



# **AGRICULTURAL ZONE DEVELOPMENT PLAN**

## **SUMMARY**



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## **WHAT IS A PDZA?**

An agricultural zone development plan (PDZA) is a planning tool designed to encourage sustainable agricultural development in the MRC.

## **WHY?**

The PDZA aims to maximize the use of the agricultural zone through agricultural activities. The plan is supported by a portrait of the agricultural zone completed by the land-use planning department in 2012. The information gathered in the portrait was used to identify three types of agricultural areas: dynamic agriculture, viable agriculture and forestry.

## **KEY GOALS**

The key goals of the PDZA are to maintain and, where possible, consolidate agricultural activity in dynamic farming areas and to develop and diversify agriculture on viable farmland and woodlots.

## **WHAT'S IN THE PDZA?**

The PDZA is divided into eight sections: 1) a geographic, demographic and socioeconomic portrait of the MRC Pontiac, 2) the context of land-use planning in the agricultural zone, 3) a portrait of the land, agriculture and forestry activities, 4) a summary of the consultations held with farmers, woodlot owners, municipalities and other key players, 5) an assessment of the land, agriculture and forestry activities, 6) a shared vision for the development of agriculture in Pontiac municipalities 7) an action plan and, 8) requests to government and other authorities (Quebec government, government agencies, municipalities, UPA).

The PDZA also contains an annex of maps referred to in the plan.

## **HIGHLIGHTS FROM THE PORTRAIT OF AGRICULTURAL ACTIVITIES**

### **LIVESTOCK PRODUCTION**

- Consolidation of beef operations with a reduction in the number of beef cows but an increase in feeder cattle; beef farming is the main agricultural activity in the MRC, involving 66% of farms;
- Consolidation of dairy operations but an increase in milk quota; dairy is the second largest agricultural activity in the MRC, involving 10% of farms;
- Livestock diversification, notably sheep, goats and horses, involving 8% of farms;
- Livestock operations represent 84% of the total number of farms.



## Beef

Beef farms are found in all municipalities that have agricultural zones. Beef production has long been the major farming activity in the MRC. In 2011, 50% of the regional beef cow herd and 30% of the steer herd were located here. Beef farms use the majority of fodder and pasture in the MRC.

**In 2010, MAPAQ estimated beef farm incomes at \$15.5 million or 50% of farm income in the MRC. In 2000, the estimate was \$13.2 million or 62% of farm income.**

## Dairy

A large majority of dairy farms are concentrated in the municipalities of Bristol, Clarendon and Litchfield. Pontiac dairy farmers hold 32% of the Outaouais milk quota.

**In 2010, MAPAQ estimated dairy farm incomes at more than \$11 million or 35% of farm income in the MRC. In 2000, the estimate was \$6.8 million or 32%.**

## Other Livestock Production

Sheep farms are primarily found in the municipalities of Bristol, Clarendon, Litchfield, L'Île-du-Grand-Calumet, L'Isle-aux-Allumettes and Sheenboro. In 2011, 19% of the regional sheep herd was located in the Pontiac.

Other livestock production is largely concentrated in the eastern municipalities.

**In 2010, MAPAQ estimated sheep and other livestock farm incomes at a little over \$.5 million or 2% of farm income in the MRC. In 2000, the estimate was \$.7 million or 3% of farm income.**

**In 2010, MAPAQ estimated total income from livestock production at \$27.3 million or 89% of farm income in the MRC. In 2000, the estimate was \$20.6 million or 97%.**

## CROP PRODUCTION

- Increase in the number of farms producing cash crops, representing the 3rd largest source of farm income in the MRC;
- Cash crop operations account for 11% of the total number of farms;
- Increase in the number of farms producing horticultural crops, representing the 4th largest source of farm income in the MRC;
- Farms producing horticultural crops account for 5% of the total number of farms;



- Forage (hayfields, silage, natural and cultivated pasture) and a large portion of cereal and oilseed crops are used for livestock production;
- One out of three farms rents land. This rented land represents 21% (approx. 11 000 ha) of the total area used for agriculture.

### Cash crops

Grain corn and soybean production has increased significantly. 42% of the regional area used for grain corn and 29% of the area used for soybeans is found in the MRC. Hops production is also on the increase. The Pontiac Hops Cooperative is well established and has plans for expansion. The MRC accounts for 47% of the regional area of alfalfa and alfalfa-based cultivation. 26% of the regional area used for other forage crops is found in the MRC.

**In 2010, MAPAQ estimated income from cereal and oilseed crops at over \$1.7 million or 6% of farm income in the MRC. In 2000, the estimate was over \$.3 million or 1.5%.**

The sale of forage crops, maple syrup and woodlot products also contributed to farm revenues in the MRC.

**In 2010, MAPAQ estimated income from forage crops, maple syrup and woodlots at less than \$.4 million or 1% of farm income in the MRC. In 2000, the estimate was over \$.3 million or 1.5% of farm income.**

### Horticulture

Market garden, fruit and ornamental cultivation have increased over the past decade. A portion of the local population and cottagers make up the clientele for these operations. Some producers sell through the seasonal farmers' market in Shawville. Three vineyards will open to the public in a few years time. 21% of the region's horticultural producers are found in the Pontiac.

