more functional and up-to-date, include ALC provisions and Agricultural Plan suggestions and implement the appropriate sections of the Pemberton Valley Agricultural Area Plan. The Zoning amendments will be extensive enough to warrant the creation of a new bylaw instead of a series of amendments to the existing one, similar to the process undertaken for the new Zoning Bylaw for Electoral Area D. It should be noted that both Areas B and D (in process) zoning bylaws have been recently redrafted; it is now time for Area C's bylaws which date back to the late 1990's and the early 2000's to be updated.

The work plan is based on the Terms of Reference for this work that was prepared to guide the contract planner.

The work plan includes:

- Development of a project plan
- Identification and reporting on initial findings and main issues
- Consultation with stakeholder organizations including First Nations, Agricultural groups, business groups, Provincial agencies and member municipalities
- Preparation and Reporting on Detailed Review of Issues and Implementation directions
- A public engagement process
- Preparation of draft Zoning bylaw and amendments to the OCP and other bylaws as necessary
- Public hearing(s)



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- Referral and Approval of new Bylaws and amendments by the SLRD, including amendments to respond to Board, Public Hearing and Referral comments.

The detailed Work program and Schedule are attached.

Table 1: Summary Work Program and Schedule:

April 2016	Project Initiation
EAD May 10, Board May 25	Report on Work Plan and Schedule
April-June 2016	Preliminary Review of OCP, zoning bylaw, Review LGA, ALC, Min of Agriculture policies regulations and guidelines
May 2016	Notice of Project intention to First Nations, Pemberton, Whistler
EAD July 13, Board July 27-28, 2016	Project Update - Report on Initial Findings and Major Issues
July 2016	Targeted Consultation – Agricultural Advisory Committee, Farmers Institute, Chamber of Commerce, Land Use Contract property owners
May-September 2016	Detailed Issues Review and Analysis including ongoing consultation with staff and agencies
September 2016	Project Update - Report on Findings and Directions EAD and Board
October 2016	Public Open House
September-December 2016	Prepare Draft Bylaws
January 2017	First Reading
January-March 2017	Referral
April 2017	Public Hearing
April-May 2017	Ministry of Transportation and Infrastructure Referral
April 2017	Report and 3rd Reading
May 2017	Final report, 4 th Reading and Adoption of Bylaws

Regional Impacts Analysis:

The PVAAP is an adopted plan as at May 2012 for Electoral Area C that requires implementation, and is strongly supported by existing SLRD policies to protect farming and expand the agricultural industry. While the plan covers Area C only, it has implications for food security and economic development for the region as a whole, as has been outlined in the Energy Resilience Task Force Report (approved by the Board in principle in 2011), the Integrated Sustainability Plan, and the Regional Growth Strategy.



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Organizational and Financial Considerations:

The contract Planner has been hired, as per the direction of the Board and the review of the OCP and Zoning Bylaw began on April 4, 2016. The implementation of the appropriate sections of the PVAAP through the OCP and Zoning Bylaw review and amendment will be the contract planner's main focus.

Options:

1. (Preferred Option) Adopt the recommendations of this report and direct staff to proceed with the review. This is consistent with the Board's resolutions and direction. Option 1 is preferred because it is consistent with the Board's resolutions and direction.
2. Do not amend the Area C OCP or zoning bylaw at this time. This would be contrary to the Board's resolutions to date.
3. Amend the Board's directions.

Follow Up Action:

It is expected that draft OCP and Zoning Bylaw amendments will be prepared by the end of 2016 with the formal approval process occurring in the first half of 2017.

Communications Plan:

In addition to the reporting, targeted and general consultation set out above, a project page will be established on the Region's web page and the public asked to comment on that page.

ATTACHMENTS:

Proposed Work Plan

October 28, 2015 staff report

Submitted by:	I. Cooper, Contract Planner
Reviewed by:	K. Needham, Director of Planning and Development Services
Approved by:	L. Flynn, CAO

Work Program to Update Squamish-Lillooet Regional District Electoral Area C Zoning Bylaw No. 765, 2002 and Electoral Area C Official Community Plan Bylaw No. 689, 1999

Development of Project Plan

- Prepare a project terms of reference, consultation plan and timeline for updating and modernizing the Zoning and OCP bylaws and incorporate the relevant implementation components of the PVAAP
- Once this work plan is approved by the Board, outreach to First Nations and other local governments will be made

Preliminary Review of OCP, ZBL, Review LGA, ALC, Min of Agriculture policies regulations and guidelines

- Summarize key issues and comments and coordinate with SLRD staff to ensure that no issues have been overlooked
- Identify relevant implementation components set out in the Pemberton Valley Agricultural Area Plan (PVAAP) and any potential associated zoning and OCP updates related to the PVAAP
- Report to the Board that summarizes preliminary issues and identifies needed housekeeping measures

Targeted Consultation

- Meet and correspond with various sectors of the community as identified in the terms of reference
 - SLRD staff
 - Area C Agricultural Advisory Committee, Pemberton Farmers' Institute, Pemberton Chamber of Commerce
 - Owners of land in areas subject to land use contracts
 - Although land on Indian Reserves is not subject to SLRD zoning, consultation with First Nations will be initiated by SLRD staff.

Prepare Summary of Background and Consultation Findings

- Summary of background and consultation findings for Board information
- Recommended directions for draft bylaw preparation for Board approval

Detailed Review and Report on Main Findings and Recommended Directions

- Review Electoral Area C Zoning Bylaw No. 765, 2002, the Electoral Area C Official Community Plan Bylaw No. 689, 1999 as well as the various regulations, guides, bylaws, documents and associated files, including, but not limited to:
 - The Guide to Bylaw Development in Farming Areas

- The Farm Practices Protection Act
- The various Bylaw Standards from the Ministry of Agriculture
- The Pemberton Valley Land Use Inventory Report, 2009
- The Agricultural Land Commission Act
- The draft Electoral Area D Zoning Bylaw 1350-2016
- Various Zoning and OCP regulations for other regional districts with rural/agricultural areas, including the FVRD, the RDCO, etc.
- Ongoing consultation with staff and agencies
- Identify the definitions and policies that best meet the intent of the PVAAP's main aim of protecting and enhancing agriculture in Electoral Area C, particularly on ALR lands. This will build on the work of renewing the Zoning Bylaw for Areas A, B and D, to make terminology, definitions, Bylaw structure and policy consistent throughout the SLRD.
- Prepare project update report on findings and directions for the Board and seek Board direction to prepare draft Bylaws

Public Consultation

- Project page on SLRD web page provides information and requests comments
- Public open house
- Participate in public hearings and other public meetings that the SLRD deems as necessary.

