

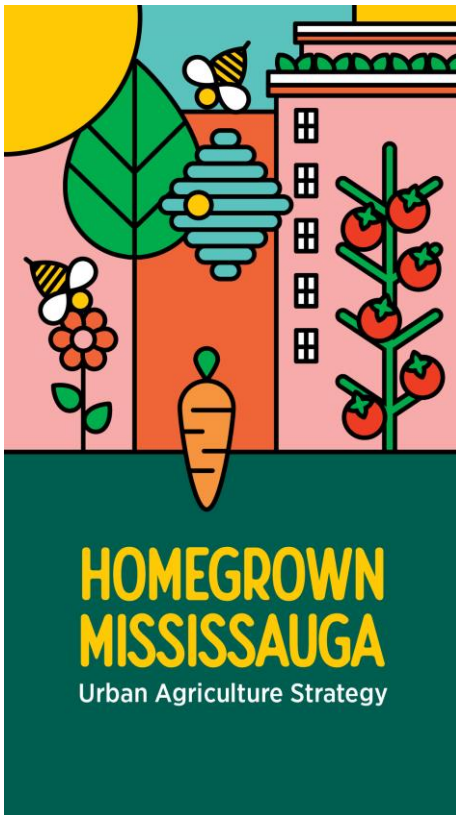


HOMEGROWN MISSISSAUGA

Urban Agriculture Strategy

General Committee June 1, 2022

WHY AN URBAN AGRICULTURE STRATEGY?



- Enhance and grow urban agriculture efforts
- Promote and support inclusive, culturally relevant, local food initiatives
- Expand and improve food security
- Support efforts to increase local food production
- Support climate mitigation and adaptation efforts

RATIONALE

From June 2020 to May
2021 almost

26,000

unique individuals visited a
food bank in Mississauga



80% of food bank clients
are visible minorities
(despite being only 57% of
the total population)

Over 8,600 individuals
utilized the Emergency
Food Bank - a

167%

increase from last year

Uzma Shakir, EDI



85% of community
garden users report
food access as primary
motivation for
gardening

53% of gardeners
report an annual
income of

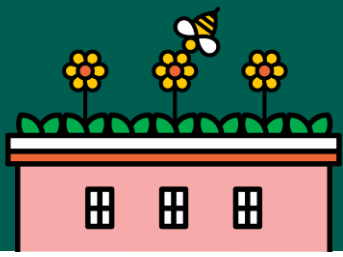
<\$50K



Over **50%**
gardeners are born
outside of Canada

Ecosource, 2021 Urban Garden Impact Survey

STRATEGY APPROACH



Equity, Diversity and Inclusion Lens

- **Through Strategy Development:** supported the contributions of equity-seeking individuals and groups through one-on-one conversations and story telling and offered honorariums, user-friendly technologies and alternative communications
- **In the Strategy itself:** aimed to remove barriers and support communities often under-represented



BENEFITS OF URBAN AGRICULTURE

Environmental

- Supports biodiversity
- Increases green spaces
- Mitigates flood risks and reduces greenhouse gases
- Improves soil health and fertility
- Reduced food miles
- Increase resilience of supply chain
- Plant-based diets are encouraged



Social

- Improves food security
- Provides educational opportunities to increase food literacy
- Provides opportunities to grow culturally diverse food
- Supports community-building and a sense of belonging



Economic

- Supports local food entrepreneurship
- Helps to reduce personal grocery costs
- Enhances tourism
- Strengthens connections between urban and rural communities



Public Health

- Encourages eating healthy and nutritious foods
- Offers an enjoyable way to exercise
- Improves physical and mental health
- Reduces social isolation and enhances nature experience



COMMUNITY ENGAGEMENT

Concurrent engagement for Urban Agriculture Strategy and Hen Keeping

Who we engaged:

- Community groups
- Gardeners, farmers & hen keepers
- Youth groups
- Urban Indigenous growers
- Farmers Market organizers
- Food banks
- Conservation Authorities
- City staff

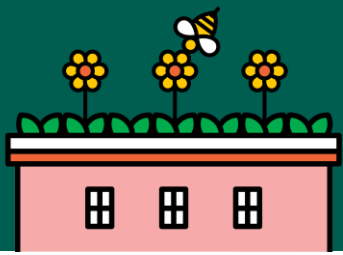
How we engaged:

- Public website
- Surveys
- Stakeholder Engagement Sessions
- One-on-one meetings in place
- 311



COMMUNITY STAKEHOLDER ENGAGEMENT	How many?
Community organizations members/individuals who attended ≥ 1 session or conversation	95
Group engagement sessions	4
PUBLIC ENGAGEMENT	
Impressions on City's "EHQ" portal	6,900
Urban Agriculture Survey	318
Urban Hens Survey	1,858
CITY STAFF ENGAGEMENT	
Staff involved	39
Departments involved	5

THREE ACTION PATHWAYS



Cultivate Relationships: Encourage Urban Agriculture



Grow and Share the Harvest: Remove Barriers to Urban Agriculture



Plant and Steward Seeds: Enable Urban Agriculture





CULTIVATE RELATIONSHIPS: ENCOURAGE URBAN AGRICULTURE

1. Strengthen networks

- Work with a broad range of community partners to encourage participation and leadership in urban agriculture

2. City-region linkages

- Align City of Mississauga plans with; Regional, Provincial and Federal policies, strategies, and programs

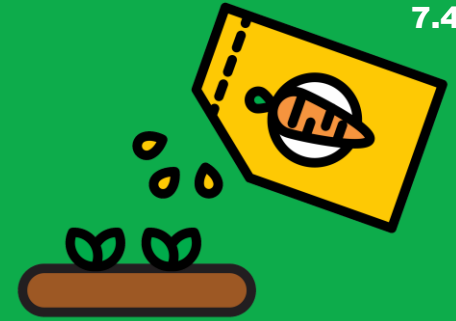
3. Educate and communicate

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



GROW AND SHARE THE HARVEST: REMOVE BARRIERS TO URBAN AGRICULTURE

4. Enable UA through policies and regulations
 - Address barriers to growing and selling locally produced food
5. Facilitate access to land and space
 - Expand the Community Garden Program
 - Provide and facilitate equitable access to resources
 - Strengthen urban agriculture infrastructure, operations and distribution



PLANT AND STEWARD SEEDS: ENABLE URBAN AGRICULTURE

6. Provide support, resources and guidance

- Explore financial and/or non-financial tools
- Build community capacity to secure funding opportunities

7. Innovate, cultivate and grow

- Incubation and acceleration programs that support innovation and opportunities across Mississauga

THANK YOU!

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