

DISTRICT OF NORTH SAANICH

**Minutes of the Meeting of the
Agricultural Advisory Commission**

Thursday, October 2nd, 2009 at 4:00 p.m.

PRESENT:

	Chair	A. Finall
	Members	B. Brennan H. Crawford (4:17) B. Dunic N. Schafer (4:29) J. von Kaldenberg
BC Ministry of Agriculture and Lands		R. Kline
Co-Council Liaison		A. Scoones
	Staff Liaison	B. Williams
	Recording Secretary	L. Coburn

ABSENT:

	B. Hughes
	I. Mishchenko
Co-Council Liaison	S. Fea

The meeting was called to order at 4:06 p.m. by the chair

PUBLIC PARTICIPATION

ADOPTION OF AGENDA

MOVED BY: J. von Kaldenberg
SECONDED: B. Dunic

- 1-AAC That the agenda be approved with the following additions:
- Report from council liaison re: Union of BC Municipalities Conference
 - Drainage Update by A. Scoones
 - Comments on Hedgerow Policy by A. Scoones
 - Island Agricultural News Workshop at Mary Winspear Centre

CARRIED

APPROVAL OF MINUTES

MOVED BY: B. Brennan
SECONDED: B. Dunic

- 2-AAC That the minutes of the September 4th Commission meeting be approved as circulated.

CARRIED

BUSINESS ARISING FROM THE MINUTES

A. Report from Council Liaison on Council discussions relevant to the Agricultural Advisory Commission and votes on recommendations to Council from the Commission:

a) McTavish School Site Disposal

This matter was put over until the next meeting pending the receipt of information from the Chief Administrative Officer.

b) 1590 Wain Road

B. Brennan presented a report prepared by I. Mishchenko. In it he noted that farm land is lost one acre at a time, one farm at a time. He quoted from the Center for Urban Education About Sustainable Agriculture that healthy soil is the basis of all sustainable agriculture. It was noted that adding fill can compromise soil. In the case of the application at 1590 Wain Road, I. Mishchenko felt that AAC input was sought too late in the process and that the Commission should adhere to the strict regulations of the Agricultural Land Commission. He further indicated in his report that he felt all applications for fill should be sent to the Peninsula Agricultural Commission for comment.

MOVED: B. Brennan
SECONDED: H. Crawford

3-AAC That the AAC recommends to Council with respect to the application to place fill at 1590 Wain Road that any fill put on this land should be compatible with future farming activity and that the original topsoil be retained on the property and put back in place on the property.

CARRIED

MOVED BY: B. Dunic
SECONDED: H. Crawford

4-AAC That the AAC recommends to Council that the letter dated September 19th, 2008 from the Peninsula Agricultural Commission (attached as Appendix A) and the policies in place in the District of Central Saanich (attached as Appendix B) be reviewed by Council when considering future fill applications on Agricultural Land Reserve land.

CARRIED

MOVED BY: B. Dunic
SECONDED: H. Crawford

5-AAC That the AAC forwards to Council for information and possible formulation of policy the letter dated September 19th, 2008 from the Peninsula Agricultural Commission (attached as Appendix A).

c) Housing Strategy

A. Scoones advised the Commission that Council accepted its recommendation that this be dealt with at the zoning bylaw review.

d) Union of BC Municipalities Conference

A. Scoones reported on the UBCM Conference she attended in Penticton. She was pleased with the emphasis this year on agriculture. One item of particular concern was the issue of regulations affecting local abattoirs. Another issue of great concern was that of food security. It was agreed that she would leave her material from the UBCM Conference with the Commission secretary in order for other members to review it.

e) Drainage Update

A. Scoones advised the Commission that the report on drainage in the Munro/Wilson area is not yet complete.

NEW BUSINESS

A. Housing Strategy

A. Finall noted that previously the Commission had recommended to Council that the AAC would review the housing strategy when it considered the agricultural aspects of the zoning bylaw.

MOVED BY: H. Crawford
SECONDED: J. Von Kalenberg

6-AAC The Agricultural Advisory Commission recommends to Council that the Commission defer consideration of the Housing Strategy to the full discussion of the zoning bylaw review and the discussion on the agricultural area plan.