Prepare Draft Bylaws

- Prepare OCP and zoning amending bylaws incorporating input from staff, agencies and the public
- Prepare Land Use Contract termination Bylaws and establishing zoning for Land Use Contract areas
- Prepare mapping amendments in consultation with the SLRD GIS Technician
- Prepare development permit area guidelines that ensure a high quality of development as part of drafting the OCP amending bylaw
- Prepare Report to Board

Approvals, Referrals and Public Hearing

- Prepare Reports for 1st through 4th Readings
- Public Hearing(s)
- Referral to outside agencies including Ministry of Transportation and Infrastructure
- Report and revise Draft Bylaws as needed, based on comments from Board, Public Hearing and Referral responses



REQUEST FOR DECISION
Pemberton Valley Agricultural Area Plan (PVAAP)
Implementation

Meeting dates: October 28, 2015

To: SLRD Board

RECOMMENDATIONS:

1. THAT SLRD staff proceed with developing OCP and Zoning Bylaw amendments including establishing a Development Permit Area for the protection of farming for lands adjacent to farmland, and regulating the size and siting of residential uses in the ALR for agriculture issues in Electoral Area C; and
2. THAT the SLRD Board incorporate and designate funding in the 2016 budget for a 1 year contract planner position to assist the planning department with a number of tasks, including the Electoral Area C Agricultural Plan implementation and Electoral Area C zoning bylaw updates.
3. THAT the SLRD Board consider financial support of up to \$2,000 for the Pemberton Farmers Institute in the development, printing, and/or distribution of their Farmland Information Brochure.

KEY ISSUES/CONCEPTS:

At the April 22, 2015 SLRD Board meeting it was resolved:

THAT the three (3) recommendations [see below for description] from the Area C Agricultural Advisory Committee regarding the Pemberton Valley Agricultural Area Plan (PVAAP) be received and referred to SLRD staff for comment and brought back to an SLRD Board meeting.

Note that the 3 recommendations from the March 24, 2015 Area C Agricultural Advisory Committee (AAC) meeting were:

1. THAT the following list of new and ongoing action items be considered the priority list (“the list”) and that they be implemented:
 - a. New & Uncompleted Action Items: 1, 2, 8, 9, 14, 20, 26
 - b. Ongoing & Completed Action Items: 4, 5, 6, 7, 31, 38

2. THAT Action Items 1 [zoning amendments regarding size and siting of residential uses in the ALR] & 2 [creating a Development Permit Area for the protection of farming for lands adjacent to farmland] be considered the highest priority of the list and that they should be considered for implementation as soon as possible.
3. THAT in relation to Action Item 1, the farm residential footprint concept (*Guide for Bylaw Development in Farming Areas*, Ministry of Agriculture, 2013) be considered for a zoning bylaw amendment in advance of a full Electoral Area C Zoning Bylaw review.

The action items listed in the first recommendation (#1) above are discussed in more detail later in this report.

At the July 22, 2015 SLRD Board meeting it was resolved:

THAT with respect to commercial events in the Pemberton Valley:

1. *SLRD staff to review the District of Kent's regimes/processes with respect to agriculture (i.e. "home plate" considerations) for their applicability to the SLRD.*
2. *SLRD staff to implement the Pemberton Valley Agricultural Area Plan as much as possible.*

This report addresses the issues around implementing zoning bylaw changes identified by the PVAAP regarding farm residential footprint (home plate) regulations. SLRD staff have reviewed the District of Kent's recently updated zoning bylaw along with other local government zoning bylaws that incorporate farm residential footprint and agritourism regulations. Electoral Area C Zoning Bylaw No. 765, 2002, and Area C OCP Bylaw No. 689, 1999 are due to be updated and there are many opportunities to clarify and strengthen regulations in support of farming, and address persistently reoccurring non-farm use issues.

RELEVANT POLICIES:

Electoral Area C OCP & Zoning Bylaws
SLRD Agritourism Policy
Agricultural Land Commission (ALC) Act
Agricultural Land Reserve (ALR) Use, Subdivision, and Procedure Regulation

BACKGROUND:

The Pemberton Valley Agricultural Area Plan (PVAAP) was adopted as Board policy in May 2012. There was no direction regarding implementation provided by the Board at that time. The Electoral Area C Agricultural Advisory Committee (AAC) has extensively reviewed the action items in the PVAAP and made recommendations on an initial list of priority items to be considered for implementation. The highest priority actions are zoning bylaw and other regulatory changes. The two highest priority action items as recommended by the AAC are:

- 1.1.1 Consider amending the zoning bylaw as per the Minister's bylaw standard regarding size and siting of non-agricultural development on agricultural land.

- 1.1.2 Consider creating a Development Permit Area for the protection of farming that would apply to lands adjacent to or nearby farmland, and include requirements for screening, buffering, landscaping, fencing, and siting of buildings or other structures, in order to provide for the buffering or separation of development from farming on nearby lands.

As stated above, as part of 1.1.1, the AAC also stressed that the farm residential footprint (homeplate) concept as outlined in the *Guide for Bylaw Development in Farming Areas*, Ministry of Agriculture (updated May, 2015) be considered as a primary component of zoning bylaw updates.

Also as stated above, other action items recommended by the AAC include the following (see Appendix 1 for more detail on Action Item numbers):

- a. New & Uncompleted Action Items: 1, 2, 8, 9, 14, 20, 26
- b. Ongoing & Completed Action Items: 4, 5, 6, 7, 31, 38

Items 4, 5, and 7 are ongoing action items for the SLRD to do as well as potentially provide support (financial or otherwise) to the Pemberton Farmers Institute, Sea to Sky Invasive Species Council, and other organizations to carry out. Item 6 is the Pemberton Community Barn that is now completed. Items 31 and 38 are actions for the SLRD to support the farming community and other organizations such as the Pemberton Farmers Institute to organize and implement. Items 31 and 38 would be an excellent opportunity for the Pemberton Chamber of Commerce to participate in a meaningful fashion in further developing the agriculture industry as a key primary component of economic development in the area.

