



COVER LETTER

December 4, 2017

Re: 2018 Lower Mainland Farmland Matchmaker Proposal

To: City of Richmond

6911 No. 3 Road, Richmond, British Columbia, V6Y 2C1

Contact: Minhee Park, mpark@richmond.ca

Dear City of Richmond,

Please find enclosed a Lower Mainland Farmland Matchmaker Proposal on behalf of Young Agrarians, a program of FarmFolk CityFolk Society.

On July 13, 2017, a program proposal was presented to the Richmond Agricultural Advisory Committee. The Committee endorsed the program and recommended that it receive funding support from the City of Richmond. The project was then carried forward by City of Richmond Staff. At this time, we are now bringing the proposal to the Parks and Recreation Committee.

Staff from Metro Vancouver area local governments and other stakeholders such as the Ministry of Agriculture came together on November 1st, 2017 to discuss the program in more depth.

We hope that the City of Richmond will support the program financially in 2018. A contribution of \$10,000 would enable the Metro Vancouver Land Matcher to prioritize outreach and engagement in Richmond in 2018. Approximately half of the Land Matcher's dedicated outreach hours will go into working with Richmond based organizations to reach land owners and potential farmers in the area. To date we have had approximately 30 inquiries from Richmond area land owners and new farmers wanting to farm Richmond.

This is an exciting time to propose this type of joint funding initiative to support new and young farmers to access farmland, and grow more new farmers in Richmond!

Please let me know if there are any questions, or more information that can be provided.

Thank you most kindly,

Sara Dent

Young Agrarians BC Program Manager

778-968-5518, farm@youngagrarians.org

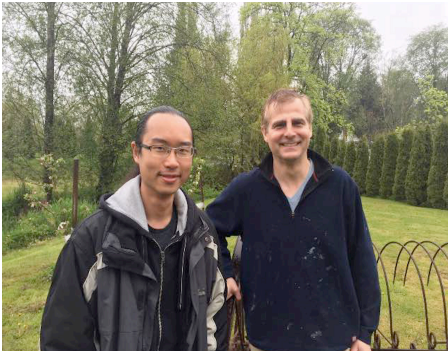
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LOWER MAINLAND LAND MATCHING PROPOSAL

Young Agrarians, a program of FarmFolk CityFolk Society, is inviting local governments to participate in a region wide Land Matching Program in 2018. The Land Matcher works to screen farmland opportunities and farmers ready to start businesses, facilitates matches and develops legal contracts between parties. In 2018, the Land Matcher will work to 7-9 new farm businesses in the region to start businesses with secure leasing agreements.

The following agricultural municipalities in the Lower Mainland have been invited to participate: the Township of Langley, City of Richmond, City of Surrey, City of Maple Ridge, and the Corporation of Delta. Outreach is also underway to the City of Pitt Meadows, City of North Vancouver, City of Vancouver and City of Abbotsford. Metro Vancouver and the BC Provincial Ministry of Agriculture (MOA) have expressed interest in supporting the program. Municipal partners would be requested to support in the amount of approximately \$10,000 each, subject to each municipalities financial capacity, and the level of support available through Metro Vancouver and the BC MOA. A meeting of all interested parties was held November 1st, 2018 at the Township of Langley, to discuss the benefits of taking a regional approach, and address any questions or ideas participating municipalities had.

FARMER TESTIMONIAL



April 2017: Roger Woo, a new farmer, and David Feldhaus, land owner – after signing a lease in Port Kells, Surrey. Darcy Smith, Young Agrarians' first Farmland Matchmaker, facilitated the process. From Roger: "I knew I wanted to farm in BC, but I saw significant challenges to acquiring appropriate farmland in the area [Lower Mainland], both in terms of finding the land and in cultivating relationships with landowners. I know there are people out there who have land, and people who want land, but we aren't necessarily able to make the connections ourselves. Young Agrarians excels at opening up avenues for those relationships to begin. Through the Land Matching Program, I've been able to find a supportive landowner who has agreed to let me farm his land. I've also found that by getting involved with Young Agrarians, I am now connected into the local agriculture community, and have accessed a wide variety of farm resources. Young Agrarians connects people to land, and ultimately facilitates relationships – which is the most important piece in building sustainable, local food sheds. I came to this process with my farm dream, and have received step-by-step support to make it a reality."