**In 2010, MAPAQ estimated income from horticulture at more than \$1.5 million or 6% of farm income in the MRC. In 2000, the contribution of horticulture to farm income was negligible.**

**Plant production overall accounts for 13% of farm income in the MRC according to MAPAQ registration data from 2010. In 2000, the estimate was 3%.**

**With greater diversification in farm production and consolidation of a number of livestock operations (notably in the beef and dairy sectors), it is possible that in a few years time the contribution of livestock operations to farm income could be further reduced while that coming from cash crops and horticulture could increase.**

## HIGHLIGHTS FROM THE PORTRAIT OF FORESTRY ACTIVITIES

The highlights from the portrait of forestry activities are based on the activities of owners of woodlots covering 4 ha or more.

- Of the 300 recognized woodlot owners in the MRC a little over half are active in the OPBP (Pontiac Forest Products Producers Board);
- The average age of Outaouais woodlot owners is over 60 years with the average age in the MRC being about 62 years; there are few incentives for a new generation of woodlot producers;
- The annual harvest from private woodlots of 4 ha or more is estimated at 500 000 m<sup>3</sup> over an area of approximately 194 225 ha;
- 2009 was the peak in the forestry industry crisis; only around 20% of the potential annual cut volume or 100 000 m<sup>3</sup> has been harvested in the course of the last 4 years;
- 6 of the forestry companies having an agreement with the OPBP are located in the Outaouais (2 in each of the MRC Pontiac, MRC Papineau and MRC Vallée-de-la-Gatineau); 13 are located elsewhere in Quebec and 3 are in Ontario;
- In 2014, the OPBP's annual levy is \$1.95 per green metric tonne;
- In the Outaouais, forestry companies operate primarily on public land and are much less dependent on private woodlots compared to other regions of Quebec;
- A number of woodlots on thin soils suffered from the drought in 2012; there were significant and irrecoverable losses in some woodlots and plantations;
- There were partial windthrows in 2013, leading to significant and irrecoverable losses of timber;
- The Quebec government allots 3.9% of the budget of its programme for the development of private woodlots to the Outaouais, while the actual area of productive private forest accounts for 9% of the provincial total; this imbalance in the share of financing limits the possibilities for silvicultural work and subsidies for forestry activities on private woodlots; in 2013, 350 prescriptions and implementation reports were subsidized in the Outaouais, 100 of them in the MRC Pontiac;
- The financial contribution of forestry companies to the budget of the program for the development of private woodlots has drastically decreased since the forestry crisis of 2007; for



the years 1998, 1999 and 2000, the annual contribution was over \$1 million while it is now less than \$300 000 per year;

- The Groupement forestier de Pontiac, the Société sylvicole de la Haute-Gatineau and Fortech are the 3 forestry consultants accredited by the AMVFPO (Outaouais agency for the development of private woodlots) in the MRC Pontiac;
- In the Outaouais there are 200 seasonal forestry workers with approximately one third of them residing in the MRC Pontiac;
- According to a recent study done by the AMVFPO, the revenue generated by timber harvesting on private woodlots is no longer enough to cover property and school taxes.

#### Maple Syrup Production

- From 2001 to 2011, there was a consolidation of the number of maple producers and a reduction in the number of reported taps; the number of reported taps went from 12 184 to 4 563 during that period;
- MAPAQ's 2010 record of registered agricultural businesses lists 8 farms with 2 650 taps over an area of 83 ha and 13 other farms with an estimated potential of 6 800 taps;
- Stands of sugar maple are fairly rare in the agricultural zone; potentially exploitable sugar bush is, for the most part, found on intra-municipal public lands (TPI) and in the non-organized territories (TNO).

#### **ASSESSMENT OF LAND, AGRICULTURE AND FORESTRY ACTIVITIES**

Based on information contained in the portrait and results from target group consultations, the assessment presents the strengths and weaknesses of the agriculture sector as well as opportunities for and constraints on development.

#### STRENGTHS

##### Land

- Proximity to large markets such as Gatineau, Ottawa and Pembroke;
- Influx of cottagers during the summer increases clientele for horticultural producers as well as those who sell their own meat products;



- Soil and climate condition favourable for the development of agricultural activities, primarily in the southern portion of the MRC;
- Relatively low prices for agricultural land compared to other parts of the province;
- Picturesque agricultural landscape, including heritage farm buildings, along certain roads.

#### Agriculture and Complementary Activities

- Agricultural diversification through cash crops, market gardens, fruit production and livestock other than dairy or beef;
- Attractive agro-environmental conditions due to significant farm investments and the importance of forage crops and pasture, which reduces non-point source pollution;
- Farmers' market in Shawville;
- Heritage College campus in Campbell's Bay offers agriculture programs;
- A number of agriculture-related services offered in Shawville;
- Good collaboration between the agricultural community and the MRC, CDE, CLD, SADC and MAPAQ's service centre in Shawville.

#### Forestry

- Variety of tree species;
- Biomass centre in the Pontiac Regional Industrial Park.

#### WEAKNESSES

##### Land

- Substantial amount of scrubland in parts of the agricultural zone;
- Some landowners are not interested in renting out their property for agricultural use;
- Farm waterways in need of cleaning to insure efficiency of tile drainage systems;
- Variability in the supply of electricity on some farms in the west of the MRC can lead to property and equipment damage;
- Tile drainage systems in need of replacement;
- Degraded landscape due to abandoned buildings, vehicles and farm equipment along certain roads identified for agro-tourism development;

#### Agriculture and Complementary Activities

- Cell phone and high speed internet service unavailable in parts of the MRC, affecting farm management and development;
- Difficulty transferring farms due to low projected earnings;



- Few farms in the MRC participate in the Outaouais Gourmet Way run by TAO (Outaouais agri-food panel);
- Labour shortage on some farms;
- Lack of public awareness of the economic importance of agriculture in the MRC;
- No slaughter or meatpacking facilities in the area, which leads to increased transportation costs and limits the development of livestock businesses;
- Lack of knowledge regarding provincial and federal inspection standards on the part of farmers wishing to sell their produce;
- Crop damage caused by deer, black bears and wild turkeys;
- Livestock loss to predators such as coyotes and wolves;
- Some farm signage not in accordance with MTQ regulations;
- Lack of agricultural entrepreneurs.

