



Fact Sheet

Simcoe County Food and Agriculture Charter Development Timeline

Project Approval

In 2012, the County committed both monetary and staff support for the creation of a Simcoe County Food and Agriculture Charter. Co-chaired by Warden Patterson and Councillor Clarke, a Simcoe County Food and Agriculture Charter Steering Committee was formed and has done much work to facilitate the development of a food and agriculture charter for Simcoe County.

Community Survey

Both public participation and media interest have been strong throughout the development of the Simcoe County Food and Agriculture Charter. A Simcoe County Food and Agriculture Charter Survey was made available both online and in print, and ran from January 4, 2012 until March 8, 2012. The objective of the survey was to gauge public awareness of the Simcoe County Food and Agriculture Charter, and gather public opinion regarding food production and procurement priorities. This initial survey received over 600 responses.

Visioning Day

On February 21, 2012, a Visioning Day workshop was hosted to provide community members with an opportunity to discuss several topics related to their local food and agriculture system. Eight breakout focus groups were setup to discuss the following topics: Healthy Eating; Food and Economic Development; Farming, Resilience and the Environment; Food, Access and Hunger; Education and Employment; Food and Culture; Farmland Protection; and Food and Skills Development. Over 150 county residents were in attendance.

Community Consultation on First Draft

In fall of 2012, the County hosted five public consultations to allow for community review and comment of a first draft Simcoe County Food and Agriculture Charter. For those who were unable to attend the consultation sessions in-person, a draft of the Charter and a survey to evaluate it were posted online. Close to 120 members of the community took time to evaluate the Charter, and all feedback was received and recorded.

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Charter Completion

The first draft Simcoe County Food and Agriculture Charter underwent a thorough review process and was amended to reflect the feedback received. Our goal of completing the Charter in December 2012 was reached with the Simcoe County Food and Agriculture Charter Steering Committee signing-off on a completed Simcoe County Food and Agriculture Charter on December 18, 2012.

Charter Endorsement

The Charter received endorsement by Simcoe County Council on January 22, 2013. The Simcoe County Food and Agriculture Charter Steering Committee continues to seek endorsement of the Charter from individuals, businesses, organizations, institutions, and all levels of government; 100 per cent of its partnering organizations have offered their endorsement since the Charter's completion. Additionally, 13 of the county's member municipalities, the cities of Barrie and Orillia, over 40 individuals, and 13 additional organizations have endorsed the Charter.

Charter Launch

The completed Charter was unveiled at the Simcoe County Museum on February 21, 2013. At this time, the Steering Committee announced it would be hosting the Charter Champion Awards, aimed at recognizing individuals, businesses and organizations in the community who are working towards the Charter's vision and principles.

Charter Champion Awards

When the admission period closed on June 7, 2013 a total of 55 nominations were received for 46 different individuals, organizations, or programs from across the county to be considered for a Charter Champion Award. From these nominations 12 award recipients were selected and a public ceremony was held in conjunction with the Simcoe County Federation of Agriculture's Annual Summer BBQ. Close to 160 people were in attendance and the event was well received.

Organizing Partners