CARRIED

B. Draft Tree Protection Bylaw

It was decided that this matter would be deferred to next month's meeting.

C. Agricultural Forums

A. Scoones requested members to attend the Juan de Fuca Agricultural Forum October 25th, 2008 in Sooke.

A. Scoones advised Commission members of an upcoming conference on ensuring the viability and accessibility of farmlands for food production in B.C.'s Capital Region. The Commission secretary was asked to forward registration material to Commission members

D. Islands Agricultural News – Upcoming Events

A. Finall advised Commission members that she had received an invitation from Chalet Winery in Deep Cove for the Commission to attend and see their new crushing machinery.

Members were advised to let the Commission secretary know if they are interested. A. Finall noted that the Chalet Winery was an enthusiastic participant in the Flavour Trail.

With regard to the Flavour Trail, N. Schafer provided a timeline for planning future events. It is attached as Appendix C. A. Finall noted that there was tremendous enthusiasm among participants. There are a number of things which need to be done this month, some of which may be delegated to staff. Mention should be made in both the Sidney and Central Saanich newsletters, as well as the next North Saanich newsletter. A. Finall requested that C. Kingsley send a letter to the Agri-Food Initiative who provided a grant.

MOVED BY: N. Schafer
SECONDED: B. Dunic

7-AAC The Agricultural Advisory Commission recommends to Council that \$5000. be budgeted for the 2009 North Saanich Flavour Trail.

CARRIED

DATE OF NEXT MEETING

November 6th, 2008 at 4:00 p.m.

ADJOURNMENT

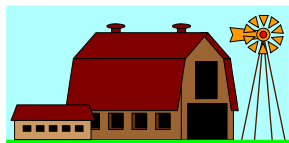
MOVED BY: B. Dunic
SECONDED: B. Brennan

8-AAC That the meeting be adjourned at 5:44 p.m.

CARRIED

Chair

APPENDIX A



Peninsula Agricultural Commission

*c/o Saanich Municipal Hall
770 Vernon Avenue, Victoria, B.C. V8X 2W7
Telephone: (250) 475-1775 Facsimile: (250) 475-5440
Secretary: Isobel Hoffmann, Extension 3502 (isobel.hoffmann@saanich.ca)
Chair: Robert Maxwell*

September 19th 2008

Chair Alice Finall
North Saanich Agricultural Commission
District of North Saanich
1620 Mills Rd
North Saanich, BC V8L 5S9

Dear Ms Finall:

Re: Comments about the dumping of 'fill' on agricultural land

This document was written in response to your phone request to the Peninsula Agricultural Commission (PAC) dated September 15/08. Your commission requested information on **“how “fill” can to be problem when dumped on agricultural farm soils”**.

As background, the Peninsula Agricultural Commission’s mission and objectives as recorded in the *Agricultural Strategy for the Saanich Peninsula June 1997*, are as follows:

Mission:

“To ensure the sustainability of the Saanich Peninsula’s Farm Community.”

Objectives – related to land stewardship and sustainability

- to enhance the sustainability of the agricultural land base
- to support a diverse range of agricultural land uses on the Peninsula which do not foreclose on options to use the land for food production in the future
- to foster stewardship of farm land which embraces environment and other community values
- to encourage soil conservation and sound management practices

At our PAC meeting on September 18/08, we once again discussed the problems with “fill” and the serious concerns with dumping which is occurring on the Saanich Peninsula at this

time. This issue has come up on our agenda many times. I have also had informal discussions about adding fill to farm land with government officials, farmers/landowners surrounding dump sites and other concerned citizens.

Our Commission is seriously questioning the 'larger' soil dumping and fill operations which we have witnessed to date. We believe that the dumping does not meet the mission and objectives as stated above.

Responsibility of Volunteer Advisory Committees

Ministry of Agriculture officials are over-loaded with work; the Agriculture Land Commission (ALC) staff are too few and underfunded for all of the dumping concerns. All of the staff works hard and tries do a good job. However, there are insufficient resources to thoroughly monitor fill dumping. Actually, at this time there is no requirement by the ALC for soil testing to make sure that land fill on agriculture land is safe.

The situation described above means that the local the municipal authorities, advisory board volunteers, residents, farmers and concerned citizens are expected look after the safety and sustainability of our agricultural soils. This is an enormous responsibility when you consider that the work related to monitoring farm land requires specific scientific knowledge and training in the field of soil science and waste management.