#### Forestry

- Marketing problems for private woodlot owners.

#### CONSTRAINTS

##### Land

- Soils less suitable in some areas for cash crops.

##### Agriculture and Complementary Activities

- Amount of red tape associated with assistance programs and regulations in general, particularly those relating to the environment.

##### Forestry

- Forestry companies relying on public land timber supply to the detriment of private woodlot owners;
- No maple syrup quota since 2010.

#### OPPORTUNITIES

##### Land

- Opportunity to market agricultural products to Gatineau, Ottawa and Pembroke;



- Provisions in the Act to Preserve Agricultural Land and Agricultural Activities allow the MRC to apply to the CPTAQ to determine in which cases and under which conditions new uses of land for residential purposes may be introduced in an agricultural zone while respecting agricultural development and encouraging active land use;
- Opportunity to put underutilized or unused land back into dynamic agricultural use;
- Relatively low land prices could help the next generation of agricultural producers get established.

#### Agriculture and Complementary Activities

- Opportunity for Pontiac agricultural entrepreneurs to join collective marketing initiatives in the Outaouais;
- Opportunity for agricultural entrepreneurs to rent land or buy farms in the MRC;
- Opportunity for agricultural entrepreneurs to reduce operating expenses by sharing workers, machinery or equipment;
- Opportunity for agricultural entrepreneurs to cooperate in marketing their products to permanent and summer residents.

#### Forestry

- Opportunity for establishment of sugar bush operations, notably on TPIS, following an inventory of appropriate sites;
- Development potential for timber and non-timber forest products;
- Opportunity for an agreement between MAPAQ, the MFFP and the AMVFPO to identify areas in the agricultural zone where subsidized forestry activities could be undertaken (as was done in Estrie).

#### **SHARED VISION**

The shared vision is the guiding force of the PDZA, helping mobilize community vitality and inspire future agricultural development in the MRC, further building on the Vision Pontiac 2020 strategic plan.

The shared vision focuses on agricultural development:

- That has potential to support the independence of our local and regional market;
- That has potential for secondary and tertiary processing;
- That has potential to diversify the local economy, filling the void left by the collapse of the forest industry;
- That has potential to revitalize our towns and villages and support the emerging tourism sector;



- That has already proven itself in local and international markets (studies done by MAPAQ, UPA, FPCCQ, AAC);
- That will allow us to reduce our ecological footprint including greenhouse gas emissions;
- That will allow us eventually to reduce our dependence on fossil fuels;
- That will allow us to be counted among the pioneers and leaders of the transition currently underway in Quebec (organic, fairly traded and grown in Quebec);
- That will encourage a new generation of farmers and others who wish to set up farms;
- That focuses on innovation and the exchange of best practices with other Quebec MRCs.

### **ACTION PLAN**

The action plan builds on the portrait and assessment of land, agriculture and forestry activities and on the shared vision. It identifies what needs to be done to respond to the challenges and attain the objectives laid out in the PDZA.

### **FOCUS AREAS AND ACTION**

The action plan consists of 4 focus areas and 12 actions. Each action has a descriptive page outlining objectives (general and specific), leaders and partners and expected results and success indicators for the specified action.

The following table lists the focus areas and actions contained in the PDZA.

FOCUS AREAS AND ACTION
Action Plan
<p><b>FOCUS AREA 1: CAPACITY BUILDING</b></p> <p><b>Business, technical, workforce, succession and financing</b></p> <p>Project 1: One stop shopping for agricultural services</p> <p>Project 2: Marketing counseling service</p> <p>Project 3: Synchronisation of financial aid</p> <p>Project 4: Start-up help</p> <p>Project 5: Industrial and commercial agriculture</p>
<p><b>FOCUS AREA 2: EXPLORATION</b></p> <p><b>Innovation and new agricultural activities</b></p> <p>Project 6: Agriculture and forestry research facility</p> <p>Project 7: Investigation and development of non-timber forest products</p>
<p><b>FOCUS AREA 3: COMPLEMENTARITY</b></p> <p><b>Processing and agritourism</b></p> <p>Project 8: Hops mill</p> <p>Project 9: Farm-gate or one intermediary marketing beef sales</p> <p>Project 10: Multifunctional processing facility</p>
<p><b>FOCUS AREA 4: MULTIFUNCTIONALITY</b></p> <p><b>Contribution of agriculture to community development</b></p> <p>Project 11: Farmers' markets</p> <p>Project 12: Municipal tour</p>

## REQUESTS

The PDZA also includes requests to government and other authorities (Quebec government, government agencies, municipalities, UPA) for actions that would help further sustainable agricultural development in the MRC. These requests originate primarily with farmers and reflect their needs and challenges as discussed during the consultations.

### Requests to the Quebec Government

- To MAPAQ: develop a financial aid program to reduce the cost of transporting livestock to the slaughterhouse;
- To MAPAQ: develop a financial aid program to reduce the cost of waterway and field drainage clean-up;
- To MAPAQ: develop a financial aid program to reduce the cost of liming;
- To MAPAQ: modify the eligibility criteria for certain financial aid programs;



- To MDDELCC: moderate the enforcement of environmental regulations;
- To MTQ: harmonize regulations for commercial signage.

