



COUNCIL REPORT

2025 Agriculture Master Plan

Electoral Division: All

File: N/A

Date:	July 8, 2025
Presenter:	Kristyn Lines, Manager
Department:	Agricultural and Environmental Services

REPORT SUMMARY

This report is presented for Council's consideration and approval of the Agriculture Master Plan (AMP), which provides strategic guidance for agricultural policy, land use planning, economic development, and environmental stewardship in Rocky View County. The AMP reflects current challenges and opportunities in the sector and sets a ten-year roadmap (2026–2036) for action.

The plan was developed in phases and through extensive research, interdepartmental collaboration, and engagement with over 300 producers and stakeholders. Approval of the AMP will allow the County to begin implementing key actions and priorities to support a diversified and resilient agricultural sector.

ADMINISTRATION'S RECOMMENDATION

THAT Council approve the Agriculture Master Plan as presented in Attachment A.

BACKGROUND

The 2025 Agriculture Master Plan (Attachment A) is a strategic update to the County's original 2011 AMP. Council supported the update of the AMP by approving the funding request brought forward during the 2024 budget deliberations. Since the initial plan's adoption, Rocky View County has made substantial progress in integrating agricultural considerations into policy and planning frameworks. This includes updates to the County Plan and Land Use Bylaw, the creation of the Agricultural Boundary Design Guidelines, and enhancements to the County's agricultural education and outreach program.

Given changing agricultural conditions, development pressures, environmental concerns, and community priorities, the AMP has been updated to ensure alignment with current needs. This process was informed by in-depth data analysis of agricultural trends as shown in Attachment B: Agricultural Snapshot, a review of County and provincial policy frameworks, and a two-phase public engagement strategy.

ANALYSIS

The 2025 AMP presents a long-term vision for the desired future state of agriculture in Rocky View County. It is structured around four overarching goal areas: promoting the critical role of the agricultural sector, increasing agricultural sector awareness and diversification, fostering collaboration with strategic partners, and preserving and enhancing ecology.

To support these goals, the plan outlines strategies, metrics and thirteen actionable initiatives. The actions include a phased implementation strategy that spans 5-7 years. The strategic approach of including both strategies and actions ensures the plan remains adaptable to evolving circumstances, new opportunities and emerging issues.

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Legislative and Policy Alignment

Agricultural planning in Rocky View County is shaped by a blend of provincial legislation, regional collaboration and municipal policies.

The AMP aligns with the objectives of the South Saskatchewan Regional Plan and at the municipal level, is consistent with the County’s Municipal Development Plan (MDP), Council Policy C-508: Right to Farm, and a range of other land management and environmental stewardship policies. By integrating agricultural considerations into land use planning and community development, the AMP reinforces the County’s commitment to thoughtful and sustainable growth.

The update to the AMP and the County’s Municipal Development Plan occurred concurrently. This provided the opportunity to align proposed MDP policy changes to the feedback received throughout the development of the AMP and the public engagement process.

COMMUNICATIONS / ENGAGEMENT

The development of the AMP was guided by a collaborative and inclusive engagement process. Administration worked with the Agricultural Service Board, agriculture industry representatives and ran two public engagement processes (summer 2024 and winter 2025). The AMP was also developed in consultation with key internal departments including Regional Planning, Planning Services, Transportation Services, Communication and Engagement, and Economic Development.

The engagement process included in-person events in four communities, targeted meetings with producers and stakeholders, phone interviews, workshops, an open house and two online surveys. Over 300 participants contributed their perspectives, with high levels of support expressed for all proposed actions—ranging from 77% to 91% approval as shown in Attachment C & D: What We Heard Report Phase 1 & 2, respectively.

Common themes identified through engagement included strong support for thoughtful road infrastructure planning, improved communication with non-farming residents, interest in greater flexibility for on-farm housing and concerns about renewable energy development on prime agricultural land.

IMPLICATIONS

Financial

There are no immediate financial implications associated with approving the Agriculture Master Plan. In 2026, implementation efforts will focus on prioritizing actions that can be accommodated within existing departmental budgets. Any future funding or resource requirements will be brought forward through a business case during the County’s budgeting process for Council consideration.

STRATEGIC ALIGNMENT

Key Performance Indicators			Strategic Alignment
Effective Service Delivery	SD2: Services are resourced and delivered to specific groups as intended, and citizens are satisfied with the outcomes	SD2.1: Citizens satisfied with the range of County services available/delivered	Engagement results show high satisfaction with proposed services and direction.

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Key Performance Indicators			Strategic Alignment
Effective Service Delivery	SD3: Citizens are satisfied with Public Engagement opportunities and availability of information	SD3.2: Citizens satisfied with the public engagement opportunities provided by the County	Over 300 participants provided feedback; 77–91% support for proposed actions.
Thoughtful Growth	TG1: Clearly defining land use policies and objectives for the County –including types, growth rates, locations, and servicing strategies		The AMP defines long-term goals and land use strategies to protect and support agriculture, ensuring consistency with the Municipal Development Plan.

ALTERNATE DIRECTION

THAT Council refer the Agriculture Master Plan to Administration to incorporate additional information or revisions as directed.

ATTACHMENTS

Attachment A: Agriculture Mater Plan
Attachment B: Agricultural Snapshot
Attachment C: What We Heard Report Phase 1
Attachment D: What We Heard Report Phase 2

APPROVALS

Manager:	Kristyn Lines, Agricultural and Environmental Services
Executive Director/Director:	Byron Riemann, Chief Operating Officer
Chief Administrative Officer:	Reegan McCullough, Chief Administrative Officer