REGIONAL IMPACTS ANALYSIS:

The PVAAP is an adopted plan for Electoral Area C that requires implementation, and is strongly supported by existing SLRD policies around protecting farming and expanding the agricultural industry. While the plan covers Area C only, it has implications for food security and economic development for the region as a whole as has been outlined in the [Energy Resilience Task Force Report](#) (approved by the Board in principle in 2011), the Integrated Sustainability Plan, and the Regional Growth Strategy.

ANALYSIS:

ACTION ITEMS 1 & 2

Refers to PVAAP Actions 1.1.1 and 1.1.2

- Consider amending the zoning bylaw as per the Minister's bylaw standard regarding size and siting of non-agricultural development on agricultural land.
- Consider creating a Development Permit Area for the protection of farming that would apply to lands adjacent to or nearby farmland, and include requirements for screening, buffering, landscaping, fencing, and siting of buildings or other structures, in order to provide for the buffering or separation of development from farming on nearby lands.

The Pemberton Valley Agricultural Area Plan includes several action items regarding zoning and Official Community Plan (OCP) bylaw updates that are supported by the Area C Agricultural Advisory Committee. The apparent increase in prohibited commercial and industrial non-farm uses occurring on parcels in the ALR also highlights the need to consider revisions to the Electoral Area C Zoning Bylaw No. 765, 2002, particularly in regards to agriculture zoning. A review of other local government bylaws supports this possibility where, for one example, local government bylaws specifically address agritourism activities and accommodation as distinct uses. As part of the Electoral Area D Zoning Review that is already underway, such agriculture-related zoning amendments are also being considered for Agriculture zoned parcels.

The misconceptions about what is and what is not agritourism (as determined by the Agricultural Land Commission), and who can and cannot conduct agritourism is one that could be addressed through zoning bylaw updates. To that end, staff would work to incorporate agritourism activities and agritourism accommodation into the bylaw as defined permitted uses along with conditions for those uses in the Agriculture zone. Therefore, by implementing the recommendations of the AAC regarding the PVAAP, there is an opportunity to clarify what is permitted, and under what conditions, as well as add additional regulations to mitigate the type of land use issues noted in this report and the previous SLRD staff report of April 2015 , along with public concerns.

District of Kent Zoning Bylaw

The District of Kent's Zoning Bylaw No. 1219, 2001 incorporates a variety of the standards described in the Minister's Bylaw Standard guide including the farm residential footprint regulations. Both the Bylaw Standard guide, and Kent's zoning bylaw, along with other zoning bylaws with similar provisions can provide examples of how these regulations have been implemented.

As noted in the District of Kent's OCP Bylaw No. 1508-2014, "parcelization - creating smaller parcels from larger land parcels - may contribute to land not being farmed. When land is not farmed, other uses are promoted. Small land pieces have non-farm uses and are more easily removed from the ALR. Agricultural land is lost, not necessarily in big pieces, but more likely in smaller ones. Other growth surrounds agricultural land, discouraging farmers and making it more difficult to farm. Death to farm land occurs from a thousand cuts."

The quote from District of Kent's OCP primarily refers to parcelization through subdivision of land. In a similar vein, it is equally accurate and critical to note that the District of Kent's term 'death to farm land from a thousand cuts' can result from establishment and expansion of non-farm uses. Therefore it is important to use zoning regulations to provide clarity and certainty regarding specific allowable land uses within the ALR.

In Kent's zoning bylaw the farm residential footprint is set at 2,023 m² (21,780 ft²) with a possible increase of 506 m² (5,445 ft²) where the farm residential footprint would include a farm employee residence (second dwelling for farm help) and/or a home occupation use located in an accessory building. There is a minimum parcel size of 4 ha before a farm employee residence would be permitted, and an application is required in order to get approval for a farm employee residence.

Incorporating regulations regarding the siting and sizing of residential uses on farm land in SLRD zoning bylaws is a critically important piece in addressing the negative effects on agriculture resulting from residential and potential non-farm uses. With such regulations in place it is still vital to remember that there are existing regulations in place regarding agritourism, non-farm and assembly uses, and permits for non-farm and/or high occupancy buildings in the ALR. It is also important to remember that there are existing processes in place to allow property owners to present a case for non-farm uses in the ALR and for uses not currently permitted under a zoning bylaw. These processes exist in the SLRD and everywhere else in the Province.

In addition to the farm residential footprint regulations, additional provisions are required for SLRD Zoning Bylaws to address and clarify issues on agritourism activities and agritourism accommodation land uses in the ALR. Including definitions for these terms in the bylaw along with incorporating them into the permitted uses section of the agriculture zoning with additional regulations would delineate what is and is not permitted, and under what conditions.

Minister's Bylaw Standards

Guide for Bylaw Development in Farming Areas (Ministry of Agriculture, revised May 2015)

The Minister's Bylaw Standards are also known as the [Guide for Bylaw Development in Farming Areas](#), (Ministry of Agriculture 2015), and relate primarily to zoning bylaws. Pursuant to s. 916 of the *Local Government Act* (Provincial standards for farm bylaws) the Minister of Agriculture may "establish, publish, and distribute standards in relation to farming areas for the guidance of local governments in the preparation of zoning bylaws." As stated in the guide, local government plans and bylaws have a critically important role to play in developing a fair and supportive regulatory climate for agriculture and aquaculture.

The farm residential footprint (home plate) referred to in the Guide for Bylaw Development in Farming Areas is one of the primary components in regulating the siting and size of residential uses in the ALR. This is typically coupled with regulating the size of a dwelling on the footprint as well as the size of the footprint itself. From the perspective of the Ministry of Agriculture, regulating the siting of farm residential uses is the most effective method of limiting the negative impacts of residential uses on farming in the ALR. Moreover, requiring residential development to be located adjacent to the road frontage, in most cases, provides the greatest protection for agricultural areas.

The guide outlines a variety of standards for developing and amending bylaws affecting farming areas (land in the ALR, land zoned for agriculture, and land affected by a valid and subsisting aquaculture licence under the *Fisheries Act*). The primary purpose of such guidelines is to align Provincial and Local Government interests in protecting BC's present and future agriculture resource base for food production and other farming uses. The Province is interested in ensuring that farming and aquaculture receive fair and consistent treatment in local government planning and bylaw processes.

