



Agriculture at the PNE

HP/PNE Board of Directors - Public Meeting
March 4, 2019



Well Saanich Holland, Vancouver, BC gets a reputation before the show, 1960.

SAANICH HOLLAND
NS
Come to the PNE!
The Best Place of the Year
Born Close To
The World's Best
See Saanich's Best Breed
Exhibitor: John Wilson

A crowd of 4000 gets in the stands at the PNE - winning Vancouver, 1953



Men always love to pet a sheep, 1960

FARM IN THE CITY

SOME OF THE BEST TIMES AT THE FAIR AT THE PNE ARE SPENT WITH THE ANIMALS





Agriculture Roots

1910 - 1930

“... The Exhibition will be a means for the interchange of ideas upon all kinds of subjects and *will serve as a great public school* in which all may derive some *education in the advancement* of the world in industrial, commercial, *agricultural* and scientific matters.”

- V.E.A President J.J. Miller – August 13, 1910

HORSE SHOW
DOG SHOW POULTRY SHOW
INDUSTRIAL AND AGRICULTURAL EXHIBITS
BAND CONCERTS EVERY AFTERNOON AND EVENING

VANCOUVER'S FIRST
EXHIBITION

HASTINGS PARK
AUGUST 15-16-17-18-19-20

COMMENCES TODAY

and continuing through the week, closing on Saturday, August 20th



VANCOUVER, B.C.
"THE GREAT CITY OF THE GREAT WEST"
INDUSTRIAL
AND

AGRICULTURAL EXHIBITION
AUG 15TH TO 20TH INCLUSIVE 1910.
FOR INFORMATION APPLY TO JAMES ROY, MANAGER, & SECRETARY
VANCOUVER, B.C.

DAILY PROGRAM AT THE FAIR

– MONDAY AUGUST 15 –
OPENING DAY
REVIEW of BOY SCOUTS
BY SIR BADEN-POWELL

– TUESDAY AUGUST 16 –
CANADA DAY
FORMAL OPENING by
SIR WILFRID LAURIER

– WEDNESDAY AUGUST 17 –
SCHOOL CHILDREN and LADIES DAY
UNITED FARMERS' of ALBERTA MEETING
SONS of SCOTLAND MEET
PIPERS BAND IN ATTENDANCE
CHILDREN UNDER 12
ADMITTED FREE

– THURSDAY AUGUST 18 –
MERCHANT'S DAY.
MEETING of B.C. POULTRY MEN
RETAIL B.C. GROCERS' CONVENTION
OPENING of DOG SHOW.

– FRIDAY AUGUST 19 –
AMERICAN DAY

– SATURDAY AUGUST 20 –
LABOR DAY
ATHLETIC SPORTS
CLOSE of EXHIBITION



Agriculture Roots

1930 – late 1980

- PNE played host to the largest Agricultural shows in every commodity after New Westminster Fair closed.
- Significant expansion to the Agriculture department in the early 30's including horticulture and the Junior Farmer program (4-H).
- The Agrodome was opened for Fair in 1963 which heightened the ability to showcase cattle and horse shows and increased public interest in these shows.
- Entries from throughout the Pacific Northwest in cattle, poultry, horse (draft and light), sheep, and dairy.

The PNE, An Agricultural Fair

“We are an agricultural fair and will always remain so. We are a member of the great family of fairs throughout this Province, across the dominion and across the border.”

Minutes of Annual General Meeting, P.N.E. December 12, 1957.





Agriculture Roots

1990 – 2000

- 80's to late 90's challenged Agricultural Fairs with less public interest in where food came from and greater challenges for farmers to show their livestock
- Fairs had to change the model from competitive showcases to educational exhibits to stay relevant.
- Connecting with consumers was not yet a primary focus of Agricultural Associations.





Agriculture Roots

2000 - Now

- In early 2000's, the PNE started to reinvent the Ag story with more focus on experiential opportunities such as Discovery Farm, Local Country Store, Chef's Garden and the Bee Exhibit.
- 4-H has remained a hub of competitive Agricultural shows
- Rest of Ag programming has evolved to focus on more educational components that guests find engaging, interactive and entertaining including:
 - local industry
 - farm to fork
 - urban agriculture





Agriculture Relevance - Today

- Technology and innovation have made significant changes in the way our food is produced – which has, in turn, created questions from consumers about food security, safety and production.
- Farmers, producers and Ag associations are challenged to interface with consumers in order to create trust in their work.
- Population growth and increasing climate change pose serious challenges to food production demands and food security



7.1 BILLION
PEOPLE LIVE ON EARTH

BY 2050 THERE WILL BE
2 BILLION
MORE PEOPLE



805 MILLION
people go hungry

2 BILLION
people have a
micronutrient
deficiency



The Heart of the Fair

The objectives of the PNE Agriculture program

Create authentic, first hand Agriculture experiences that give our guests a desire to learn more about where their food comes from.

- Provide a platform for industry groups to connect with their consumers firsthand allowing them to build trust and knowledge
- Educate the consumer about the production of their food and;
- Create and implement year round Agriculture education and engagement opportunities



How we are Involved

- BC 4-H
- Industry Partnerships
- Ministry of Agriculture
- Fair Education Program
- Kidz Discovery Farm
- Chef's Garden
- BC Youth in Agriculture Foundation
- Curriculum based school field trip program

