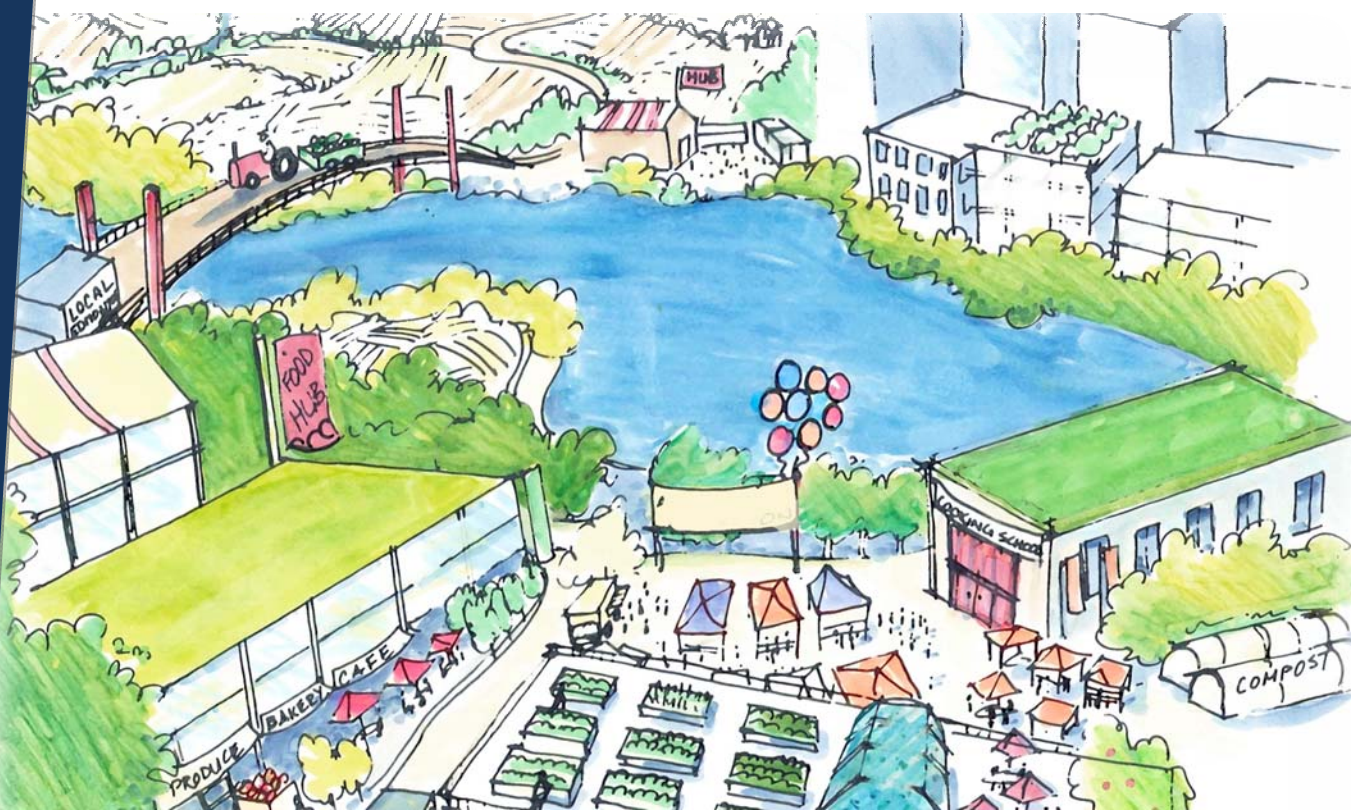


*fresh*: Edmonton's Food & Urban Agriculture Strategy

## *fresh* Feedback Survey Report

October 19, 2012





UNIVERSITY OF  
**ALBERTA**

This report was prepared for the City of Edmonton by:

**Evaluation & Research Services**  
Faculty of Extension

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# Executive Summary

The preservation of arable urban land was the most frequently cited theme in this survey, as reflected by Strategic Direction 9: Integrating Land for Agriculture being selected as the most important strategic direction by 39% of respondents, by a myriad of open-ended comments related to this strategic direction and others, and by an overwhelming number of additional comments at the end of the survey. Participants cited the irreversible nature of damage to these lands, the need for long-term sustainability over short-term gain, and a desire to see Edmonton rise as a visionary global leader in local food supply management as it is already in recycling and waste disposal.

Strategic Direction 1: Establishing the Edmonton Food Council (EFC) was also a major priority among survey respondents, with one in five listing it as their paramount strategic direction. Participants believed it would be incumbent upon the EFC to spearhead the eight other strategic directions and that it would “act as a forum for public and transparent decision making”. Next, at 14% of all respondents, Strategic Direction 3: Expanding Urban Agriculture was the third highest priority. Again, the preservation of valuable urban farmland was a frequently cited concern, as was the existence of numerous bureaucratic roadblocks to self-sustainability, such as those prohibiting beekeeping and backyard hens.

When considering the importance of food and urban agriculture compared to other city services, the majority of respondents placed food and urban agriculture as a higher priority than attractions and events, and permits and licensing. In addition, the majority placed food and urban agriculture on par with libraries, waste management, public transit, water and sewer services, and arts and culture programs, while nearly half believed police and fire and rescue were a higher priority.

In considering public involvement in the implementation of each strategic direction, over four times more participants indicated they would get involved in the establishment of the EFC than indicated they were opposed to its inclusion in the strategy (38% vs. 9%), and this pattern was seen in most aspects of the other strategic directions as well—rejection rates varied between 1% and 10%, while intended-involvement rates varied between 19% and 54%.

While there was substantial positive feedback in the open-ended “additional comments” section of the survey, commonly cited concerns pertained to the loss of urban agricultural land to developers, the draft report being worded too softly and abstractly, the exclusion of certain interests and interest groups, and a lack of transparency and due diligence surrounding the process.

Results of this survey have been taken to the Advisory Committee for consideration in the final draft version of the Strategy.

# Background

There are few issues more important to people than food. A resilient local food and agriculture system can contribute to the local economy and to the overall cultural, financial, social, and environmental sustainability of Edmonton and the Capital Region. Edmonton is already home to a strong and active food and urban agriculture community and we are well-positioned to become a leader in food and urban agriculture strategies. The City of Edmonton strategic plans (The Ways) set the stage for the exciting work happening to develop a food and urban agriculture strategy. Therefore, consultation with citizens is a critical piece of the process to develop *fresh*: Edmonton's Food and Urban Agriculture Strategy. This survey is one of the tools being used to gather input from citizens who live, work or buy/consume food in Edmonton.

This report details the feedback from citizens on the draft strategy. Four public open houses were held from October 1 – 4, 2012 with over 120 attendees. Feedback was solicited via an online survey which was made available until October 8<sup>th</sup>. All of the information about the draft strategy that was available at the public open houses, was also available online at [www.edmonton.ca/foodandag](http://www.edmonton.ca/foodandag). The City sought citizens to review the draft strategy and again provide feedback to help strengthen the strategy as we move toward completion of the final draft and submission to City Council.

## Method

Evaluation & Research Services collaborated with the City of Edmonton by providing evaluation support for the design, administration, and analysis of this survey about the food and urban agriculture Strategy. Residents of the Edmonton Capital Region (ECR) were invited to complete an anonymous online survey. Respondents were allowed to withdraw at any time with no adverse consequences. The survey was available from October 1<sup>st</sup> to October 8<sup>th</sup>, 2012, and a total of 205 ECR residents (age 18 and older) completed the survey.

## Limitations

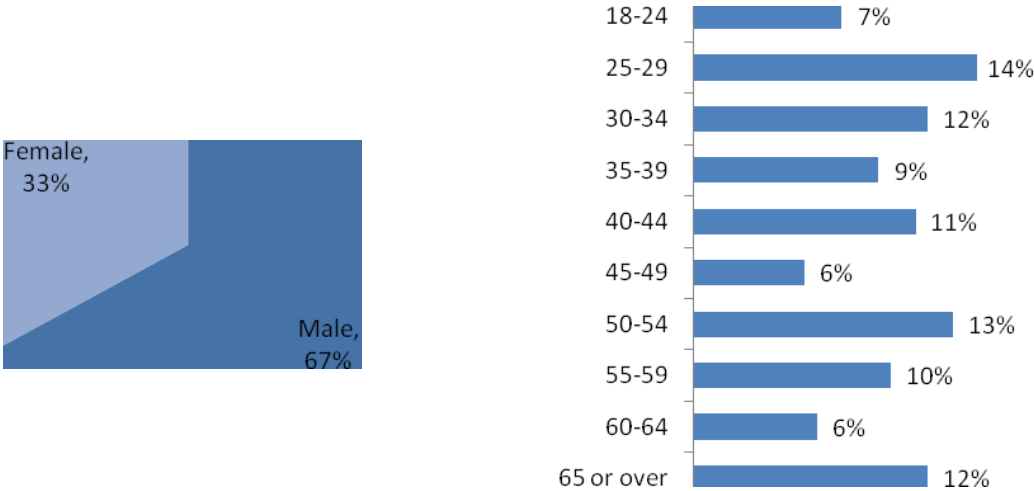
Because of the self-selection bias associated with online surveys, it cannot be guaranteed that a representative sample of the ECR population had the opportunity to respond; some individuals are less likely than others to complete an online survey (e.g., low literacy, low income residents). Certain neighborhoods in the city were overrepresented (Bonnie Doon, north and east downtown fringe, and downtown) while others lacked representation; full details are shown in the Appendix. In addition, while all available data from partially completed surveys was included, such respondents' demographic data may be absent, as this information was solicited at the end of the survey.

# Results

## Respondent profile

The following demographic data provides an aggregate representation of the individuals who elected to participate in the survey. While the majority of survey respondents (67%) were male, there was a relatively even distribution of respondents in terms of their age (see Figure 1).

**Figure 1: Gender and age of survey respondents (n=163/164)**



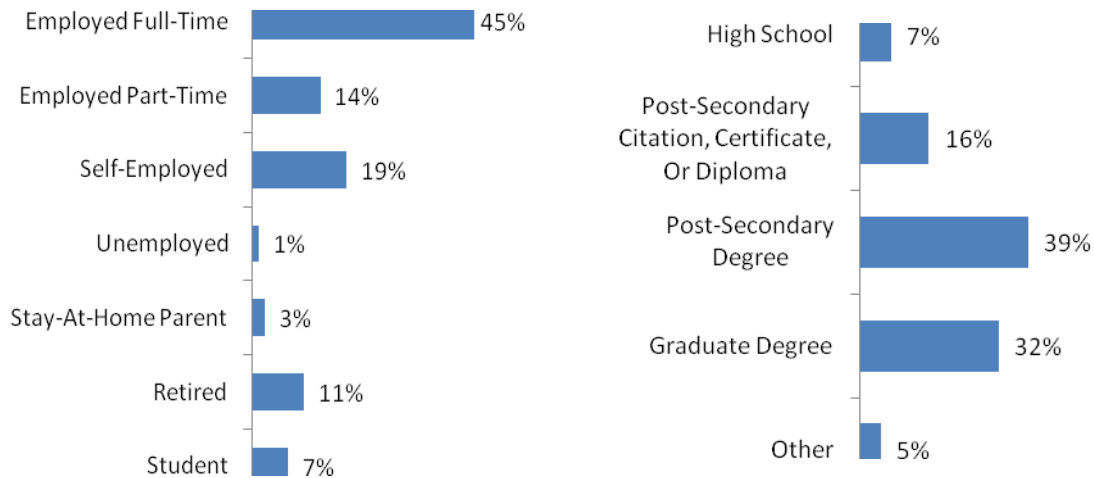
While most areas in Edmonton were represented in the survey, some neighbourhoods showed stronger participation. A detailed table with all postal code areas can be found in the Appendix.

**Figure 2: Top 10 postal code areas (n=205)**

Postal code area	% of sample
Edmonton - South Bonnie Doon / East University	9%
Edmonton - Central Bonnie Doon	8%
Edmonton - West University /Strathcona Place	7%
Edmonton - North And Eastdowntown Fringe	5%
Edmonton - South Downtown / South Downtown Fringe	4%
Edmonton - Central Jasper Place /Buena Vista	4%
Edmonton - Central Beverly	4%
Edmonton - Southgate / Northriverbend	3%
Edmonton - Kaskitayo	3%
Edmonton - Landbank / Oliver / East Lake District	2%

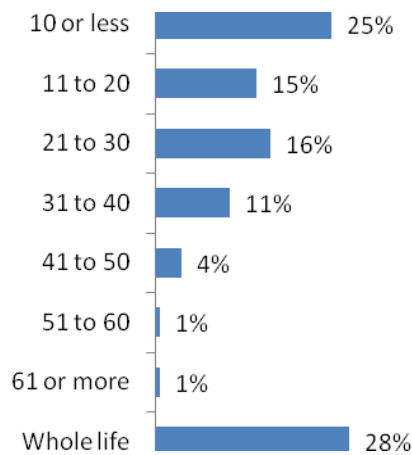
The reported median number of individuals per household was 2, and almost two thirds (64%) of respondents stated that there were no individuals under the age of 18 in their household. Almost half of participants (45%) were employed full time, and 71% of respondents held a post-secondary or graduate degree. The reported household income was evenly distributed, with a median income of \$85,000 to \$100,000.