We are not collecting scientific data to feel confident there are no lingering banned pesticides or noxious chemicals in the fill material. There is an assumption that the source site(s) of the fill is 'clean' because the fill looks clean to the naked eye. Do we really know the land use history? Future generations deserve to know if a new filled site might be contributing unwanted chemicals into the produce grown there. It is becoming the way of the future to eat food produced closer to home.

We are not saying that there are damaged sites right now but we warn about the risk. We are advocating for "preventive" measures.

In addition to the concern about contamination, we also worry that if continual dumping situations on the peninsula are approved; there will be a cumulative erosion of the productive 'natural soil' base and surrounding environment.

Health Concerns

Some peninsula landowners and farmers historically used chemicals which today are not used, and some could have leached into the soil which is being added to the fill. We do not know if all the old containers have been collected. Hopefully most have been collected through beneficial programs. Excavation sites under old garages, sheds, hangers, buildings, and large demolitions in towns are all suspect. Some industrial sites have been tested and advisories should be able to see and understand those test results.

Excavated roadside and sidewalk soils are known to have higher cambium and lead levels and many of these soils find their way into fill sites.

A WEB article on banned pesticides and chemicals (The Dirty Dozen Fact Sheet) was provided via mail for your reference.

http://www.abag.org/bayarea/dioxin/pdf/dangerous_chemicals.pdf

Environmental Concerns

Fill sites commonly use the 'Victoria Clays' which are the very common grayish materials deposited during deglacial times in low lying areas (at less than about 75m) throughout the CRD.

These materials are usually compacted on a fill site with a bulldozer or excavator and create a near impermeable layer.

Note the CRD Hartland site uses very similar materials to seal off layers of garbage.

It is these base 'clayey' soils and some similar that no one seems to want.

The permeability or percolation of a site under these new clayey materials is usually greatly reduced and changes the site hydrology. This can impact the surrounding natural drainage patterns and adjacent property owners and farms. This new very slowly permeable area could also add the cumulative total of impermeable surfacing in the district and eventually reduce groundwater recharge areas and eventually farm wells yields.

If the fill has deleterious materials leachate could be a future concern for local surface and groundwater; some which might be used for irrigation.

Often fill sites remove most trees and other natural vegetation to maximize the fill area, this reduces the natural surroundings which often benefit farms with for example bees and other beneficial insects. It also impacts the rural ambiance of farms with the tree lanes and vistas which city consumers come to both appreciate and to buy produce from farms.

Note: the Environmental Farm Plan Program EFP recognizes and encourages the inclusion of good environmental practices and will pay farmers (a portion) to enhance trees/hedgerows and waterways.

New Fill and Soil for farming

With reference to the common Victoria clay fill (and soils with silty clay loam, clay loam, silty clay type textures know as fine and/or silty textured soils), this material particularly following bulldozer compaction will likely restrict rooting depth, aeration and be highly subject to compaction when wet. This makes farming more difficult, expensive and reduces the season(s) of use.

- Winter use on these fine materials by farm vehicles and/or livestock will further severely compact the soil reducing infiltration and often leading to erosion.
- Significant 'top' or 'surface' dressing is required over these 'fines' for many farm practices to be carried out in a similar fashion as on the original soil surfaces.
- Top dressing with 'organic rich' and/or 'sandier' soils to about 40 to 50cm is very expensive to cover many acres, unless sufficient on-site 'topsoil' has been stockpiled. Often the hauling companies will use the 'topsoil' from the source areas for their own soil-selling businesses – thus limiting a lower cost supply.

Observations of fill dump sites show that dumps of rubble, cobbles, branches, roots and occasional boulders get incorporated into the fill matrix. This creates an inconsistent mass of soil with compact zones, rubble patches and stony areas – this can make it harder and costly on equipment and to cultivate, irrigate, drain, fertilize and plant.

The fine fill materials are also usually strongly acidic (about 4.9 - 5.2) and will require a significant amount of lime added for most crops.

We assume this clayey fill does not enhance the sustainability of agricultural soil and/or increase the range of crops or farming options – unless copious amounts (deeper layers) of sandy loam or loam with reasonable organic matter is applied over the surface. This is very costly and unlikely.