#### Requests to Municipalities

- Clean agricultural waterways.

#### Requests to the FPLQ

- Add the MRC to the list of areas eligible for the dairy farm start-up assistance program.



AGRICULTURAL ZONE DEVELOPMENT PLAN  
**ANNEX A : ACTION PLAN**

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FOCUS AREA 1: CAPACITY BUILDING	
PROJECT 1	ONE STOP SHOPPING FOR AGRICULTURAL SERVICES
PDZA PORTRAIT REFERENCE	
3.2.12 Organization of agricultural services	
SHARED VISION OBJECTIVES (4 out of 10)	
<ol style="list-style-type: none"> <li>1. Focus on an agricultural project that has potential to support the independence of our local and regional market;</li> <li>8. Focus on an agricultural project that will allow us to be counted among the pioneers and leaders of the transition currently underway in Quebec (organic, fairly traded and grown in Quebec);</li> <li>9. Focus on an agricultural project that will encourage a new generation of farmers and others who wish to set up farms;</li> <li>10. Focus on an agricultural project that prioritizes innovation and the exchange of best practices with other Quebec MRCs.</li> </ol>	
PROPOSED ACTIONS	TIMELINE
<ol style="list-style-type: none"> <li>1.1 Strengthen the role and responsibilities of partners such as the MRC, CDE, SADC, CLD and TAO;</li> <li>1.2 Strengthen links between between partners and potential funders;</li> <li>1.3 Improve communication between various levels of administration related to agriculture;</li> <li>1.4 Increase acces to funding programs;</li> <li>1.5 Improve support services for producers;</li> <li>1.6 Eliminate time lags and duplication in the services offered to producers;</li> </ol>	<b>2015</b>
PROJECT LEADER	POTENTIAL PARTNERS
CDE	MAPAQ, CDE, MRC, TAO, SADC



FOCUS AREA 1: CAPACITY BUILDING	
PROJECT 2	MARKETING COUNSELING SERVICE
PDZA PORTRAIT REFERENCE	
3.2.5 Profile of agricultural operations 3.2.9 Marketing of agricultural and agri-food products	
SHARED VISION OBJECTIVES (2 out of 10)	
<ol style="list-style-type: none"> <li>1. Focus on an agricultural project that has potential to support the independence of our local and regional market;</li> <li>9. Focus on an agricultural project that will encourage a new generation of farmers and others who wish to set up farms.</li> </ol>	
PROPOSED ACTIONS	TIMELINE
<ol style="list-style-type: none"> <li>2.1 Analysis of businesses (identification and needs evaluation);</li> <li>2.2 Develop a marketing plan for each business (target market, customer base, primary products and services, pricing strategy, sales and distribution plan, promotion and publicity plan);</li> <li>2.3 Evaluate "business intelligence" service (trends and opportunities);</li> <li>2.4 Improve marketing support services (ex: wholesalers, distributors, retailers supermarkets, restaurants, etc.);</li> <li>2.5 Support businesses groups formed to improve marketing opportunities.</li> </ol>	<b>2015</b>
PROJECT LEADER	POTENTIAL PARTNERS
CDE	TAO, CLD, MAPAQ, SADC



FOCUS AREA 1: CAPACITY BUILDING	
<b>PROJECT 3</b>	<b>SYNCHRONISATION OF FINANCIAL AID</b>
<b>PDZA PORTRAIT REFERENCE</b>	
3.2.12 Organization of agriculture services	
<b>SHARED VISION OBJECTIVES (2 out of 10)</b>	
<ol style="list-style-type: none"> <li>1. Focus on an agricultural project that has potential to support the independence of our local and regional market;</li> <li>9. Focus on an agricultural project that will encourage a new generation of farmers and others who wish to set up farms;</li> </ol>	
<b>PROPOSED ACTIONS</b>	<b>TIMELINE</b>
<ol style="list-style-type: none"> <li>3.1 Mobilize partners;</li> <li>3.2 Political lobbying to resolve problems.</li> </ol>	<b>2015</b>
<b>PROJECT LEADER</b>	<b>POTENTIAL PARTNERS</b>
<b>CDE</b>	MRC, CLD, MAPAQ, SADC



FOCUS AREA 1: CAPACITY BUILDING	
PROJECT 4	START-UP HELP
PDZA PORTRAIT REFERENCE	
3.1.9 Agricultural land use 3.2.5 Profile of agricultural operations 3.2.6 Profile of agricultural operators 3.2.11 Next generation and other new agricultural producers	
SHARED VISION OBJECTIVES (8 out of 10)	
<ol style="list-style-type: none"> <li>1. Focus on an agricultural project that has potential to support the independence of our local and regional market;</li> <li>3. Focus on an agricultural project that has potential to diversify the local economy, filling the void left by the collapse of the forest industry;</li> <li>5. Focus on an agricultural project that has already proven itself in local and international markets (studies done by MAPAQ, UPA, FPCCQ, AAC);</li> <li>6. Focus on an agricultural project that will allow us to reduce our ecological footprint including greenhouse gas emissions;</li> <li>7. Focus on an agricultural project that will allow us eventually to reduce our dependence on fossil fuels;</li> <li>8. Focus on an agricultural project that will allow us to be counted among the pioneers and leaders of the transition currently underway in Quebec (organic, fairly traded and grown in Quebec);</li> <li>9. Focus on an agricultural project that will encourage a new generation of farmers and others who wish to set up farms;</li> <li>10. Focus on an agricultural project that prioritizes innovation and the exchange of best practices with other Quebec MRCs.</li> </ol>	
PROPOSED ACTIONS	TIMELINE
<ol style="list-style-type: none"> <li>4.1 Establish a land bank;</li> <li>4.2 Establish a “plateforme agricole*”;</li> <li>4.3 Establish an accommodation centre for the “plateforme agricole”;</li> <li>4.4 Establish a conference centre for the “plateforme agricole”; ;</li> <li>4.5 Evaluate potential sites for the “plateforme” that would highlight the agricultural heritage of the MRC.</li> </ol>	<b>2015</b>
PROJECT LEADER	POTENTIAL PARTNERS
<b>CDE</b>	MRC, CLD, MAPAQ, SADC

