



Committee Business Plan



Agri-Business 2019/20

CHAIR:	Cara Finn
VICE CHAIR:	Joan Cardiff
DIRECTOR LIAISON:	Shane Kennedy
VP of PROGRAM:	Ian Jeffreys
STAFF LIAISON:	Janie Rother, Gerry Macartney
MEETINGS:	Second Tuesday of the month at 8:30 A.M.

Objectives:

1. To develop programs within the Agricultural sector that strengthen and grow awareness of The London Chamber of Commerce in support of the region's vast agri-business sector as per Strategic Objective **1: To Strengthen and grow the London Chamber of Commerce.**
2. To support and enhance agricultural economic development activity through designated agencies and organizations by use of Chamber communications, networking opportunities, advocacy efforts and promotion. As per strategic objectives 1 and **3: To deliver premier connection opportunities for business.**
3. To support Strategic Objective #3 through initiatives such as Agri-Net, Agri-Business Tours and Committee hosted events.

Strategic Priorities:

1. Be mindful of pressing issues in the agriculture and agri-food industry, which may be brought up the OCC and/or be relevant to LCOC membership. Refer issues to the Government Affairs Committee on such topics as employment laws and code changes, updates to current tax laws, farm programs/government development programs/human resources programs and laws, packaging, recycling requirements for processors, etc.
 2. Generate awareness of the value and contribution of agriculture to our economy by providing relevant items dealing with Ag in the News to chamber communications.
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Program Plan:

- A. Engage targeted Ag sector organizations for expertise and committee membership (as per strategic objective 1 and 3)
- B. Encourage businesses with export potential to work with GBOC. (as per strategic objective 1 and 3)
- C. Work with public officials for better understanding of the unique needs of agricultural i.e. equipment, transportation, reliable fresh water supply, dust and odor control, etc. (as per strategic objective 1 and 3)
- D. Create public awareness of local food, the impact of London/Middlesex agriculture and agri-food employment, environmental stewardship, and the industry's commitment to safe, quality and wholesome products. (as per strategic objective 1 and 3)
- E. Host an annual Ag Awareness event, with a focus on Business to Business Networking. (as per strategic objective 3)
- F. Host an annual Fall Agri-business Tour in the region, so that non-Ag members/media/government and community leaders (including post-secondary students enrolled in various agriculture programs) can gain a better awareness of Ag in our community. Note: by specifically inviting students to attend we can foster a relationship of mentorship (as per objective 1.)
- G. Invite and encourage the participation of post-secondary institutions {administration, faculty and students} at the committee and event level, to highlight and mentor the success and opportunities for young people in agri-business across the London region. {As per objective 1}
- H. Host a minimum of 2 meetings during the year which will include relevant guest speakers who can provide expertise on issues of Ag interest to the wider business community. One will be focused on committee-interest and one for the interest of the broader chamber membership. (as per strategic objective 1)
- I. Continue to work with LEDC and other stakeholders, to enhance Ag as a key sector for development. (as per strategic objective 1)