The use of peat to top-dress the new clayey surfaces is not sustainable as once the peat becomes drier, exposed to the sun and cultivated – it oxidizes and gradually becomes significantly less. Similar to compost applied to a garden soil, it disappears in a few years. This is a poor soil conservation practice as we lose the valuable wet peat bog (often our vegetable lands) and also lose the peat applied to the new surface.

Note: the peat excavation hole is usually then filled with clay and rubble – with a further loss of a potential groundwater recharge area and the high class vegetable soils.

The use of sandier soils such as sandy loams, loamy sands, loams or sand for larger amounts fill has not been that common – except in the cases of gravel pit remediation. The ‘sandy’ soils are valuable and are usually screened and used in the topsoil preparation business as they need the mineral soil bulk to mix with the organic matter.

Future Agricultural Uses of a Property

Organic certification on properties subject to a lot of fill from various sources may have difficulty. This could limit the types/classes of agriculture practiced there. To fix or upgrade soils on such properties with suitable fill or remediation could be very costly to a new owner.

The planting of deep rooted water sensitive perennials on clayey fill could be costly and difficult as sub soiling and drainage on an inconsistent medium may be problematic. New owners could be discouraged as neighbors would discuss the nature and volumes of fill which were deposited on that land.

Note, we are not aware of any mandatory ‘fill’ reporting on property transfers or title. It is curious as why an owner must report ants yet not hundred’s of meters of fill.

Any future concerns as to drainage, erosion and contamination would likely rest with the new owner. This is why a very detailed plan, testing, fill sources and the professional agrologist report should be easily available to the public.

Summary

There are many reasons to be concerned with fill on agricultural land as noted above:

- There should be detailed statements and a fill application and plan as to why the existing property/farm cannot carry out the same or other farm practices without bringing in large volumes of fill. *See attachment 2, on the PAC proposed fill application.*
- The original soils have undergone thousands of years of soil building and weathering, creating beneficial soil structure and soil biology – in the process of soil burial with base clays all of this will be lost. The new soil surface does not replace the origin conditions – but in some cases new surfaces can be made to produce. See

the attachment 1, which describes some features of a natural healthy agriculture soil.

- There is usually no guarantee or bonding that following the fill, the property cannot be sold or has to be farmed.
- These concerns have impacts to our municipal agricultural land base, they are cumulative;
 - hard surfacing
 - very large buildings
 - clayey compact fill areas
 - alteration of drainage
 - storage areas of non agricultural items
 - rubble and waste gravel dumps

All of the above and other impacts add incrementally to a decreasing and unsustainable land base, initial estimates in some areas are that we have lost about 10% of our product growing sites in the ALR. Look across the Martindale Valley to see a sustainable soil system, those lands have been farmed for 150 years.

Suggestions to protect and sustain our peninsula agricultural soils (ALR)

- work towards a 'regional soil dumping strategy' somewhat similar to the Hartland Landfill
- have the proponents demonstrate how they are going to improve there agricultural land and complete a detailed application and plan

Respectfully submitted,

Robert Maxwell, Chair
On behalf of the Peninsula Agricultural Commission

Attachment 1

The description below helps to describe and guide what the Peninsula Agricultural Commission sees as sustainable agricultural soils and meets our objectives:

“To enhance the sustainability of the agricultural land base”

Definition:

“Sustainable: capable of being maintained at length without interruption, weakening, or losing in power or quality “

Features of a good soil

From: *ATTRA - National Sustainable Agriculture Information Service*

Part I. Characteristics of Sustainable Soils

What are some features of good soil? Any farmer will tell you that a good soil:

- feels soft and crumbles easily
- drains well and warms up quickly in the spring
- does not crust after planting
- soaks up heavy rains with little runoff
- stores moisture for drought periods
- has few clods and no hardpan
- resists erosion and nutrient loss
- supports high populations of soil organisms
- has a rich, earthy smell
- does not require increasing inputs for high yields
- produces healthy, high-quality crops ([1](#))

All these criteria indicate a soil that functions effectively today and will continue to produce crops long into the future. These characteristics can be created through management practices that optimize the processes found in native soils.