**Figure 3: Employment status and education (n=151/161)**



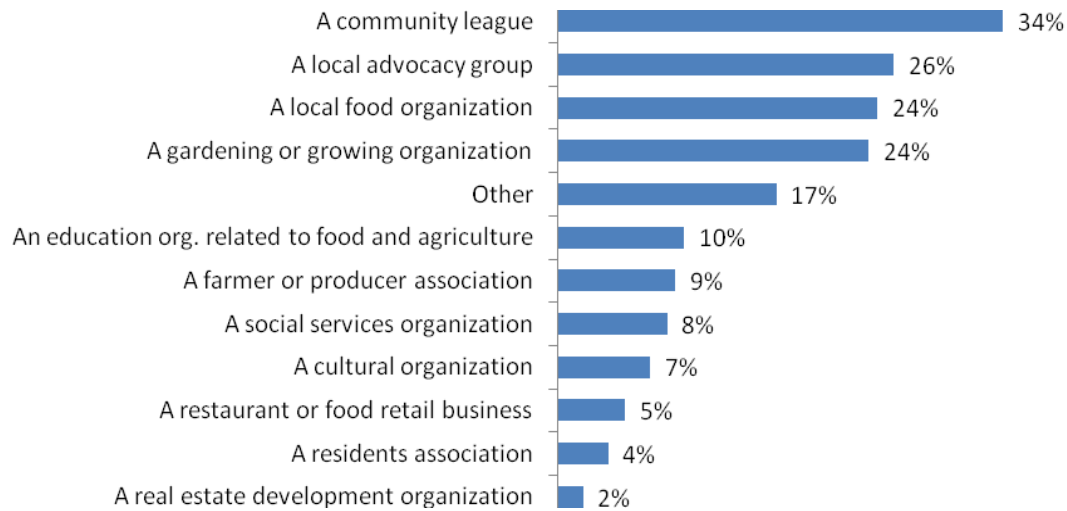
The vast majority of survey participants (84%) were born in Canada. Those who were foreign-born came mostly from the United States, the United Kingdom, or elsewhere in Europe, and they have lived in Canada an average of 27 years. 28% of participants stated they have lived in Edmonton their whole life, while 25% have been living in Edmonton for ten years or less. Detailed results are shown in Figure 4.

**Figure 4: Years living in Edmonton (n=158)**



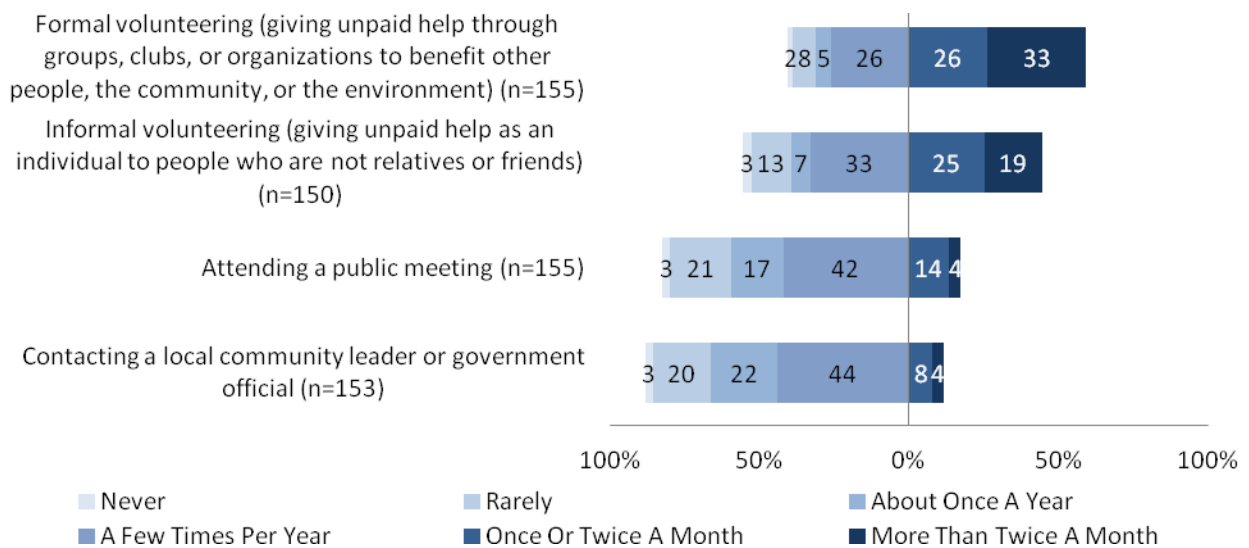
About a quarter of the respondents belong to a community league, local advocacy group, or local food, gardening, or growing organization. Other groups participants were affiliated with included religious organizations, the City of Edmonton and the media.

**Figure 5: Group affiliation (n=156)**



More than half of participants do formal volunteering and more than one third do some kind of informal volunteering at least once a month. While more than half of respondents have contacted their local community leader or government official or have attended a public meeting, they do so a few times per year at most.

**Figure 6: Participation in activities**

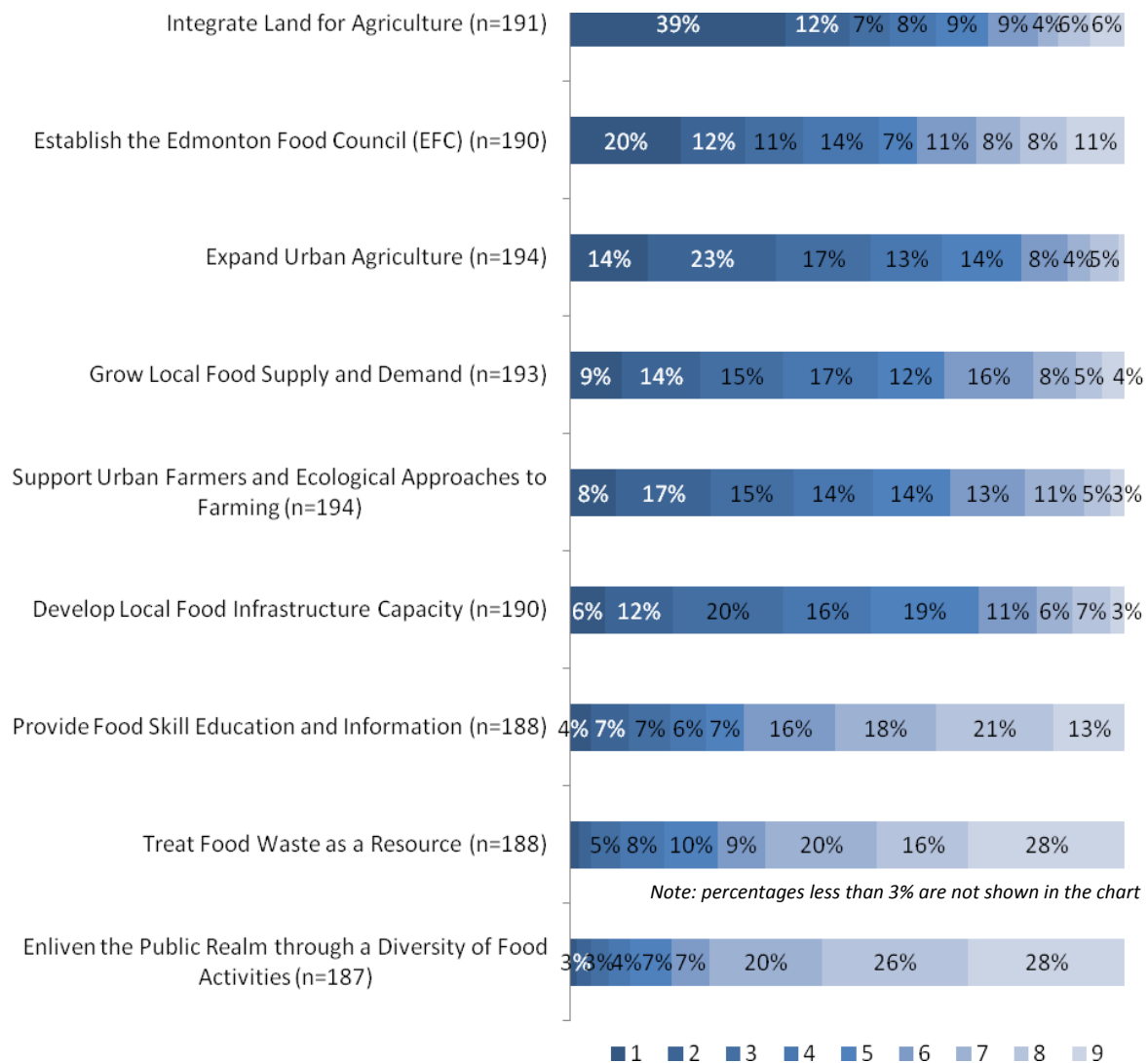




## Strategic directions and recommendations

Integrating land for agriculture was selected as a top priority by more than one third of the respondents; establishing the Edmonton Food Council and expanding urban agriculture were also frequently selected as top strategic directions. Providing food skill education and information, treating food waste as a resource, and enlivening the public realm through food activities were infrequently deemed a top priority.

**Figure 7: Ranking of strategic directions, from highest (1) to lowest (9) priority**



Among respondents who selected “Establish the Edmonton Food Council” as their top priority, the resounding sentiment was that the Council would serve as a mechanism through which all other strategic objectives would naturally flourish. It was felt that the EFC would provide a cohesive, coordinated leadership effort to organize and prioritize strategies, while balancing diverse stakeholder interests, and that it would “act as a forum for public and transparent decision making”. A sample of verbatim comments is provided below:

- *The food system in Edmonton is now fragmented and has no direction or group guiding it. A Food Council is needed to move the strategy forward.*
- *Establishing a Food Council should be first priority to oversee all other objectives.*
- *It begins with leadership. My priority would be to identify leaders with a clear mandate to act so that they can continually evaluate and shift priorities as necessary, with a mix of short-term and long-term goals, get early wins, and develop the foundation for a collaborative approach for years to come.*
- *It makes sense to start by establishing the organization that will oversee the development of the local food economy. Without that it would be more difficult to synchronize efforts in each of the other priorities.*

Two themes emerged among those who professed “Provide Food Skill Education and Information” to be their top priority. The first is cultivating an appreciation for where our food comes from and engaging the citizenry in the production process: e.g., “Before we can start shifting towards ecological models of local food production (not greenhouses powered by coal, but greenhouses powered by solar panels) we need to make people aware of food—where it comes from and how we can produce it.” The second theme is establishing the skills of gardening and preserving foods in order to encourage self-sufficiency and sustainability: e.g., “Many people are interested in growing local food but when they grow a garden it fails due to a lack of knowledge. By providing places where people can learn how to grow and preserve food, more people will be successful in their attempts at food self-sufficiency.”

Concerns about preserving arable land on the outskirts of the city were frequently cited by those who chose “Expand Urban Agriculture” as their top priority. The legalization of beekeeping and backyard hens,, and generally the reduction of by-law impediments to private food production, was also important to many of these respondents. In addition, self-sustainability, minimized ecological interference, and public health were mentioned as reasons for prioritizing the expansion of urban agriculture. A few sample comments are provided below:

- *I have been researching the possibility of having backyard hens for the past 3 years, I have been disheartened time and time again when City Council rejects any applications. Hens are less disruptive than dogs, for my family this is a top priority, and it means we have to rely less on grocery stores and more on our own sustainable food operations.*
- *Urban farming offers Edmontonians a chance to eat healthy, fresh and low cost food while keeping the ecological footprint to a minimum.*

- *Projects like permaculture, vertical farming, and aquaponic systems have proved to be effective not only in Edmonton but worldwide, they are of utmost importance to health, agriculture, and environmental concerns.*
- *We must save the city's current land and convert it into local food agriculture - not more development.*

Among those who chose “Develop Local Food Infrastructure Capacity” as their number one priority, accessibility, sustainability, processing and distribution were cited as important factors. Some sample comments are as follows:

- *I think if more facilities are available more people will become interested, invest, and participate in urban food growth activities*
- *I think in order for the local food to be able to expand we must first create a space in which it will develop without the risk of a collapse.*
- *I think there are a lot of people who are interested in growing their own food in rooftop/community gardens, or purchasing locally-grown food, but those maybe aren't as accessible options as they could be. A more developed food infrastructure could help support the interests people already have.*

Respondents who selected “Grow Local Food Supply and Demand” as the paramount strategic direction cited such factors as encouraging healthy eating habits, supporting the local economy, and reducing their carbon footprint in their decision to prioritize this movement:

- *Creating a self sustaining market for local food is key to building a strong local food community and the supporting infrastructure.*
- *All priorities are important; I chose the one I did because it speaks most practically to providing healthy food for Edmontonians, without the environmental degradation of shipping long distances, and without eating well off the poorly compensated work of the third world.*
- *Reduce carbon footprint, keep dollars in community, food security*

Those who indicated “Support Urban Farmers and Ecological Approaches to Farming” was of the utmost importance provided various explanations for their selection. Factors cited included the environmental and health effects of pesticides, the value of engaging the citizenry in urban gardening, the vital role of urban farmers in facilitating a local food strategy, and the increasing importance of sustainable food options:

- *We need to support current farmers first before we try to make changes. If we can't demonstrate support for those already in the industry, why would anyone else want to get involved?*
- *Urban farmers feed me. As a city it is important that we have food grown locally. The city legislation needs to recognize and protect quality farm land that exists within city limits. Do not let industry or residential use ruin this precious resource.*
- *Urban farming and ecological approaches exemplify a sustainable initiative.*

