

Discover Agriculture in the City

April 23-25 2010
Metropolis at Metrotown
Burnaby, BC



Living in the city may feel a long way from the farm, but every day people eat, wear, drive or touch a piece of agriculture.

Discover Agriculture in the City is an opportunity for the agriculture sector to tell their stories to the people who need to hear it the most – urban consumers. This free, three-day learning event features interactive displays and live presentations from farmers, associations, scientists and food-aficionados. It's a festival of agriculture in the city!

Discover Agriculture in the City 2009

Discover Agriculture in the City made its debut at Metropolis in Metrotown in Burnaby in March, 2009. It was received enthusiastically by consumers, media, and agriculture industry partners alike.

Over the course of the three days, 68,000 visitors, from toddlers to seniors, learned about agriculture through 25 interactive exhibits, 7 feature presentations, 6 cooking demos, and a family concert with songs about healthy eating and farming.



2010: Growing on our success

Agriculture and Agri-Food Canada is very excited to bring *Agriculture in the City* back in 2010. The goal is to work with agriculture associations, farmers, processors, researchers and innovators to help consumers experience agriculture in a way that is interesting, engaging and meaningful to them.

This year *Agriculture in the City* will showcase innovation in agriculture, and how our industry produces safe, high quality food products while being respectful of the environment and contributing to the economy.

Join Agriculture in the City and tell your story!

Agriculture in the City is first and foremost an industry-led event. Partnerships with farm and food processing industry associations and their membership are essential to our success. We need you to tell your story.

In keeping with the themes for 2010, *Agriculture in the City* will feature exhibits that feature innovation, sustainability, food production. Feature exhibits already under development include:

- A demonstration greenhouse to demonstrate both food production and innovation in research;
- A feature area with a “farm to fork” focus, where exhibitors can feature both raw and finished products and/or processing equipment and how it works;
- An activity stage for feature activities including cooking demonstrations, speakers and special attractions.

Participation in *Agriculture in the City* allows our partners access to a first-class venue, high consumer traffic, and an engaged and curious audience. There is no registration or booking fee for *Agriculture in the City*. Agriculture and Agri-Food Canada chairs the event organizing committee, and is responsible for event planning and coordination, providing tables, decor and technical support, and event signage and promotion.

Partners will be asked to:

- Develop an interactive and engaging exhibit for the event in cooperation with the coordination committee;
- Provide staff for the set-up, tear down and operation of the exhibit;
- Actively participate in the promotion of the event to their members and other audiences.

For more information about *Agriculture in the City*, please contact:

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Looking for ideas about how your organization can get involved in *Agriculture in the City*? Here are some thoughts to get you started:

Please note, the ideas highlight in blue have not been developed yet.

Installation: Farm to Fork

Farm to Fork explores the path that food takes from the farm to the table.

Farm Product or Association	Innovative value added process
BC Grain Producers	On site, bicycle powered grain mill
BC Dairy Foundation	Fibreglass cow with fact thought-bubbles
Vancouver Children's Festival	Chef hat colouring activity and face painting
Blueberries and other berries	Juice Fruit leather
Potatoes	Pemberton vodka
Potatoes	Seed potatoes for the world
Dairy (goat and cow)	Yoghurt
Cole crops	Processing
Pizza Wheel (spin roulette wheel to learn about ingredients) Products + related associations	Information about (examples): <ul style="list-style-type: none"> • Mushrooms (double in size in 24 hours) • Tomatoes and tomato processing • Cheese and cheese making • Wheat and bread making • Peppers and greenhouse growing • Onions & onion storage
Berry association	Starling control: Starling tape Owls rather than cannons (is anyone using the mechanical eagle?)
Farming association or The Land Conservancy Ducks Unlimited	Wetland use for biodiversity
ARDCORP EFP/BMP BC Institute of Agrologists	Environmentally sound agricultural practices Farmers as good stewards of the environment

Installation: Greenhouse

The greenhouse explores innovation in the use of predatory bugs, growing methods such as hydroponics and power use from waste (pellets and methane)

Farm Product or Association	Contribution
Kwantlen Polytechnic University	Propagation of plants: tomatoes, cucumbers, peppers. Bumblebee display.
BC Greenhouse Builders	The greenhouse. Set-up and tear-down
Master gardeners	Information about growing in a greenhouse
AAFC research	Pests and predators, bugs and plants. Bug photos and facts.
CanAgro Greenhouses? Maxim Power?	Methane capture for use in greenhouses?

BC Landscape and Nursery Association (said not interested)	Horticulture plants grown in greenhouses
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Centre Stage: Day in the Life

Farmers and industry leaders are invited to give a short presentation about what they do and how their work contributes to a vibrant and sustainable food system. The presenters need to be willing to answer questions from the public about their work and farming. This will likely be done in a “talk show”-style format.

Farm Product or Association	Contribution
Pork Producers Association and BC Farm Animal Care	Speaker and images and/or equipment
BC Greenhouse Growers' Association	Speaker and images and/or equipment
3. Wine producers? Vodka producers?	
4.?	

Centre Stage: Cooking Demos

Producer Associations collaborate up with chefs to demo recipes using Canadian and BC products. Chef Demos attract large audiences and are a very effective way to promote agricultural products. Participating Associations pay for the chef's time and the cost of ingredients.

Chefs	Product Associations	Dates
Young chefs through Take a Bite, an Ag in the Classroom project.		#1 chef demo for Saturday
		#2 chef demo for Saturday
Cooking class for kids Origins of Salsa, Barbara Finley from Project Chef		
GreenTable Network Chef		
BC Chefs Association, Junior Chapter		

Centre Stage: Agriculture and Food Processing Fashion Show

A fashion show showing the of the industry's work-a-day clothing while an MC provides the description and function of the clothing and their hand held equipment along with fun commentary.

Job	Product Association	Participant
Farmer		
Processor		
Food testing technician		
Grocery buyer		
Agrologist		
Warehousing and Distribution		
Environmental Health Officer		
AAFC researcher		
AAFC export support		
Inspectors		
Other suggestions?		

Note: this is an event the media will really like. It shows the talents required for safe and efficient food production and distribution in a novel way. Again, the above list is just a starting point and can be changed.

For more information about *Agriculture in the City*, and to discuss your ideas, please contact:

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