GROWING IN THE CITY
Expanding Urban Food Production
CONTEXT: GROWING IN THE CITY

GITC consultation

- June 2015 - January 2016
- Goal: urban food production
- Response to community interest & City plans

Focus areas

1. Growing food to sell (commercial): Bylaw amendments
2. Community food production (public realm): New policies & programs
Amendments to City Bylaws

Urban farming now allowed in all zones

Restricts pesticide use

Exemptions for small rooftop greenhouses

Can sell raw, unprocessed:
- Fruits, vegetables & mushrooms
- Seeds, seedlings & plant cuttings
- Fibres
- Nuts
- Flowers
- Eggs
- Honey
1. URBAN FARMING & GROWING FOOD TO SELL

Business licence depends on point of sales

On-site at food stands (allowed throughout City)

Off-site at farmer’s markets, restaurants, retailers, other
2. COMMUNITY FOOD PRODUCTION

Revised Community Gardens Policy
2. COMMUNITY FOOD PRODUCTION

Inventory of City land with community gardening potential

Community Gardens Feature Map: vicmap.victoria.ca/CommunityGardens
2. COMMUNITY FOOD PRODUCTION

Boulevard Gardening Guidelines
2. COMMUNITY GARDENING AND FOOD PRODUCTION

Urban Food Tree Stewardship Pilot Program
DISCUSSION: RESULTS & SUCCESS FACTORS

Results

<table>
<thead>
<tr>
<th>Table 2. Number of new community gardens, food trees, boulevard gardens, business licences and rooftop greenhouse since February 2016</th>
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<tbody>
<tr>
<td><strong>Community gardens</strong></td>
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<tr>
<td><strong>Food trees on City land</strong></td>
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<tr>
<td><strong>Boulevard gardens</strong></td>
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<td><strong>Business licences</strong></td>
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<td><strong>Rooftop greenhouses</strong></td>
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Success factors: 5 C’s
Community, Council, Collaboration, Communication, Coordination
Challenges

- Balance farmer needs & urban fabric (e.g. permits)
- Balance food with other community priorities (e.g. housing)
- Volunteer fatigue
- Limited land base

Possible solutions

- Voluntary guidelines for food production in developments (City-led)
- Creative partnerships (Community-led)
EXAMPLES OF CREATIVE PARTNERSHIPS

TOP SOIL – a portable urban farm located on vacant lots waiting to be developed (DockSide Green)

Learning Farm at Victoria High integrates commercial food production & educational opportunities
CONCLUSION

Lessons Learned
• Community involvement & feedback = determining factor
• Communication & collaboration with community, health authority & amongst City staff is essential
• Ongoing process

More info?
www.victoria.ca/growinginthecity
www.victoria.ca/foodproduction

Thank you!