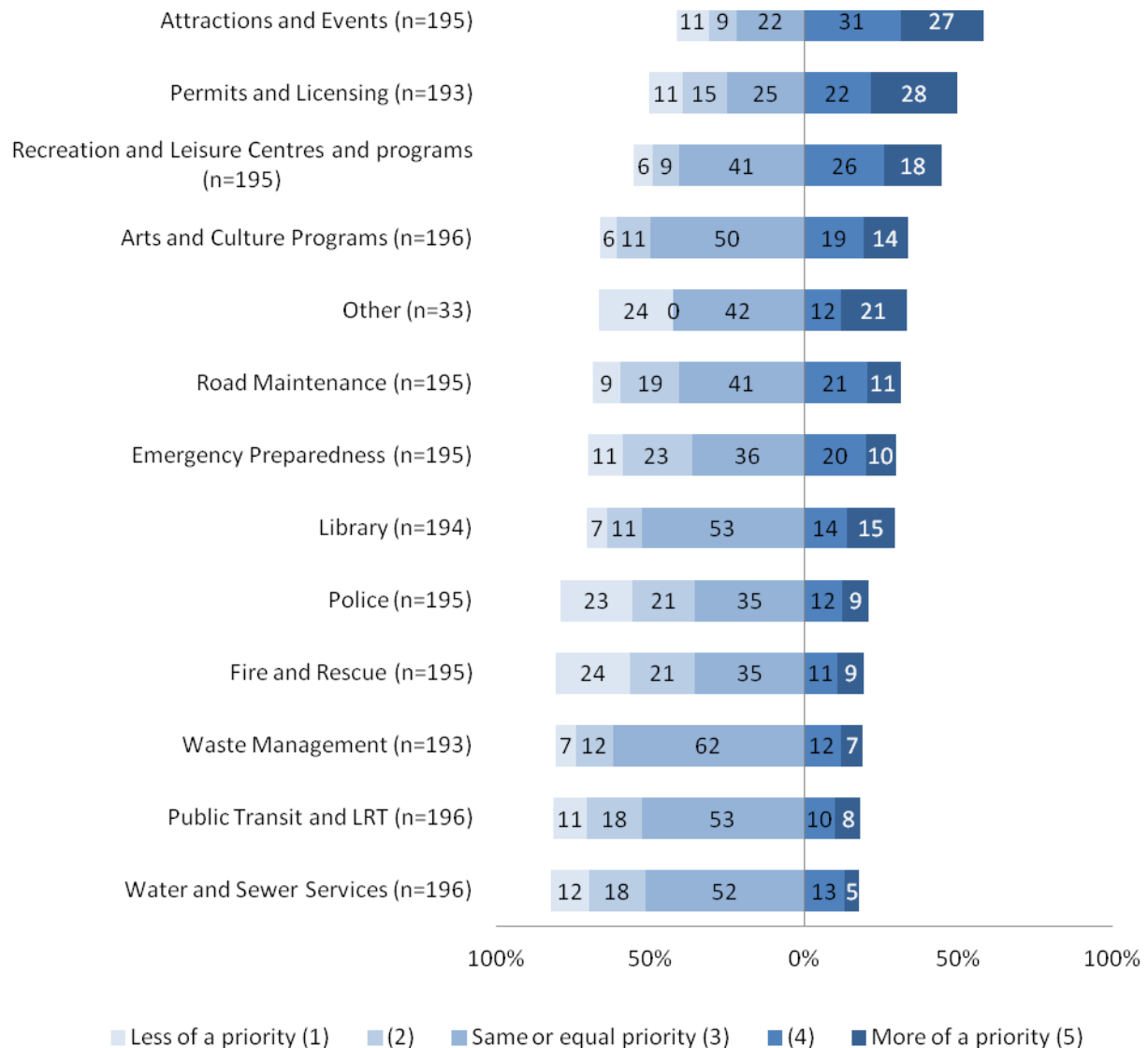
The most selected top priority among survey respondents was “Integrate Land for Agriculture”, and the vast majority of accompanying open-ended comments pertained to the City of Edmonton needing to preserve prime urban agricultural land and to be a global leader in sustainable development. Some examples of such comments are as follows:

- *Top quality agricultural land is a non-renewable resource, so needs to be protected. This is important for all Class 1, 2 and 3 land within city boundaries, but especially in N.E. where there is a longer growing season (see Agricultural Inventory and Assessment, Table 1). Transfer of development credits can ensure fairness - so this process should be established a.s.a.p. 85% of participants at the stakeholders meeting believe this is a sound direction for Edmonton (Draft Strategy, p. 51)*
- *The city continues to pave over some of the best agriculture land in and around Edmonton; meanwhile many cities across North America and the world are doing the opposite. They are preserving some of this land for future generations. Our councilors should be thinking more of the future!*
- *Edmonton is undertaking many initiatives to become a more sustainable city. Food security must be part of this strategy. To this end, we need to preserve existing farmland, in a large separate zone, not as islands between new suburbs. We need to take a long-term perspective on this issue and take more time to work out how food sustainability can be achieved by farming within city borders.*

The responses describing why participants chose “Enliven the Public Realm through a Diversity of Food Activities” and “Treat Food Waste as a Resource” were few and can be found in the Appendix.

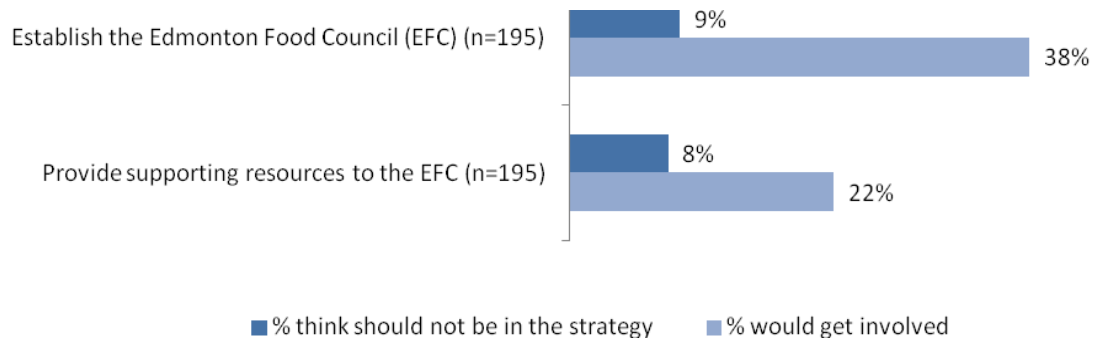
Food and urban agriculture was considered a higher priority than attractions and events by 58% of respondents, permits and licensing by 50%, recreation and leisure centres and programs by 44%, and arts and culture programs by 33%. Fire and rescue (45%), police (44%), water and sewer services (30%), and public transit and LRT (29%) were considered a higher priority than food and urban agriculture. Other priorities listed by participants were concerned with food security, land use and being environmentally friendly.

**Figure 8: Comparing food and urban agriculture with other priorities**



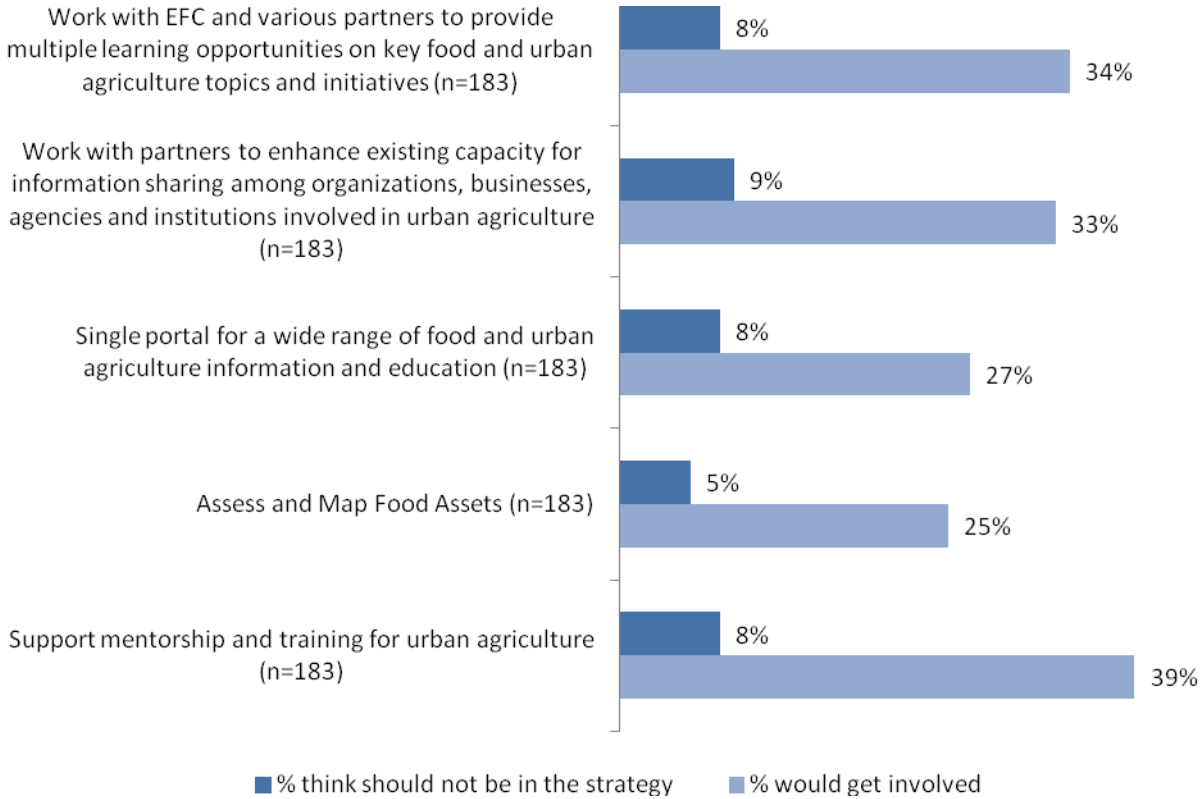
More than a third (38%) of participants stated they would get involved in the creation of an Edmonton Food Council if it were approved by City Council, while only 9% of respondents think the establishment of an Edmonton Food Council (EFC) should not be included in the strategy. According to 22% of the participants, they would get involved in the provision of supporting resources to the EFC, with 8% feeling it should not be included in the strategy.

**Figure 9: Strategic Direction 1: Establish the Edmonton Food Council (EFC)**



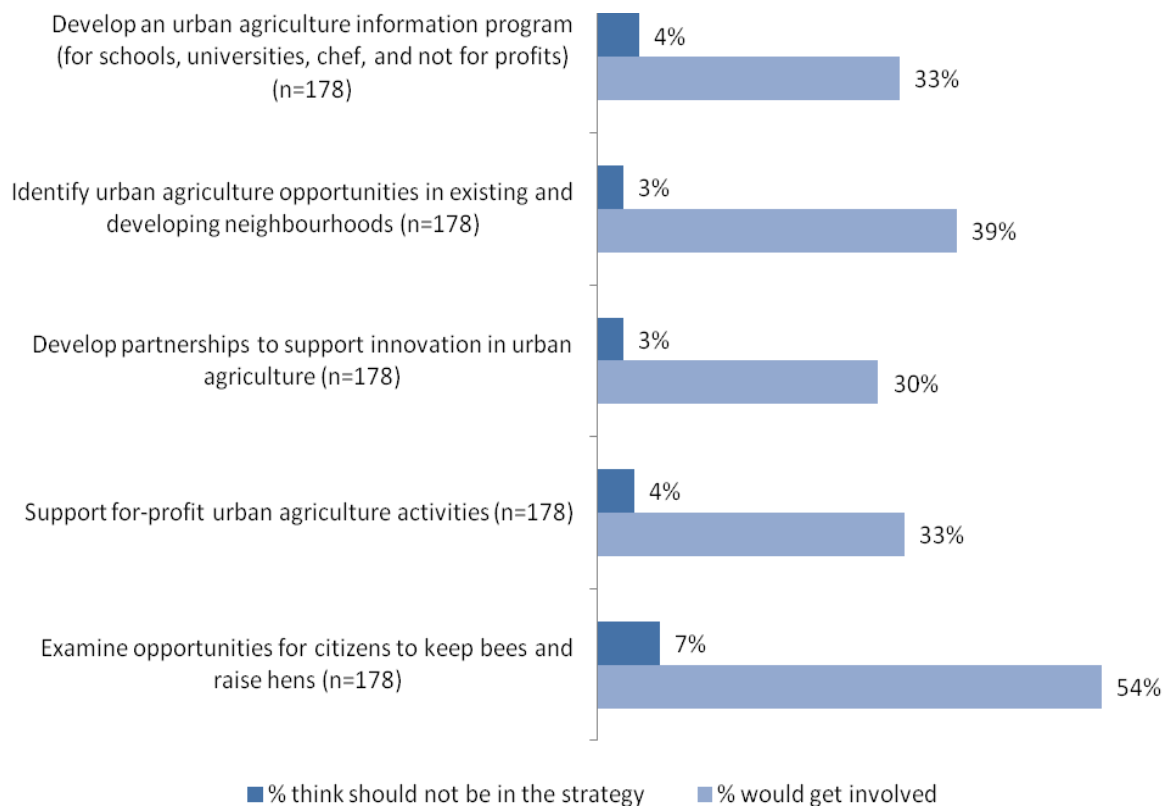
Out of all the recommendations included in the second strategic direction, supporting mentorship and training for urban agriculture, providing learning opportunities, and enhancing existing capacity for information-sharing related to food and urban agriculture proved the most popular, with at least a third of the respondents stating they would actively get involved with them. The rejection rate for most of these recommendations was around 8%.