Since January 2016, the Land Matching Program has been in development as a two-year pilot program in partnership with the City of Surrey, and in collaboration with Quebec's L'ARTERRE (formerly known as Banque de terres). The pilot is funded by: Vancity, the Real Estate Foundation of British Columbia, and the Ministry of Agriculture under Growing Forward II, a federal-provincial-territorial initiative. The program works to provide a tried and true land matching methodology to address the number one barrier for new farmers: secure access to land. The goal of the program in the long-term, is to offer land extension support through regional Land Matchers across Southern BC, where the land base is most expensive. In Metro Vancouver, we propose one Land Matcher position in 2018, with the potential to create an additional position if inventory and demand increases in the Lower Mainland region.

ROLE & RESPONSIBILITIES OF THE LAND MATCHER

- Respond to inquiries from landowners and new farmers;
- Screen new farmers who want to start new farm businesses for enterprise readiness, and connect them to business planning and support to develop their agricultural projects;
- Assist landowners to evaluate their land opportunities for agricultural viability and clarify their land usage vision and terms;
- Register landowners land opportunities and farmers looking for land on the YA UMAP (maps.youngagrarians.org) digital land listing inventory, which is currently used by the City of Surrey on their new farmablenow.ca/ website;

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- Provide hands-on, personalized, matchmaking to support land seekers to find the most suitable land opportunities for their farm projects; and support landowners to find the most suitable farmer(s) for their land opportunities;
- Facilitate introductions and site visits;
- When a match is identified, facilitate negotiations between parties;
- Provide a final lawyer reviewed contract between land matches;
- Follow-up to ensure good land matches;
- Coordinate an annual Land Linking Workshop in the Metro Vancouver area to grow the base of engaged and informed landowners, and new and potential farmers;
- Disseminate digital resource tools: BC Land Access Guide, Lease & License Templates;
- Publish on-going land opportunities and resource content on the YA Blog.

2018 SUCCESS & IMPACT INDICATORS

- # of land matches (7-9)
- # of people reached through email, phone and in person (100-250)
- # of people reached online through land communications (5,000-10,000)
- # of people that attend annual Land Linking Workshop (50-150)
- # of downloads and print copies disseminated of the BC Land Access Guide, Lease & License templates (250-500)
- # of new listings on U-MAP (25-50)
- # of additional Land resources added to U-MAP (5-10)

PROGRAM GOALS

- Support new and young farmers to access tenured land agreements to start viable farm businesses;
- Ensure that existing farmland continues to be farmed, and underutilized agricultural lands are put into production;
- Support Metro Vancouver area local governments to meet OCP and regional agricultural planning goals, and thus increase farming activities and support new entrants;
- Expand the service across Southern BC through strategic partnerships with government.

On the following pages you will find a program budget, background information on Young Agrarians, the Farmland Matchmaking program, and research on the economic potential of supporting new farms in the region. Please contact me with any questions or ideas you may have about this proposal. Thank you most kindly for your time.

Sara Dent, Young Agrarians BC Program Manager
778-968-5518
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YOUNG AGRARIANS

BUDGET

Young Agrarians has grown in 2012 from a \$50,000 budget in year 1, to a \$250,000 budget in 2017 (year 6). YA's Grow-a-Farmer Strategic Development Framework is projecting significant growth into 2018 and beyond with investment from the Province of BC and other stakeholders. There is considerable interest in the Metro Vancouver Land Matching Pilot in other regions of Southern B.C. We are currently strategically planning for 2018-2020 as our program platform grows. We work with a diverse array of funding partners, and are evolving our management, governance and advisory processes under the organizational auspices of FarmFolk CityFolk Society.

BUDGET: PROJECTED EXPENSES SCENARIO #1

1 Farmland Matchmaker Position @ 28hrs per week x 52 weeks x \$30/hr.	\$43,680
Mileage & Travel	\$2,500
Venue & Food, Equipment & Supplies	\$2,000
Advertising, Promotions & Printing	\$1,000
Legal	\$3,500
Website Development & Maintenance	\$5,000
Program Management & Administration 20%	\$11,536
TOTAL	\$69,216

BUDGET: PROJECTED REVENUES AS OF DECEMBER 4, 2017

Ministry of Agriculture	\$25,000 Confirmed
Metro Vancouver Sustainability Innovation Fund	\$15,000 Pending
Township of Langley	\$10,000 Pending
City of Richmond	\$10,000 Pending
Young Agrarians Individual Donors	\$9,216 Confirmed
TOTAL	\$69,216

BUDGET: PROJECTED EXPENSES SCENARIO #2

1 Farmland Matchmaker Position @ 24hrs per week x 48 weeks x \$30/hr.	\$34,560
Mileage & Travel	\$2,500
Venue & Food, Equipment & Supplies	\$2,000
Advertising, Promotions & Printing	\$1,000
Legal	\$3,500
Website Development & Maintenance	\$1,500
Program Management & Administration 20%	\$9,012
TOTAL	\$54,072