\* A “plateforme agricole” is designed to serve as a springboard for new agricultural producers. The regional model is in L’Ange-Gardien and provides a ready-to-use farm site with certified organic land to rent and access to farm infrastructure (heated greenhouse, tunnels, central irrigation, cold room, cleaning and preparation area, cultivation machinery, etc.). Launching a project from the plateforme gives producers the chance to establish themselves, develop a client base, a contact network and a financial history.



FOCUS AREA 1: CAPACITY BUILDING	
PROJECT 5	INDUSTRIAL AND COMMERCIAL AGRICULTURE
PDZA PORTRAIT REFERENCE	
3.2.3 Crops	
SHARED VISION OBJECTIVES (10 out of 10)	
<ol style="list-style-type: none"> <li>1. Focus on an agricultural project that has potential to support the independence of our local and regional market;</li> <li>2. Focus on an agricultural project that has potential for secondary and tertiary processing;</li> <li>3. Focus on an agricultural project that has potential to diversify the local economy, filling the void left by the collapse of the forest industry;</li> <li>4. Focus on an agricultural project that has potential to revitalize our towns and villages and support the emerging tourism sector;</li> <li>5. Focus on an agricultural project that has already proven itself in local and international markets (studies done by MAPAQ, UPA, FPCCQ, AAC);</li> <li>6. Focus on an agricultural project that will allow us to reduce our ecological footprint including greenhouse gas emissions;</li> <li>7. Focus on an agricultural project that will allow us eventually to reduce our dependence on fossil fuels;</li> <li>8. Focus on an agricultural project that will allow us to be counted among the pioneers and leaders of the transition currently underway in Quebec (organic, fairly traded and grown in Quebec);</li> <li>9. Focus on an agricultural project that will encourage a new generation of farmers and others who wish to set up farms;</li> <li>10. Focus on an agricultural project that prioritizes innovation and the exchange of best practices with other Quebec MRCs.</li> </ol>	
PROPOSED ACTIONS	TIMELINE
<ol style="list-style-type: none"> <li>5.1 Tap into provincial expertise regarding the development of secondary and tertiary processing (hemp, malt barley, traditional grains);</li> <li>5.2 Evaluate the profitability of commercializing market gardens;</li> <li>5.3 Evaluate comparative commercial benefits per hectare;</li> <li>5.4 Determine the number of potentially productive hectares;</li> <li>5.5 Target potential funding programs;</li> <li>5.6 Assist producers (soybeans, GMO corn) to make a gradual transition;</li> <li>5.7 Develop short channels for processing (multifunctional processing facility, project 10);</li> <li>5.8 Attract centres for research and technological innovation to the MRC.</li> </ol>	<b>2015 à 2020</b>
PROJECT LEADER	POTENTIAL PARTNERS
CDE	TAO, CLD, MAPAQ, SADC, UPA, FPCCQ, AAC

FOCUS AREA 2: EXPLORATION	
PROJECT 6	AGRICULTURE AND FORESTRY RESEARCH FACILITY
PDZA PORTRAIT REFERENCE	
<p>3.2.1 Type of farms 3.2.2 Land use and occupancy patterns 3.2.10 Rural and agritourism 3.2.11 Next generation and other new agricultural producers</p>	
SHARED VISION OBJECTIVES (10 out of 10)	
<ol style="list-style-type: none"> <li>1. Focus on an agricultural project that has potential to support the independence of our local and regional market;</li> <li>2. Focus on an agricultural project that has potential for secondary and tertiary processing;</li> <li>3. Focus on an agricultural project that has potential to diversify the local economy, filling the void left by the collapse of the forest industry;</li> <li>4. Focus on an agricultural project that has potential to revitalize our towns and villages and support the emerging tourism sector;</li> <li>5. Focus on an agricultural project that has already proven itself in local and international markets (studies done by MAPAQ, UPA, FPCCQ, AAC);</li> <li>6. Focus on an agricultural project that will allow us to reduce our ecological footprint including greenhouse gas emissions;</li> <li>7. Focus on an agricultural project that will allow us eventually to reduce our dependence on fossil fuels;</li> <li>8. Focus on an agricultural project that will allow us to be counted among the pioneers and leaders of the transition currently underway in Quebec (organic, fairly traded and grown in Quebec);</li> <li>9. Focus on an agricultural project that will encourage a new generation of farmers and others who wish to set up farms;</li> <li>10. Focus on an agricultural project that prioritizes innovation and the exchange of best practices with other Quebec MRCs.</li> </ol>	
PROPOSED ACTIONS	TIMELINE
<ol style="list-style-type: none"> <li>6.1 Integrate with “plateforme agricole”( project 4);</li> <li>6.2 Involve “plateforme agricole” participants in research into innovative specialty markets relating to farming techniques, start-up and renewable energy;</li> <li>6.3 Involve post-secondary education institutions.</li> </ol>	<b>2015 à 2020</b>
PROJECT LEADER	POTENTIAL PARTNERS
CDE	MRC, CLD, MAPAQ, SADC, UPA, FPCCQ, AAC, ACPFNL



