



**Community Development Advisory Committee Meeting  
Thursday, December 14, 2017 – 10:00 a.m.  
Bud Clayton Memorial Room,  
2069 Battersea Road, Glenburnie, ON**

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**AGENDA**

Page

**1. Call to Order**

**2. Adoption of the Agenda**

- a) **That** the agenda for the December 14, 2017 meeting of the Community Development Advisory Committee be adopted.

**3. Disclosure of Pecuniary Interest and General Nature Thereof**

**4. Adoption of Minutes**

- a) Minutes of Meeting held October 12, 2017  
**That** the minutes of the Community Development Advisory Committee meeting held October 12, 2017 be adopted.

**5. Deputations and/or Presentations**

**6. Reports to the Community Development Advisory**

- a) **2017-150  
Community Development Advisory Committee  
Wayfinding Signage along the K&P Trail**  
**Be It Resolved That** the Community Development Advisory Committee approve the proposed wayfinding signage for the Frontenac K&P Trail attached as Appendix A to this report.

**And Further That** the Community Development Advisory Committee recommend staff proceed with option \_\_\_\_ in reference to the inclusion of local businesses on wayfinding signage for the Frontenac K&P Trail.

- b) **2017-151  
Community Development Advisory Committee  
Ferry by Foot 2018 Implementation**

This report is for information purposes only.

3 - 7

8 - 14

15 - 20

c) **2017-152**  
**Community Development Advisory Committee**  
**Emerging Opportunity for Hazelnuts in Ontario**

This report is for information purposes only.

**7. Communications**

**8. Other Business**

**9. Next Meeting**

**10. Adjournment**



**Minutes of the Community Development Advisory Committee Meeting  
October 12, 2017**

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A meeting of the Community Development Advisory Committee was held in the Bud Clayton Memorial Room, County Administrative Office, 2069 Battersea Road, Glenburnie on Thursday, October 12, 2017 at 10:00 AM

**Committee Members Present:**

Robert Clinton, Chair  
Betty Hunter, Vice-Chair  
Barrie Gilbert  
Tracy John  
Councillor John McDougall, Council Liaison  
Deputy Warden Ron Higgins

**Regrets**

Wilma Kenny

**Staff Present:**

Richard Allen, Manager of Economic Development  
Alison Vandervelde, Community Development Officer (Recording Secretary)

**1. Call to Order**

The Chair called the meeting to order at 10:01

**2. Adoption of the Agenda**

Moved By: Councillor McDougall  
Seconded By: Deputy Warden Higgins

**That** the agenda for the October 12, 2017 meeting of the Community Development Advisory Committee be adopted.

**Carried**

**3. Disclosure of Pecuniary Interest and General Nature Thereof**

There were none

**4. Adoption of Minutes**

**a) Minutes of Meeting held August 10, 2017**

Moved By: Ms. Hunter  
Seconded By: Deputy Warden Higgins

**That** the minutes of the Community Development Advisory Committee meeting held August 10, 2017 be adopted.

**Carried**

**5. Deputations and/or Presentations**

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**6. Reports to the Community Development Advisory**

**a) 2017-125  
Community Development Advisory Committee  
Frontenac Ambassador Program – 1 Year Review**

The committee discussed the report and supported the need for an innovative approach to encouraging residents to shop locally.

Councillor McDougall suggested that a study comparing the cost of items locally vs. at big box stores could help to communicate the value of shopping local.

Ms. John spoke of her work on the Shop South Frontenac campaign ([www.shopsouthfrontenac.ca](http://www.shopsouthfrontenac.ca)) that petered out because of a lack of support from the municipal level. She feels the work being done now through the Frontenac Ambassador program is very important to implementing a successful campaign.

Mr. Clinton suggested that shopping locally is much more affordable when consumers shop for in-season items. Encouraging in-season shopping habits could be part of a “shop local” campaign.

Some committee members suggested that it can be difficult for people to know what is available in their community. Making it really easy for residents to know what is right in their own backyard could impact shopping habits.

Deputy Warden Higgins suggested a formal recognition program for new and expanded businesses can hold great value.

The committee discussed options for municipal policies to be more supportive of using local vendors.

Deputy Warden Higgins was supportive of the report and acknowledged the amount of work done over the past year, he also suggested the Brand Ambassadors need to be the ones developing the direction of the program. The committee expressed its support for the draft goals of the program and general direction proposed.

**b) 2017-126  
Community Development Advisory Committee  
Engagement Plan for Verona Trailhead**

Councillor McDougall suggested hosting a contest for site design with a small monetary prize.

The committee discussed motorized trail use vs. non-motorized and reconfirmed the direction given at the last meeting to consult the public before decisions are made. This can be a highly debated topic, and the approach will require compromise and a respect of opinions.