BUDGET: PROJECTED REVENUES

Ministry of Agriculture	\$25,000 Confirmed
Township of Langley	\$10,000 Pending
City of Richmond	\$10,000 Pending
Young Agrarians Individual Donors	\$9,072 Confirmed
TOTAL	\$54,072

NOTES ON FUNDING DEVELOPMENT TO DATE

Metro Vancouver supported the pilot program in 2017 through their Agriculture Awareness Grants program in the amount of \$5000. In October 2017, Theresa Duynstee developed a grant ask to the Metro Vancouver Sustainability Innovation Fund for \$15,000/year for five years, \$75,000 total.

The Township of Langley requested that we present to the Langley Sustainable Agriculture Foundation May 30th, 2017. After the presentation, the group recommended the project to the Township of Langley.

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Staff from the Township of Langley began discussion on how to support the program. November 1st, 2017, the Township of Langley hosted a joint meeting for interested parties. At the Township of Langley, agriculture is housed within their economic development strategy, as 80% of land in the township is in the ALR. Within that plan, \$10,000 was allocated to developing a land inventory. Since Young Agrarians already offers a digital land listing platform for free, Staff have recommended that the Township invest in the Young Agrarians land matching service rather than developing a new inventory. The land matching service will engage Township of Langley residents, grow the inventory of available land on the Young Agrarians UMAP, and provide direct, customized support to land owners looking to connect to new farmers- a win-win! With the support of Langley Staff, on November 22, 2017, we were to present this recommendation to the Township's Agricultural Advisory and Economic Enhancement Committee, however, they did not have quorum and the meeting was cancelled. We will present at the next Committee meeting January 2018.

With support confirmed from the Ministry of Agriculture for 2018 in the amount of \$25,000- we believe that we are in an excellent financial position, as we confirm the rest of the funds in development. If however, we are not successful and do not receive support from any one funder on the list above, we will scale the program according to capacity. If we receive support from the City of Richmond and the Township of Langley, we will still be in a strong position in 2018 to offer dedicated service to those areas, and deliver matches.

We are continuously fundraising to support Young Agrarians programming, with a projected total minimum budget for programs in 2018 @ \$225,000. This program budget may reach the \$300,000 - \$350,000 mark with other projected project applications underway. We have a very high success rate raising funds for projects and programs. Working with local governments has been a significant learning curve for the organization. Funding requests have taken several months to move from Agricultural Advisory Committees, to Staff, to Councils. We are however positive that this timely initiative that meets the strategic planning goals of local governments in Metro Vancouver to support new farmers to access land- will be supported in the long-term as we develop impact, grow new relationships, and work with philanthropists, funders, and other stakeholders to support Young Agrarians.

ABOUT YOUNG AGRARIANS

Young Agrarians was established January 2012 as a program partnership with FarmFolk CityFolk Society (FFCF). FFCF is a non-profit, Registered Charity with 25 years of experience supporting sustainable agriculture in BC. The mission of Young Agrarians (YA) is to grow the next generation of farmers and food lovers in Canada. YA is a farmer2farmer resource network that delivers a year round Grow-a-Farmer Strategy focused on practical and cost-effective program solutions: 1) youngagrarians.org - a robust online engagement and communications strategy, 2) networking & educational events on and off farms, 3) business mentorships, and 4) land access programming. Our role in BC is to grow the agricultural sector by supporting new farmers.

In BC, YA is now the largest new and young farmer (1100+) network. To date, YA has hosted 167 educational and networking events and facilitated 35 Business Mentorships. The YA program platform was formally adopted by Organic Alberta in 2016, which now offers ongoing YA events, and an on-farm, YA Apprenticeship Program. YA is engaged online with a dynamic audience of new and potential farmers and friends through Facebook (10,600), Instagram (8,500), Twitter (6,000), and our popular blog (4,200 unique viewers per month). From coast to coast, North to South, Young Agrarians has 2700 email subscribers.

WHO ARE YOUNG AGRARIANS?

A young agrarian is a new entrant into the agricultural sector. Ranging from 20-40 years of age, Young Agrarians are new farmers, ranchers, holistic managers, orchardists, market gardeners, seed growers and more. From the city to the country, Young Agrarians aspire to reinvigorate agriculture in Canada through sustainable farming practices.