FOCUS AREA 2: EXPLORATION	
PROJECT 7	INVESTIGATION AND DEVELOPMENT OF NTFPs (Non-timber Forest Products)
PDZA PORTRAIT REFERENCE	
Table 55 Income from forestry products	
SHARED VISION OBJECTIVES (10 out of 10)	
<ol style="list-style-type: none"> <li>1. Focus on an agricultural project that has potential to support the independence of our local and regional market;</li> <li>2. Focus on an agricultural project that has potential for secondary and tertiary processing;</li> <li>3. Focus on an agricultural project that has potential to diversify the local economy, filling the void left by the collapse of the forest industry;</li> <li>4. Focus on an agricultural project that has potential to revitalize our towns and villages and support the emerging tourism sector;</li> <li>5. Focus on an agricultural project that has already proven itself in local and international markets (studies done by MAPAQ, UPA, FPCCQ, AAC);</li> <li>6. Focus on an agricultural project that will allow us to reduce our ecological footprint including greenhouse gas emissions;</li> <li>7. Focus on an agricultural project that will allow us eventually to reduce our dependence on fossil fuels;</li> <li>8. Focus on an agricultural project that will allow us to be counted among the pioneers and leaders of the transition currently underway in Quebec (organic, fairly traded and grown in Quebec);</li> <li>9. Focus on an agricultural project that will encourage a new generation of farmers and others who wish to set up farms;</li> <li>10. Focus on an agricultural project that prioritizes innovation and the exchange of best practices with other Quebec MRCs.</li> </ol>	
PROPOSED ACTIONS	TIMELINE
<ol style="list-style-type: none"> <li>7.1 Join in province-wide efforts and activities proposed by the association for the commercialization of NTFPs (ACFPNL);</li> <li>7.2 Investigate commercial potential of NTFPs;</li> <li>7.3 Encourage entrepreneurial development relating to NTFPs.</li> </ol>	<b>2015 à 2020</b>
PROJECT LEADER	POTENTIAL PARTNERS
CDE	CSHP, MRC, CLD, MAPAQ, SADC, UPA, FPCCQ, AAC, ACPFNL



FOCUS AREA 3: COMPLEMENTARITY	
PROJECT 8	HOPS MILL
PDZA PORTRAIT REFERENCE	
3.2.3 Crops 3.2.8 Processing	
SHARED VISION OBJECTIVES (10 out of 10)	
<ol style="list-style-type: none"> <li>1. Focus on an agricultural project that has potential to support the independence of our local and regional market;</li> <li>2. Focus on an agricultural project that has potential for secondary and tertiary processing;</li> <li>3. Focus on an agricultural project that has potential to diversify the local economy, filling the void left by the collapse of the forest industry;</li> <li>4. Focus on an agricultural project that has potential to revitalize our towns and villages and support the emerging tourism sector;</li> <li>5. Focus on an agricultural project that has already proven itself in local and international markets (studies done by MAPAQ, UPA, FPCCQ, AAC);</li> <li>6. Focus on an agricultural project that will allow us to reduce our ecological footprint including greenhouse gas emissions;</li> <li>7. Focus on an agricultural project that will allow us eventually to reduce our dependance on fossil fuels;</li> <li>8. Focus on an agricultural project that will allow us to be counted among the pioneers and leaders of the transition currently underway in Quebec (organic, fairly traded and grown in Quebec);</li> <li>9. Focus on an agricultural project that will encourage a new generation of farmers and others who wish to set up farms;</li> <li>10. Focus on an agricultural project that prioritizes innovation and the exchange of best practices with other Quebec MRCs.</li> </ol>	
PROPOSED ACTIONS	TIMELINE
<ol style="list-style-type: none"> <li>8.1 Prepare "Hops Mill" business project (feasibility study, business plan, financing plan, operational and marketing plan);</li> <li>8.2 Bring together everyone involved in the hops sector (producers, local and regional stakeholders, funders, Quebec hops yards, AMBQ, microbreweries);</li> <li>8.3 Move from small-scale to large-scale hops production;</li> <li>8.4 Increase the number of hops producers in the MRC.</li> </ol>	<b>2015 to 2020</b>
PROJECT LEADER	POTENTIAL PARTNERS
CDE	MRC, CLD, MAPAQ, SADC, UPA, FPCCQ, AAC, ACPFNL