Ms. John indicated that, despite improved trails, parking lots, and signage, people are still walking along the side of the road. This can be quite dangerous on winding country roads, and along busy roads where traffic moves quickly.

**c) 2017-127  
Community Development Advisory Committee  
K&P Trail Tichborne to Sharbot Lake Construction Progress Report**

The committee discussed the financial implications in the recent Council report and the reasons for departing from the original trail bed. They also discussed the possibility of Frontenac Islands and North Frontenac Townships receiving equity funding if the County levy is impacted by increased trail expenses. Deputy Warden Higgins clarified that the costing details of the program have not been finalized and are still to be presented to County Council.

Mr. Allen noted that staff will bring forward to the next meeting a progress report on work being done to specifically benefit Frontenac Islands Township.

**d) 2017-128  
Community Development Advisory Committee  
Goat Milk in the Frontenacs – Next Steps**

Moved By: Ms. Hunter  
Seconded By: Deputy Warden Higgins

**Be It Resolved That** the Community Development Advisory Committee accept and receive this report;

**And Further That** staff be directed to continue to collaborate with Kingston Economic Development, City of Kingston, OMAFRA, Feihe, Ontario East and other EDO's to determine a plan of action;

**And Further That** staff provide additional progress reports to the Community Development Advisory Committee in Q2 and Q4 of 2018, including any recommended courses of action.

**Carried**

Members of the committee expressed concern that County staff do not have the time to lead this project, and discussed that, since it is a regional issue, OMAFRA would be better resourced to take the lead. Mr. Allen indicated that the Frontenac Federation of Agriculture has been very supportive and he will be speaking at a meeting of the National Farmers Union soon.

**7. Communications**

- a) Correspondence from the Lakes and Trails providing its Final Report 2017

Mr. Clinton reported the event was very successful and included a historic walking tour of Sydenham that was very well received. He suggested that walking tours may be a welcome addition to other events in Frontenac.

**8. Other Business**

Mr. Allen reported that staff will bring forward a review of the Economic Development department's Key Performance Indicators in the winter. The approach will combine monitoring higher-level trends, along with developing some measurements that are directly impacted by the work of the department.

The committee discussed and were in favour of the following partial schedule of meetings for 2018:

- February 8
- April 12
- June 14

**9. Next Meeting**

The next regular meeting of the Community Development Advisory Committee is scheduled for Thursday, December 14, 2017 at 10:00 a.m. at the County Administrative Building.

**10. Adjournment**

Moved By: Deputy Warden Higgins

Seconded By: Mr. Gilbert

**That** the meeting hereby adjourn at 11:40 am

**Carried**



**Report 2017-150**

**Committee Report**

**To:** Chair and Members of the Frontenac Accessibility Advisory Committee

**From:** Richard Allen, Manager of Economic Development

**Date of meeting:** December 14, 2017

**Re: Community Development Advisory Committee – Wayfinding Signage along the K&P Trail**

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**Recommendation**

**Be It Resolved That** the Community Development Advisory Committee approve the proposed wayfinding signage for the Frontenac K&P Trail attached as Appendix A to this report.

**And Further That** the Community Development Advisory Committee recommend staff proceed with option \_\_\_\_ in reference to the inclusion of local businesses on wayfinding signage for the Frontenac K&P Trail.

**Background**

Since 2007 Frontenac County has pursued the development of the K&P Trail, a multi-use pathway utilizing the rail bed from the former Kingston & Pembroke Railway. In 2017 it is expected that the final portion of this project will be completed, constructing an estimated 11.7 km of additional trail between Tichborne and Sharbot Lake.

**Comment**

**Accessibility**

On May 29, 2017, the Frontenac Accessibility Advisory Committee held a Public Meeting as required under Section 80.8 of the Design of Public Spaces Standard which mandates that obligated organizations consult with the public, persons with disabilities and their Accessibility Advisory committees before constructing new or redeveloping existing recreational trails. As part of that public meeting, staff sought feedback from both members of the public and the Committee with respect to Trail signs, which in accordance with the IASR, must include the following:

- The length of the trail.
- The type of surface which the trail is constructed.
- The average and minimum trail width.
- The average and maximum running slope and cross slope.
- The location of amenities where provided.

The draft sign attached as Appendix A is in line with the Design of Public Spaces regulations which the Manager of Economic Development had spoken about with the FAAC meeting of May 29<sup>th</sup>. These signs are 18"x24" and will be posted at almost every intersection along the trail. Depending on available funding, it may take several years to implement signage along the entire length of the trail; however these signs are required by legislation as part of the current construction project from Tichborne to Sharbot Lake. Appendix B illustrates the signs along the City of Kingston portion of the K&P trail. The County signs were adapted to be consistent with the City of Kingston signs to make wayfinding and navigation from the City portion to the County portion of the trail more user friendly and accessible, and users would not be required to decipher two different types of signage.

