

The Way Forward

— on agriculture



Sector Work Plan

What is the Agriculture Sector Work Plan?

As part of The Way Forward, industry and the Provincial Government have partnered, through the Cabinet Committee on Jobs, to support economic growth and foster private sector job creation. As part of this work, the Provincial Government and the Newfoundland and Labrador Federation of Agriculture have jointly developed this Agriculture Sector Work Plan. This Agriculture Work Plan includes actions that each of the partners will take to achieve the collective goal of growing the agriculture industry and stimulating new private sector employment.

Vision for Agriculture Sector Growth

Together, we will pursue opportunities and remove barriers to support agriculture sector growth. Our collaborative actions will cultivate the conditions necessary to foster new and expanding agriculture business activity, stimulate private sector employment for residents in Newfoundland and Labrador, and help us double our province's food self-sufficiency as outlined in The Way Forward.



Targets for Growth

This work plan outlines the steps necessary to reach the following agriculture growth targets:

- Increase Newfoundland and Labrador's food self-sufficiency to at least 20 per cent by 2022 (from approximately 10 per cent at present);
- Increase secondary processing of food products, particularly industrial milk, industrial eggs, cranberries, fruit and vegetables and meat; and,
- Generate an additional 500 person years of employment, upon attainment of the food self-sufficiency target outlined above. This will effectively double direct employment within the industry.

Through activities in this Work Plan, Newfoundland and Labrador will also be better positioned to reach The Way Forward target to increase Newfoundlanders and Labradorians' consumption of fruits and vegetables.

Sector Partners

The Agriculture Sector Work Plan was collaboratively developed by representatives of:

- Government of Newfoundland and Labrador
- Newfoundland and Labrador Federation of Agriculture
- Food First NL
- Dairy Farmers of NL
- Egg Farmers of NL
- Chicken Farmers of NL
- Cranberry Association of NL
- Lake Melville Agricultural Association
- Canadian Manufacturers and Exporters
- Government of Canada
- Grenfell Campus, Memorial University
- College of the North Atlantic

What Growth Potential Does the Agriculture Sector Offer to Newfoundland and Labrador?

Agriculture has the potential to contribute jobs to communities throughout our province. Doubling food self-sufficiency in Newfoundland and Labrador will generate an additional 500 person years of employment throughout our province. Farms are located all across our province and many communities have growth potential.

Doubling food self-sufficiency will require us to increase the production of crops, livestock and other farmed products, and to also increase secondary production of those commodities. Improving our food self-sufficiency will generate jobs on farms and in manufacturing, particularly in secondary processing of food products, including industrial milk, industrial eggs, cranberries, fruit and vegetables, and meat.

We are well positioned to double our food self-sufficiency, because Newfoundland and Labrador is the only province in Canada that is creating significant new farm land.



As this industry grows, there are some things that you should know:

- While our province has not been historically thought of as an agricultural leader, we grow products that are world class. Partridgeberries are one of the world's new super foods, and we expect our fields will be more productive. We use fewer pesticides on our crops because of our cool climate. Our saltwater lamb has been recognized by foodies internationally, and we have one of the only disease-free bee populations in the world.
- We have growth potential in fruit and vegetable crops, grain production, industrial milk, berries, secondary processing facilities (such as cranberries), bees (honey and pollinators), lamb and beef.
- By 2030, global demand for fresh, quality food products will mean that Newfoundland and Labrador will be competing with other countries around the world for food. Growing more of our own food ensures we are able to provide quality foods here at home.
- As part of The Way Forward, the provincial government and industry have come together through unprecedented collaboration to develop a plan to realize the full potential of the agriculture industry, while protecting our pristine natural environment. For more information on how we are working together, visit www.gov.nl.ca/agriculturesummit

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How We Are Working Together to Grow the Agriculture Sector

Together, industry, stakeholders, researchers, post-secondary institutions and the Provincial Government, with input from federal representatives, have identified key challenges and opportunities related to: agriculture production; agriculture business development and risk management; human resources and labour; research, innovation and diversification; market access and development; and processing and value-added agriculture. What follows are the actions we will take together to accelerate growth in the agriculture industry in Newfoundland and Labrador.



