

Agriculture and Food

Goal: Huron County will have a strong and diversified agricultural industry, providing food to the local community and beyond using environmental best practices.

Strategy: Continue to Build Support and Momentum for Local Food in Huron County Communities and Neighbouring Region (AG3)

PRIORITY PROJECT: Increase the profile of local food as a means to diversify and enhance the local farm economy and promote healthy eating.

Description

Recognizing that there are new and emerging opportunities in the local food sector that can contribute to agriculture viability, a local food project will be implemented that increases the profile of local food in Huron County. Results from this action will support strategies in the following theme areas:

- Agriculture (Economic Security Pillar)
- Economy (Economic Security Pillar)
- Population (Community and Social Well Being Pillar)
- Natural Environment (Environmental Integrity Pillar)
- Healthy Active Communities (Community and Social Well Being Pillar)
- Community Needs (Community and Social Well Being Pillar)

Activities will include

- Work with general farms organizations and other groups to identify local food opportunities.
- Coordination and focus of ongoing local food action plans with emphasis on a bulk food auction, promotion of local food processing.

Lead

- Huron Perth Farm to Table

Resources

- Huron Business Development Corporation (HBDC)
- Huron County Health Unit

Collaborators

- Farmers' Markets
- Bruce-Huron Wholesale Produce Auction
- General Farm Organizations and Commodity Groups
- Individual producers
- REACH

Measures of Success

- Number of new local food producers
- Expanded Good Food Box program
- Increase in local food sales (public, retail/restaurant/institutional)

Timeline

This action will be completed by 2013



Agriculture and Food

Goal: Huron County will have a strong and diversified agricultural industry, providing food to the local community and beyond using environmental best practices.

Strategy: Strengthen Huron County's Agriculture Industry (AG 1)

PRIORITY PROJECT: Engage and embrace the role of youth in entrepreneurship, starting with agriculture.

Description

This project will focus on the development of a local agricultural leadership program which will promote careers in agriculture, and allow youth to identify their own entrepreneurial endeavours, and it will also focus on succession planning. Results from this action will support strategies in the following theme areas:

- Agriculture (Economic Security Pillar)
- Economy (Economic Security Pillar)
- Population (Community and Social Well Being Pillar)
- Natural Environment (Environmental Integrity Pillar)
- Healthy Active Communities (Community and Social Well Being Pillar)
- Community Needs (Community and Social Well Being Pillar)

Activities will include

- Identify and apply for funding
- Identify and promote communications and materials that are already available
- Investigate the role of social media
- Develop an agriculture youth strategy

Lead

- Huron Federation of Agriculture
- National Farmers Union (co-lead)
- Christian Farmers Federation (co-lead)

Resources

- Huron Business Development Corporation
- Huron Small Business Enterprise Centre
- Ontario Federation of Agriculture

- Ontario Youth Apprenticeship Coordinator(s)

Collaborators

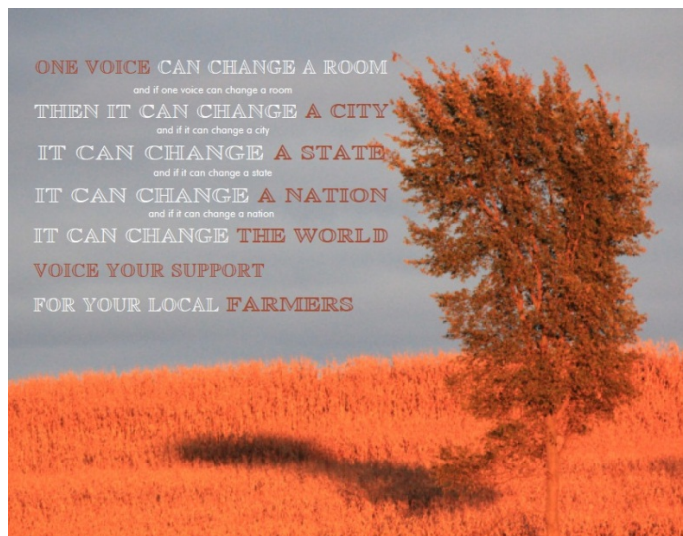
- REACH (potential to lead)
- University of Guelph
- Agriculture high school majors
- Business
- Junior farmers
- 4H
- Huron County Health Department

Measures of Success

- Funding is obtained
- Strategy is developed

Timeline

This action will be completed by 2015



Ronnie Verduyssen, Youth Contest Entry