ACTION ITEMS 8 & 9

Item # 8 refers to PVAAP Actions 2.2.1, 2.2.2

- Supporting the undertaking of a needs assessment to look at drainage and flood control measures using an agricultural standard, and looking across jurisdictions to find solutions that will support and enhance agricultural lands throughout the valley.
- Encouraging collaboration among jurisdictions in the valley, including First Nations, to establish coordinated economic development objectives that will address infrastructure issues such as flood control that will impact agricultural lands.

Item #9 refers to PVAAP Actions 2.2.3, 2.2.4, 2.2.5

- Supporting the undertaking of a needs assessment to look at water demand and availability.
- Seeking opportunities to improve irrigation infrastructure for agriculture, particularly in areas that do not currently have access to irrigation.
- Seeking to ensure that water supply infrastructure provides water that is of a quality that is acceptable to farmers for irrigation.

Action items 8 & 9 could be considered long term objectives that require multijurisdictional collaboration to achieve. As stated in the PVAAP document in the implementation section, consideration could be given to the creation of a steering committee and/or implementation body to address such objectives. It would be useful to hire contract planner to address these larger, more complex, long term actions in the future following the high priority amendments to the Area C OCP and Zoning Bylaws. The SLRD, Village of Pemberton (VoP), Lil'wat Nation, Pemberton Valley Dyking District, and Provincial Ministries would be essential partners in undertaking any needs assessments, demand studies or infrastructure analyses that may be considered. As drainage and flood analyses, and a water demand analysis could be expensive depending on the scope and scale of such projects, the best approach would be for a contract planner to investigate options.

ACTION ITEM 14

Refers to PVAAP Actions 1.3.2, 2.1.2, 5.1.3

- Work with agriculture organizations to identify options for new non-farming agricultural land owners to learn how to make their land available for farming by others, particularly for seed potato rotations.
- Support the establishment of a database to link owners of ALR land with potential renters wishing to farm.
- Provide farmers with information to take advantage of local food trends.

Action item 14 is more relevant for organizations such as the Pemberton Farmers Institute though there is an opportunity for local governments such as the SLRD, VoP, and Lil'wat Nation, and the Provincial Government to support this work.

ACTION ITEM 20

Refers to PVAAP Actions 1.3.1, 2.4.1, 2.4.2, 4.1.1, 4.1.4

- Work with realtors and the agricultural community to prepare a 'Farmland Information Brochure' that can be given to prospective purchasers to advise them of typical farm activities, and land owner responsibilities with respect to pests, noxious weed control, Seed Potato Control Area Regulations, etc.
- Where there is opportunity in conjunction with a Regional District approval, request that sale of property on the non-farm side of the ALR boundary have a notice registered on title informing purchasers of adjacent farming activities and associated sights, smells, and sounds.
- Request real estate vendors to inform prospective purchasers of ALR parcels that they will be residing in an agricultural area, where agriculture is practiced, and sights, sounds, and smells of agriculture are to be expected.
- Educate owners and users of Pemberton Valley ALR lands about the requirements of the Seed Potato Control Area regulation.
- Communicate the implications of quarantine pest introduction on valley agriculture.

The Pemberton Farmers Institute has already been working hard on developing a brochure that would meet with some of these objectives. Such a brochure could be distributed by real estate agents and organizations as well as local governments to current and potential owners of land within and adjacent to the ALR. SLRD staff recommend that the Board consider supporting the PFI in this work. While there is not much that a local government can do during the sale of a property that is not its own (whether in or out of the ALR), greater collaboration and information sharing between the SLRD, VoP, PFI, Real Estate Agents, Chamber of Commerce, and other agricultural organizations is necessary. A farmland information brochure as developed by the PFI would provide another information source for purchasers.

A potential purchaser doing their due diligence would easily find the necessary information in the public realm. Unfortunately there have been several instances over the past number of years where parcels in the ALR are bought by persons who are apparently unaware of the existence of ALR regulations (and SLRD regulations), and the rationale for the establishment of a zone for agriculture. It should be noted that the title of each property includes a notation that the parcel is affected by the ALR, so there is no reason for purchasers to be unaware of that fact.

ACTION ITEM 26

Refers to PVAAP Action 2.4.7

- Work with appropriate Ministries to resolve potential safety issues with slow moving farm vehicles, farm animals, and logging trucks that are sharing Pemberton Meadows Road.

While this is a Provincial responsibility, the SLRD could support the PFI and the farming community by advocating with the Ministries of Transportation and Infrastructure and Agriculture to address the issues and concerns. This issue could also be connected with the rise in cycling events and the need for education and awareness in road sharing responsibilities. There may also be opportunities for improved signage along with infrastructure upgrades for Pemberton Meadows Road.

Contract Planner

The SLRD planning department has been working with one less planner over the last 4 years. Given that the *Local Government Act* requires that land use contracts must be discharged over the next several years, staff will need to start doing this work in 2016. This work will take current staff away from their other key planned tasks, including the Area D Zoning Bylaw project, the Area C OCP and Zoning Bylaw projects, Area B Agricultural Area Plan implementation, overall OCP bylaw fixes, development application review, creation of an amenity policy, the RGS 5 year review and other key projects identified by the RGS, including an affordable housing strategy. In order to not fall further behind in accomplishing this workload, it is recommended that a contract planner be brought in for 1 year in order to assist the planning department with a number of these key tasks, including PVAAP implementation including the associated Area C zoning and OCP amendments that will be required for implementation.

