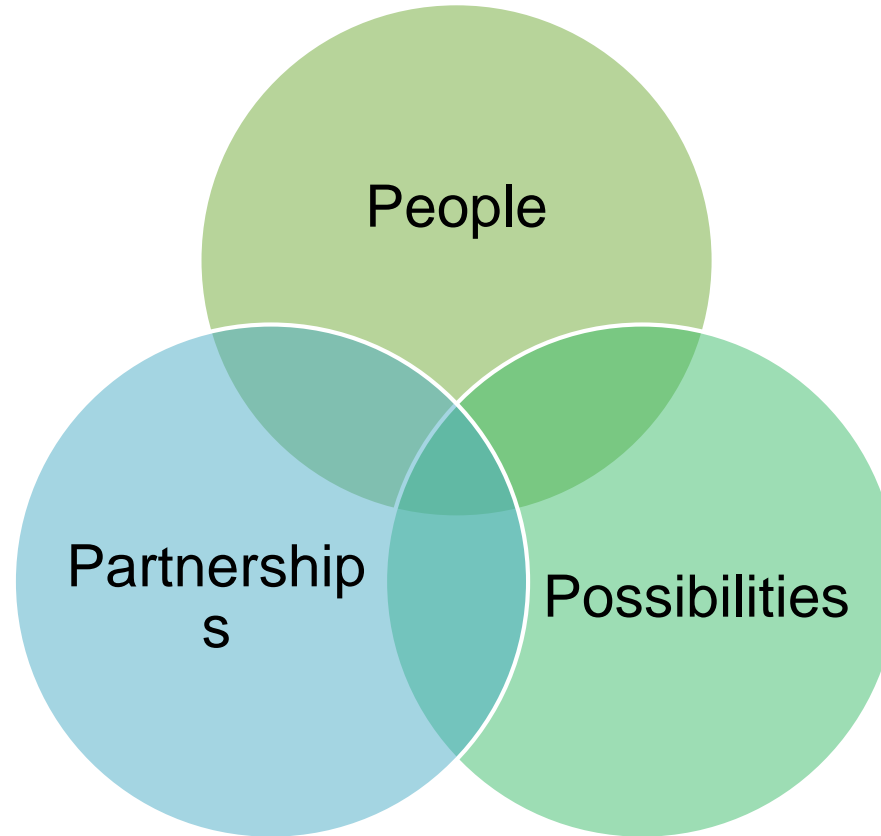




Opportunities with Agri-Food

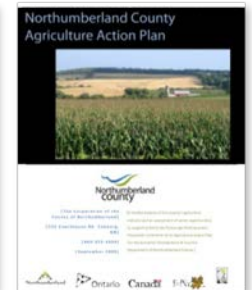
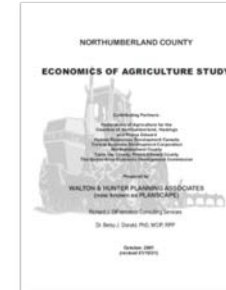
Trissia Mellor

Our Vision



To bring together people, partnerships, and possibilities for a strong and vibrant Northumberland County.

