



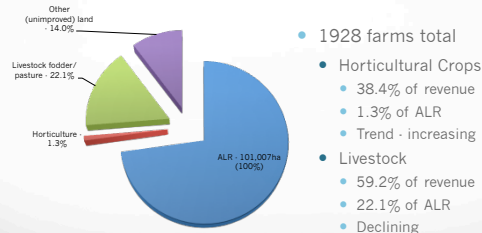
Purpose of the Outlook

- Agriculture – where the industry is now, where it is going and how it will get there?
 - Area includes Sunshine Coast, Powell River and Vancouver Island north of the Malahat
 - Living document
- Why?
 - Provincial government promoting agricultural plans, several areas have completed plans
 - Outlook ties them together at a Regional level
 - Common message - growing interest in producing food close to home
 - Plenty of potential – no single lead organization to do it!

State of the Industry

- Generates \$112 million in economic activity (2006)
 - Trend growing steadily – up from \$98 million (2001)
- Significant potential to increase production
 - Using about 25% of existing farm land base
 - Excellent climate, soils and water for production
 - Potential to intensify (irrigation, higher value crops, etc)
 - \$1108 per ha in ALR now; Fraser Valley generates \$12,550 per ha in ALR
- Industry is “more organic” than other South Coastal areas – matching consumer demand for products

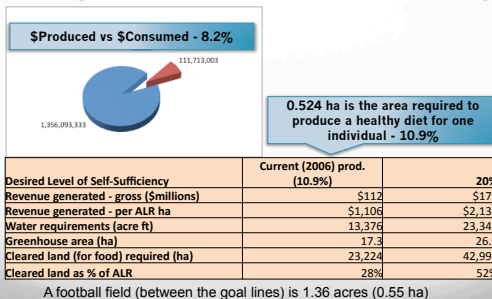
Types of Farms



RD	#Farms	Gross (\$)	Expense	Margin %	Margin \$ all farms	Ave GM/ Farm	Gross \$/ Farm
CVRD	700	47,554,455	43,503,736	8.5%	4,050,719	5,787	67,935
NRD	461	21,186,317	21,274,867	-0.4%	-88,550	-192	45,957
ACRD	89	5,491,456	5,068,237	7.7%	423,219	4,755	61,702
RDCS	497	32,975,655	30,237,884	8.3%	2,737,771	5,509	66,649
PRRD	85	1,921,378	2,253,346	-17.3%	-331,968	-3,906	22,604
SCRD	96	2,583,742	2,486,876	3.7%	96,866	1,009	26,914
TOTAL	1928	111,713,003	104,824,946	6.2%	6,888,057	3,573	57,942

- Low margin industry – Farmers keep 6.2 cents of every dollar sold so
 - Need high levels of management to improve margins
 - Or increase scale of operations – produce more

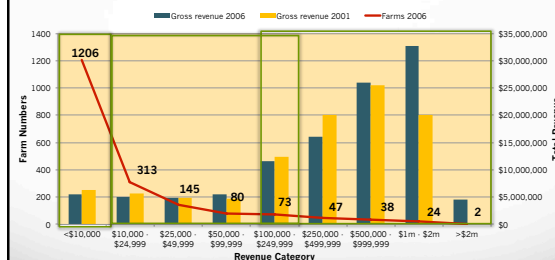
Why? – Food Self-sufficiency



Profile of Industry

- 3 types of farms
 - Part time – not economically motivated
 - <\$10,000 per year
 - 62% of farms - <5% of total revenue
 - Developing farm “businesses”
 - \$10,000 to \$100,000+/-
 - 28% of farms - 14% of revenue
 - Established Commodity Farms
 - \$100,000+
 - 10% of farms - >80% of revenue

Scale of Farms



Examples



Observations and Conclusions

- Three themes emerge
 - Theme 1 improving the capacity of farm organizations
 - Theme 2 improving the profitability of farming enterprises
 - Theme 3 improving the capacity of the resource base

Suggested Strategies

- Theme 1 Improving the Capacity of Farm Organizations
 1. Need for an coordinating body to connect the various farm organizations, support organizations and geographic areas.
 2. Need to improve communication flow within industry and between industry and community
 3. Need to develop a critical mass to achieve the threshold of sustainability

Suggested Strategies

Theme 2 Improving the Profitability of Farming Enterprises

- Increase use of business planning
- Training to improve management capacity
- Recruit new farmers with management capacity
- Increase direct farm marketing and local farm markets
- Increase local production
- Increase market share through processing
- Develop safer, more secure food supply

Suggested Strategies

Theme 3 Improving the Physical Capacity of the Resource Base

- Develop agriculture capacity with First Nations
- Increase access to water for agriculture purposes
- Improve infrastructure
- Map soils capability

What can you do?



Economic Development Plan for Agriculture

Prepared for:
Powell River Regional Economic Development Society
November 2009



Points to Ponder

- The farming community is here to stay
- The industry could benefit greatly from support from government (all levels) the public and institutions in every region
- There is an opportunity to see the industry flourish and strategies to help it do so

Next Steps

- Complete the Agricultural Outlook
 - Living document
 - Seeking input from AVICC
- Looking for suggestions for short term projects that benefit the entire study area
- Develop a long-term strategy to assist the agriculture sector
- Celebrate the industry
- Questions?

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