FOCUS AREA 3: COMPLEMENTARITY	
PROJECT 9	FARM-GATE OR ONE INTERMEDIARY BEEF SALES
PDZA PORTRAIT REFERENCE	
3.2.4 Livestock 3.2.9 Marketing of agricultural and agri-food products	
SHARED VISION OBJECTIVES (10 out of 10)	
<ol style="list-style-type: none"> <li>1. Focus on an agricultural project that has potential to support the independence of our local and regional market;</li> <li>2. Focus on an agricultural project that has potential for secondary and tertiary processing;</li> <li>3. Focus on an agricultural project that has potential to diversify the local economy, filling the void left by the collapse of the forest industry;</li> <li>4. Focus on an agricultural project that has potential to revitalize our towns and villages and support the emerging tourism sector;</li> <li>5. Focus on an agricultural project that has already proven itself in local and international markets (studies done by MAPAQ, UPA, FPCCQ, AAC);</li> <li>6. Focus on an agricultural project that will allow us to reduce our ecological footprint including greenhouse gas emissions;</li> <li>7. Focus on an agricultural project that will allow us eventually to reduce our dependance on fossil fuels;</li> <li>8. Focus on an agricultural project that will allow us to be counted among the pioneers and leaders of the transition currently underway in Quebec (organic, fairly traded and grown in Quebec);</li> <li>9. Focus on an agricultural project that will encourage a new generation of farmers and others who wish to set up farms;</li> <li>10. Focus on an agricultural project that prioritizes innovation and the exchange of best practices with other Quebec MRCs.</li> </ol>	
PROPOSED ACTIONS	TIMELINE
<ol style="list-style-type: none"> <li>9.1 Create a business plan with participation of beef producers in the MRC;</li> <li>9.2 Investigate potential sources of investment;</li> <li>9.3 Identify possible sites and appropriate equipment used in facilities provincially.</li> </ol>	<b>2015</b>
PROJECT LEADER	POTENTIAL PARTNERS
CDE	MRC, CLD, SADC, MAPAQ, CDROL



FOCUS AREA 3: COMPLEMENTARITY	
PROJECT 10	MULTIFUNCTIONAL PROCESSING FACILITY
PDZA PORTRAIT REFERENCE	
3.2.8 Processing	
SHARED VISION OBJECTIVES (10 out of 10)	
<ol style="list-style-type: none"> <li>1. Focus on an agricultural project that has potential to support the independence of our local and regional market;</li> <li>2. Focus on an agricultural project that has potential for secondary and tertiary processing;</li> <li>3. Focus on an agricultural project that has potential to diversify the local economy, filling the void left by the collapse of the forest industry;</li> <li>4. Focus on an agricultural project that has potential to revitalize our towns and villages and support the emerging tourism sector;</li> <li>5. Focus on an agricultural project that has already proven itself in local and international markets (studies done by MAPAQ, UPA, FPCCQ, AAC);</li> <li>6. Focus on an agricultural project that will allow us to reduce our ecological footprint including greenhouse gas emissions;</li> <li>7. Focus on an agricultural project that will allow us eventually to reduce our dependence on fossil fuels;</li> <li>8. Focus on an agricultural project that will allow us to be counted among the pioneers and leaders of the transition currently underway in Quebec (organic, fairly traded and grown in Quebec);</li> <li>9. Focus on an agricultural project that will encourage a new generation of farmers and others who wish to set up farms;</li> <li>10. Focus on an agricultural project that prioritizes innovation and the exchange of best practices with other Quebec MRCs.</li> </ol>	
PROPOSED ACTIONS	TIMELINE
<ol style="list-style-type: none"> <li>10.1 Create joint business plan for growth-generating agribusiness (processing facility for forest biomass, hemp for fibre and biodiesel, etc.);</li> <li>10.2 Investigate potential sources of investment;</li> <li>10.3 Identify possible sites and appropriate equipment used in facilities provincially.</li> </ol>	<b>2015</b>
PROJECT LEADER	POTENTIAL PARTNERS
CDE	MRC, CLD, SADC, MAPAQ, AMVFPO, OPBP



FOCUS AREA 4: MULTIFUNCTIONALITY	
PROJECT 11	FARMERS' MARKETS
PDZA PORTRAIT REFERENCE	
3.2.9 Marketing of agricultural and agri-food products 3.2.10 Rural tourism and agritourism	
SHARED VISION OBJECTIVES (7 out of 10)	
<ol style="list-style-type: none"> <li>1. Focus on an agricultural project that has potential to support the independence of our local and regional market;</li> <li>4. Focus on an agricultural project that has potential to revitalize our towns and villages and support the emerging tourism sector;</li> <li>6. Focus on an agricultural project that will allow us to reduce our ecological footprint including greenhouse gas emissions;</li> <li>7. Focus on an agricultural project that will allow us eventually to reduce our dependence on fossil fuels;</li> <li>8. Focus on an agricultural project that will allow us to be counted among the pioneers and leaders of the transition currently underway in Quebec (organic, fairly traded and grown in Quebec);</li> <li>9. Focus on an agricultural project that will encourage a new generation of farmers and others who wish to set up farms;</li> <li>10. Focus on an agricultural project that prioritizes innovation and the exchange of best practices with other Quebec MRCs.</li> </ol>	
PROPOSED ACTIONS	TIMELINE
<b>11.1</b> Strengthen the connection between producers and the public by promoting "Buy Local"; <b>11.2</b> Improve supply of agri-food products to better respond to consumer demand; <b>11.3</b> Strengthen productivity and profitability of organic farms.	<b>2015</b>
PROJECT LEADER	POTENTIAL PARTNERS
<b>CDE</b>	MRC, CLD, MAPAQ, SADC, CDROL, AMPQ, MUNICIPALITIES