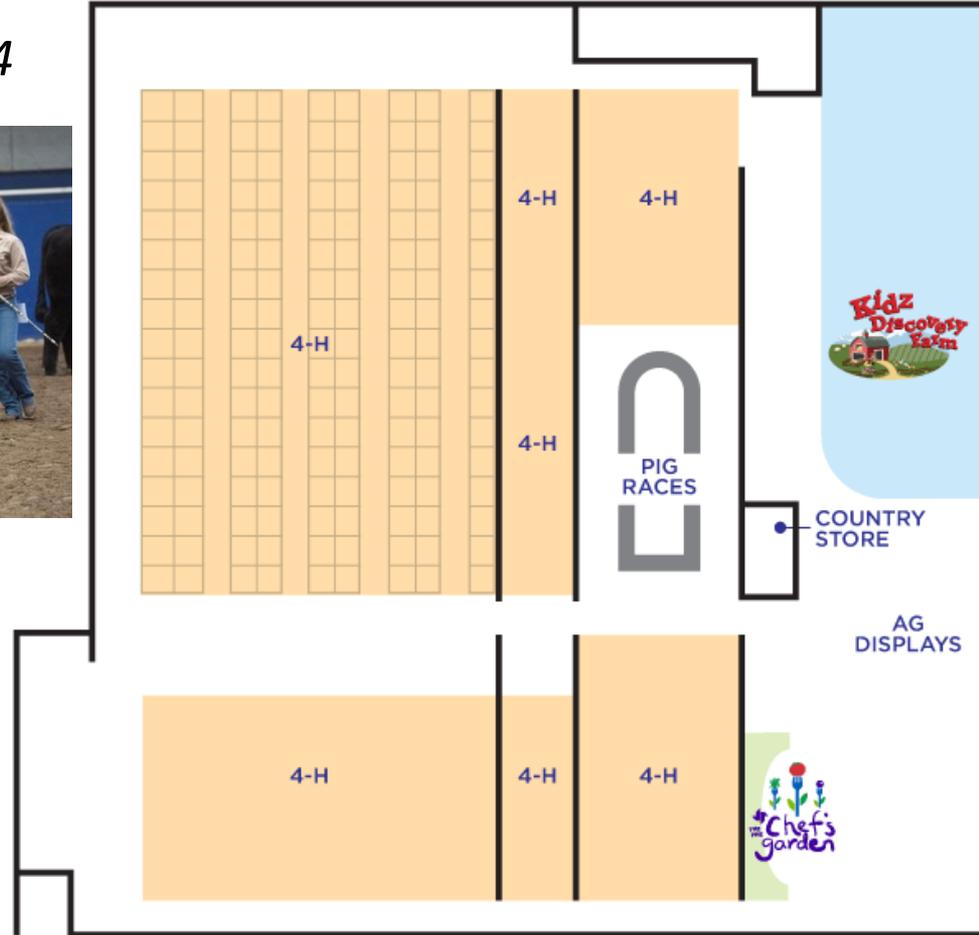




Setting the Stage

the current Ag program – Days 1-4

- 3 acre building
- 70,000 sqft of space dedicated to 4-H programs
- 52,000 sqft of space for Farm Country Displays





Setting the Stage

the current Ag program – Days 5-15



Goals for Growth

- Become an influencer in the story of food
- Align with government and industry messages
- Motivate personal action towards sustainable food choices
- Use position as the biggest Fair in the province to leverage resources
- Build content that can be used year round in agriculture education locally and provincially.





CoV Greenest City Action Plan

Alignment to goals

The PNE Agriculture programs offer opportunities to align with the CoV Greenest City Action Plan in the following areas:

Objective 7 - Achieve a one-planet ecological footprint.

The PNE supports local initiatives working towards this goal through showcasing our Ag in the City exhibit which, in turn educates Vancouver residents on how they can engage in ways to lower their ecological footprint (reducing food waste, participating in community gardens, buy local, cultivate green spaces).

Objective 10 - Vancouver will become a global leader in urban food systems.

This is truly where a strengthened Agriculture program at the PNE can be leveraged to support leadership. The opportunity to not only communicate to Fair attendees but also work towards a year round educational agriculture program that is innovative in it's approach to urban food production education is an incredible untapped resource.



CoV Food Strategy

Vancouver's food strategy goals express how the City wants the food system to take shape in the future.

Food access

Backyard Chickens, Backyard Bees, Community Gardens and Farmers Markets

Resident empowerment

Empowering residents to take action through education of challenges and a call to action for how they can change their habits to align with goals

Food Waste Management

Love Food Hate Waste

PNE has award winning zero waste program

Food production

Connecting public with producers and associations

Food processing and distribution

Focus on our own local sourcing and look to integrate education on processing , storage and distribution

Action Area	Priority Focus
1. Food production	<ul style="list-style-type: none">• Support and enable all forms of urban agriculture (specifically community gardens and urban farms), and make stronger connections with all parts of the food system.
2. Empowering Residents	<ul style="list-style-type: none">• Enhance access for individuals to participate in the activities of neighbourhood food networks and other community-based food programs, particularly for vulnerable and isolated groups.
3. Food access	<ul style="list-style-type: none">• Improve access to healthy, local, affordable food for all by increasing the number of healthy food retail including farmers markets, community food markets, and piloting healthy food retail programs.
4. Food processing and distribution	<ul style="list-style-type: none">• Address gaps in local food processing, storage and distribution infrastructure by exploring possibilities that might include a food business incubator or food hub.• Increase the percentage of local and sustainable food purchased by City facilities.
5. Food waste	<ul style="list-style-type: none">• Reduce food waste going to landfill or incinerator.• Expand and support food waste disposal programs.• Expand local collection and composting options



Future of Agriculture

- Most beloved aspect of guest experience are the ability to see, touch and experience animals. Animals stay.
- We are not moving away from bringing Agriculture to the masses but may engage groups differently (4-H)
- Stay aligned to COV strategies
- Ministry would like us to take the lead with other Ag Fairs by building and sharing content.
- Focus on education and experiential engagement
 - Food Production
 - Urban Opportunities and best practises
 - Food Security
 - Food Waste
 - Local opportunities and sourcing