**Figure 10: Strategic Direction 2: Provide food and skill education and information**



Only about 4% of the survey participants, on average, rejected the recommendations provided in the third strategic direction. Out of the five recommendations provided, examining opportunities for citizens to keep bees and raise hens was the one that would attract the most participation, with more than half (54%) of the respondents showing an interest in actively participating. The second most popular recommendation was identifying urban agriculture opportunities in existing and developing neighbourhoods. All other recommendations were favoured equally by survey respondents, with around a third indicating they would get involved in each.

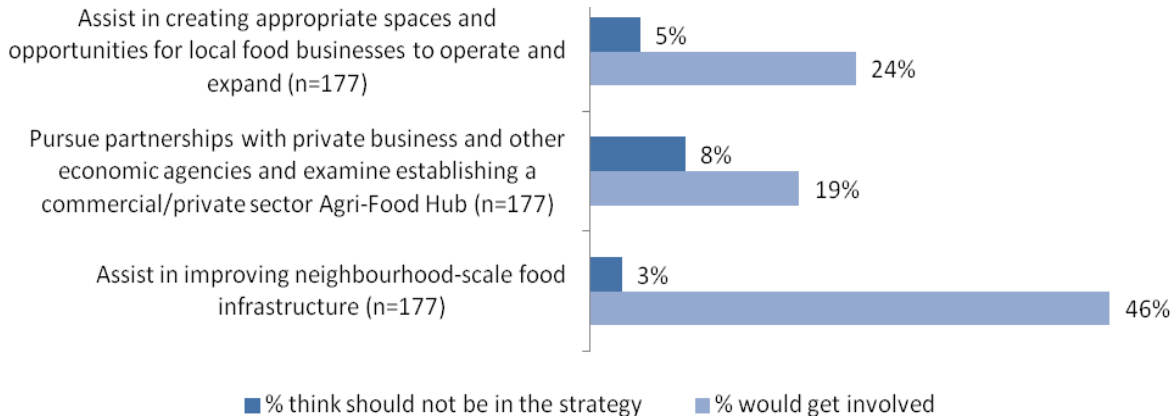
**Figure 11: Strategic Direction 3: Expand urban agriculture**



While 46% of the respondents would actively get involved with assisting in improving neighbourhood-scale food infrastructure, only about one in every five would be interested in assisting with the creation of appropriate spaces and opportunities for local businesses to operate and expand or would help pursue partnerships with private businesses and other economic agencies. Only 3% of the respondents believed that assisting in improving neighbourhood-scale food infrastructure should not be in the strategy.

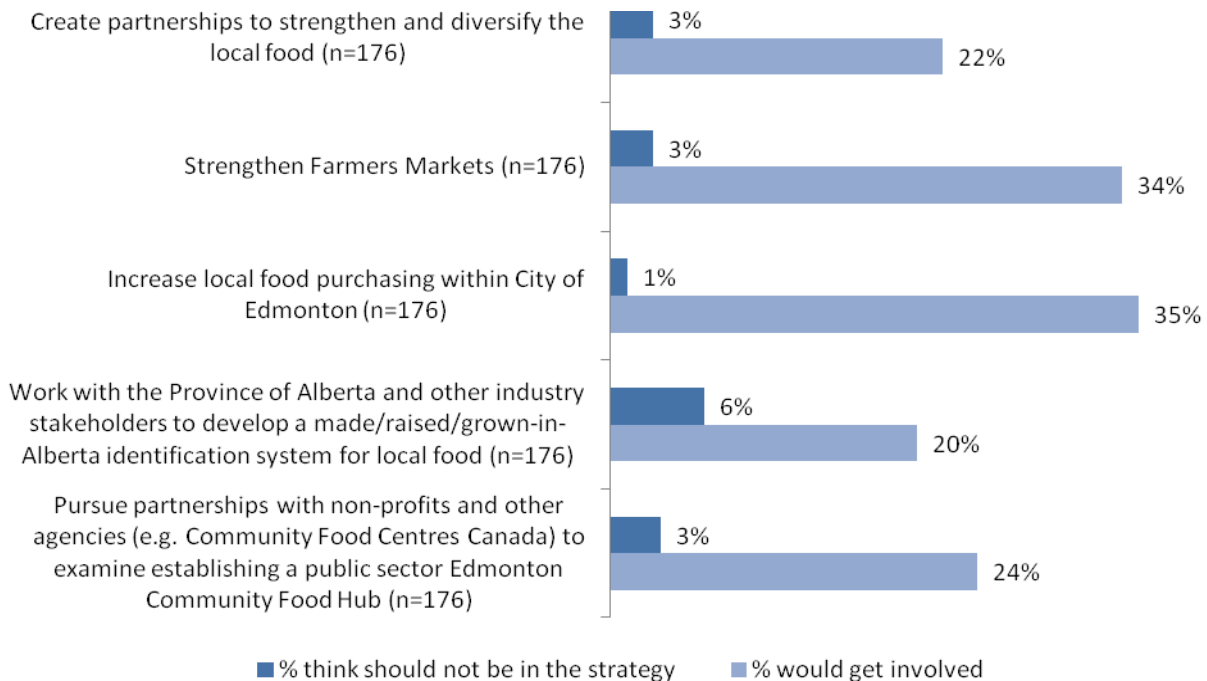


**Figure 12: Strategic Direction 4: Develop local food infrastructure capacity**



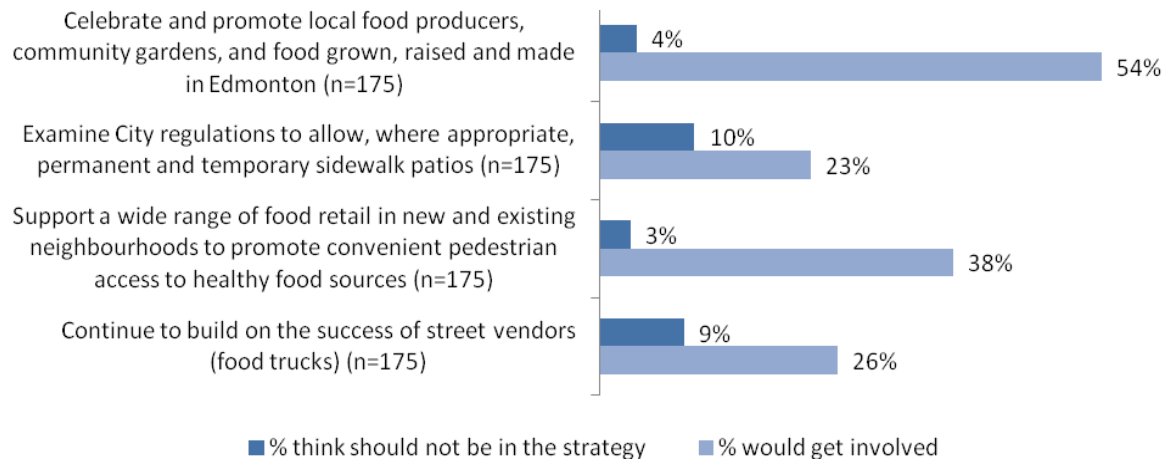
Strengthening Farmers Markets and increasing local food purchasing within the City of Edmonton were the two recommendations within strategic direction 5 that would capture the greatest amount of participation among survey respondents. Working with the Province of Alberta and other industry stakeholders to develop an identification system for local food was the least popular recommendation, with 6% of participants deeming it should be excluded from the strategy and only 20% indicating they would get actively involved.

**Figure 13: Strategic Direction 5: Grow local food supply and demand**



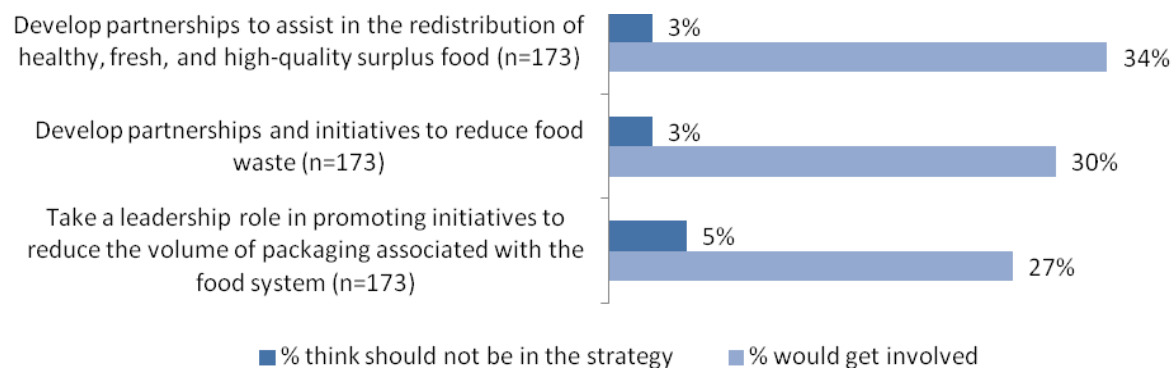
More than half (54%) of the respondents would actively get involved with the celebration and promotion of local food producers, community gardens, and food grown, raised, and made in Edmonton. More than a third (38%) would actively support a wide range of retail in new and existing neighbourhoods to promote convenient pedestrian access to healthy food resources. About 10% of the participants think that the recommendations to examine city regulations regarding temporary sidewalk patios and to continue to build on the success of street vendors should be removed from the strategy.

**Figure 14: Strategic Direction 6: Enliven the public realm through a diversity of food activities**



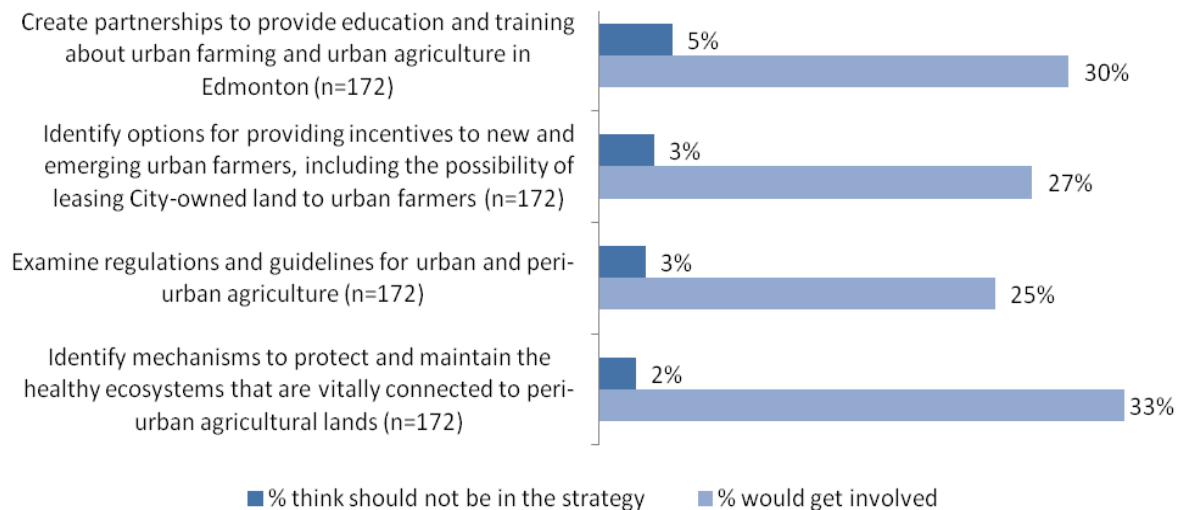
About a third of the survey participants would actively get involved with at least one of the three recommendations listed in strategic direction 7: developing partnerships to assist in the redistribution of surplus food, developing partnerships and initiatives to reduce food waste, and promoting initiatives to reduce the volume of packaging. The level of rejection of each of these three recommendations was quite low, with at most 5% of the respondents thinking they should not be in the strategy.

**Figure 15: Strategic Direction 7: Treat food waste as a resource**



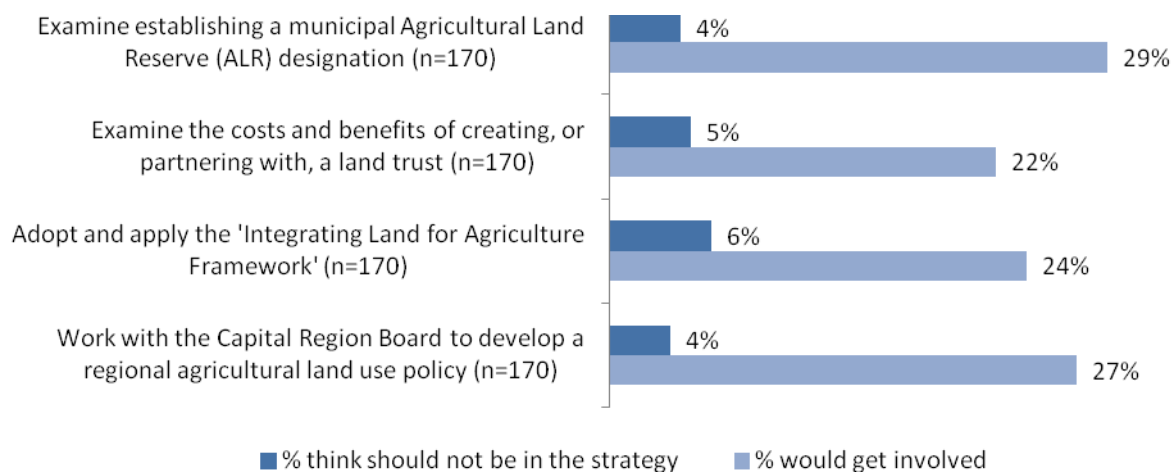
Respondents selected the recommendations to identify mechanisms to protect and maintain the ecosystems connected to peri-urban agricultural lands, and to create partnerships to provide education and training about urban farming and agriculture, when asked if they would get actively involved with the recommendations in strategic direction 8.

