

Minutes of the regular Regional Agricultural Advisory Commission meeting held on Tuesday, February 26, 2013, at 12:00 pm in the CVRD Boardroom, 175 Ingram Street, Duncan, BC.

PRESENT

Director Marcotte, Chair
Directors G. Giles, I. Morrison and L. Duncan
Joanne McLeod, Bob Crawford, Judy Stafford, Pat Durose, Mick Smith and Wayne Haddow

ALSO PRESENT

Alternates Dan Ferguson and Peter Keber
Tom Anderson, General Manager, Planning & Development
Geoff Millar, Manager, Economic Development
Kathy Lachman, EDC Business Development Officer
Jessica Lendrum, Recording Secretary

ABSENT

Director R. Hartmann, Director R. Hutchins, Ian Christison, Rodger Hunter, Dave Thomson, Fred Oud and Marsha Stanley

APPROVAL OF AGENDA

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

NB1 Wayne Haddow regarding the Agricultural Advisory Committee Meeting in Nanaimo;

NB2 Kathy Lachman regarding Subcommittee 2;

NB3 Bob Crawford regarding BC Chicken Marketing Board taking away the freight subsidy for Island Growers;

and that the agenda, as amended, be approved.

MOTION CARRIED

ADOPTION OF MINUTES

M1

It was moved and seconded that the minutes of the regular Regional Agricultural Advisory Commission meeting held January 22, 2013, be adopted.

MOTION CARRIED

BUSINESS ARISING FROM THE MINUTES

BA1 - Film Tickets

Judy Stafford had a question regarding tickets for the mixed film *Once Upon a Day...* that is being shown on March 7, 2013.

Kathy Lachman informed the Commission that there are only 80 film tickets left and they are available at the Island Savings Centre box office. The reception tickets have been sent out.

REPORTS

R1 - Taiji Brand Group

Caroll Taiji, Taiji Brand Group, submitted a hand out to the Commission, as well as presented a PowerPoint highlighting the consolidated brand. Ms. Taiji reviewed the Brand Strategy (brand blueprints) including the vision, mission, values, goals, and key messages. A suggested tagline for the organization was presented as: Celebrate Food. Celebrate Life. Carol Taiji would like the

Commission to review the brand and language and report any feedback. It was suggested that the Commission consider adopting Agriculture Commission as the legal name rather than Regional Agricultural Advisory Commission.

Ian Finlayson, Visual Design, was introduced as the person responsible for creating the Local Cowichan Grown brand's original illustration and the family of graphics that are currently being considered.

Questions, concern, and discussion took place regarding the brand strategy and logo.

It was moved and seconded that the logos, as presented by Caroll Taiji from the Taiji Brand Group, to the Regional Agricultural Advisory Commission be accepted.

MOTION CARRIED

It was moved and seconded that the brand blueprint, as presented by Caroll Taiji from the Taiji Brand Group, to the Regional Agricultural Advisory Commission be accepted.

MOTION CARRIED

It was moved and seconded that the brand blueprint document be referred to the CVRD Corporate Secretary for clarification on how to make the recommended name changes.

MOTION CARRIED

It was moved and seconded that the usage rights to the chicken logo be investigated.

MOTION DEFEATED

R2 - Reports to the Board

Chair Marcotte reported that George Baird was appointed as an alternate member for the Shawnigan Cobble Hill Farmers Institute by the Board at the February 13th meeting. Kathy Lachman is working with Dan Ferguson to draft the letter regarding the issue of unfair freight costs.

R3 - Farm Stay Subcommittee

Kathy Lachman reported on the Agri-Tourism Accommodation/Farm Stays Staff Report. The Commission has been asked to look at the potential of adding farm stays as a permitted use within the CVRD.

Pat Durose reported on the subcommittee meeting of February 19, 2013, regarding the outcomes of allowing farm stays in the CVRD. She informed the Commission of some of the positive outcomes as well as the challenges that may be presented by allowing the farm stays.

Discussion ensued among the members. Concern was raised with respect to the definition of non-conforming uses, the difference between a B&B and a farm stay, income generated from farm stays, septic fields taking up agricultural land, other people and businesses affected by farm stays, as well as the possibility that farm status will not remain an accessory to an active farm operation.