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PROGRAM RATIONALE

While interest in local food is growing, the Canadian agricultural system is in transition. In 2016, the average farmer was 55 years of age, while farmers under the age of 35 represent 9.1% of total farmers¹, up slightly from 8.2% in 2011. The long-term viability of primary producers in our food system depends on the ability of the sector to *attract and retain* new entrants. Unfortunately, new farmers face significant entry barriers that prevent them from establishing new farms. Research conducted by the National New Farmers Coalition, in partnership with the University of Manitoba in 2015 (1326 survey respondents), indicated that the majority of new farmers in Canada came from non-farming backgrounds (68%), have a lack of start-up equity, and face significant challenges because of the high cost of land and tight profit margins. As well, many retiring farmers and farmland owners feel very passionate about wanting their land to stay in production. Sixty-six percent of farmers plan to retire in the next 10 years², but only 1 in 12 farm operators in Canada have succession plans³.

To address these trends, YA has focused on delivering programming to support new entrants. As per the 2016 Census of Agriculture, we know that the work we are doing is part of the solution. For the first time since 1991, we are seeing an increase in the number of new farmers under 35 in Canada, with 28% of those new farm operators in BC (204 total). Since 1991, the number of young farmers started a steep decline, falling from 77,910 to 24,120 by 2011; as of 2016, there has been an increase of 730 farm operators under 35, bringing the national number to 24,850. In the Metro Vancouver area, 2016 Census of Agriculture Stats indicate that there are 225 farmers under 35 in the region, 1235 between 35-54, and 2065 in the 55 plus category, for a total number of farm operators at 3525.

LAND ACCESS IN SOUTHERN BC

Southern BC has some of the most expensive farmland in Canada. While ownership is the preferred land access model for new farmers, many cannot afford the cost of land in the region. New farmers are thus forced to innovate to access tenured land agreements for business viability. To work towards solutions to this, YA delivers 'landlinking' workshops to facilitate connections between landholders and new farmers. The goal is to create public education focused on putting land into, returning it to, or keeping it in food production. We have delivered 16 workshops across Southern BC with approximately 785 participants. We also disseminate a BC Land Access Guide, Lease and License legal templates with 7,100 electronic and hard copies circulated since 2013.

"Thank you for hosting the Land Linking Workshop last week, which I found very helpful. We were fortunate to connect with a young couple that has met with us since and we are discussing a co-operative effort in which they can utilize some of our land, infrastructure and equipment to help them get their farming initiative started. Keep up the good work!" Al Kozak, Duende Farm, Maple Ridge, BC

LAND MATCHING PROGRAM

Due to the growing demand for land extension support services to find viable, tenured land opportunities, navigate regulations, and create long-term legal agreements, YA has developed a Land Matching Pilot to test the waters in BC. We are starting small in the Lower Mainland and Fraser Valley to trial the methodology, develop our organizational expertise, build up inventory of available land and enterprise ready farmers, and put strategic partnerships in place to scale up delivery over time.

¹ Statistics Canada. Census of Agriculture. 2016: <http://www.statcan.gc.ca/pub/11-627-m/11-627-m2017010-eng.htm>

² CFIB, Business Succession Planning Survey, Agri-business results, Mar. – May 2011, 602 survey responses.

³ Statistics Canada. Tables 004-0200 to 004-0246 – Census of Agriculture (2011–2016), CANSIM (database). Even though family farmers continue to get older, only one in 12 operators reported having a formal succession plan laying out how the operation will be transferred to the next generation of farmers. Corporations (mostly family corporations) are more likely to have succession plans (16.3%) than sole proprietorships (4.9%).

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THE QUEBEC MODEL

Quebec's L'ARTERRE (formerly Banque de terres) began in 2011 as a service offered in Brome-Missisquoi county. After successfully establishing the first "Farmland Matchmaker", the program has now been adopted by eight counties. Each of these counties has a dedicated Farmland Matchmaker that establishes an average of 7-9 matches per year, which, annually, equates to 56-72 new farm businesses! The program has been so successful that an additional 40 new counties have expressed interest in joining the service. Banque de terres agricoles recently joined with a non-traditional succession service and has been rebranded as L'ARTERRE. L'ARTERRE is now provincially coordinated by Le CRAAQ (Quebec Reference Center for Agriculture and Agri-food). The current goal is to expand to 40 new counties over the next two years.

Due to the success of the program in Quebec, and the positive initial response to our pilot program in BC, YA is currently conducting outreach to local governments to determine the level of interest in jointly funding the service. The goal is to develop long-term strategic partnerships with different levels of government to support the program across Southern BC. Ideally we can expand where our new farmer networks are established, and where farmers define the cost of land as a key barrier to entering agriculture. These areas include Metro Vancouver and the Fraser Valley, Vancouver Island, Okanagan/Thompson, and the Kootenays. Currently, the relatively lower cost of land in Central and Northern BC means that this initiative has not been identified as necessary in those regions.