**Figure 16: Strategic Direction 8: Support urban farmers and ecological approaches to farming**



The recommendations listed in strategic direction 9 were similarly evaluated by survey participants, with examining the establishment of a municipal Agricultural Land Reserve (ALR) designation and working with the Capital Region Board to develop a regional agricultural land use policy on the top of the list in terms of potential involvement. About 5% of the respondents believed at least one of these recommendations should not be included in the strategy.

**Figure 17: Strategic Direction 9: Integrate land use for agriculture**



Participants were given the opportunity to provide additional open-ended feedback about the proposed draft of fresh. Respondents' comments underwent content analysis and were coded according to theme. The preservation of prime urban agricultural land was by far the most cited topic, followed by the draft report "lacking teeth", followed next by an array of positive feedback and accolades. See Figure 18 for a complete thematic breakdown.

**Figure 18: Additional Comments**

Category of Comment	# of Responses	Exemplary Comments
Preserve Agricultural Land	65	<ul style="list-style-type: none"> <li>A good idea, but the apparent failure to recommend integration of large areas of agricultural land in the northeast is a major omission. The biggest contribution towards a fresh and resilient food supply would be to have a city with a stable population size, i.e. put a cap on growth.</li> <li>I would like to understand why the protection of peri-urban farmland is not a higher priority in this report, and whether that was the will of the Committee, or had to do with the watering down of its recommendations once they were made.</li> </ul>
Make More Concrete, Actionable, Binding	39	<ul style="list-style-type: none"> <li>I am very frustrated that the result of all of this effort seems to be to refer back to Council for more "examination" and "potential implementation" and "study" rather than making concrete recommendations...</li> <li>I think the draft document is rather weak in framing the issue and its importance. It reads like "these would be nice things to do because people are starting to ask for local food" rather than "This is a critical element in having a sustainable city within which people can flourish in harmony with local ecosystems." And I strongly believe the latter is true. This isn't a "nice to have" question, it's a VITAL question.</li> </ul>
Positive Feedback	28	<ul style="list-style-type: none"> <li>Because of who we are as a young family, we can't be incredibly involved in the development and application of this strategy, but we wholeheartedly support these directions and would be active consumers in a more vibrant local food economy.</li> <li>I appreciate all the work that went into this document, and the challenge of negotiating with such a diverse group of stakeholders.</li> </ul>
Excludes Certain Interests	21	<ul style="list-style-type: none"> <li>No engagement with agriculture associations or commodity groups - local food is more than farmers markets and urban agriculture. It could be a systemic program that integrates and coordinates with the</li> </ul>

		<p>agriculture community around Edmonton. Why have we ignored the agriculture sector as a whole???</p> <ul style="list-style-type: none"> <li>I think it is a huge step in the right direction for Edmonton becoming more sustainable. However, I think there should be a little more emphasis on making sure local food is available and affordable for the underprivileged in our city.</li> </ul>
More Due Diligence, Transparency	19	<ul style="list-style-type: none"> <li>Why has there been so little transparency and public involvement throughout the process? The citizen panels were a good source of information, but I question relying on survey data that was obtained through voluntary sampling. ... It seems the entire process is being rushed through so the land planning policy can be passed quickly. We need to spend more time on this important strategy document, providing more opportunities for public involvement and input. People are ready and excited for new opportunities to grow and enjoy food in our city and we need to carefully consider the way best forward and what specific items we should focus on, as budget constraints remain an issue.</li> </ul>
Sustainability	16	<ul style="list-style-type: none"> <li>Establishing a safe, secure, sustainable food supply is THE most important thing City Council can do for the people in Edmonton.</li> <li>It is important to recognize the emerging interest and opportunities in the local food sector and the potential value it can bring to Edmonton. Producing more of our food closer to home has current and future benefits, including: a multiplier effect on local economic development; agri-tourism opportunities in the food sector; the health-related benefits and cost savings of fresher food; the environmental benefits of ecosystem goods and services; and the potential to reduce emissions from less transportation and packaging.</li> </ul>
Adjust/Clarify Terms and Definitions	13	<ul style="list-style-type: none"> <li>Confusion between local food production and urban agriculture (e.g. used interchangeably in bullet 2 on page 9).</li> <li>By restricting the scope of "urban agriculture" to micro scale activities, the report has done a disservice to the citizens of the city.</li> <li>Figure 1 is not accurate or consistent with Provincial definition of Local or what was generally accepted within the Strategy document.</li> </ul>
Utilize Existing Policies/Structures	6	<ul style="list-style-type: none"> <li>My concern is that there is too much time, money and emphasis on this whole issue when the City has already strategized and set some policies years ago.</li> </ul>

This process seems to be ignoring those made years ago by our then elected individuals.

Other

22

- Good work; however, there are MANY existing groups that are already doing a lot of work who should be acknowledged and the city should be working with them. Don't re-create the wheel!
- Your Strategy mentions encouraging back-yard gardens. I strongly urge you to encourage front-yard vegetable gardens as well. There may be many private properties in Edmonton where the best light and warmth for growing vegetables lie in their front yard, rather than a shady and cool backyard. They should not be prohibited from growing food because of this.
- The creation of a Food Council is a must, and I would like to see movement on urban beekeeping in the city of Edmonton. I think it should be legal.
- Spelling error first sentence page 9, re-write the last sentence of page 66, it's hokey.

# Appendix

## Postal code areas

Postal code area	(n=205)
Edmonton - West Clareview / East Londonderry	1%
Edmonton - East North Central / West Beverly	0%
Edmonton - Central Londonderry	0%
Edmonton - North Central / Queen Mary Park / Yxd	1%
Edmonton - North And Eastdowntown Fringe	5%
Edmonton - North Downtown	1%
Edmonton - South Downtown / South Downtown Fringe	4%
Edmonton - North Westmount / West Calder / Eastmistatim	1%
Edmonton - South Westmount /Groat Estate / Eastnorthwest Industrial	2%
Edmonton - Glenora / Swdowntown Fringe	1%
Edmonton - North Jasper Place	2%
Edmonton - Central Jasper Place /Buena Vista	4%
Edmonton - West Jasper Place /West Edmonton Mall	0%
Edmonton - Central Beverly	4%
Edmonton - Landbank / Oliver / East Lake District	2%
Edmonton - West Lake District	1%
Edmonton - North Capilano	1%
Edmonton - Se Capilano / Westsoutheast Industrial / East Bonnie Doon	2%
Edmonton - Central Bonnie Doon	8%
Edmonton - South Bonnie Doon / East University	9%
Edmonton - West University /Strathcona Place	7%
Edmonton - Southgate / Northriverbend	3%
Edmonton - Kaskitayo	3%
Edmonton - West Mill Woods	0%
Edmonton - East Mill Woods	1%
Edmonton - Southwest	1%
Edmonton - Riverbend	1%
Edmonton - Meadows	0%
Edmonton - West Castledowns	0%
Edmonton - Heritage Valley	0%
Beaumont	1%
Spruce Grove - North	0%
Stony Plain	0%
Sherwood Park - West	0%
Sherwood Park - Northwest	0%
Fort Saskatchewan	1%
St. Albert	1%
Morinville	0%
Missing	24%

## Why do you think it should not be in the strategy?

Figure 20: Strategic Direction 1 Comments

Strategic Direction 1: Establish the Edmonton Food Council (EFC)

Recommendation	# of Responses	Should not be in the strategy because:
<b>Establish the Edmonton Food Council (EFC)</b>	24	<ul style="list-style-type: none"> <li>• There's no need to add another level of bureaucracy to the process. A council will mean many meetings, and little action. Just make decisions! (5)</li> <li>• Because I don't trust that this council would be forward thinking enough. I am VERY disappointed in the consultants' recommendations, and believe the city staff currently employed to be completely ill prepared to spearhead this work. NOT one city employee has proved herself to be knowledgeable or even keen on this.</li> <li>• City council and existing city staff must take on this role, by shifting priorities and making food security the over-riding consideration in every decision-making process. For example, no city resources or taxpayer dollars should be dedicated to in any way to the PRIVATE BUSINESS of professional sport until and unless every citizen in the city has been successfully trained and provided with the resources to create food security for themselves.</li> <li>• Don't clearly understand it's mandate - concerned with the balance of input into it's activities (i.e. urban vs truly agricultural)</li> <li>• EFC must be effective and unbiased. Their non-self-interested recommendations should be unchallenged.</li> <li>• Establishing a Council may be useful to work out the details. Establishing a council before the fundamental yes/no of urban agriculture has been decided is inappropriate and may serve as a diversion. Many cities have demonstrated the benefits of integrated urban agriculture and food production. The first step is for city council to definitively decide YES. The second step is to preserve the NE landbase as a resource which will be allocated as the details are worked out.</li> <li>• Needs to be in the Strategy..this group will hopefully guide the development of a longer term strategy (6)</li> <li>• proper representation to issues</li> <li>• the EFC needs to have the right people involved...people who are already doing programs in Edmonton</li> <li>• The strategy should not be considered complete until</li> </ul>



there is a Terms of Reference including governance, reporting relationships, committee selection process, and mandate which should include reviewing development proposals for Urban Growth Areas.

- This is a rezoning issue. How does a food council affect an outcome in favour of local food producers?
- Waste of time and resources. Not a City issue
- We need champions on council to push this issue forward not another advisory body with no teeth
- WE should be able to grow our own food. support our local growers, support ourselves. This will provide jobs and keep the money in edmonton
- what is the outcome of this?
- Needs to be in the Strategy..this group will hopefully guide the development of a longer term strategy (6)
- Council is a lower priority than protective zoning of agricultural land within city boundaries, and the Council can be run for now with volunteers.
- limited till it's mandate and purpose are clearly evaluated as essential
- NO EXTRA RESOURCES EXISTS. SEE ABOVE.
- rather spend \$ on food/land protection
- The EFC isn't a bad idea but shouldn't require tax payer dollars to keep it operational.
- This should move through all departments perhaps in consultation with the EFC. It should not be a small centre with a different set of values than other city departments. They would end up working in opposition.
- unsustainable at present
- Waste of time and resources. Not a City issue
- What is the outcome of this?
- It will need a budget and a staff..unrealistic to expect volunteers to do it all. (7)

**Provide supporting resources to the EFC (budget, staff)** 17

**Figure 21: Strategic Direction 2 Comments**

Strategic Direction 2: Provide Food and Skill Education and Information

Recommendation	# of Responses	Should not be in the strategy because:
<b>Work with EFC and various partners to</b>	13	<ul style="list-style-type: none"> <li>• As mentioned previously, the time for councils is over. It's time to start making actual decisions instead of just debating them endlessly.</li> </ul>

**provide multiple learning opportunities on key food and urban agriculture topics and initiatives**

- city could provide some funding and direction to private and non-profit sector
- Look, the city talks about urban agriculture, but does virtually nothing when it comes to stopping urban sprawl in prime agricultural land. Everyone knows the city isn't going to turn its back on the developers who have bought up land in the NE of the city.
- not specific, not binding
- Once the movement starts people will come. Money can be spent elsewhere for better results. Stop focusing on paper work and start doing.
- Public needs to learn about food waste and energy loss due to transportation
- This is already being done through various groups and, in many ways, is just a make work project. Why redo something that already exists? This is just like so many government strategies - redo something that has already been done.
- too much urban slant - not enough truly long-term agricultural vision in respect of the true quality of soil involved

**Work with partners to enhance existing capacity for information sharing among organizations, businesses, agencies and institutions involved in urban agriculture**

14

- Waste of time and resources. Not a City issue
- This will educate the public. (4)
- Already being done, whether allowed or not. Already inside information being released (2)
- exclude corp. giants
- Key word is "enhance". Information sharing is already being done through many portals - mostly by volunteer and horticultural groups. If this is NOT a repeat but indeed an "enhancement" then you have my support.
- not specific, not binding
- ok but don't lose long-term agricultural respect for the natural wealth of these productive soils
- Spend the money on land and food growing. We don't need more paper pushers.
- This just seems like lip service to REAL, aggressive change.
- This seems like a big black hole for resources. Better ways to spend \$\$ & time. (2)
- This will educate the public and help keep the program going. (3)

**Single portal for a wide range of food and urban agriculture information and education**

13

- ? what does this mean?
- can/is being done by private sector, non profits and volunteers
- More control and direction. concentrated effort.
- need to understand this more
- Not best use of City's time. Plus some people need different

		opportunities to learn
		<ul style="list-style-type: none"> <li>• not specific, not binding</li> <li>• This is a bureaucratic thing and city council can answer that</li> <li>• Too much information and difficult to keep current</li> <li>• Waste of time and resources. Not a City issue</li> <li>• We need serious action, not more and more layers of 'fluff' type initiatives that don't deal with, and act on the real underlying issues.</li> <li>• With a single portal of information, there is a threat of monopolized perspectives and a lack of broad opinions and concepts being represented.</li> <li>• Yes, needed. There are still too many organizations not in touch with one another.</li> </ul>
<b>Assess and Map Food Assets</b>	12	<ul style="list-style-type: none"> <li>• Already have. Does it need updating ?</li> <li>• Focus on creating more, cause we know we don't have enough. Stop putting all our eggs in one basket like XL foods.</li> <li>• Make information known</li> <li>• not specific, not binding</li> <li>• this was not done properly in the report and it is dishonest to say that it was - the failure to include the lands in the northeast as a prime asset is a glaring error and should be corrected before a strategy is developed.</li> <li>• Waste of time and resources. Not a City issue</li> <li>• This information should be foundational to devising a strategy and the strategy should not be considered complete without it. (5)</li> </ul>
<b>Support mentorship and training for urban agriculture</b>	12	<ul style="list-style-type: none"> <li>• How? By putting money into paperwork or by buying land and employing people to grow food?</li> <li>• More important is guaranteed security of tenure. If I become an urban farmer will my land be sold to the highest bidder?</li> <li>• not specific, not binding</li> <li>• Ongoing through many organizations</li> <li>• Sounds like free farmhands for farmers to capitalize off of</li> <li>• Waste of time and resources. Not a City issue (3)</li> <li>• if you did training you would know that it is important to use good land; like that in the NE (3)</li> </ul>

