



Legislation Text

File #: RFD 20-192, **Version:** 1

Tri-County Agriculture Communication Project Update

Proposed Motion

That Council accept the Tri-County Agriculture Communication Project Update for information, as presented.

Administration Recommendation

Administration supports the communication plan and the application to the Canadian Ag Partnership (CAP) Public Literacy Program.

Purpose

Improved communication regarding agriculture was a recommendation of the Agriculture Program and Services Review. The Tri-County Agriculture Communication Project will partially address this recommendation.

Summary

The Tri-County Agriculture Communication Project was undertaken with funding from the Alberta Community Partnership program. The intent of the project is to address social license issues faced by the agriculture communities in the Counties of Leduc, Sturgeon, and Parkland. AdFarm, a prominent agriculture communication firm, was contracted to conduct research on the issues facing agriculture producers and develop a communication plan to address the issues.

The communication plan has been completed.

Next steps are to apply to the Canadian Ag Partnership Program for additional funding to implement the communication plan.

Strategic Plan/Policy/Legal/Staff Implications:

Implementation of the Communication Plan supports the strategic plan Pillar 2: Strategic Economic Diversification Guiding Principle 2.1 We recognize and champion the importance of agriculture for its economic, environmental and community collaborations and are committed to ensuring its long term viability in the County.

Financial Impact:

Cost: \$8,000 in kind funding from Parkland County for staff time to implement the plan

Source of Funding: ACP and CAP funding for implementation