As stated in the PVAAP, the implementation of the plan is considered a shared responsibility between the local governments operating in the valley including the Village of Pemberton and Lil'wat First Nation. ALR land occurs in all local government jurisdictions and within Lil'wat Nation reserve lands. Other stakeholders have important roles to play as well. While the SLRD has a primary role in land use policy and regulation in Area C, there are many actions that require resources that go beyond the capacity of the SLRD. As a first step in addressing implementation issues, the contract planner can help the planning department to address a number of high priority action items in the PVAAP. This contract position would help to address Agricultural Plan implementation responsibilities, such as has been undertaken for the SLRD Electoral Area B, District of Lillooet, and St'at'imc Agricultural Plan. Once OCP and Zoning amendments have been completed, such a role could be extended in 2017 to focus on further PVAAP implementation, such as:

- Prioritizing implementation actions and identifying lead implementation roles and support roles
- Developing an annual work plan for implementation
- Assisting with coordination of stakeholders
- Identifying sources of funding and assisting with funding applications
- Providing a forum for all stakeholders to share their concerns and to identify the appropriate organization(s) to address concerns
- Being an advocate for agriculture in the Pemberton Valley to balance against conflicting and/or competing non-agricultural commercial and industrial operations
- Monitoring the progress of implementation of the PVAAP and preparing an Annual Report
- Reviewing and revising the Ag Implementation Plan every 5 years

The contract planner could also be charged with considering terms of reference for an implementation body to deal with longer term multijurisdictional issues such as those mentioned above, determining the best format, membership, and mandate. In addition, having an implementation coordinator as part of the contract planner role would be an asset in providing continuous assistance to SLRD staff, Board, public, and the Area C AAC with the implementation of the plan, as well as helping with a variety of other planning tasks within the planning department.

OPTIONS:

As the Board has directed staff, at the July 22, 2015 meeting, to implement the Pemberton Valley Agricultural Area Plan as much as possible, the following options are presented with that objective in mind along with necessary related actions. The highest priority actions for the Area C AAC and SLRD staff are to incorporate farm residential footprint and other regulatory updates into the zoning bylaw as well as considering OCP amendments. The designation of funding for a contract planner for 2016 would be of great assistance to staff to focus on completing these bylaw amendments in a timely fashion – this position could be extended further in 2017 to consider longer term and more complex objectives of the PVAAP.

OPTION 1 (PREFERRED OPTION)

Develop OCP and Zoning Bylaw amendments for agriculture issues, including farm residential footprint, agritourism, and agritourism accommodation in Electoral Area C. This would be the starting point for the implementation of the third recommendation from the March 24, 2015 Area C AAC meeting. Similar provisions will be considered for other zoning bylaws that apply to farmland. Designate funding for a contract planner for. Consider providing funding to the Pemberton Farmers Institute for the development, printing, or distribution of their farmland information brochure.

OPTION 2

Develop OCP and Zoning Bylaw amendments for agriculture issues, including farm residential footprint, agritourism, and agritourism accommodation in Electoral Area C. Do not designate funding for a contract planner for 2016 to address the initial needs of an Area C Agricultural Plan implementation.

OPTION 3

Do not develop OCP and Zoning Bylaw amendments for agriculture issues in Electoral Area C. Do not designate any funding to support implementation.

ATTACHMENTS:

Appendix 1: Electoral Area C AAC Minutes (March 24, 2015)

Pemberton Valley Agricultural Area Plan (PVAAP) can be found on the SLRD website here:

<http://www.slrld.bc.ca/planning-building/planning-development-services/policies-plans/agriculture-planning/agricultural-area-plans/area-c-and-pemberton-agricultural-area-plan>

Prepared by: I. Holl, Planner

Reviewed by: K. Needham, Director of Planning and Development

Approved by: L. Flynn, Chief Administrative Officer

Squamish-Lillooet Regional District

Minutes of an Electoral Area C Agricultural Advisory Committee Meeting of the Squamish-Lillooet Regional District held in the Squamish-Lillooet Regional District office, Pemberton BC, on Tuesday March 24, 2015 at 7:00 PM.

In attendance:

Committee: R. Kuurne, R. Lincks, S. McIsaac (phone), N. Vankerk, D. Tanner

Staff: I. Holl, SLRD Planner

Others : R. Mack, Electoral Area C Director,

1	Call to Order
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R. Kuurne called the meeting to order at 7:05 pm.

2	Approval of Agenda
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It was moved and seconded:

THAT the Agenda be approved.

CARRIED

3	Minutes of Previous Meeting
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February 23, 2015

It was moved and seconded:

THAT the Minutes of the previous meeting be approved as amended.

CARRIED

4	Business Arising from the Minutes
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5	New Business
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1. Area C AAC 2015 Membership

I. Holl noted that the four members whose terms expired in 2015 were all renewed and that Randy Lincks was approved as the newest member of the AAC. This brings the committee to ten members.

2. Election of Chair

R. Kuurne is the current chair of the AAC, and a motion was made to have her continue as the chair.

MOTION 1

THAT Roxanne Kuurne be made chair of the Area C AAC.

CARRIED

3. Pemberton Valley Agricultural Area Plan (PVAAP)

A consolidated list of 44 action items (see Appendix 1 – 150316 PVAAP Categorized Action List) was presented to the committee with the intent to have them confirm and/or revise a list of approximately 10 priority actions to be recommended to the SLRD Board.

It was suggested to incorporate action item 44 into item 1 as it could form part of the overall regulatory review. It was further suggested that:

- Item 9 (supporting additional dwellings for farm help) be included as a priority action
- Item 14 (options for owners to make farmland available, leasing etc.) be included as a priority action
- Item 18 (Agricultural Land Trust) be lowered in priority from high to medium or low
- Item 20 (PFI brochure piece) be added to the priority list
 - There may be opportunities for PFI to seek funding from the SLRD for printing/distribution
- Item 26 (non-farm vehicles and cyclists) be added to the priority list
- Item 30 (make improvements to agricultural productivity of land base) be folded into another action as it is too general on its own
- Item 33 (include agriculture development in local economic development strategy) may be addressed in part through a Chamber of Commerce study

The revised list of priority action items is divided into two categories: new (and uncompleted) actions and ongoing (and completed) actions.

New & Uncompleted

Items 1, 2, 8, 9, 14, 20, 26

(Zoning Bylaw review; Development Permit Area for protection of farming; needs assessment for flooding and drainage; needs assessment for water demand, irrigation, infrastructure and availability; options for owners to make farmland available; education & outreach – brochure, real estate engagement; non-farm vehicles and cyclists)

Ongoing & Completed

Items 4, 5, 6, 7, 31, 38

Note that Item 6 (Farmer's Market Barn) is complete.

