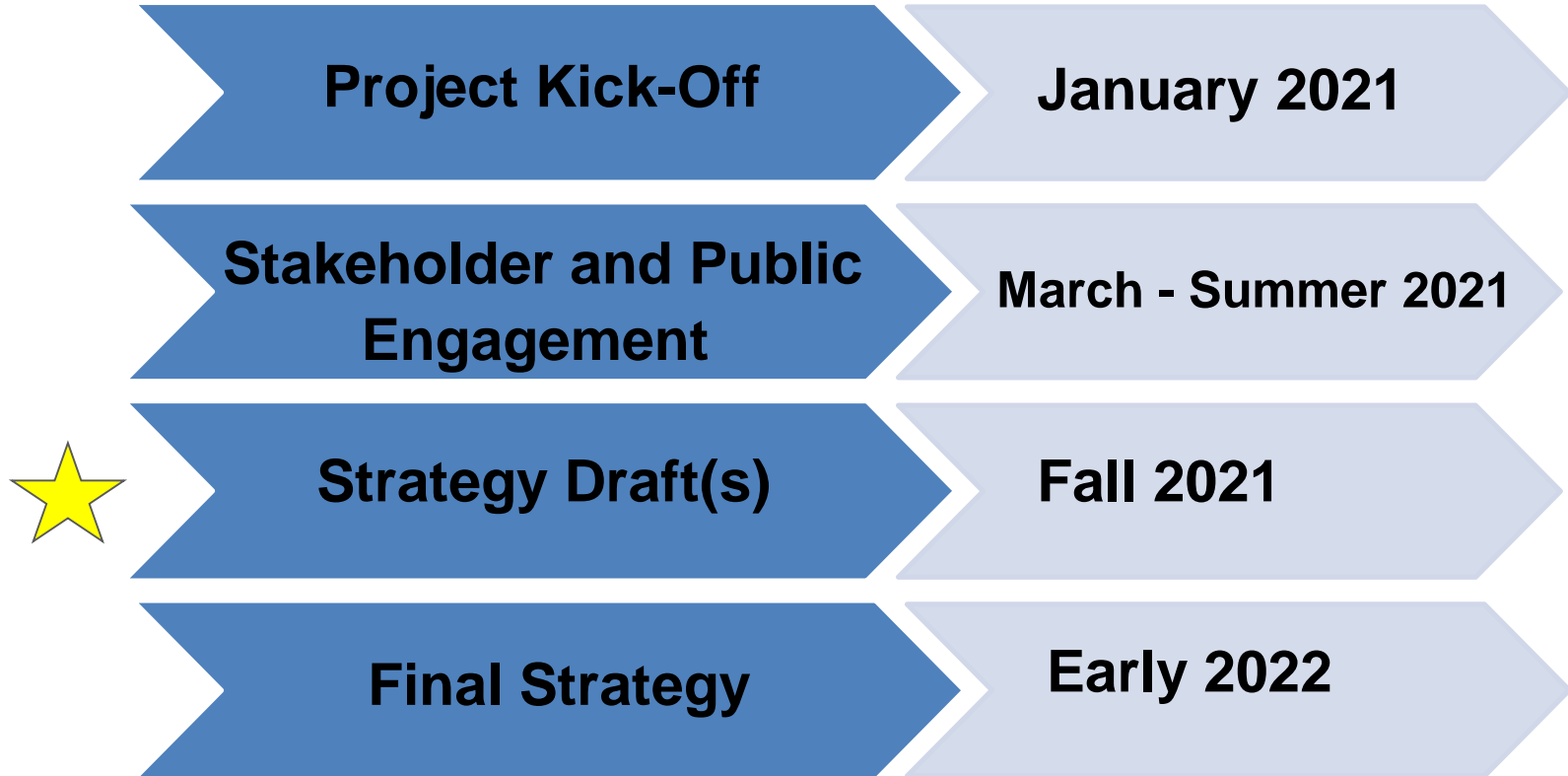


City of Mississauga Urban Agriculture Strategy

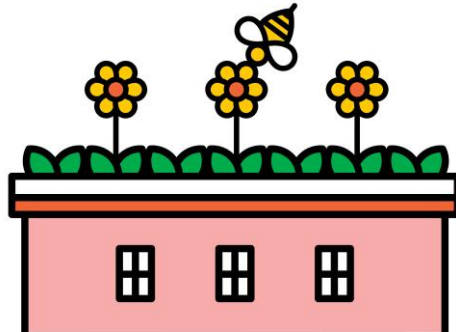


Process – highlights and anticipated timing



Project Purpose

To create an Urban Agriculture Strategy that will identify the City's role in supporting Corporate and community efforts to increase urban-scale food production across Mississauga



Project Objectives

- Provide an understanding of the current state and key stakeholders
- Examine best practices
- Provide a clear definition and establish a vision and goals
- Determine the appropriate scale of urban agriculture and the land use requirements
- Determine the role for the City and strategic partner agencies
- Identify the opportunities, barriers and gaps
- Ensure alignment with and support of the six pillars in the Region of Peel's Food Charter