How does soil in its native condition function? How do forests and native grasslands produce plants and animals in the complete absence of fertilizer and tillage? Understanding the principles by which native soils function can help farmers develop and maintain productive and profitable soil both now and for future generations. The soil, the environment, and farm condition benefit when the soil's natural productivity is managed in a sustainable way. Reliance on purchased inputs declines year by year, while land value and income potential increase. Some of the things we spend money on can be done by the natural process itself for little or nothing. Good soil management produces crops and animals that are healthier, less susceptible to disease, and more productive. To understand this better, let's start with the basics.

Attachment 2

Fill Application Proposed by the Peninsula Agricultural Commission “PAC”.

June 9th 2008

Background for this proposed example:

The background is written to frame our serious concerns with the on- going significant dumping of fill particularly onto our wetlands and high capability peat soils – as well as fill dumped on higher capability upland soils.

Our Commission has a number of Strategic Objectives from which we operate.

Re: Agricultural Strategy for the Saanich Peninsula June 1977.

We provide advice to Municipalities, farmers, the farm community and stakeholder groups.

Our Mission:

To ensure the sustainability of the Saanich Peninsula’s Farm Community.

Our objective #3.

To enhance the sustainability of the agricultural land base.

Our objective #4.

To Foster Stewardship of farm land which embraces environmental and other community values.

Strategy Report notes – From Sustainability of the land base page 115

Sustainability is defined in many ways; however the most common and all encompassing definition which perhaps needs fine tuning to best meet the interests of agriculture is:

“Meeting the needs of the present with out compromising the ability of future generations to meet their needs”

The relationship between competing economic and environmental forces is a major issue affecting all of Canadian agriculture. Some have suggested that the concepts of land stewardship have been replaced with industrial ethics of efficiency and productivity.

Since most farmers cannot survive if they ignore the short run in the interests of a longer term gain. The unavoidable result is land use that sometime conflicts with sustainability.

For an agricultural production system to be sustainable in the long-run, certain basic conditions must be satisfied:

- i) Soil resources must not be degraded in quality through the loss of topsoil depth due to erosion, compaction, organic matter loss, reduced water holding capacity and build up of salts or other toxic elements.

(And Now Very Large Amounts of Fill)

“Agriculture a major Peninsula land use upon which many residents depend, either directly or indirectly has to be regarded as part of a total environmental strategy that aims to sustain food production with the context of caring for diverse landscapes.”

PAC and its role in fill and dumping situations with regard to the above principals:

Our commission is aware of two major dumping operations on ALR land. Our members should be informed of the many aspects surrounding this dumping and particularly the logic and rationale of land sustainability.

Why?

Because we are constantly asked by many sources in the agricultural community -

- “What is going on?”
- “How does this really affect the soils and other natural resources - now and in the future?”
- ‘How can the approving authorities and the proponents really defend these activities?’
- “Why isn’t there any public/professional debate or discussion on this matter?”
- We are not getting sufficient information from the proponents or authorities to evaluate and/or understand the process and impacts to farmland.

As a possible method for the municipalities to help PAC and the farm community to understand the situations, we propose that the municipalities, the ALC and/or Ministry of Agriculture and Lands require a more ‘complete’ and thorough application process. This application is a ‘public accessible document’ and might to help shed some light on the proponent’s soil/farmland sustainability arguments.

See the following proposed draft application:

Draft 1

Peninsula Agricultural Commission “PAC”

June 9th 2008

Example application for dumping of fill/soils/materials onto ALR or Agriculturally zoned land

NOTICE OF PROPOSED “FILL” ACTIVITY

Local Government: _____

Bylaw Number: _____

Fax form to: _____

Note: The information required by this form is collected under the Local Government Bylaw. This information may be available for review by any member of the public. If you have any questions about the collection or use of this information, please contact the Local Government.

Owner(s): _____

Address: _____

Telephone _____ Cell _____

Fax _____

E-mail: _____

Agent: _____

Address: _____

Telephone: _____ Cell _____ Fax _____

E-mail: _____

Civic _____ Address _____ of _____ Property: _____

Legal _____ Description: _____

Size of Property / Parcel: _____ (hectares or dimensions)

Zoning of Property:	Agricultural	Residential	Commercial	Industrial
	Other – specify: _____			
Current Use: _____				
Proposed Land Use: (if different than current use) _____				

Original and Final Agricultural Capability:

Provide Map of original property agricultural capability at 1:5 000 scale or more detailed; work to be undertaken by professional ‘soils’ Agrologist
Base the classifications upon Land Capability Classification for Agriculture in BC MOE manual 1. 1983.