On the following page, there is a summary of the benefits of small-scale agriculture in the region aggregated from research papers. In our estimation, small-scale, diversified and intensive production farms focused on direct sales and marketing channels, have a significant return on investment because of their contribution to local food economies. They demonstrate sustainable farming practices, provide volunteer opportunities, create jobs, increase regional farm receipts, and with the multiplier effect- have significant economic potential on a per acre basis. Now is the time to invest in the next generation of farmers!

BENEFITS OF URBAN & SMALL-SCALE AGRICULTURE

Due to the high cost of land and inputs- many new and young farmers from non-farming families have to start on small acreages to enter the sector. As per reviewing data on farming revenues in the Lower Mainland and Fraser Valley, there is a considerable range per acre of gross revenues from \$20,000-\$25,000/acre to \$100,000+/acre; this depends on the type of production underway, markets accessed, and number of years in operation. On a per acre basis, diversified farm operations that sell direct seem to have higher gross revenue potential, over time, than single commodity crop production grown for wholesale markets. Small lot agriculture enables new entrants to get their feet wet, and potentially scale up over time.

There is a growing body of research that indicates that small-scale farms have significant economic impact for the region through the multiplier effect. While region-specific multipliers have not been calculated, BC Stats has estimated provincial multipliers for different sectors. For instance, every million dollar increase in regional farm sales will create 14 new jobs in the regional economy⁴. Vancouver Urban Farming Society has worked to assess, evaluate and monitor the Vancouver urban farming community for the past three years. According to the Vancouver Urban Farming Census 2014-2016, of the 13 farms that participated and grow on approximately seven acres, with a total of \$750,000 in food sales, these farms contribute 1.9 million in economic benefits (averaging out to \$107,142/per acre). This also includes \$18,000 in food donations, and accounts for \$680,000 in wages. "While the food sales figure of nearly \$750,000 in 2016 is impressive, the total economic impact of these sales is even more significant. Numerous studies show the powerful potential economic multiplier effect of buying local food. Though highly dependent on the locale and commodity in question, the baseline established in peer-reviewed research for buying local food suggests each purchase in Canada and the US has a multiplier effect of 1.4- 2.6 throughout the wider local economy. Food products

⁴<http://www.metrovancouver.org/services/regional-planning/PlanningPublications/ProfileofMetroVancouveragri-foodindustry.pdf>

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produced on small-scale farms, like those in Vancouver, create the highest multiplier effect (Meter, 2008⁵). Using these numbers as a guide, the total economic benefit of Vancouver urban farm food sales was an estimated \$1.9 million in 2016.”

The volunteer data kept by some of the farms that participated in the Vancouver Urban Farming Census also indicates a significant social benefit to the local communities involved in the farm. “Over 9,000 volunteer hours, from roughly 300 volunteers supported urban farming in the City in recent years. On just four farms who kept such data, 15,000 youth, adults, and neighbours came through the farm to engage in field trips, programs, and outdoor activities on the farms. This is an important impact of urban farming on our City—to provide opportunities for people to engage with and eat healthy, fresh food. The City’s largest landowners (the City itself, Parks Board, School Board and hospitals), are exploring how to host urban farming programs on their sites to increase the beneficial impact to the community.”

Kwantlen Polytechnic University’s research paper titled Surrey’s Underutilized ALR Lands—An Analysis of their Economic, Job Creation, and Food Production Potential in Direct Market Agriculture highlights the following potential economic benefits:

- 1 acre farms have the potential to create up to 1.29 FTE jobs and generate between \$31,165 and \$54,813 in gross revenue, or up to \$36,968 in return to owner-operator. Using the multiplier effect (1.4-2.6), that equals on the low end (\$31,165) a range of \$43,631 - \$81,029 and on the high end (\$54,813) a range of \$76,738 - \$142,513 in total economic benefit to the community *per acre*
- 280 acres of underutilized ALR lands owned by the City of Surrey have the potential to contribute over \$15.3 million in gross revenue to Surrey’s economy. The enterprises on this land could create between 100 and 136 full time equivalent jobs.
- 3,339 acres of underutilized ALR land in the City of Surrey have the potential to contribute over \$183 million in gross revenue to Surrey’s economy. This would more than double the economic magnitude of the industry. The enterprises on this land could create between 1,188 and 1,623 full time equivalent jobs.

⁵ Meter, K. 2008. “Local Food as Economic Development.” Minneapolis, Minnesota. (Crossroads Resource Center). <http://www.crcworks.org/lfced.pdf>