(Support invasive species mapping and inventory; education & outreach on invasive species – property owners, companies, other agencies; Pemberton Barn; Discourage or do not support applications for non-farm use, subdivision, exclusion etc.; Training and education – technical workshops, mentorship; Agricultural Festival - Pemberton Farm week)

MOTION 2

That it be recommended to the Board:

- 2. THAT the following list of new and ongoing action items be considered the priority list (“the list”) and that they be implemented:
 - a. New & Uncompleted Action Items: 1, 2, 8, 9, 14, 20, 26
 - b. Ongoing & Completed Action Items: 4, 5, 6, 7, 31, 38

CARRIED

MOTION 3

That it be recommended to the Board:

- 3. THAT Action Items 1 & 2 be considered the highest priority of the list and that they should be considered for implementation as soon as possible.

CARRIED

MOTION 4

That it be recommended to the Board:

- 4. THAT in relation to Action Item 1, the farm residential footprint concept (*Guide for Bylaw Development in Farming Areas*, Ministry of Agriculture, 2013) be considered for a zoning bylaw amendment in advance of a full Electoral Area C Zoning Bylaw review.

CARRIED

6	Correspondence
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None

7	Late Items
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I. Holl noted that the SLRD Procedures Bylaw had been amended recently whereby SLRD committees could hold meetings such that only the chair had to be physically present and the other committee members could call in to the meeting. It did not have to be the official chair, just whoever was going to be chairing that meeting. It was suggested that this could be an option for the Area C AAC,

especially in circumstances where the SLRD is seeking comments on an application or topic on short notice.

It was raised as an issue by some AAC members that previous attempts for seeking comment via email was not an effective method and that some kind of meeting where a discussion could be had was important. If such an amendment to the SLRD Procedures Bylaw was made with respect to the AAC then it could mean that the option was available. Quorum rules would not change though it would allow four or more people to call in as long as the chair, or whoever was chairing the meeting, was physically present in the meeting room. AAC members were supportive of such a change to the SLRD Procedure Bylaw.

8	Next Meeting / Adjournment
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Next meeting has not been scheduled yet.

Adjournment: The meeting adjourned at 8:10 pm



R. Kuurne
Chair



I. Holl
Planner – Recording Secretary

Number	Action	Subject Category	Description	Key Players	Priority	Timeframe	Status/Progress	Funding Requirements & Sources
1	1.1.1	Regulation & Policy	Consider amending the zoning bylaw as per the Minister's bylaw standard regarding size and siting of non-agricultural development on agricultural land.	Leads: SLRD Supporting: AAC	High	Medium	0%	
2	1.1.2	Regulation & Policy	Consider creating a Development Permit Area for the protection of farming that would apply to lands adjacent to or nearby farmland, and include requirements for screening, buffering, landscaping, fencing, and siting of buildings or other structures, in order to provide for the buffering or separation of development from farming on nearby lands.	Leads: SLRD Supporting: AAC	High	Medium	0%	
3	1.2.2 6.2.3 6.2.4	Recreation & Trails	Encourage the placement of signage at trailheads and parking areas to educate recreational users in the risks associated with invasive species, and the best way to ensure they do their part to not spread invasive species. Any signage within the MOTI rights of way requires their approval. Develop interpretive signage for recreational trails to inform users of agricultural issues, and encourage responsible trail use. Encourage positive relationships and collaboration between trail groups and farmers to work together to protect and preserve farmland and recreational land, and to protect private property rights while also preserving public access to public lands.	Leads: SLRD, VoP Supporting: PVTA, PVUS	Medium	Medium	0%	
4	1.2.3	Invasive Species	Investigate ways to support local invasive species councils with invasive weed mapping projects.	Leads: Public Supporting: SLRD, VoP	High	Short	Ongoing	

5	1.2.1 1.2.4 3.1.1 3.1.2	Invasive Species	<p>Work with local organizations to educate land owners about noxious weeds and other invasives and pests, and what the landowner's responsibilities are in relation to these issues.</p> <p>Increase public awareness of pest risks through signage in recreational areas, brochures handed out to new property purchasers, supporting initiatives of the Sea to Sky Invasive Species Council (SSISC).</p> <p>Work with commercial users, such as recreation/tourist operations, landscapers, nurseries, and gardeners to provide education on the risks of invasive species, teach pest identification skills, and encourage vigilance in the approach to invasives.</p> <p>Encourage corridor land owners, such as the Ministry of Transportation and Infrastructure, the PVDD, and CN Rail, to develop a weed management plan that sets out an appropriate mowing schedule to reduce the spread of seeds.</p>	<p>Leads: SSISC</p> <p>Supporting: SLRD, VoP</p>	High	Medium	Ongoing	
6	5.3.2	Agricultural Infrastructure	<p>Providing a permanent venue for country sales, such as a farmer's market.</p>	<p>Leads: VoP</p> <p>Supporting:</p>	High	Short	Complete	
7	1.1.3 1.1.4 2.1.8	Regulation & Policy	<p>Support the permanence of the ALR boundary by generally not supporting applications for subdivision or exclusion.</p> <p>Discourage the purchase of farmland for non-agricultural uses by generally not supporting ALR non-farm use applications.</p> <p>Discourage non-farm use on agricultural land, however, where non-farm use is being considered, pursue an approach (e.g. development agreement or amenity zoning) that will create tangible improvements in the conditions for the agricultural sector and will ensure a "net benefit to agriculture".</p>	<p>Leads: SLRD, VoP</p> <p>Supporting: AAC</p>	High	Short	Ongoing	

8	2.2.1 2.2.2	Agricultural Infrastructure	Supporting the undertaking of a needs assessment to look at drainage and flood control measures using an agricultural standard, and looking across jurisdictions to find solutions that will support and enhance agricultural lands throughout the valley. Encouraging collaboration among jurisdictions in the valley, including First Nations, to establish coordinated economic development objectives that will address infrastructure issues such as flood control, that impact agricultural lands.	Leads: SLRD, VoP, Lil'wat, PVDD Supporting: Province	Medium	Long	0%	
9	2.2.3 2.2.4 2.2.5	Agricultural Infrastructure	Supporting the undertaking of a needs assessment to look at water demand and availability. Seeking opportunities to improve irrigation infrastructure for agriculture, particularly in areas that do not currently have access to irrigation. Seeking to ensure that water supply infrastructure provides water that is of a quality that is acceptable to farmers for irrigation.	Leads: Province Supporting: SLRD, VoP, Lil'wat	Medium	Long	0%	
10	5.2.2 5.2.3 5.2.5 5.3.1 5.3.3	Agricultural Infrastructure	Seek investment, grant, seed capital, and local support to explore options for meat processing (e.g. mobile abattoir) and potato processing (e.g., vodka distillery). Access small scale food processing technical programs (SSFPA) to "get it right" from the outset. Encourage the creation of an agri-industrial area within the existing urban footprint to centralize agricultural processing. Examining the feasibility of a local products marketing cooperative, including bulk purchasing of inputs. Investigating coordinated regional facilities for the handling, cooling and transport of valley agricultural products.	Leads: PFI Supporting: SLRD, VoP	High	Medium	0%	