**Figure 22: Strategic Direction 3 Comments**

Strategic Direction 3: Expand Urban Agriculture

Recommendation	# of Responses	Should not be in the strategy because:
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<p><b>Develop an urban agriculture information program (for schools, universities, chef, and not for profits)</b></p>	<p>12</p>	<ul style="list-style-type: none"> <li>• Develop and urban agriculture program from elementary to high school where kids learn hands on growing skills, not an information program which is just more paper.</li> <li>• and for residents of sprawling subberbia</li> <li>• Encourage private/ngo sector to do.</li> <li>• for profits should be included. I am technically for profit, even though I don't make much, and could contribute to and gain a lot from an urban agriculture information program.</li> <li>• Main priority should be supporting existing farmers</li> <li>• Not until there is something to really educate about. We don't need false, really put people to sleep kinds of education. Unless the city is willing to really act progressively, and aggressively, we shouldn't be affirming an "all talk, little action" program. It only teaches people about speaking out of both sides of your mouth.</li> <li>• Waste of time and resources. Not a City issue</li> <li>• Again..these are all part of a long term strategy if we are to have a real local food strateby (4)</li> </ul>
<p><b>Identify urban agriculture opportunities in existing and developing neighbourhoods</b></p>	<p>5</p>	<ul style="list-style-type: none"> <li>• I'm sure there is an existing bureaucrat somewhere who isn't too busy to do this, don't create another fancy pamphlet that never gets read</li> <li>• Waste of time and resources. Not a City issue</li> <li>• We already know it is NE Edmonton that is schuled to become condos</li> <li>• must do this one (2)</li> </ul>
<p><b>Develop partnerships to support innovation in urban agriculture</b></p>	<p>5</p>	<ul style="list-style-type: none"> <li>• Let free enterprise work on this</li> <li>• not global corps.</li> <li>• Priority must be on existing urban agriculture. Preserve and enhance that first</li> <li>• Waste of time and resources. Not a City issue</li> <li>• YES, would be great for Edmontonians</li> </ul>
<p><b>Support for-profit urban agriculture activities</b></p>	<p>8</p>	<ul style="list-style-type: none"> <li>• Depends on the profit amount should be equable.</li> <li>• Ensure (by subsidies and land preservation) existng farm land</li> <li>• not sure what this entails</li> <li>• Only if they can do real work.</li> <li>• Should focus on providing information and , not direct support for for-profit activiti</li> <li>• Waste of time and resources. Not a City issue</li> <li>• what does this mean? putting farmers in touch with markets is one thing but enco</li> <li>• more cargils, XL processing plants is not on.</li> </ul>

<p><b>Examine opportunities for citizens to keep bees and raise hens</b></p>	<p>17</p>	<ul style="list-style-type: none"> <li>• YES, already happening in the NE</li> <li>• biosecurity cannot be properly managed</li> <li>• birds must be kept clean, safely and humanely</li> <li>• For nearly two years, a pilot project proposed by River City Chickens has been sitting before city officials, a project that could answer key questions. Why not just initiate the project, rather than getting involved in yet another lengthy and bureaucratic exercise? (3)</li> <li>• I don't want chickens in my neighbors back yards, they stink and they are noisy. Keep animals on farms. Bees are OK. (3)</li> <li>• Needs active discussion re bylaw changes</li> <li>• This should have been dealt with already in this first proposal. Calgary, for god's sake, has changed their bylaws, to say nothing about all 5 boroughs of NYC, Chicago, San Francisco, Vancouver (has 5 hives on the rooftop of their convention centre), Toronto, Montreal, London, Paris. Yet, Edmonton is still proposing to only 'examine opportunities'..... Bees and hens need to be dealt with now.</li> <li>• Waste of time and resources. Not a City issue</li> <li>• We can also raise domestic rabbits (for meat) in the city.</li> <li>• THE UNITED NATIONS HAS ALREADY DECLARED FOOD SECURITY, INCLUDING THE KEEPING OF BEES AND CHICKENS FOR PERSONAL FOOD PRODUCTION, A BASIC HUMAN RIGHT. NO FURTHER DISCUSSION REQUIRED.</li> <li>• This is a good idea. (4)</li> </ul>
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**Figure 23: Strategic Direction 4 Comments**

Strategic Direction 4: Develop Local Food Infrastructure Capacity		
Recommendation	# of Responses	Should not be in the strategy because:
<p><b>Assist in creating appropriate spaces and opportunities for local food businesses to operate and expand</b></p>	<p>11</p>	<ul style="list-style-type: none"> <li>• businesses are good at seeing income opportunities for themselves.</li> <li>• Depends on the cost.</li> <li>• Let free enterprise work</li> <li>• No. This band aid type stuff. Big deal that Culina is getting some greens from the greenhouses adjacent to the Muttart. This is not the priority, nor the REAL kinds of things the city needs to deal with, and be bold about.</li> <li>• provide subsidies and land preservation guarantees</li> <li>• TOO VAGUE</li> <li>• we are not all realtors</li> </ul>

<p><b>Pursue partnerships with private business and other economic agencies and examine establishing a commercial/private sector Agri-Food Hub</b></p>	15	<ul style="list-style-type: none"> <li>• Part of overall health of the city. (4)</li> <li>• Again, conventional distractions and conventional speak, rather than really tackling the serious obstacles to food security for our city.</li> <li>• cant guarantee they are local</li> <li>• does the city need to create partnerships with private business or just allow it to happen?</li> <li>• Earths General Store complains that ORGANIC food is not available locally</li> <li>• Edmonton already has all these bases covered - it is silly to waste time reinventing the wheel so that we can have "The Stop" in Edmonton. Plus, this stupid city is way to sprawling to make one "Agri-Food Hub" feasible.</li> <li>• Let free enterprise work</li> <li>• Not sure how much i like an opportunity for private enterprise to influence agricultural endeavors in our city</li> <li>• not sure what this means</li> <li>• Only if it makes economic sense.</li> <li>• Support private/ngo to do</li> <li>• takes away from the community</li> <li>• The economic benefits of local food is one of the additional reasons it is so important</li> <li>• Too profit-focused.</li> <li>• TOO VAGUE</li> <li>• Yes</li> </ul>
<p><b>Assist in improving neighbourhood-scale food infrastructure</b></p>	9	<ul style="list-style-type: none"> <li>• Does this including growing, or just processing and sales? I would get involved if it included growing infrastructure.</li> <li>• farmers will,do it</li> <li>• this focus is too limited</li> <li>• This is less important, but still can play a role</li> <li>• TOO VAGUE</li> <li>• Waste of time and resources. Not a City issue</li> <li>• This would promote community (3)</li> </ul>

**Figure 24: Strategic Direction 5 Comments**

Strategic Direction 5: Grow Local Food Supply and Demand

Recommendation	# of Responses	Should not be in the strategy because:
<p><b>Create partnerships to</b></p>	7	<ul style="list-style-type: none"> <li>• HOW?</li> <li>• Pretty vague as to what is to be done here. Buying</li> </ul>

**strengthen and  
diversify the local  
food**

partnerships? producing partnerships? marketing? Same question is for all your partnership recommendations.

- There is plenty of diversity in local farming.
- WE need variety.
- work with organic growers
- This is important as well (2)
- healthy already - keep it local
- HOW?

**Strengthen  
Farmers Markets**

10

- Low rental costs and greater public access
- Must be careful to support all food biz, not just one type.
- Only if it makes economic sense.
- to support fresh local food ,much healthier also brings community together (5)

**Increase local food  
purchasing within  
City of Edmonton**

7

- Another way to support local food and the local economy (7)

**Work with the  
Province of Alberta  
and other industry  
stakeholders to  
develop a  
made/raised/grow  
n-in-Alberta  
identification  
system for local  
food**

14

- "ALBERTA" -TOO BROAD. FOCUS ON MAKING INDIVIDUAL COMMUNITIES/NEIGHBOURHOODS FOOD SECURE.
- "Local-ize" is a project that is already doing this - involving the province would simply complicate a process that is already underway and in better, less bureaucratic hands than the Province's.
- Also, we need to identify local organic food as organic farming practices are sustainable for the soil, water and crops.
- Create local markets
- I worry that this could further increase the costs of local food, making it more inaccessible to lower income groups. Although this may provide economic benefit to farmers, a priority should be focussing on accessibility.
- more strength in numbers
- Such a strategy puts the local food movement at risk of being hijacked by Alberta Beef and the likes, which are large industries and not local, e.g. where did the local abattoirs and meat markets go?
- taxpayers pay all the \$ when Regional farmers have more to offer, this should be a equal investment to all parties
- The only reason I say this shouldn't be in the strategy is that I would prefer to see Alberta adopt a more nationally or internationally-recognized system of identifying local food, if such a system exists. Otherwise, I am in full support of this item's inclusion! We desperately need to point out local food where we can.
- This is already in play by AAFRD

<p><b>Pursue partnerships with non-profits and other agencies (e.g. Community Food Centres Canada) to examine establishing a public sector Edmonton Community Food Hub</b></p>	8	<ul style="list-style-type: none"> <li>• waste of money</li> <li>• very much needed (3)</li> <li>• Cart before horse</li> <li>• MORE BUREAUCRATIC BULLSHIT -THERE'S NO TIME!</li> <li>• Please do not waste everyone's time and energy to create "The Stop" in Edmonton when there are already thriving non-profit organizations addressing the programming offered by CFCC. Also, see about arresting urban sprawl before proposing that an Edmonton Community Food Hub would work.</li> <li>• We already have amazing, existing and established non-profit groups working in this area why would we puruse new partnerships with other non-profits? Strengthen existing groups! (2)</li> <li>• Yes (2)</li> </ul>
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**Figure 25: Strategic Direction 6 Comments**

Strategic Direction 6: Enliven the Public Realm Through a Diversity of Food Activities

Recommendation	# of Responses	Should not be in the strategy because:
<p><b>Celebrate and promote local food producers, community gardens, and food grown, raised and made in Edmonton</b></p>	13	<ul style="list-style-type: none"> <li>• Dont promote local producers, we dont promote any other businesses at this level- the rest yes</li> <li>• Finincial help and protection from developers</li> <li>• I don't think it is the job of the Food Council to promote - let the vendors promote</li> <li>• I think much of this will happen naturally as the other priorities are established. It doesn't need direct attention.</li> <li>• this whole 'strategic direction' seems muddy and takes away from strategy. should be about preserving and designing the urban/rural fringe</li> <li>• Waste of time and resources. Not a City issue</li> <li>• WE ALL CELEBRATE FAR TOO MUCH. WE NEED TO APPROACH THIS TOPIC REALISTICALLY AND WITH HUMILITY OR THIS CITY WILL BE UNIHABITABLE WITHIN A COUPLE OF DECADES. SOBER UP.</li> </ul>
<p><b>Examine City regulations to allow, where appropriate,</b></p>	18	<ul style="list-style-type: none"> <li>• all of these are good (6)</li> <li>• Commercial business venture</li> <li>• Isn't someone in the City already doing this? (2)</li> <li>• not against this, just don't see how it fits under the category of food &amp; urban ag strategy (9)</li> </ul>



<b>permanent and temporary sidewalk patios</b>		<ul style="list-style-type: none"> <li>• Patios are not about local food; AGLC etc</li> <li>• there are other options for space to promote</li> <li>• This has little to do with food and lots to do with bars making money</li> <li>• This is a lower priority in my opinion.</li> <li>• What is the rationale?</li> <li>• Yes</li> </ul>
<b>Support a wide range of food retail in new and existing neighbourhoods to promote convenient pedestrian access to healthy food sources</b>	7	<ul style="list-style-type: none"> <li>• No civic barriers, private sector</li> <li>• Commercial business venture</li> <li>• HOW? NOT BINDING! (2)</li> <li>• support small places over big stores</li> <li>• Convenient pedestrian access is a key phrase here, currently not present in the city excluding Whyte and Jasper Avenues. (2)</li> </ul>
<b>Continue to build on the success of street vendors (food trucks)</b>	16	<ul style="list-style-type: none"> <li>• Again, I don't see it as central go my concerns.</li> <li>• Already in hand in the City administration</li> <li>• Commercial business venture</li> <li>• fast food nutritional issues/fats</li> <li>• Not only kind of food biz: fairness, optics</li> <li>• sell locally produced foods?</li> <li>• SERIOUSLY?!?!?!?!?</li> <li>• This should be a private-enterprise initiative. (3)</li> <li>• Though street vendors are a valuable asset to the city, I do not think this fits into the rest of the scheme of the food and agriculture strategy. Plus it is a very vague strategic direction. (4)</li> <li>• Waste of time and resources. Not a City issue</li> <li>• We can only have so many food trucks as most of the city is not pedestrian friendly. (Walking 20 blocks or more to get food and dragging groceries home is impractical even in summer). However, this is a very good start to redesigning/rethinking the way our city works . I think you have overestimated pedestrian usage, pedestrians are only concentrated in a few small sections of the city comparatively.</li> </ul>