At its meeting held November 13, 2017, the Frontenac Accessibility received a report on the accessible signage along the K&P Trail in which feedback was solicited from staff in order to ensure any signage along the trail met the needs of those with disabilities. At that meeting, the Committee passed the following resolution:

**Be It Resolved That** the Frontenac Accessibility Advisory Committee support the proposed signage for the Frontenac K&P Trail attached as Appendix A to this report.

**Carried**

Staff are looking to the Committee to approve the attached signage in order to proceed with the ordering and installation along the newly constructed portions of the Trail between Tichborne and Sharbot Lake.

#### **Local Business Identification**

Appendix C shows a version of the wayfinding signs that includes businesses of interest to the trail user. Staff have identified three ways of including local businesses on our wayfinding signage to improve usefulness to trail users in need of food, accommodation or other supplies on their trail adventure. Staff are looking to the committee to make a recommendation on which approach is most appropriate for the K&P Trail.

- a. Generic Labels for Tourism Assets – Icons indicating food and beverage, accommodations, local attractions, fuel could be included without specific reference to specific businesses. This would be at no cost to local businesses.
- b. Business Specific Labels for Tourism Assets – Icons indicating food and beverage, accommodations, local attractions, fuel with specific identification of business names, but only for trails related businesses. (For example, a realtor or accountant would not be included). This would be at no cost to local businesses.
- c. Pay to Play – Any business can advertise their location on a wayfinding sign, for an annual cost. This could include options of including their logo along with their specific name.
- d. No Businesses on the Wayfinding signs.

**Sustainability Implications**

In all that we do in the name of economic development in the Frontenacs, we will live by a set of principles that balance the economy, environment, social, and cultural interest of our communities.

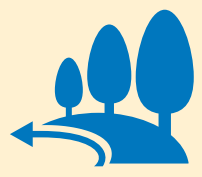
**Financial Implications**

Costs for the design, production, project management and installation of approximately 56 Wayfinding Signs with 4 additional “tall boy” signs for hamlets is \$66,000.00.

Funding for these signs have already been budgeted as part of the RED program (Trail, Farm Gate Signage).

**Organizations, Departments and Individuals Consulted and/or Affected**

City of Kingston, Parks Department  
Township of Central Frontenac  
Eastern Ontario Trails Alliance  
Trans Canada Trail  
Tri-County Trails Group



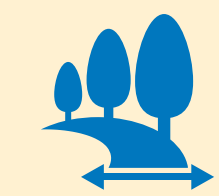
Length of this segment: 0.9 km



Running Slope:  
Maximum <4%,  
Average 2%



Cross Slope:  
Maximum 2%,  
Average 1%



Trail width:  
Minimum 1.5m,  
Average 3m

Surface type:  
Gravel



Bench



View



Gate



Bridge



0 km marker

km 0 =  
Confederation Park  
(Kingston)

Duncan Lake

59 km

You are Here

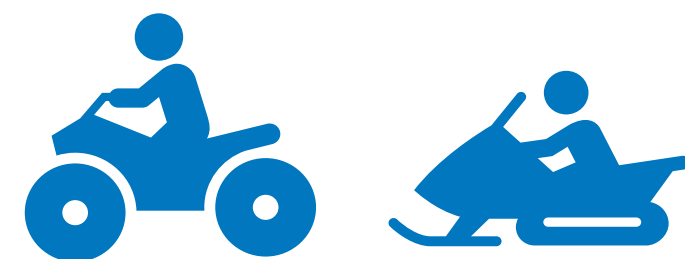
K&P Trail

Fish Creek Rd

Ocean Lane

K&P Trail

Detour



Motorized vehicles use  
detour on Ocean Lane



FRONTENAC



Length of this segment: 1.3km



**Running Slope:**  
Maximum <4%,  
Average 2%



**Cross Slope:**  
Maximum 2%,  
Average 1%



**Trail width:**  
Minimum 1.5m,  
Average 3m

**Surface type:**  
Asphalt/Concrete



Bench



View

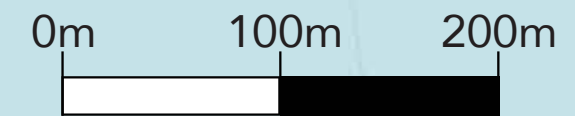


km marker

km 0 =  
Confederation Park

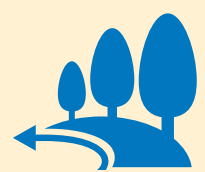


Great Cataraqui River



scale: 1:3,000  
1cm = 30m





**Length of this segment:** 0.9 km



**Cross Slope:**  
Maximum 2%,  
Average 1%



**Running Slope:**  
Maximum <4%,  
Average 2%



**Trail width:**  
Minimum 1.5m,  
Average 3m

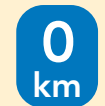
**Surface type:**  
Gravel



Bench



Bridge



km marker



View

km 0 =  
Confederation Park  
(Kingston)



