



Agricultural Service Board

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| Subject: | Agricultural Service Board Strategic Plan |
| Date: | April 25, 2024 |
| Presenter: | Kristyn Lines |
| Department: | Agricultural & Environmental Services |

REPORT SUMMARY

A five-year Agricultural Service Board (ASB) Strategic Plan was required by Alberta Agriculture & Irrigation to access grant funds for the 2020 – 2024 grant cycle. An annual review is encouraged to ensure that the Agricultural Service Board and Agricultural Services Section are meeting or working towards the goals outlined in the Strategic Plan.

ADMINISTRATION’S RECOMMENDATION

Administration recommends that the Agricultural Service Board receives the Agricultural Service Board Strategic Plan Report for information.

BACKGROUND

The Agricultural Service Board initiated strategic planning in 1996 to identify the vision, mission, goals, strategies and actions of the Board and staff. Strategic planning has served as the basis for securing provincial funding and for clear understanding of what the ASB and Agricultural Services staff undertake over a three-year period.

DISCUSSION

Requirements for the Agricultural Service Board Strategic Plan include setting goals and developing strategies to deliver agri-environmental extension programming as well as basic programs supported by the on-going ASB grant funding.

The ASB Strategic Plan supports the following strategic objectives from Council:

- Create a Culture of Customer Service
- Expand Community Service Delivery
- Embrace Partnerships
- Strengthen our Financial Resiliency
- Guide the County’s Growth Pattern

ALTERNATE DIRECTION

No alternate direction for the board’s consideration.

ATTACHMENTS

Attachment A – 2020-2024 ASB Strategic Plan



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2020 – 2024 Strategic Plan

Vision

Rocky View County is a community where agriculture is valued and respected. The agriculture industry is flourishing through innovation and diversification, and is promoted and recognized as vital to the County's social, economic and ecological integrity.

Mission

To promote and implement agricultural policies, programs and services which support a sustainable future for Rocky View residents.

Guiding Principles

- 1 Open and transparent communication,
- 2 Excellence in the provision of service,
- 3 Provide meaningful input to Council for effective, comprehensive policies,
- 4 Continuous evaluation and refocusing to achieve success, and
- 5 Support appropriate service levels outlined in County policies and budgets.

Goals

- 1 Promote and develop agricultural policies to meet Rocky View County's needs.
- 2 Provide diverse educational opportunities for the wide range of Rocky View residents.
- 3 As mandated by legislation, prevent and control agricultural pests and diseases, weeds, reportable diseases and minimize soil degradation.
- 4 Enhance watershed health and environmental sustainability by encouraging responsible stewardship of air, land, biodiversity and water resources.
- 5 Provide producers access to the Sustainable Canadian Agricultural Partnership (SCAP) program, the Environmental Farm Plan program, Alternative Land Use Services (ALUS) and other government initiatives, which facilitate adoption of best management practices (BMPs).
- 6 Implement Agriculture Master Plan recommendations within County processes.



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Strategies to Implement Goals

Goal 1: *Promote and develop agricultural policies to meet Rocky View County's needs.*

Strategies:

- 1 Provide policy input to Council to reflect agriculture's value in Rocky View.
- 2 Provide board members with appropriate training for effective input.

Goal 2: *Provide diverse educational opportunities for the wide range of Rocky View County residents.*

Strategies:

- 1 Focus on agricultural producers - provide leading-edge information on crop production, livestock management, range & pasture management, economic viability, environmental stewardship (soil, water, air, alternate energy, climate change, waste reduction, recycling & biodiversity), farm succession, new ventures & diversification options.
- 2 Focus on acreage owners - provide information on the value of agriculture, basic agricultural principles & practices, neighbour relations (trespass, odours, fences, roadway use), environmental stewardship on small parcels (water & drainage, septic systems, horses & other livestock, biodiversity, recycling), local food products, municipal bylaws & regulations.
- 3 Focus on the development industry - (land, energy and utilities), provide information on land management & stewardship (weeds, drainage, topsoil removal, over-grazing), ag-related provincial and municipal regulations and appropriate landscaping standards.
- 4 Provide information to the general public in the Rocky View region:
 - a The value and contributions of agriculture to the region including food, jobs, trade, economics, environment (soil, water, air, biodiversity, open space) and quality of life;
 - b The challenges and threats to agriculture in the region including loss of urban connection to agriculture, increasing food production costs, conversion of the land to other uses, restrictions on access to water and production necessities.
- 5 Focus on Administration and Council - provide information on the value of agriculture within Rocky View County, and the role, duties & programs of the Agricultural Service Board & Agricultural Services staff.
- 6 Review the needs identified by our various types of farm clients and ensure the Agricultural Strategic Plan fills those needs.



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- 7 Target environmental programs to meet the identified client needs in the County.
- 8 Enhance the information base for the County website to support the environmental programming.
- 9 Partner with others, including but not limited to: Alberta Agriculture and Irrigation, ALUS Canada, neighbouring municipalities, Foothills Forage Association, Cows and Fish, Red-Bow Agricultural Partnership (RAP), local 4-H clubs, other County departments, the Association of Alberta Agricultural Fieldmen, and agricultural industry representatives.

Goal 3: *As mandated by legislation, prevent and control agricultural pests and diseases, weeds, reportable diseases and minimize soil degradation.*

Strategies:

- 1 Maintain a strong preventative approach (early detection / rapid response EDRR), including detailed monitoring, inventories, tracking, control equipment, qualified & educated manpower and access to information.
- 2 Maintain and implement programs that support this goal.
- 3 Continuously upgrade equipment, systems, data collection, and ensure staff received the training to maintain operations.
- 4 Partner with other jurisdictions & agencies to enhance prevention and control operations.
- 5 Coordinate with other Rocky View County departments to increase efficiencies in prevention & control.

Goal 4: *Enhance watershed health and environmental sustainability by encouraging responsible stewardship of air, land, biodiversity and water resources.*

Strategies:

- 1 Maintain strong educational role in rural water management.
- 2 Provide expert advice to producers on implementation of BMPs to enhance watershed health.
- 3 Augment recycling of Ag plastics and other agricultural wastes through cooperation with the Solid Waste and Recycling department.
- 4 Partner with watershed stewardship groups, government, municipalities and NGOs to implement municipal roles under approved watershed / airshed management plans, county policies / standards and provincial initiatives.



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Goal 5: *Assist Producers in the completion of EFP’s and in accessing SCAP funding and other government initiatives that facilitate the adoption of BMPs.*

Strategies:

- 1 Maintain trained Ag Services staff to assist producers in accessing these programs.
- 2 Host workshops and offer one-on-one consultations for producers to assist in obtaining these services.

Goal 6: *Implement Agriculture Master Plan recommendations within County processes.*

Strategies:

- 1 Identify BMPs to include in incentive programs on an annual basis.
- 2 Provide municipal initiatives to encourage BMP adoption.



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| Replaces | <ul style="list-style-type: none"> • n/a |
| Lead Role | <ul style="list-style-type: none"> • County Manager |
| Committee Classification | <ul style="list-style-type: none"> • Agricultural Service Board |
| Last Review Date | <ul style="list-style-type: none"> • May 26, 2022 |
| Next Review Date | <ul style="list-style-type: none"> • |