**Figure 26: Strategic Direction 7 Comments**

Strategic Direction 7: Treat Food Waste as a Resource

Recommendation	# of Responses	Should not be in the strategy because:
<b>Develop partnerships to assist in the redistribution of healthy, fresh, and high-quality surplus food</b>	8	<ul style="list-style-type: none"> <li>• "DEVELOP PARTNERSHIPS" = bureaucratic BULLSHIT</li> <li>• Business will develop if there is a way to make money, let it happen without gov't intervention</li> <li>• Can encourage but it is up to the private sector/ngo.</li> <li>• make food bank healthy instead of canned or processed garbage</li> <li>• there is alot of waste with apples especially</li> <li>• what do you mean by "redistribution"?</li> <li>• Yes</li> </ul>
<b>Develop partnerships and initiatives to reduce food waste</b>	10	<ul style="list-style-type: none"> <li>• Already have non-profit in Edmonton that does this effectively [i.e. the Edmonton Gleaners Association a.k.a. Edmonton's Food Bank]! (2)</li> <li>• bureaucratic BULLSHIT</li> <li>• Let business do it</li> <li>• separate issue - food waste in general</li> <li>• This means taking on the big boys like safeway and restaurants</li> <li>• good idea ,much produce is thrown out (4)</li> </ul>
<b>Take a leadership role in promoting initiatives to reduce the volume of packaging associated with the food system</b>	11	<ul style="list-style-type: none"> <li>• "Take a leadership role" = bureaucratic BULLSHIT</li> <li>• already done</li> <li>• and better labelling systems</li> <li>• Germany has done it quite a while back.</li> <li>• Maybe, but it seems too broad a mandate.</li> <li>• This needs to be done, but doesn't have a lot to do with local food issues</li> <li>• Waste of time and resources. Not a City issue</li> <li>• As part of the city's award winning waste mngmnt (3)</li> </ul>

**Figure 27: Strategic Direction 8 Comments**

Strategic Direction 8: Support Urban Farmers and Ecological Approaches to Farming

Recommendation	# of Responses	Should not be in the strategy because:
<b>Create partnerships to provide</b>	10	<ul style="list-style-type: none"> <li>• City to support and encourage not lead</li> <li>• Earth Gen Store has many programs in this area</li> <li>• encourage permaculture in school yards</li> </ul>

**education and training about urban farming and urban agriculture in Edmonton**

- If the industry grows the universities will provide the education and training
- Possibly by promoting farmer field school or partnering with U of A, NAIT or parkland conservation farm
- provide info, but edu & training should come from private/non-profit sector
- too urban - why not support true agriculture and integrate into urban
- Waste of time and resources. Not a City issue
- Yes

**Identify options for providing incentives to new and emerging urban famers, including the possibility of leasing City-owned land to urban famers** 10

- better map coverage and information regarding the extent of urban agriculture and availability of land for such purposes
- But existing land must be saved
- Dr's have to invest in their practice, farmers should too
- Focus on good laws that encourage local growing. Stop the handouts and subsidies. Focus on small neighborhood projects like free seeds for back yard gardens.
- need more growing opportunities
- Not in favour of incentives at this stage.
- Waste of time and resources. Not a City issue
- will cut the throats of existing farmers
- Yes (2)

**Examine regulations and guidelines for urban and peri-urban agriculture** 6

- I don't think we need more examination and potential limitation of farming activity - make it easier for them, not harder.
- Often old laws are no longer relevant
- Waste of time and resources. Not a City issue
- What does peri=urban mean?
- Yes (2)

**Identify mechanisms to protect and maintain the healthy ecosystems that are vitally connected to peri-urban agricultural lands** 7

- permaculture, small diversified
- that includes protection of wilderness areas in the city, wildlife corridors, and so forth
- That means more natural and less developed land
- there should already be an emphasis on ecosystems
- Waste of time and resources. Not a City issue
- Yes (2)

**Figure 28: Strategic Direction 9 Comments**

Strategic Direction 9: Integrate Land Use for Agriculture		
Recommendation	# of Responses	Should not be in the strategy because:
<p><b>Examine establishing a municipal Agricultural Land Reserve (ALR) designation</b></p>	14	<ul style="list-style-type: none"> <li>• Along side the ecological community?</li> <li>• Only if land owners consent to this.</li> <li>• Statement is way too weak. Should simply say "Establish a municipal Agricultural Land Reserve." This entire strategic direction is weak. As it stands, all of the recommendations for this strategic direction could be followed through, yet no agricultural land ends up being protected. It's a complete dismissal of public input, in which one of the top 2-3 themes was to preserve agricultural land. (3)</li> <li>• the criteria for inclusion in an ALR is too weak - if the landowner wants? or if province or land trust. again lacks strengths. the city can lead and should lead for food-ag priority ALR areas. the city led across manning freeway and planned and industrial area, so the city can lead here. its not about land ownership it about city's future priorities and ensuring its plans for a balanced healthy city</li> <li>• This will only be worthwhile if the land still proves to be in good condition in the future. I would suggest, at the very least, also making a municipal (and possibly mutiple provincial) Organic ALR designation(s).</li> <li>• those who want this should have done so before selling off to developers</li> <li>• Waste of time and resources. Not a City issue</li> <li>• This is vital, I think that not establishing protected lands for agricultural development in the future would be a true loss (5)</li> </ul>
<p><b>Examine the costs and benefits of creating, or partnering with, a land trust</b></p>	11	<ul style="list-style-type: none"> <li>• Already created, same farmer who sold was on the board of creating (Edmonton Legacy Lands)</li> <li>• I believe this should be in the strategy, but I need to point out we already HAVE a land trust: the Edmonton and Area Land Trust, which the City helped to found!</li> <li>• The land trust should be completely voluntary.</li> <li>• The Strategy explains this recommendation as looking at a land trust, Transfer of Dev Credits, and/or community investment. I urge the inclusion of TDCs (not just LT, as in this statement) because this mechanism is much more flexible and useful from the information I have learned from the Miistakis Institute, a consulting company on land</li> </ul>

<b>Adopt and apply the “Integrating Land for Agriculture Framework”</b>	14	<p>use.</p> <ul style="list-style-type: none"> <li>• Waste of time and resources. Not a City issue</li> <li>• If we are to find ways and means of saving the land , this will be one of them (6)</li> <li>• Again, way too weak. Needs to say, "Preserve a portion of prime agricultural land for future use and directions, using the 'Integrating Land for Agricultural Framework' as a guideline."</li> <li>• Appears to be a tool for council to deal with land issues on a case by case basis rather than on a collective basis, which doesn't prioritize the issue as it should be.</li> <li>• Don't know what this means.</li> <li>• needs more detail - who makes final decision on degree of integration (ie. the city or the developer)</li> <li>• the framework is too weak to be useful. this food and ag strategy needs to set forth principles that will guide future zoning that prioritizes the best soil lands to be kept for ag in perpetuity. this framework does not do that.</li> <li>• This is watered down and inadequate. Protecting agricultural land needs to happen. This is wishy washy and buys into land speculators cash grab rather than the needs of future citizens of Edmonton.</li> <li>• This strategy would only be helpful as a secondary strategy to a specific land agricultural land preservation recommendation.</li> </ul>
<b>Work with the Capital Region Board to develop a regional agricultural land use policy</b>	9	<ul style="list-style-type: none"> <li>• Waste of time and resources. Not a City issue</li> <li>• Sounds like legislated preservation and ergo, good policy</li> <li>• Exactly what should be in the strategy (5)</li> <li>• Again, I think this should proceed, but I wouldn't want to wait for that to make decisions about Edmonton's strategy. (2)</li> <li>• Important for Edmonton to set an example with its own land first and then work with the region...but not fair to ask to region to do something we are not willing to do.</li> <li>• There needs to be a deadline on it too.</li> <li>• Waste of time and resources. Not a City issue</li> <li>• Exactly what should be in the strategy (4)</li> </ul>

## Other specified comments

### How would you compare food and urban agriculture with other city priorities? (Other – specify)

- 3a is a nonsense question - what are the costs and benefits having the services with or without urban agriculture at all - to Edmontonians to developers and investors/speculators like Waltons say?
- a new arena
- Actually very difficult to rank one over the other as they are totally different issues - Soils and Food has been considered a long term issue - too many of the above are rated on a shorter term necessity
- Agricultural land cannot be replaced once it is exploited for other purposes. We need to do this immediately.
- All are important...is my hand more valuable or my foot...I need both!
- All the above are part of a civilised society, but if you can't eat well, none of the above even matter.
- Are we pitting one department against the other. I think this question is ridiculous!
- Bike lane development, Head Start Programs
- Clearly, food & food production is the highest priority. Without food, we have security we have nothing.
- Economic Development
- Expanding suburbs
- Food is life.
- FOOD SECURITY
- Food security
- Food should be integrated into many of the areas above--these categories are not mutually exclusive
- Growth into new areas
- Health and multiculturalism integration
- homeless shelters etc
- I feel this question is unfair. It seems to be pitting city departments against each other.
- Integrating food and urban agriculture into many of the above would be important--these are not mutually exclusive categories
- land use: reducing sprawl
- Mandatory High-Energy-Efficiency Building codes requiring best practices for cold-climate buildings
- Natural Areas
- Naturally, one would not say that henkeeping should take priority over essential city services, such as fire and rescue - to suggest so is preposterous. However, merely allowing citizens to keep backyard hens in reasonable number would not conflict with any of the priorities listed above - it would be low cost and easy to administer, as demonstrated by examples in municipalities that allow urban henkeeping.
- New hockey arena
- not sure of which way to take the question; my response of 4 means that I see food as a

higher priority than the item mentioned.

- planning new area structure plans
- reducing CO2 and energy waste
- setting land aside for more urban sprawl
- shelters for the homeless
- slightly confusing wording here. i took it mean that in the first instance food and ag was less of a priority than fire and rescue (not the other way around....) I don't iknow what this really gives you. City council should not be superficially weighing things in this way. It doesn't really make sense.
- the question is worded ambiguously... do you mean the various services are less/ more than priority, or that urban ag is more/ less the priority? I rated mine as if urban ag is more or equal a priority than the other listed amenities, and not the other way around.
- This is a bogus question - the issue of food security and supply is of a different order from basic urban services and the "nice to haves".
- this question is confusing. I have shown how I rank food strategy to the line item shown. I hope that is correct understanding of what the survey meant.
- this question is unclear, which is supposed to be more/less important?! ie If we lick "1" for fire and rescue does that mean f&s is less important the food and agriculture or the other way round?!
- This question is VERY unclear - what the priority SHOULD be? What it is at present? What?
- This seem like artificial choices
- This whole question is misleading in structuring the choice this way

**What is the highest level of formal education you have completed? (Other – specify)**

- 3 years of post-secondary; almost have my degree.
- Doctorate (PhD)
- graduate degree is in progress
- Partial degree
- PhD
- Post Graduate Diploma - above a BSC, below a Masters.

**Please indicate if you are affiliated with any of the following groups: (Other-specify)**

- ??my church??
- A business associated with community development
- a church
- a religious organization
- a vegan and vegetarian org
- An education society.
- church
- church
- church organization

- city of edmonton
- concerned citizenry (citizen not stakeholder)
- ENGO that promotes use and appreciation of native plants and natural areas
- farmer
- feminist organ.
- Food literature group
- former chair of Alberta Natural Health Agricultural Network
- I have farm land outside of Edmonton
- media
- Media-agricultural reporter
- Professional Association
- Public Interest Alberta
- Regional Agronomist
- Town of Beaumont
- U of A Pharmacy
- volunteer with the city of Edmonton waste management services
- Why do you need this? do I carry less weight if I am a developer and more if I am an advocacy person....Not a relevant question
- [www.thelocalgood.ca](http://www.thelocalgood.ca)



## Survey

### ***fresh*: Edmonton's Food and Urban Agriculture Strategy**

Edmonton's emerging local food sector is propelled by strong citizen participation, and therefore its citizens are uniquely placed to offer their insight. When we embarked upon the creation of a City Wide Food and Urban Agriculture Strategy, it was clear that a significant public consultation and dialogue would not only be part of the process, but a key consideration in the eventual findings and recommendations.

The Advisory Committee, with the support of the City of Edmonton, has worked very hard to create *fresh*: Edmonton's Food and Urban Agriculture Strategy. This draft Strategy provides an important opportunity to imagine how new approaches to food and urban agriculture can make Edmonton an even better place to live, work, play and invest. It is a new opportunity to consider how to make our city a more innovative and dynamic food and urban agriculture setting as we move into the future.

We are now looking to citizens to review the draft Strategy and again provide feedback to help us strengthen the Strategy as we move towards completion of the final draft and submission to City Council.

The Strategy includes nine Strategic Directions, outlined below. Each Strategic Direction comes with a set of Recommendations that suggest courses of action or activities that will help to achieve the Vision and Goals of the Strategy. These recommended actions would be lead by the City of Edmonton through the proposed Food Council, but the full scope of the strategy will require the participation of individuals, communities, partnerships and business. Please visit the project website at [www.edmonton.ca/foodandag](http://www.edmonton.ca/foodandag) for the complete Strategy and related materials prior to responding to the questions on this feedback form.

