

<p><b>A Vision – Future of Agriculture Study:</b></p> <p><i>A vibrant agriculture and food community characterized by its diversity, creativity and entrepreneurship, focused on sustainability as well new opportunities in the Capital Region.</i></p>	
Principles to Guide the Agriculture Plan	Detailed Explanation
<p>1. <b>Integrated approach</b> – a recognition that a viable agriculture and food sector will require an integrated and supportive set of policies including land use, economic development and infrastructure investment.</p>	<ul style="list-style-type: none"> <li>• The Plan is not simply a Land Use Plan.</li> <li>• May require investments in economic development &amp; infrastructure.</li> <li>• May requires senior leadership within Administration to lead, implement and coordinate strategies across Departments.</li> </ul>
<p>2. <b>Supportive land use policies</b> – namely the design and implementation of land use policies (that respond to the context of different areas) that assure the long term future of agriculture in Parkland County.</p>	<ul style="list-style-type: none"> <li>• County will need to identify areas: <ul style="list-style-type: none"> <li>- where long term agriculture areas will be protected;</li> <li>- Where specialized smaller scale agriculture will be encouraged and;</li> <li>- Where agri-business/commercial will be allowed.</li> </ul> </li> </ul>
<p>3. <b>Entrepreneurial culture</b> – building &amp; supporting an entrepreneurial business culture for the development and attraction of diversified progressive agri-business and agri-tourism opportunities.</p>	<ul style="list-style-type: none"> <li>• Builds on current Parkland County vision.</li> <li>• Requires strategy to attract business and to develop entrepreneurs.</li> <li>• May requires investments in Community Economic Development Department – includes entrepreneurial training, new partnerships and liaison with industry.</li> </ul>
<p>4. <b>Fostering local leadership</b> – the creation of new momentum of potential new directions and initiatives require a strong committed local leadership both within the community and politically.</p>	<ul style="list-style-type: none"> <li>• Leadership must come from the agri-food sector.</li> <li>• Requires strong, respected facilitator to foster leadership.</li> </ul>