Agriculture Production

- ▶ Implement a pilot project to serve locally-grown farmed products in public health facilities.
(Completion target: Fall 2018)
Lead: FLR, HCS, FFNL
- ▶ Complete a pilot project to undertake large-scale land development on priority areas of interest, identified through extensive mapping provided by Fisheries and Land Resources, which will offer agricultural leases that are more advanced in their productive capacity.
(Completion target: March 31, 2018)
Lead: FLR
- ▶ Redevelop historic pasture lands to increase commercial production of livestock and continue the Beef Cattle Demonstration Project to diversify the province's beef industry.
(Completion target: on-going)
Lead: FLR
- ▶ Provide fruit and vegetable seedlings to producers at cost for priority crops. Determination of the specific varieties of crops, such as yellow onions, kale, asparagus, broccoli, cauliflower and others will be identified in consultation with stakeholders.
(Completion target: 2018-19)
Lead: FLR **Support:** NLFA, AAFC
- ▶ Improve the Crown land approval process to create further opportunities for existing farmers and new entrants to the sector by reducing approval times.
(Completion target: March 31, 2018)
Lead: FLR **Support:** MUN-GC
- ▶ Review and strengthen the development conditions on agriculture leases to ensure that farmland is being used for its intended purpose, and land that is not active or in development can be made available for other farmers.
(Completion target: Fall 2018)
Lead: FLR
- ▶ Release user-friendly mapping on Crown land available for agriculture use and provide supports for market value assessment. Mapping will be provided through a new Land Use Atlas web app.
(Completion target: Fall 2017)
Lead: FLR
- ▶ Designate Provincial Government industry facilitators to liaise with new entrants or existing producers in early stages of development or expansion to guide them through provincial policies and support programs.
(Completion target: Fall 2017)
Lead: FLR
- ▶ Enable commercial egg production in Labrador, through exploration of a special exemption to the 99 non-supply managed flock, which would allow Labrador producers to have a flock for a viable local operation.
(Completion target: March 31, 2019)
Lead: FLR
Support: NLFA, EFNL, LAS, LMAA
- ▶ Identify new land for agricultural zoning in Labrador, including encouraging use of land already identified.
(Completion target: 2018-19)
Lead: FLR
Support: LAS, NLFA, MUN-LI, MUN-GC, LMAA



Agriculture Business Development and Risk Management

- ▶ Identify means to provide abattoir services to producers in Labrador to support the establishment of viable local livestock operations. (Completion target: 2018-19)
Lead: FLR
Support: LAS, NLFA, MUN-LI, MUN-GC, LMAA
- ▶ Partner with community organizations and other stakeholders to improve the distribution of healthier, more affordable, locally produced food products in Labrador, leading to improved food self-sufficiency in communities across Labrador. (Completion target: on-going)
Lead: FLR
Support: FFNL, LAS, NLFA, EFNL, LMAA
- ▶ Increase public awareness of farming opportunities, targeting new farming entrants, through a travelling pavilion. (Completion target: on-going)
Lead: FLR **Support:** NLFA
- ▶ Undertake a comprehensive regulatory review of all legislation related to the agriculture sector with the aim of modernizing the legislation in order to improve the regulatory framework governing agriculture production in Newfoundland and Labrador, including food self-sufficiency, sustainability, food safety, farm registration, the movement of farm equipment on highways, animal welfare, stewardship of the land base and enhanced protection for the province's honey bee population. (Completion target: 2018-19)
Lead: FLR
Support: NLFA, DFNL, EFNL, SNL, MUN-GC
- ▶ Undertake a comprehensive review of the land lease policy, including exploring practices in other jurisdictions, to protect the province's agricultural land. (Completion target: 2018-19)
Lead: FLR **Support:** MUN-GC
- ▶ Undertake targeted activities to attract new private sector investment in agriculture production. (Completion target: on-going)
Leads: FLR **Support:** TCII
- ▶ Undertake a study of the on-farm infrastructure needs of the agriculture sector. (Completion target: Fall 2019)
Lead: NLFA
- ▶ Release a resource listing of all financial programming and sector supports, including loans and grants, and research opportunities available to agriculture businesses, including details on stacking rules. (Completion target: Fall 2017)
Leads: TCII, FLR
Support: AAFC, FCC, NLFA, MUN-GC
- ▶ Consult with industry stakeholders prior to the signing of the Canadian Agricultural Partnership federal provincial bilateral agreement, to ensure that growth in the agrifoods industry is maximized, supports are in place for land and infrastructure development, farming employment opportunities are created, and the business development needs of existing farmers, including succession planning, are supported. (Completion target: January 30, 2018)
Lead: FLR, AAFC
Support: NLFA, IIAS, MUN-GC

- ▶ Consider the needs of existing and new entrants and the agriculture sector more broadly, as part of the on-going provincial review of business financing, including application, assessment and appeal criteria, in an effort to make provincial programs more reflective of current industry needs.