Provide Map of final property agricultural capability at 1:5 000 scale or more detailed; work to be undertaken by professional ‘soils’ Agrologist
Base the classifications upon Land Capability Classification for Agriculture in BC MOE manual 1. 1983.

Provide facts as to how the fill will improve long term agricultural potential and soil sustainability of the property over above the current land state.

Agricultural suitability:

Provide a list of crops and agricultural uses which currently have the potential to grow on the property.

Provide a list of crops and agricultural uses which following the fill have the potential to grow on the property.

Work to be done by a professional.

Fill:

Record what municipality(s) the (original) fill materials will be transported from and /or the nature of the excavation source, for example Victoria City high rise, Airport old hanger site.

Provide a map of where the fill is to be placed, and a cross-section showing the slopes and depths, and types of fill;

Describe the type(s) of fill as to the texture and permeability, (for example silty clay loam subsoil with very slow permeability), discuss the chemical nature of the fill and provide signed documentation that the fill is free of any contamination.

Describe other aspects of the fill, for example occasional stumps, cement, boulders and debris.

Describe how the fill monitoring and records will be carried out; they must be publicly available.

Sustainability:

Describe how the fill will enhance the growing and/or agricultural uses of the property or farm.

Describe how;

- the tilth or workability of the new materials will be improved
- the range of crops or farms uses will be improved
- the drainage and permeability of the property will be improved
- any new slope configurations will improve the property
- the agricultural capability will be maintained or improved

Water and Environmental Setting:

Describe how the fill will or will not impact:

- groundwater recharge,
- streams, ditches, seepage/discharge zones
- significant habitat for birds, fish or mammals

Send copies of the application to the Ministry of Environment departments as to Groundwater, Surface water and Fish and Wildlife Habitat officers, and other appropriate agencies.

Photographic Record

Provide an annotated photographic record of the complete site prior, during and a completion of dumping.

Provide access to Municipal and Provincial By-Law Inspectors at all times.

APPENDIX B



COPY

The Corporation of the District of Central Saanich

4 March 2008

[redacted] Road
Saanichton, BC

Dear Mr. & Mrs.

Re: Application for Non-Farm Use - Soil Deposit on ALR Lands

In response to your application for a Soil Deposit Permit on ALR lands, Council passed the following motions at the 3 March 2008 Regular Council Meeting:

That the Staff Memorandum dated February 13, 2008, from the Municipal Engineer entitled "[redacted] Road: Application for Non Farm Use – Soil Deposit or Fill on ALR Lands" be received, and Council reject the application and not forward the application to the Agricultural Land Commission for further consideration.

That Council adopt a policy that for all future non farm use soil removal or deposit applications for Agricultural Land Reserve land, the District require that applicant(s) provide the supporting background engineering information as outlined in Appendix "A" of the Staff Memorandum dated February 13, 2008, from the Municipal Engineer entitled "[redacted] Road: Application for Non Farm Use – Soil Deposit or Fill on ALR Lands", as well as any additional information recommended by the Director of Planning & Building Services.

If you have any questions or concerns in this regard, please call me at 544-4210 to discuss.

Yours truly,


Nirmal Bhattacharya, P.Eng.
Municipal Engineer

cc: Ron Macleod, Agricultural Land Commission
Sara Ribeiro, Municipal Clerk

APPENDIX C



Implementation Timeline

DATES FOR FUTURE EVENTS:
August 22 & 23, 2009 - August 21 & 22, 2010
(Second to last weekend in August)

Sample Announcement

North Saanich Flavour Trail
Local Farm Weekend
August 22 & 23, 2009
www.NorthSaanich.ca

The third annual North Saanich Flavour Trail will be held on August 22 & 23, 2009. This is a tour of North Saanich farms, wineries, nursery's, markets and restaurants to showcase North Saanich food production. The North Saanich Agricultural Advisory Commission is organizing the event with the sponsorship of the District of North Saanich. This event will be an exciting weekend, where participants will be able to view and experience some hands on activities at our local farms. As part of the event, individuals can also sample items at 2 North Saanich markets and be able to taste the local foods in our local restaurants.