A member of the Commission said that farm status was an inadequate standard to measure a farm business by and that the key objective should be to ensure that the farm stays remains ancillary to main farming activities.

Director Duncan left the meeting at 1:00 pm.

General Manager, Planning & Development informed the Commission that although the Agricultural Land Commission allows farm stays as a use subject to Local Government rules and regulations, the CVRD zoning bylaws do not. However, he stated that anyone wishing to have a farm stay could apply for re-zoning. Eventually this farm stay recommendation will be forwarded to the EASC or the Board meeting for a land use decision.

Director Morrison left the meeting at 1:20 pm.

It was moved and seconded to recommend that the Board not allow agri-tourism accommodation farm stays.

MOTION CARRIED

Director Morrison returned to the meeting at 1:25 pm.

R4 - Climate Action Initiative Committee

Chair Marcotte reported on the Climate Action Plan workshop. The Commission will receive the report when it is available. The report will provide direction on how to move forward.

Chair Marcotte briefly reported on the FortisBC Application. FortisBC proposed to lower the rates on Vancouver Island and raise them on the mainland to even out and provide fair pricing of freight to benefit farmers.

This morning the Chair received news from the Association of Vancouver Island Coastal Communities (AVICC) that the BC Utilities Commission application for common rates and amalgamation across the province was denied. The Chair spoke with a representative from FortisBC and was informed that there are some options to challenge the decision.

R5 - 2013 Islands Agriculture Show

Kathy Lachman gave a presentation, using the iashow.ca website, highlighting the success of the second annual Islands Agriculture Show held on February 1 - 2, 2013, at the Cowichan Exhibition Grounds.

Something new this year was the Feature Farming Community. The Alberni Valley was the first Feature Farming Community at the Islands Agriculture Show. The Alberni Valley featured two wineries and had the students from the North Islands Culinary school provide appetizers. The society is currently working with Comox and encouraging them to be the Feature Farming Community next year.

A six minute YouTube video was shown from the iashow.ca website.

Discussion took place regarding the successes and challenges of the event.

NEW BUSINESS

NB1 - Agricultural Advisory Committee

Wayne Haddow informed the Commission that the Ministry of Agriculture hosted an Agricultural Advisory Committee workshop in Nanaimo. Fifty people attended and mostly consisted of Agriculture Advisory Committee members and staff from Regional Districts and local governments.

The theme was strengthening farming through Agricultural Advisory Committees. Director Marcotte presented at the workshop and was commended, by her fellow Commission members, for her presentation.

Discussion took place.

Tom Anderson left the meeting at 1:45 pm.

**NB2 -
Subcommittee 2**

Kathy presented a verbal report regarding the last Subcommittee 2 meeting. Discussion was on land leases and incubator farms. The Subcommittee was trying to determine what the requirements are to move ahead and it was decided that it must go out as a Request for Proposal (RFP). The RFP is being drafted now.

Discussion took place.

Dan Ferguson provided feedback to the Commission that the community is concerned that the incubator farms are going to feed into the Farmers Market and create unfair marketing advantages for established farmers. He would like the business plan to include language that would address products being sold at an established market value. Kathy reassured Dan that the business plan will look at supply and demand, but also a free market system with vegetables exists. Hopefully successful marketing efforts will encourage people to buy local.

Discussion took place regarding the budget.

**NB3 - Freight
Subsidy**

Bob Crawford informed the Commission that for some time now, Island Growers has had a portion of the transportation costs subsidised by the BC Chicken Marketing Board and he believes it is now going to end. This will not help grow wing food on Vancouver Island and could result in the loss of Vancouver Island's quota.

Chair Marcotte had been to a training session in Richmond and informed the Commission that there was interest and concern expressed by the politicians regarding this. The Chair suggested that it is too late to put in a resolution to AVICC at this time, but might be able to get a late resolution.

Discussion took place.

**CORRESPONDENCE
UNFINISHED
BUSINESS**

No correspondence.

No unfinished business.

CLOSED SESSION

No closed session.

ADJOURNMENT

It was moved and seconded that the meeting be adjourned.

MOTION CARRIED

The meeting adjourned at 2:10 pm.

Chair

Recording Secretary