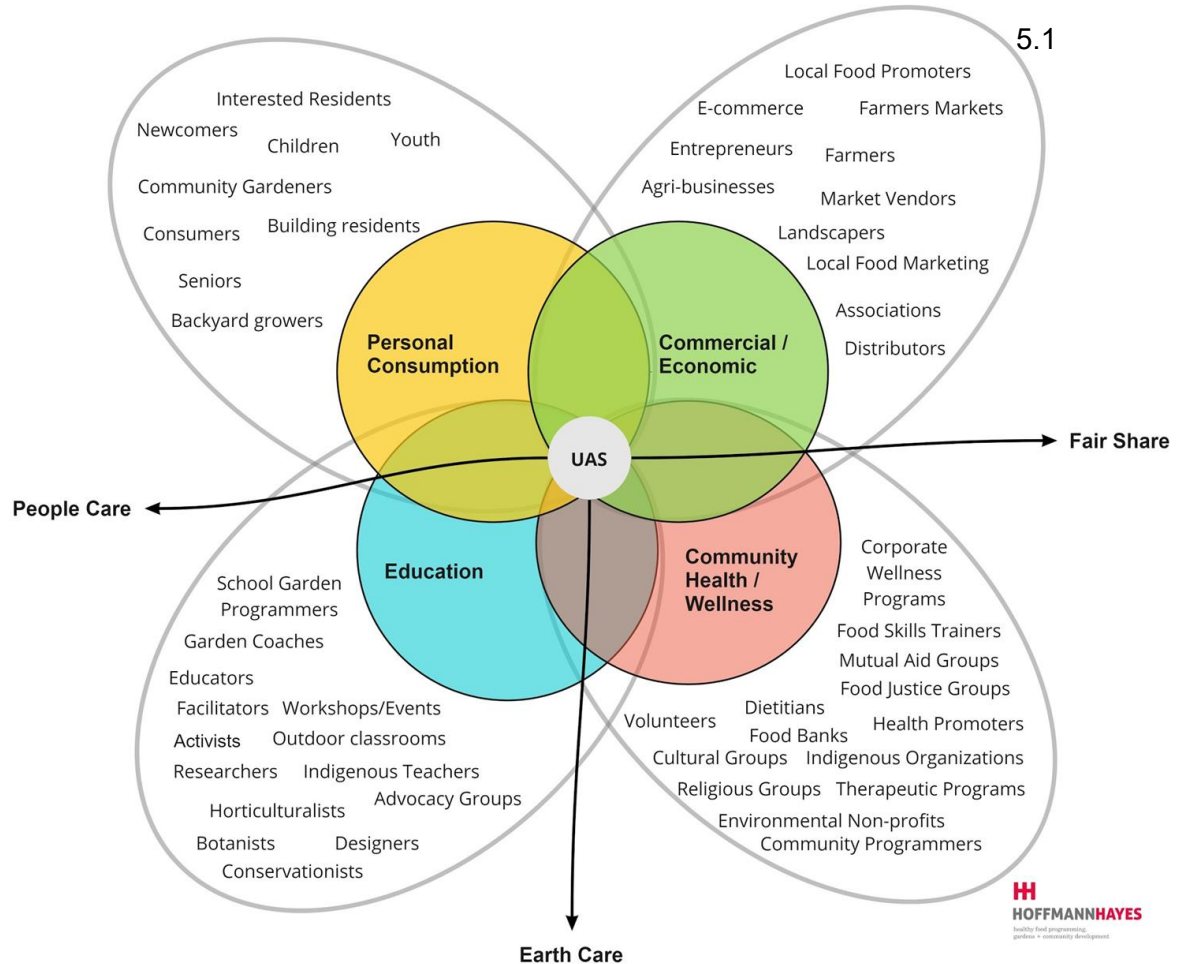
Vision

The City of Mississauga will support access to healthy and culturally appropriate food, while preserving the ecological and cultural heritage of the land. Through community education, health, wellness and healing, the City will increase creative and diverse opportunities for urban agriculture where entrepreneurship and innovation will be encouraged. Through implementation of the Urban Agriculture Strategy, the City will work to encourage healthier lifestyles; support the communities' existing skills related to growing and harvesting produce; empower communities in learning new skills; improve food security; and support local businesses.

Goal

The goal is to grow a better future for all – a resilient city where everyone has access to food and where everyone is included in creating and reaping the benefits of a just, equitable and bountiful community. Three action pathways have been identified and developed to support Mississauga towards this goal.

Interested in Urban Agriculture...