October 2008

1. AAC to make application to North Saanich Council for funding (\$5,000) and request application for possible additional UBCM grant money for the 2009 Flavour Trail.
2. Request that North Saanich:
 - o Place a notice in their newsletter requesting information from those interested in participating in the 2009 Flavour
 - o Request that Sidney and Central Saanich post information of the event in their newsletters and on their municipal calendars.
 - o Post the information regarding next years event on the North Saanich Website.
 - o Confirm follow up by North Saanich for the May 2009 newsletter to publish the preliminary list of participants.
3. Notify groups with printed or online calendars on the 2009 Flavour Trail dates
 - o Tourism Victoria – info@tourismvictoria.com - done
 - o Notify Peninsula Agriculture Commission of dates for 2009 Flavour Trail promising follow-up info.
 - o Tourism Association of Vancouver Island – <http://www.harbourliving.ca/events/> - done
 - o Post event on local Craig's List - <http://victoria.en.craigslist.ca>
 - o Peninsula News Review – Community Events Calendar
http://www.bclocalnews.com/vancouver_island_south/peninsulanewsreview/calendar/

November 2008 – February 2009

1. Making Food Matter Newsletter – summer 2009 edition annar@communitycouncil.ca; www.communitycouncil.ca | www.qolchallenge.ca
2. Ask local MLA and MP to include the event in their summer newsletters.
3. Island Agricultural News – summer 2009 edition: www.farmwest.com
4. Marketing Follow Up and Request Marketing Ideas and Assistance from:
 - o Island Farmers' Alliance Newsletter and BC Agritourism Association; check with Dr. Bill Code: drbill@drbillcode.com
 - o Ask Dr. Jenny Horn, Director of the Island Food Initiative (IFA) for other ideas on how to promote the Flavour Trail – hornofplenty@telus.net
 - o Ask Barbara Johnstone Grimmer, P. Ag.
 - o Fir Hill Farms and MacDonald Farm Store (Farmers Co-op) Pender Island

- o Saanich Peninsula Chamber of Commerce – Eileen Leddy – eleddy@peninsulachamber.ca
 - o Sidney Business Association for Summer Times Colonist pages - 250-655-6417
 - o Dan Ponchet, Dan's Farm Market
 - o Michell Farms
5. Sidney Beacon Coffee Newsletter – ittybittysignshop@shaw.ca
 6. Mara Jergenson – Fairburn Farm: Feast of Fields, Slow Food
 7. Ministry of Agriculture publications – check with Rob Kline
 8. Vancouver Island Buy, Sell & Trade which does a list of Fall Fairs on Vancouver Island – Kathleen Erickson telephone 250-753-9116, Ext 308, T/F 1-866-753-9116. She may put in a free ad.
 9. Solicit farmers and committee members who will help coordinate the event.

March 2009

1. AAC subcommittee chosen
2. Confirm funding from North Saanich Municipality
3. Confirm participants (Centre for Plant Health – David Lye 250-363-6650 Ext 233)
4. Finalize notifications
5. Post ad in Panorama Summer brochure by March 26th - ¼ page is \$205
6. Find out if 4-H members would like to participate. Susy Chung cows4-Hockey@shaw.ca
7. Liaise with local restaurants who may wish to participate so that they can order local food for the event.
8. Farm Fresh magazine (South Vancouver Island Direct farm Marketing Association - info@islandfarmfresh.com)

April 2009

1. Rework disc of program participants/map/brochure – email to participants for proof reading.
2. Create Poster.
3. Obtain quotes for and select printers for the maps and posters (2008 Printer - Hillside Printing, Signs – Crest Screen Printing) and updating dates on signs.
4. Reconsider creating new banner.
5. Contact the Holy Trinity Church, St. John's Church and other North Saanich Commissions for additional events ideas to coincide with the Flavour Trail.
6. Advise Deep Cove Market Tomato Vine of event for inclusion in summer letter.
7. EAT magazine - 250-384-9042 - <http://www.eatmagazine.ca/contact.php>

