



## COUNCIL NOTICE OF MOTION

**Date of Meeting:** February 28, 2017

**To:** Council

**From:** Councillor Darrell Hollands

**Re:** **NOTICE OF MOTION – Presentation by John Knapp**

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Take notice that at a Regular Meeting of Council on February 28, 2017, Councillor Darrell Hollands will MOVE:

“THAT administration be directed to organize and host a public information session with a presentation by John Knapp. The event would be open to individuals and organizations to inform attendees of the current and future state of agriculture.”

### Information Supporting the Notice of Motion

Agriculture has and continues to be a key sector in the Capital Region and throughout Alberta. The face of agriculture, however, is quickly evolving. The agricultural sector contributes in excess of \$2.5 billion per year to the economy in the Capital Region alone; this does not include the food and agricultural processing sector which accounts for roughly another \$4 billion.

There is considerable opportunity for growth in the agricultural sector. It is estimated that by 2030, the world will need 35% more food to meet the planet's growing population and Alberta is well positioned to capitalize on this enormous opportunity. As only 5% of Canada's land base is arable, 30% of which is in Alberta, we are well positioned to grow the sector and our global market share.

Agriculture touches all aspects of our lives. From the foods we eat, the beverages we consume, to the clothes we wear, the presence of agricultural products pervasive. To seize upon these opportunities, the agricultural sector must be aware of new trends and changing realities. To ensure we maintain a strong and vibrant agricultural sector, producers must be informed of impending challenges and opportunities.

Agriculture's continued success and sustainability requires informing and educating not only producers but the consumers of our agricultural commodities. In the last two generation, Canada's farm population has declined from roughly 32% to 2%; only 1 in 50 people now reside on farms. Failing to educate people who live in urban centres to the issues, challenges and importance of agricultural operations fails our agricultural community.

Administration supports a public information session be held in Parkland County with a presentation by Mr. John Knapp. Mr. Knapp graduated from the University of Alberta with a degree in agriculture in 1977. He spent 36 years with the Government of Alberta largely in the agriculture department, where he served as Deputy Minister at the time of his retirement in 2013.

The propose motion is for Council to THAT Administration be directed to organize and host a public information session with a presentation by John Knapp. The event would be open to individuals and organizations to inform attendees on the current and future state of agriculture.

**Financial Impact:** \$3000 *[Based on speaking fee of \$2100, \$600 (flight and accommodation) and \$300 incidentals (advertising, coffee, snacks, hall rental, etc.)]* Proposing to be held at Muir Lake on a Thursday evening mid-April (to accommodate farmers and to increase likelihood of attendance from Stony Plain and Spruce Grove residents). Need to confirm whether we have a free rental with Muir Lake Hall as per agreement with Community Associations. If free use is not available, 4 hour weekday rental is \$75. Perhaps we can look at providing some of our local producers and farmers' markets with an opportunity to set up tables at the event as well.

  
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Mayor Rod Shaigec

*February 17, 2016*  
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Date