11	1.1.5 2.1.1	Regulation & Policy	Request the Province to consider establishing tax disincentives for creating large non-agricultural building footprints on agricultural land. Consider requesting the province to implement a taxation classification for rural residential ALR land that does not have Farm Class that assesses and taxes residential land and improvements in the ALR at a residential rate and eliminates any tax subsidy for non-farm uses of ALR land.	Leads: Ministry of Agriculture Supporting:	Medium	Long		
12	1.2.5	Invasive Species	Support initiatives for land owners, particularly in the ALR, to maintain their farmland in pest-controlled condition.	Leads: PFI, SSISC Supporting:	Medium	Medium		
13	1.2.6 3.1.5 5.1.2 7.1.1 7.1.2 7.1.7	Farmers - people	Collaborate with the agricultural sector to develop and implement a code of good agricultural practice. Capitalize on the existing knowledge of farmers to develop a Code of Good Farm Practices that can be used as a resource by farmland owners in the Pemberton Valley. Create incentives for non-agricultural property owners to make their land available for entry level lease farming. Incentives could include leasing arrangements, defining financial arrangements, and increased cost of keeping land out of production. Facilitate access to farmland held by non-agricultural property owners by supporting the creation of a database that would link owners with leasees. Work with BCAGRI to access extension services as they are available.	Leads: Supporting:	Low	Ongoing		

14	1.3.2 2.1.2 5.1.3	Farmers - people	Work with agriculture organizations to identify options for new non-farming agricultural land owners to learn how to make their land available for farming by others, particularly for seed potato rotations. Support the establishment of a database to link owners of ALR land with potential renters wishing to farm. Provide farmers with information to take advantage of local food trends.	Leads: Supporting:	Medium	Medium		
15	2.1.3	Non-farm uses	Seek to provide attractive zoning opportunities for non-farm development in non-ALR areas.	Leads: SLRD, VoP, Lil'wat Nation Supporting:	Medium	Medium		
16	2.1.4	Regulation & Policy	Consider requiring that agricultural impact assessments are done as part of the development approval process, to identify the impacts of developments on agricultural lands and operations prior to development, including on non-agricultural farmland uses.	Leads: SLRD Supporting:	Medium	Medium	0%	
17	2.1.5	Regulation & Policy	Engage with the Province to encourage them to require that provincially reviewable projects such as independent power projects: 1) identify potential agricultural impacts at the project design stage and 2) to create a "no net loss to agriculture" policy for these developments (eg. mitigation be undertaken to protect and/or compensate agriculture where impacts are identified).	Leads: SLRD, VoP, Lil'wat Nation Supporting:	Low	Long		
18	2.1.6 7.1.8	Farming - land	Investigate the establishment of an Agricultural Land Trust Fund that could be used to purchase and/or lease agricultural land. Support the creation of an Agricultural Land Trust that could offer leases to new farmers.	Leads: Supporting:	High	Long		

19	2.1.7	Regulation & Policy	Encourage property owners, perhaps through tax incentives, to amalgamate small parcels of land in the ALR into larger holdings.	Leads: Supporting:	Low	Long		
20	1.3.1 2.4.1 2.4.2 4.1.1 4.1.4	Education & Awareness	<p>Work with realtors and the agricultural community to prepare a 'Farmland Information Brochure' that can be given to prospective purchasers to advise them of typical farm activities, and land owner responsibilities with respect to pests, noxious weed control, Seed Potato Control Area Regulations, etc.</p> <p>Where there is opportunity in conjunction with a Regional District approval, request that sale of property on the non-farm side of the ALR boundary have a notice registered on title informing purchasers of adjacent farming activities and associated sights, smells and sounds.</p> <p>Request real estate vendors to inform prospective purchasers of ALR parcels that they will be residing in an agricultural area, where agriculture is practiced, and sights, sounds, and smells of agriculture are to be expected.</p> <p>Educate owners and users of Pemberton Valley ALR lands about requirements of the Seed Potato Control Area regulation.</p> <p>Communicate implications of quarantine pest introduction on valley agriculture</p>	Leads: Supporting:	Low	Medium		
21	2.3.1	Regulation & Policy	Requesting agencies with control of Crown ALR to offer Crown ALR grazing leases or other agricultural tenures to Pemberton Valley farmers on lands appropriate for grazing/suitable for farming.	Leads: Supporting:	Medium	Medium		

22	2.3.2 2.3.3	Non-farm uses	Requesting agencies with control of Crown ALR to perform agricultural impact assessments on all proposals to use Crown ALR for non-agricultural purposes. Ensuring that if there are to be any adverse impacts on agriculture as a result of non-agricultural uses of Crown ALR lands, that such impacts are mitigated or off-set in favour of agriculture. This could involve both improved infrastructure and/or acquisition of land for agriculture.	Leads: Supporting:	Medium	Medium		
23	2.4.3	Regulation & Policy	Explore the possibility of developing a farm bylaw that could regulate activities on both sides of the agricultural/urban interface, with the goal of minimizing and/or mitigating incompatible uses and activities.	Leads: Supporting:	Medium	Medium		
24	2.4.4	Regulation & Policy	Implement buffer guidelines recommended by the ALC.	Leads: SLRD Supporting:	Medium	Medium		
25	2.4.5 6.2.5 6.3.1	Education & Awareness	Create signage to inform non-farming neighbours about where the farming areas are and farm practices are occurring. Work with the Ministry of Transportation and Infrastructure to explore the possibility of posting signage to advise of slow moving vehicles and farm equipment in appropriate areas. Work with Village of Pemberton and Chamber of Commerce to explore the possibility of making gateway signage that will identify Pemberton as a farming community (i.e. "Welcome to Pemberton – This is a Farming Community"). Such signage could also warn visitors about slow moving vehicles and animals in farm areas.	Leads: Supporting:	Medium	Medium		