FOCUS AREA 4: MULTIFUNCTIONALITY	
PROJECT 12	MUNICIPAL TOUR
PDZA PORTRAIT REFERENCE	
<p><u>CONTEXT OF LAND-USE PLANNING IN THE AGRICULTURAL ZONE</u></p> <p>2.2.1 Vision Pontiac 2020 strategic plan            2.2.2 Profile of agricultural land            2.2.3 Application of collective scope            2.2.4 Revision of land-use and development plan</p>	
SHARED VISION OBJECTIVES (10 out of 10)	
<ol style="list-style-type: none"> <li>1. Focus on an agricultural project that has potential to support the independence of our local and regional market;</li> <li>2. Focus on an agricultural project that has potential for secondary and tertiary processing;</li> <li>3. Focus on an agricultural project that has potential to diversify the local economy, filling the void left by the collapse of the forest industry;</li> <li>4. Focus on an agricultural project that has potential to revitalize our towns and villages and support the emerging tourism sector;</li> <li>5. Focus on an agricultural project that has already proven itself in local and international markets (studies done by MAPAQ, UPA, FPCCQ, AAC);</li> <li>6. Focus on an agricultural project that will allow us to reduce our ecological footprint including greenhouse gas emissions;</li> <li>7. Focus on an agricultural project that will allow us eventually to reduce our dependance on fossil fuels;</li> <li>8. Focus on an agricultural project that will allow us to be counted among the pioneers and leaders of the transition currently underway in Quebec (organic, fairly traded and grown in Quebec);</li> <li>9. Focus on an agricultural project that will encourage a new generation of farmers and others who wish to set up farms;</li> <li>10. Focus on an agricultural project that prioritizes innovation and the exchange of best practices with other Quebec MRCs.</li> </ol>	
PROPOSED ACTIONS	TIMELINE
<p>12.1 Evaluate development priorities with municipalities;            12.2 Evaluate agricultural development potential with municipalities;            12.3 Identify available resources for industrial project development (buildings, etc.).</p>	<p><b>2015</b></p>
PROJECT LEADER	POTENTIAL PARTNERS
CDE	MRC, CLD, SADC, MAPAQ



AGRICULTURAL ZONE DEVELOPMENT PLAN  
**ANNEX B : PLANNING PROCESS**

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## **CHRONOLOGY OF PDZA CONSULTATIONS AND RELATED ACTIVITIES**

### **OCTOBER 2014**

- ✓ Adoption of PDZA at the Mayors' Council.

### **SEPTEMBER 2014**

- ✓ Preparation and writing of project pages;
- ✓ Final meeting of expanded committee;
- ✓ Final directors' meeting;
- ✓ TADRO (Outaouais rural development agents) meeting (regional project);
- ✓ "Hops Mill" business plan committee meeting.

### **AUGUST 2014**

- ✓ Quebec conference on NTFP development;
- ✓ Fair Trade and Organic Fair in Frelighsburg (business development networking: Equiterre, permaculture specialist and three partnerships with producers, processors and an industrial hemp specialist);
- ✓ "Hops Mill" project development committee meeting (agreement with CREDETAO);
- ✓ Drafting of shared vision and 12 selected projects;
- ✓ Pontiac NTFP project development/PDRF (Dany Fortin from Chapôron, Marianne Desjardins-Roy from Herboristerie La Fée des Bois and Michel Léonard of the OPBP);
- ✓ Linking the Jardin éducatif du Pontiac with the methodology of J. Martin Fortier of Market Gardener/Jardinier Maraîcher (profitability of 2 ha: \$140 000 in sales).

### **JULY 2014**

- ✓ Review of research/literature related to projects;
- ✓ Development of shared vision with Isabelle McComeau (MAPAQ) and Amy Taylor (SADC);
- ✓ Revision of portrait and assessment;
- ✓ "Convergence" conference in Frelighsburg (50 international speakers and 1 000 participants from Québec/Leader in the transition to eco-responsible agriculture);



## AGRICULTURAL ZONE DEVELOPMENT PLAN PLANNING PROCESS

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- ✓ Development of agreement for "Hops Mill" project between CREDETAO/MRC/CDE/CSHP;
- ✓ Planning and implementation by expanded committee;
- ✓ Continuation of municipal tour.

### **JUNE 2014**

- ✓ TADRO and MAMOT committee meeting (regional project and shared vision development);
- ✓ Presentation of PDZA to MAPAQ regional office;
- ✓ Review of master document and meetings with drafting committee;
- ✓ Exploration: agricultural model and passive solar greenhouse (WWOOF);
- ✓ Exploration: model for land management (regional park/TNO);
- ✓ Cooperation agreement with TAO;
- ✓ TAO Annual General Meeting;
- ✓ Development and supervision of internships for Hops Pontiac.

### **MAY 2014**

- ✓ Forum with municipalities;
- ✓ Meeting with the municipalities of Isle-aux-Allumettes and Bristol;
- ✓ Request regarding farm locations (MAPAQ);
- ✓ Provincial meeting of hops producers;
- ✓ Strengthening governance of Hops Pontiac;
- ✓ Hops Pontiac filmed by French CBC program La Semaine verte;
- ✓ Implementation of Upper Pontiac Farmers' Market project.

### **APRIL 2014**

- ✓ Meeting with foresters;
- ✓ Meeting with partners;
- ✓ Examination of PDZA master document;
- ✓ Meeting of expanded committee;
- ✓ Meeting with hops producers.



## AGRICULTURAL ZONE DEVELOPMENT PLAN PLANNING PROCESS

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### **JANUARY TO AVRIL 2014**

- ✓ Meetings with action committees.

### **JANUARY TO DECEMBER 2013**

- ✓ Application of collective scope submitted;
- ✓ Meetings with agricultural producers and woodlot owners;
- ✓ Directors and expanded committee meetings.

### **JANUARY 2009 TO DECEMBER 2012**

- ✓ TCAO consultations;
- ✓ Profile of agricultural land;
- ✓ MRC consultations (Vision Pontiac 2020).