Ag Overview



Objective

County's Role

Research

Stakeholder Engagement

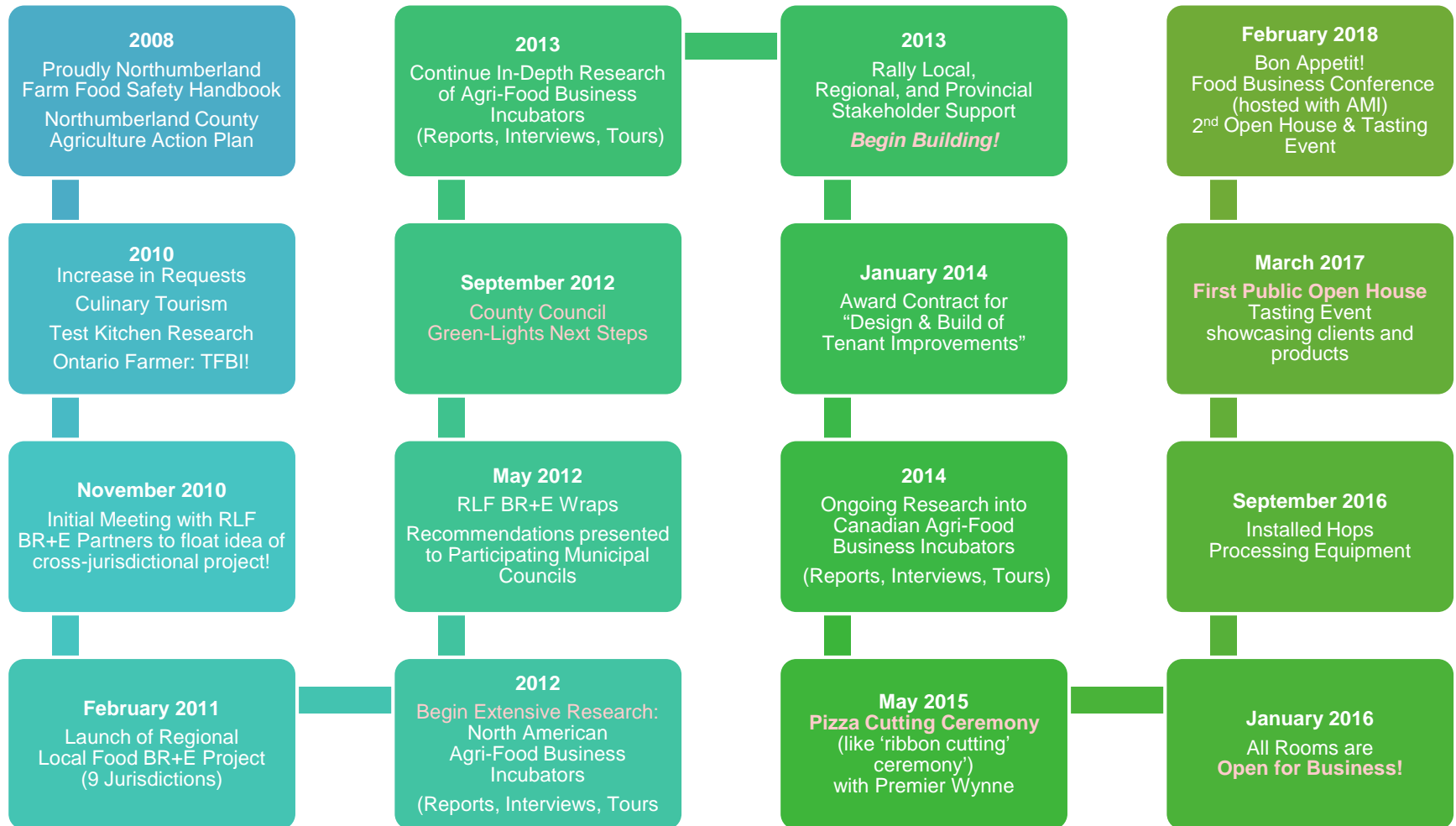
Recommendations

Next Steps









From
Plant Waste and
Dedicated Crops
to
High-End
Plant Proteins
and Fibers

OAFVC Timeline*



Integrated Economic Development

	 Manufacturing Attraction & Retention	 Tourism	 Agriculture & Food	 Small Business & Entrepreneurship Development	 Business Immigration	 Land Use Planning & Inspection Services
Focused & Robust Entrepreneurship	Develop new food and beverage sector opportunities	Focus on innovative destination marketing and supporting industry collaboration and partnership to stay competitive	Increase awareness of local agriculture jobs and Agri-Food entrepreneurship	Develop new programs to foster support for small businesses and entrepreneurs	Focus on support for immigrant entrepreneurs	Promote one-window development applications
Research & Policy Engagement	Increase outreach and engagement with the creation of an angel network and social financing	Increase industry resources including business development tools	Demonstrate the socio-economic impact of agriculture, assist in the creation of new ag policies and research	Create an access agreement between external BACs and the provincial business registry	Establish a settlement agency in Northumberland	Address growth trends and land use policy updates. Address updates to plumbing code
Flexible Social Infrastructure	Increase use of surveys and pilot programs. Develop trust in community by establishing expectations between stakeholders	Increase industry participation in outreach and communication efforts	Facilitate food-focused procurement and a local distribution system	Strengthen ties with community partners. Increase recruitment and develop new Faster Forward teams	Create an Immigrant-Partnership Council, as well as municipal strategy for settlement and integration	Create ad-hoc committees to review EAPs and AAPs for applications. Create a committee to address major, ongoing, and common planning concerns
Resilient Economic Activity	Network with site selectors and increase awareness of global impact on the local economy	Showcase market-ready and unique experiences to differentiate Northumberland's brand	Research food trends and ethno-cultural crops. Increase shelf-space for locally-developed food products	Showcase best practices/local superstars including specific people and services we have here versus elsewhere	Develop a 'welcome wagon' type of service for New Canadians moving into Northumberland	Benchmark the approval timeline with a one-window, re-zoning and development processes to reduce business downtime and revenue losses
"Skilled, Diverse Workforce"	Engage with experts for specific projects. Encourage a nimble and cross-trained workforce	Support professional development for marketing and experience enhancement. Partner with RT08 and other agencies	Offer agriculture business development workshops and courses. Build awareness and resources as a "foodpreneurship" start-point	Create an innovative business coworking centre of excellence	Develop support for migrant worker integration programs	Support professional development for design, inspection and installation services
Connective Infrastructure	Explore the advantages of our location within the transportation corridor (including ramifications of driverless transport trucks)	Expand local natural heritage offerings (i.e. forest/trails). Support expanding WiFi corridors and public transit	Build a multi-pronged approach to sustainable agriculture. Develop the Agri-Food Asset Map	Explore and develop expectations for increased external program delivery at hotspots in Northumberland	Initiate school board recruitment for international students	Establish an on-site sewage inspection and historical database
Liveability	Promote Northumberland as community of choice for the semi- and recently-retired, as well as home-based businesses	Engage local businesses in collaborating with tourism industry to broaden tourism product offering	Support crop diversification, as well as land use diversification	Work with MAGNET to develop a strong database of human resources	Continue to have sponsorship groups actively work on integration programs and ethnic and cultural celebrations	Understand and maintain the importance of design aspects and designated heritage systems
Serendipity	<i>Northumberland's role as a provincial leader in supporting small business and entrepreneurial start-ups is affirmed as many large manufacturing interests invest in a robotic "workforce"</i>	<i>Provincial and consumer interest in outdoor and cultural product on the rise, creating a perfect opportunity to foster new partnerships, link key attractors and grow tourism</i>	<i>Provincial interest in developing a local food infrastructure at the same time we were creating the OAFVC</i>	<i>As the County grows the highly successful Faster Forward program requiring additional volunteer mentors and coaches, MAGNET launches a platform to showcase the talent and skills of local human resources</i>	<i>Federal Syrian refugee program rallied engagement in plight of New Canadians as we work to establish local settlement services</i>	<i>As the County takes on more proactive planning and inspection services, community engagement and outreach, opportunities increase to promote other Economic Development services</i>

Thank you

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