(Completion target: March 31, 2018)

Leads: FLR, TCII **Support:** FIN

- ▶ Accelerate the growth of high potential agriculture businesses through supports to develop business-level export and import displacement opportunities, business diagnostics and planning, financial and market development activities.

(Completion target: 2018-19)

Lead: TCII, FLR

Support: NLFA, DFNL, EFNL

- ▶ Participate in the comprehensive national review of agricultural business risk management and increase promotion of business risk management programs to provincial farmers.

(Completion target: Fall 2018)

Lead: FLR, NLFA

- ▶ Develop a stream of entrepreneurship support and training as a part of the Navigate program, currently run by Grenfell Campus, Memorial University and Corner Brook Campus of College of the North Atlantic.

(Completion target: on-going)

Lead: MUN-GC, CNA

Support: NLFA, FLR

- ▶ Develop agriculture incubators in collaboration with local farms and farming organizations.

(Completion target: 2018-19)

Lead: MUN-GC, FLR

Support: NLFA, CNA



Human Resources and Labour

- ▶ Study the labour market recruitment, retention and emerging training needs of the agriculture industry through a Labour Market Partnership.

(Completion target: 2018-19)

Lead: NLFA, AESL **Support:** FLR

- ▶ Increase industry awareness of programming to fund training for new farming employees.

(Completion target: on-going)

Lead: AESL, NLFA **Support:** FLR

- ▶ Profile opportunities in the agriculture sector in provincial labour market information and tools.

(Completion target: 2018-19)

Lead: AESL, NLFA **Support:** FLR

- ▶ Prioritize the agriculture sector for provincial immigration supports.

(Completion target: March 31, 2018)

Lead: AESL

Support: FLR, NLFA, MUN-GC

- ▶ Continue to provide post-secondary education in agriculture-related studies and develop new potential programming and articulations among programs.

(Completion target: on-going)

Lead: MUN-GC **Support:** FLR

Research, Innovation and Diversification

- ▶ Convert the Wooddale Tree Nursery to a Centre for Agriculture and Forestry Development that undertakes fruit and vegetable crop propagation, and supports on-going research activities that advance and diversify the agriculture sector, including new product development and research on apiculture (bee husbandry, overwintering systems and pollination). (Completion target: March 31, 2018)
Lead: FLR
Support: NLFA, MUN- GC, Individual Farmers
- ▶ Develop and release the best information available on the cost of production and distribution of individual commodities to better inform farmer investments. (Completion target: 2018-19)
Lead: FLR **Support:** NLFA
- ▶ Advance the research and development needs of the agriculture sector as part of the establishment of InnovateNL. (Completion target: on-going)
Lead: TCII
Support: NLFA, FLR, MUN-GC
- ▶ Advance research in cool climate, northern agriculture and climate change adaptation in collaboration with provincial farmers, including facilitating greater connections and alignments between Fisheries and Land Resources, Labrador Institute of Memorial University and Agriculture and Agri-Food Canada's St. John's Research and Development Centre. (Completion target: on-going)
Lead: FLR, AAFC
Support: MUN-GC, NLFA, MUN-LI
- ▶ Disseminate agriculture research to farmers through online and other channels, such as newsletters, to support commercialization. (Completion target: on-going)
Lead: FLR
Support: MUN- GC, AAFC, NLFA