Stakeholder and Public Engagement

- Community groups and gardeners
- Farmers
- Youth groups
- Urban Indigenous growers
- Farmers Market organizers
- Food banks
- Networks
- Regional stakeholders
- Environmental Action Committee
- City staff
- Public - website, survey, visions



Methods of Engagement

5.1



- One-on-one and small group meetings
- Key Stakeholder Engagement Sessions and Public / Communities of Interest Focus Group Sessions
- Social Media
- Website: <https://mississauga.ca/homegrown>
 - EHQ Vision Board where people can share ideas and visions - ongoing;
 - Frequently Asked Questions (FAQ) Page
 - Online Survey - April 12 - May 23, 2021
 - 1st draft review and online survey by stakeholders – Oct.4th

Summary

Community engaged	How many?
Community organization members and individuals identified (to date)	75
Community organization members / individuals who attended ≥ 1 session or conversation	58
Community organizations and strategic partner groups able to engage (to date)	30
Direct conversations with community organization members	30+
Group engagement sessions (March 30 – September 18, 2021)	4
Public engagement	
Social media reach	324,935
Impressions on City of Mississauga Urban Agriculture webpage	6,900
Completed the survey (April 12-May 23, 6 weeks)	318
Completed the Urban Hens Survey (July 12 – August 8, 2021, four weeks)	1,858
Expressed a vision through City's Urban Agriculture webpage "EHQ" portal	44
Attended urban hens public education and engagement sessions	72
City staff engagement	
Staff involved	39
Departments involved	5

Emerging Action Pathways



- 1. Cultivate relationships: Encourage Urban Agriculture**
- 2. Grow and share the harvest: Remove Barriers to Urban Agriculture**
- 3. Plant and steward seeds: Enable Urban Agriculture**

Action Pathways: What we heard

1. Cultivate relationships

Strengthen networks

- Invite and foster meaningful conversations with Indigenous organizations and leaders
- Work with community partners to encourage leadership in the urban ag sector, especially from diverse communities
- Continue to grow and collaborate as a network of diverse urban ag partners

Link city and region

- Align with Regional partners on: food security, healthy food access, community safety, climate change and more.

Educate and communicate

- Key to growing public interest in UA and deepening knowledge of the UA community.



Action Pathways: What we heard

2. Grow and share the harvest

Enable UA through policies, bylaws and plans

- Address barriers to growing and selling locally produced food
- Review the process for farmers markets
- Urban hens

Facilitate equitable access to land and space

- Identify land and space or UA based on need and/or community interest
- Partner and collaborate with private, institutional lands and community to facilitate access to land



Action Pathways: What we heard

3. Plant and steward seeds

Provide funding, resources, guidance and incentives

- Support with financial and non financial tools
- Allocate City staff resources to support the work
- Build community capacity to secure funding

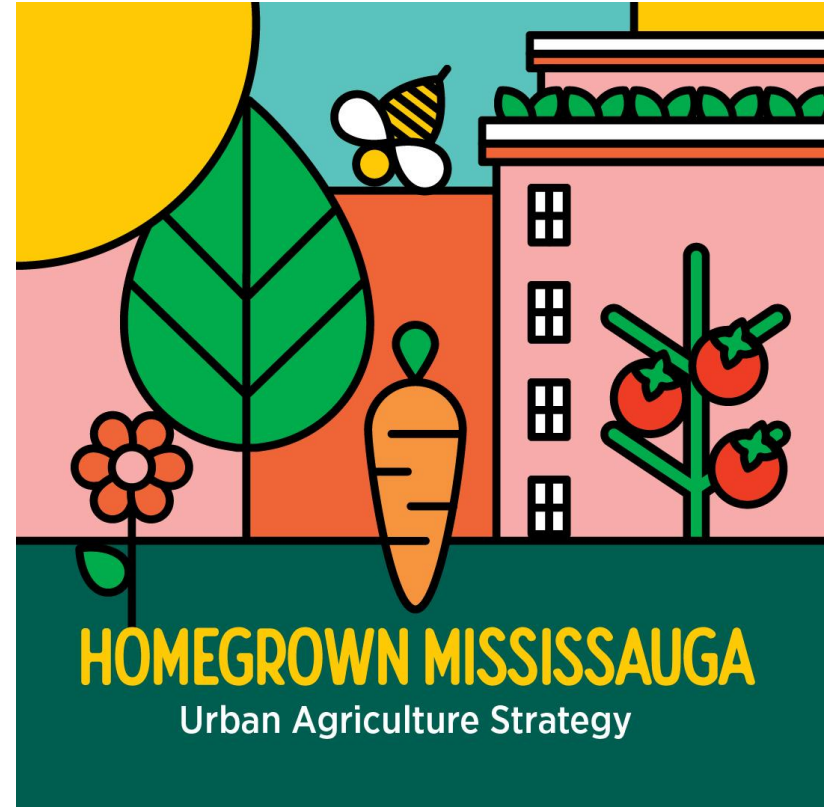
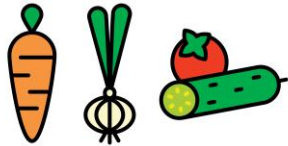
Incubate, innovate and accelerate

- Incubation, mentorship, training and acceleration programs that support innovation and opportunities across Mississauga
- Engage businesses who support UA and local food initiatives



Community Feedback

1. In writing: online survey
2. By voice message: 311



Thank you!

Environment Section

Parks, Forestry, and Environment Division

living.green@mississauga.ca



HOFFMANNHAYES

healthy food programming,
gardens + community development