26	2.4.7	Regulation & Policy	Work with appropriate Ministries to resolve potential safety issues with slow moving farm vehicles, farm animals, and logging trucks that are sharing Pemberton Meadows Road.	Leads: Supporting:	Medium	Medium		
27	3.1.3 3.1.4 4.1.5	Invasive Species	Support the development of ways to assist recreation/tourism operators and recreationists to take precautionary measures with respect to invasive species, such as a 'wash station' in town to allow users to hose down their vehicles/trailers and thereby reduce seed spread. Require recreation/tourism operations/initiatives to develop precautionary practices to protect against invasive pests/ disease/soil erosion as part of a master recreation/tourism plan. Establish and implement a Valley-wide precautionary approach to pests.	Leads: SSISC Supporting:	Medium	Medium		
28	4.1.3	Invasive Species	Explore opportunities in the implementing bylaws to support and enhance the regulations of the <i>Noxious Weeds Act</i> .	Leads: SLRD, VoP Supporting: SSISC	Low	Long		
29	4.1.2 4.1.6 4.1.7 4.1.8	Invasive Species	Explore opportunities in the implementing bylaws to support and enhance Seed Potato Control Area regulations. Re-evaluate requirements of the <i>Seed Potato Act</i> and Regulations from a pest control perspective. Support and encourage research on methods of effective pest control in farming areas adjacent to potato farms, public lands, roads, and rights-of-way. Encourage research projects that will identify pest control practices that might better meet the diversifying needs of the area.	Leads: Supporting:	Low	Long		

30	5.1.1	Farming - land	Make improvements to increase the agricultural productivity of the land base.	Leads: Supporting:	Medium	Long		
31	5.1.4 5.1.5 5.2.4 7.1.3 7.1.4	Farmers - people	Assist farmers in orienting themselves to local food markets. Host local courses and training in new agricultural opportunities. Conduct annual technical workshops for farmers and those interested in farming, perhaps in conjunction with a Pemberton Valley agricultural fair (e.g. Pemberton Farm Week). Invite speakers to discuss topics of interest to area farmers and the community. Coordinate mentorship and apprenticeship opportunities for young would-be farmers with established operators. Pursue agricultural business and practices training workshops for aspiring farmers. Recognize and value the farming knowledge of current farm families as an asset to successful farm operations.	Leads: Supporting:	Medium	Medium		
32	5.1.6 5.2.1 7.1.5	Farmers - people	Investigate options for bulk purchasing of inputs. Encourage and support innovative value-added opportunities for farmers. Pursue financing options to assist low asset new farmers to enter the sector.	Leads: Supporting:	Medium	Medium		
33	5.2.6	Regulation & Policy	Include agriculture development in the local Economic Development Strategy.	Leads: Supporting:	Medium	Medium		
34	5.2.7 5.4.1	Agritourism	Seek out other BC communities with strong agri-tourism markets and value added sectors and build relationships to share ideas and experiences. Communicate with other local governments to share ideas and learn from their experiences about how to successfully promote and manage agritourism.	Leads: Supporting:	Medium	Medium		

35	5.3.4 5.3.5 5.3.6 6.3.5 6.3.6 6.3.7	Marketing	<p>Collaborating with PFI and other local organizations to further develop and add value to the Pemberton brand and labeling initiative.</p> <p>Encourage local chefs and restaurants to develop menus that enable them to purchase the 'whole animal' and not leave farmers with odd cuts that are difficult to market.</p> <p>Work with local chefs and restaurants to further develop and market the Pemberton brand.</p> <p>Cross-market local products.</p> <p>Encourage/promote purchasing of local foods at public institutions.</p> <p>Engage regional chefs, restaurants to promote valley agriculture.</p>	<p>Leads:</p> <p>Supporting:</p>	Medium	Medium		
36	5.4.2 5.4.3 5.4.5 5.4.7 5.4.8	Agritourism	<p>Promote local food production in agritourism initiatives.</p> <p>Promote broad based agritourism opportunities.</p> <p>Systematically coordinate upcoming agritourism activities with neighbours.</p> <p>Link farmers and agri-tourism events to Whistler tourism.</p> <p>Promote diversity of agritourism products.</p>	<p>Leads:</p> <p>Supporting:</p>	Medium	Medium		
37	5.4.4 5.4.6	Agritourism	<p>Encourage the appropriate agencies to consider improvement to transportation corridors to handle agritourism traffic.</p> <p>Work with appropriate agencies to develop and implement more flexible regulations to better accommodate small scale agritourism.</p>	<p>Leads:</p> <p>Supporting:</p>	Medium	Medium		

38	2.4.6 5.4.9 5.4.10 6.3.3 6.3.4	Agritourism	<p>Seek opportunities to create an agricultural festival called “Pemberton Farm Week” and use the festival to inform the greater community of farm / non-farm interface issues, and also to provide education and awareness opportunities, to market local farm products, to host specific events that will highlight local agricultural capacity. This could be organized around an existing event such as the Slow Food Cycle.</p> <p>Continue to promote Slow Food Cycle Tours. Create local food events.</p> <p>Promote farm tours, public workshops and information meetings.</p> <p>Hold an annual Pemberton Valley agricultural fair that includes a market, exhibits, farm tours, lectures, workshops, dining events, networking opportunities, etc.</p>	<p>Leads:</p> <p>Supporting:</p>	Medium	Medium		
39	5.4.11	Regulation & Policy	<p>Research new and evolving approaches in other jurisdictions.</p>	<p>Leads:</p> <p>Supporting:</p>	Medium	Long		
40	6.1.1 6.1.2 6.1.3 6.1.4	Education & Awareness	<p>Encourage schools to incorporate agricultural education materials in curriculum.</p> <p>Encourage schools to develop school gardens.</p> <p>Encourage school ‘farm days’ that could include tours of local operations.</p> <p>Encourage schools to develop cafeteria menus that include local food where possible.</p>	<p>Leads:</p> <p>Supporting:</p>	Medium	Medium		