Market Access and Development

- ▶ Carve out a niche for Newfoundland and Labrador by branding the province as a world-class provider of commodities where the province has a strategic advantage, such as berries (partridgeberries/lingonberries, cranberries and blueberries), saltwater lamb, certified organic products and bees. Support export development opportunities in these commodities. (Completion target: on-going)
Lead: FLR **Support:** TCII, NLFA, CANL
- ▶ Facilitate increased use of local farmed products in food service establishments throughout the province. (Completion target: on-going)
Lead: FLR **Support:** TCII, NLFA, FFNL
- ▶ Develop an agriculture sector marketing strategy that includes a sustainable business and marketing model for agriculture products in the province, a potential common brand for local products, and a study of consumer eating and buying habits of local agricultural products. (Completion target: 2018-19)
Lead: NLFA, FFNL
Support: FLR, TCII, FIN, MUN-GC
- ▶ Establish private, community and public investment partnerships in farmers' markets that increase sector competitiveness and local access to products, enhance local economic development capacity and help connect farmers to buyers and distributors. (Completion target: on-going)
Lead: TCII, FLR, FFNL
Support: NLFA, MUN-GC
- ▶ Undertake a feasibility study on establishing cooperative transportation, storage and supply chain models to reduce costs associated with local distribution. (Completion target: 2018-19)
Lead: NLFA
Support: TCII, FLR, AAFC, FFNL





Processing and Value-Added Agriculture

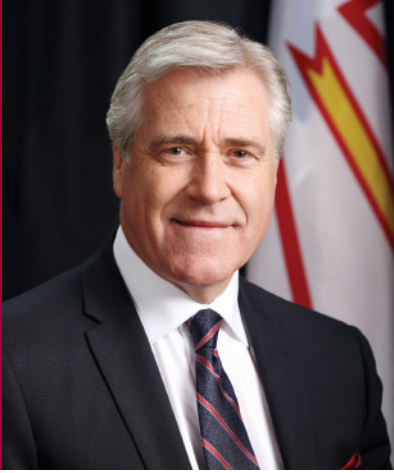
- ▶ Identify options to establish an inspected slaughter facility for the production of meat products for retail in the province, including exploring a mobile abattoir and undertaking a study to examine the feasibility of creating a mandatory meat inspection program in the province.
(Completion target: 2018-19)
Lead: FLR **Support:** CFIA, NLFA, SNL
- ▶ Adapt manufacturing programs, such as Canadian Manufacturers and Exporters' Manufacturing Insights, to apply to the agriculture industry to address value-added opportunities, including storage and infrastructure support.
(Completion target: on-going)
Lead: NLFA
Support: TCII, FLR, CME
- ▶ Adapt the Canadian Manufacturers and Exporters' Manufacturing Productivity Program to deliver hands-on Lean training to the agricultural sector.
(Completion target: on-going)
Lead: CME **Support:** TCII, NLFA, FLR
- ▶ Undertake targeted activities to attract new private sector investment in secondary processing firms, with a priority on identifying businesses interested in establishing secondary processing in milk, eggs, cranberries and other crops in the province.
(Completion target: on-going)
Lead: FLR, TCII, DFNL, EFNL, NLFA
Support: MUN-GC, CANL





Acronyms:

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| AAFC | Agriculture and Agri-Food Canada |
| AESL | Advanced Education, Skills and Labour |
| CANL | Cranberry Association of Newfoundland and Labrador |
| CFIA | Canadian Food Inspection Agency |
| CME | Canadian Manufacturers and Exporters, Newfoundland and Labrador |
| CNA | College of the North Atlantic |
| DFNL | Dairy Farmers of Newfoundland and Labrador |
| EFNL | Egg Farmers of Newfoundland and Labrador |
| FCC | Farm Credit Canada |
| FFNL | Food First NL |
| FIN | Finance |
| FLR | Fisheries and Land Resources |
| LMAA | Lake Melville Agricultural Association |
| MUN-GC | Grenfell Campus, Memorial University |
| MUN-LI | Labrador Institute, Memorial University |
| HCS | Health and Community Services |
| IIAS | Intergovernmental and Indigenous Affairs Secretariat |
| LAS | Labrador Affairs Secretariat |
| NLFA | Newfoundland and Labrador Federation of Agriculture |
| SNL | Service NL |
| TCII | Tourism, Culture, Industry and Innovation |



“Our vision for the future of Newfoundland and Labrador is a place where potential is realized and opportunities abound. Through unprecedented partnerships with high potential industries, we are fostering the economic growth, innovation, and job creation needed to support bright futures for the people of our province.”

Premier Ball



Food First^{NL}



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