May 2009

1. Add new dates on Event Signs. Arrange for printing of 5000 brochures (Print 10,000 more to distribute to Sidney & Central Saanich – subject to increased distribution costs)
2. Arrange for media advertising, if any
3. Contact schools to determine if any volunteer interest, or publicity possibilities
4. Advise FarmFolk/CityFolk of the 2010 dates for their 2010 Printed Calendar info@ffcf.bc.ca
5. Country Life in BC – Kathy McAree , 250-385-1526, kathymcarea@shaw.ca

June 2009

1. Finalize arrangements with confirmed participants and draw prizes.
2. Forward announcement to be listed on the Sancha Hall Electronic Board.
3. Will Panorama list event on electronic sign?

July 2009

1. Before July 15th – Distribute brochures to Roost, Winery, Deep Cover Market, Panorama, nurseries, library, participants, etc.
2. Put up Signs at Farms
3. Advise TV, Newspapers & Radio Media of the Event – CFax, CBC, Ocean 98.5, The Q, Chek TV, A Channel, Times Colonist, Peninsula News Review, Peninsula Times
4. Prepare August News Release
5. Set date for all participants to meet 2 weeks following the event to review ways to improve it.

August 2009

1. Posters up August 1
2. Post event on www.UsedVictoria.com

3. Send News Releases to Vancouver Island Media
4. Mail Brochures Aug 10-15
5. Collect Draw Prizes, Prepare and Drop off Draw Boxes

September 2009

1. Collect Statistics from Draw Entry Forms on how people found out about the event.
2. Review Past Event and Plan Changes for Next Year (Budget, Media Distribution, etc.)
3. 2 weeks following event meet with participants and coordinators to review event.

2008 Flavour Trail Expenditures			
Amais (Lindsey Fisher)			
Design work			750.00
Mary Winspear Centre			
2 week Ad run			150.00
Peninsula Times			971.62
2 page double spread			
middle pages			
Hillside Printing			1,991.37
100 11 X 14 posters	170.23		
10,000 Brochures	1,821.14		
Speed Pro Signs			630.02
32 12 X 24 white coroplast			
dark green signs			
Crest Screen Printing Ltd			1,398.49
50 32 X 24 coroplast signs	799.29		
4 Banners 10' X 24"	599.20		
District of North Saanich			470.4
mail brochures			
Lisa Ellis			990.15
coordinator fee & expenses			
Total			7412.2

2008 Media Comparison		
Media Type	# of People	% of Group
Brochure	108	19.53%
Times Colonist	104	18.81%
Word of Mouth	100	18.08%
Mailout	77	13.92%
Signs	41	7.41%
Local Paper	37	6.69%
Participants	34	6.15%
Posters	27	4.88%
Internet	16	2.89%
Radio	9	1.63%

Location	Poster	Brochure	Promo Sign	Direct Sign
Sidney & North Saanich				
Meadow Oak Nursery	-	-		
Fruit Trees & More		-	-	-
Chalet Winery	-	-	-	-
Kildara Farm	-	-	-	-
Pendrays	-	-	-	-
Market Garden Farm	-	-		
Russels Nursery	-	-		
Info Center (on hw y 17)	-			
Glamorgan	-	-	-	-
RC Grillhouse	-	-	-	- X2
Mary Winspear Centre	- X2	-		
Curves	-	-		
Blue Peter	-	-		
Library (Sidney)	-	-		
Thrifty's	- X4	-		
Pharmasave	-	-		
Sidney info Center	-	-		
Safeway	-	-		
Alexanders Coffee	-	-		
Serious Coffee		-		
Red Brick Cafe	-	-		
Stonehouse Cafe	-	-		
Fairways	-	-		
Big Moo	-	-		
TruValue Hardware	-			
Tanners	-	-		
Home Hardware	-			
Fresh Cup Roasteries	-			
Info Center (on Lochside)	-	-		
Keating				
Co-op Food Centre	- X4	-		
Brentwood Bay				
Tru Value	-	-		
JJ's Coffee Shop	-	-		
Video Shop	-			
Rexall	-	-		
Saanichton				
Fresh Cup Roasteries	-			
Pharmasave	- X2	-		
Thrifty's	- X6	-		