Strategic Directions:

Establish the Edmonton Food Council (EFC)

Provide Food Skill Education and Information

Expand Urban Agriculture

Develop Local Food Infrastructure Capacity

Grow Local Food Supply and Demand

Enliven the Public Realm through a Diversity of Food Activities

Treat Food Waste as a Resource

Support Urban Farmers and Ecological Approaches to Farming

Integrate Land for Agriculture

**1. Considering each strategic direction, please rank them in terms of your highest to lowest priority.**

Click on the recommendation to drag it to the priority box that better fits your opinion.

	1st	2nd	3rd	4th	5th	6th	7th	8th	Last
Establish the Edmonton Food Council (EFC)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provide Food Skill Education and Information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Expand Urban Agriculture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Develop Local Food Infrastructure Capacity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Grow Local Food Supply and Demand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enliven the Public Realm through a Diversity of Food Activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Treat Food Waste as a Resource	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Support Urban Farmers and Ecological Approaches to Farming	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Integrate Land for Agriculture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**2. Please explain your top priority.**

**3a. How would you compare food and urban agriculture with other city priorities?**

	(1) Less of a priority	(2)	(3) Same or equal priority	(4)	(5) More of a priority
Fire and Rescue	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Police	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Library	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Waste Management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Permits and Licensing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recreation and Leisure Centres and programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Attractions and Events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Road Maintenance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public Transit and LRT	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Emergency Preparedness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Arts and Culture Programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Water and Sewer Services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other, please specify	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3b. Other, please specify

**Strategic Direction 1: Establish the Edmonton Food Council (EFC)**

**4a. Please indicate any recommendations that are currently in the strategic direction 1 that you think should not be in the strategy. Please explain your answer.**

	Should not be in the strategy	Why?
Establish the Edmonton Food Council (EFC)	<input type="checkbox"/>	<div style="border: 1px solid black; height: 28px; width: 166px;"></div>
Provide supporting resources to the EFC (budget, staff)	<input type="checkbox"/>	<div style="border: 1px solid black; height: 28px; width: 166px;"></div>

**4b. Please indicate any recommendations that you would actively get involved with if the draft strategic direction 1 was approved.**

- Establish the Edmonton Food Council (EFC)
- Provide supporting resources to the EFC (budget, staff)

**Strategic Direction 2: Provide Food and Skill Education and Information**

**5a. Please indicate any recommendations that are currently in the strategic direction 2 that you think should not be in the strategy. Please explain your answer.**

	Should not be in the strategy	Why?
Work with EFC and various partners to provide multiple learning opportunities on key food and urban agriculture topics and initiatives, including:	<input type="checkbox"/>	<input type="text"/>
Work with partners to enhance existing capacity for information sharing among organizations, businesses, agencies and institutions involved in urban agriculture	<input type="checkbox"/>	<input type="text"/>
Single portal for a wide range of food and urban agriculture information and education	<input type="checkbox"/>	<input type="text"/>
Assess and Map Food Assets	<input type="checkbox"/>	<input type="text"/>
Support mentorship and training for urban agriculture	<input type="checkbox"/>	<input type="text"/>

**5b. Please indicate any recommendations that you would actively get involved with if the draft strategic direction 2 was approved.**

- Work with EFC and various partners to provide multiple learning opportunities on key food and urban agriculture topics and initiatives
- Work with partners to enhance existing capacity for information sharing among organizations, businesses, agencies and institutions involved in urban agriculture
- Single portal for a wide range of food and urban agriculture information and education
- Assess and Map Food Assets
- Support mentorship and training for urban agriculture

**Strategic Direction 3: Expand Urban Agriculture**

**6a. Please indicate any recommendations that are currently in the strategic direction 3 that you think should not be in the strategy. Please explain your answer.**

	Should not be in the strategy	Why?
Develop an urban agriculture information program (for schools, universities, chef, and not for profits)	<input type="checkbox"/>	<input type="text"/>
Identify urban agriculture opportunities in existing and developing neighbourhoods	<input type="checkbox"/>	<input type="text"/>
Develop partnerships to support innovation in urban agriculture	<input type="checkbox"/>	<input type="text"/>
Support for-profit urban agriculture activities	<input type="checkbox"/>	<input type="text"/>
Examine opportunities for citizens to keep bees and raise hens	<input type="checkbox"/>	<input type="text"/>

**6b. Please indicate any recommendations that you would actively get involved with if the draft strategic direction 3 was approved.**

- Develop an urban agriculture information program (for schools, universities, chef, and not for profits)
- Identify urban agriculture opportunities in existing and developing neighbourhoods
- Develop partnerships to support innovation in urban agriculture
- Support for-profit urban agriculture activities
- Examine opportunities for citizens to keep bees and raise hens

**Strategic Direction 4: Develop Local Food Infrastructure Capacity**

**7a. Please indicate any recommendations that are currently in the strategic direction 4 that you think should not be in the strategy. Please explain your answer.**

	Should not be in the strategy	Why?
Assist in creating appropriate spaces and opportunities for local food businesses to operate and expand	<input type="checkbox"/>	<input type="text"/>
Pursue partnerships with private business and other economic agencies and examine establishing a commercial/private sector Agri-Food Hub	<input type="checkbox"/>	<input type="text"/>
Assist in improving neighbourhood-scale food infrastructure	<input type="checkbox"/>	<input type="text"/>

**7b. Please indicate any recommendations that you would actively get involved with if the draft strategic direction 4 was approved.**

- Assist in creating appropriate spaces and opportunities for local food businesses to operate and expand
- Pursue partnerships with private business and other economic agencies and examine establishing a commercial/private sector Agri-Food Hub
- Assist in improving neighbourhood-scale food infrastructure

**Strategic Direction 5: Grow Local Food Supply and Demand**

**8a. Please indicate any recommendations that are currently in the strategic direction 5 that you think should not be in the strategy. Please explain your answer.**

	Should not be in the strategy	Why?
Create partnerships to strengthen and diversify the local food	<input type="checkbox"/>	<input type="text"/>
Strengthen Farmers Markets	<input type="checkbox"/>	<input type="text"/>
Increase local food purchasing within City of Edmonton	<input type="checkbox"/>	<input type="text"/>
Work with the Province of Alberta and other industry stakeholders to develop a made/raised/grown-in-Alberta identification system for local food	<input type="checkbox"/>	<input type="text"/>
Pursue partnerships with non-profits and other agencies (e.g. Community Food Centres Canada) to examine establishing a public sector Edmonton Community Food Hub	<input type="checkbox"/>	<input type="text"/>

**8b. Please indicate any recommendations that you would actively get involved with if the draft strategic direction 5 was approved.**

- Create partnerships to strengthen and diversify the local food
- Strengthen Farmers Markets
- Increase local food purchasing within City of Edmonton
- Work with the Province of Alberta and other industry stakeholders to develop a made/raised/grown-in-Alberta identification system for local food
- Pursue partnerships with non-profits and other agencies (e.g. Community Food Centres Canada) to examine establishing a public sector Edmonton Community Food Hub

**Strategic Direction 6: Enliven the Public Realm Through a Diversity of Food Activities**

**9a. Please indicate any recommendations that are currently in the strategic direction 6 that you think should not be in the strategy. Please explain your answer.**

	Should not be in the strategy	Why?
Celebrate and promote local food producers, community gardens, and food grown, raised and made in Edmonton	<input type="checkbox"/>	<input type="text"/>
Examine City regulations to allow, where appropriate, permanent and temporary sidewalk patios	<input type="checkbox"/>	<input type="text"/>
Support a wide range of food retail in new and existing neighbourhoods to promote convenient pedestrian access to healthy food sources	<input type="checkbox"/>	<input type="text"/>
Continue to build on the success of street vendors (food trucks)	<input type="checkbox"/>	<input type="text"/>

**9b. Please indicate any recommendations that you would actively get involved with if the draft strategic direction 6 was approved.**

- Celebrate and promote local food producers, community gardens, and food grown, raised and made in Edmonton
- Examine City regulations to allow, where appropriate, permanent and temporary sidewalk patios
- Support a wide range of food retail in new and existing neighbourhoods to promote convenient pedestrian access to healthy food sources
- Continue to build on the success of street vendors (food trucks)



**Strategic Direction 7: Treat Food Waste as a Resource**

**10a. Please indicate any recommendations that are currently in the strategic direction 7 that you think should not be in the strategy. Please explain your answer.**

	Should not be in the strategy	Why?
Develop partnerships to assist in the redistribution of healthy, fresh, and high-quality surplus food	<input type="checkbox"/>	<input type="text"/>
Develop partnerships and initiatives to reduce food waste	<input type="checkbox"/>	<input type="text"/>
Take a leadership role in promoting initiatives to reduce the volume of packaging associated with the food system	<input type="checkbox"/>	<input type="text"/>

**10b. Please indicate any recommendations that you would actively get involved with if the draft strategic direction 7 was approved.**

- Develop partnerships to assist in the redistribution of healthy, fresh, and high-quality surplus food
- Develop partnerships and initiatives to reduce food waste
- Take a leadership role in promoting initiatives to reduce the volume of packaging associated with the food system

**Strategic Direction 8: Support Urban Farmers and Ecological Approaches to Farming**

**11a. Please indicate any recommendations that are currently in the strategic direction 8 that you think should not be in the strategy. Please explain your answer.**

	Should not be in the strategy	Why?
Create partnerships to provide education and training about urban farming and urban agriculture in Edmonton	<input type="checkbox"/>	<input type="text"/>
Identify options for providing incentives to new and emerging urban farmers, including the possibility of leasing City-owned land to urban farmers	<input type="checkbox"/>	<input type="text"/>
Examine regulations and guidelines for urban and peri-urban agriculture	<input type="checkbox"/>	<input type="text"/>
Identify mechanisms to protect and maintain the healthy ecosystems that are vitally connected to peri-urban agricultural lands	<input type="checkbox"/>	<input type="text"/>

**11b. Please indicate any recommendations that you would actively get involved with if the draft strategic direction 8 was approved.**

- Create partnerships to provide education and training about urban farming and urban agriculture in Edmonton
- Identify options for providing incentives to new and emerging urban farmers, including the possibility of leasing City-owned land to urban farmers
- Examine regulations and guidelines for urban and peri-urban agriculture
- Identify mechanisms to protect and maintain the healthy ecosystems that are vitally connected to peri-urban agricultural lands

**Strategic Direction 9: Integrate Land Use for Agriculture**

**12a. Please indicate any recommendations that are currently in the strategic direction 9 that you think should not be in the strategy. Please explain your answer.**

	Should not be in the strategy	Why?
Examine establishing a municipal Agricultural Land Reserve (ALR) designation	<input type="checkbox"/>	<input type="text"/>
Examine the costs and benefits of creating, or partnering with, a land trust	<input type="checkbox"/>	<input type="text"/>
Adopt and apply the "Integrating Land for Agriculture Framework"	<input type="checkbox"/>	<input type="text"/>
Work with the Capital Region Board to develop a regional agricultural land use policy	<input type="checkbox"/>	<input type="text"/>

**12b. Please indicate any recommendations that you would actively get involved with if the draft strategic direction 9 was approved.**

- Examine establishing a municipal Agricultural Land Reserve (ALR) designation
- Examine the costs and benefits of creating, or partnering with, a land trust
- Adopt and apply the "Integrating Land for Agriculture Framework"
- Work with the Capital Region Board to develop a regional agricultural land use policy

**13. Do you have any other comments on the proposed draft of fresh: Edmonton's Food and Urban Agriculture Strategy?**

## Demographics

The next questions are for classification purposes only, and will help us ensure our sample is representative of the Edmonton population.

### d1. Age:

- Under 18
- 18-24
- 25-29
- 30-34
- 35-39
- 40-44
- 45-49
- 50-54
- 55-59
- 60-64
- 65 or over

### d2. Gender:

- Female
- Male

### d3. What is your postal code?

### d4a. What is the total number of individuals in your household, including yourself?

Individuals in household

### d4b. What is the total number of individuals in your household under the age of 18?

Individuals in household under 18

### d5. What country were you born in?

### d6. How many years have you lived in Canada?

**d7. How many years have you lived in Edmonton?**

- I have lived in Edmonton my entire life.

**d8. What is your current employment status? (Optional)**

- Employed full-time
- Employed part-time
- Self-employed
- Unemployed
- Stay-at-home parent
- Retired
- Student

**d9. What is your annual household income? (Optional)**

- \$0 - \$14,999
- \$15,000 - \$29,999
- \$30,000 - \$44,999
- \$45,000 - \$69,999
- \$70,000 - \$84,999
- \$85,000 - \$99,999
- \$100,000 - \$124,999
- \$125,000 - \$149,999
- \$150,000 - \$174,999
- \$175,000 or over

**d10. What is the highest level of formal education you have completed?**

- Less than high school
- High school
- Post-secondary citation, certificate, or diploma
- Post-secondary degree
- Graduate degree
- Other, (please specify): \_\_\_\_\_

**d11. Please indicate if you are affiliated with any of the following groups**

(Check all that apply)

- A local food organization
- A local advocacy group
- A community league
- A residents association
- A real estate development organization
- A farmer or producer association
- A gardening or growing organization
- A cultural organization
- A restaurant or food retail business
- An education organization related to food and agriculture
- A social services organization
- Other (please specify): \_\_\_\_\_

**d12. How often do you participate in the following activities? (Optional)**

	Never	Rarely	About once a year	A few times per year	Once or twice a month	More than twice a month
Formal volunteering (giving unpaid help through groups, clubs, or organizations to benefit other people, the community, or the environment)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Informal volunteering (giving unpaid help as an individual to people who are not relatives or friends)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Contacting a local community leader or government official	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attending a public meeting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Thank you for taking the time to complete the survey!**