Gate

**Local amenities:**



Gas station & store



Vet clinic



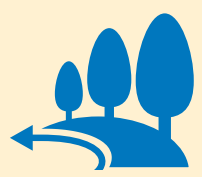
Power sports store



Godfrey sculpture park  
Durst artist blacksmith



FRONTENAC



**Length of this segment:** 0.9 km



**Cross Slope:**  
Maximum 2%,  
Average 1%



**Running Slope:**  
Maximum <4%,  
Average 2%



**Trail width:**  
Minimum 1.5m,  
Average 3m

**Surface type:**  
Gravel



Bench



Bridge



km marker



View

km 0 =  
Confederation Park  
(Kingston)



Gate

**Local amenities:**



Gas station & store



Vet clinic



Power sports store



Godfrey sculpture park  
Durst artist blacksmith



FRONTENAC



**Report 2017-151**

**Committee Recommend Report**

**To:** Chair and Members of the Community Development Advisory Committee

**From:** Alison Vandervelde, Community Development Officer

**Date of meeting:** December 14, 2017

**Re:** **Community Development Advisory Committee – Ferry by Foot 2018 Implementation**

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**Recommendation**

This report is for information only.

**Background**

The Frontenac Islands Township Letter of Support for Frontenac County's 2016 submission to the Rural Economic Development (RED) Program includes this list of expectations:

- Create a program to encourage visitors to use our ferry service by walking, such as a "ferry by Foot" program.
- Enhance cycling opportunities to create an international link.
- Develop a transit solution for these visitors to get to their lodgings and/or eateries and also to visit the Island's "Big Sandy Bay" or golf amid the turbines while watching ships pass on the St. Lawrence River.
- Encourage local food producers and farmers to start an accessible farmers market by locating and utilizing our covered rink in the summer.

To date, the following activities have been undertaken on this front:

- On May 16, 2017 Frontenac County economic development staff met with business owners in Marysville to discuss the potential for a Ferry by Foot program. Representatives from Frontenac Islands Township, Wolfe Island Grill,

General Wolfe, Fargo's General Store, Wolfe Island Bakery, White's Rides, the Wolfe Island Garden Party, and Frontenac County were in attendance.

- A May 30, 2017 meeting with MTO staff and a June 8, 2017 meeting with Township staff provided more context regarding potential implementation strategies.
- Ms. Vandervelde worked with Township staff and graphic designer Jon Allison to improve the look and content of the Township's Tourism Directory brochure.
- Ms. Vandervelde and Communications Officer, Mr. Smits met with the Township's Visitor Information Centre (VIC) summer students to discuss ways to leverage social media and spread the Ferry by Foot message.
- Efforts were made to understand the ownership and maintenance of high-profile websites, [www.wolfeisland.com](http://www.wolfeisland.com) and the Big Sandy Bay Management Area site (which since seems to have been deactivated).
- County staff reached out to the Tourism Kingston Visitor Information Centre to better understand their clients' needs for information about Wolfe Island.
- Ten bicycle racks were ordered and delivered to the Township's Public Works Department. They await installation in 2018.
- Staff began working with graphic designer Jon Allison to develop a Ferry by Foot visual identity as the foundation of a 2018 marketing campaign.

## Comments

Based on feedback and observations over the past year, it has been determined that enhanced communications targeted at visitors to Wolfe Island is seen as a strategy to reduce the vehicle demand on the ferry during peak times. Comments from stakeholders suggest that many island tourists drive onto the ferry and immediately line up for the return ferry without leaving Marysville.

The following are proposed strategies that will comprise the 2018 & 2019 Ferry by Foot Implementation Plan:

### 1. Develop a strong visual identity

A powerful visual identity inspires familiarity and conveys a whole host of sentiments and attributes without adding cumbersome written explanations. Developing a strong visual identity for the Ferry by Foot program, and including it in messaging across all media will multiply the impact of each individual piece. We will continue to work with graphic designer Jon Allison to finalize the Ferry by Foot visual identity and use it as the foundation for all marketing efforts in 2018.

<b>Task</b>	<b>Timeframe</b>
Finalize Ferry by Foot visual identity	Winter, 2018
Include Ferry by Foot visual identity in all marketing materials	2018

**2. Build a comprehensive content marketing campaign**

Content marketing involves creating content that delivers value to its intended audience. People actually want to consume, rather than avoid, content marketing. We already have a valuable asset on Wolfe Island – the Frontenac Ambassador network – and we can leverage its strength by developing a content marketing campaign around it. Essentially, we will tell the stories of the Wolfe Island business community in a really compelling way. We will feature these stories on [www.inFrontenac.ca](http://www.inFrontenac.ca) and create a social media campaign that pushes people from one story to the next. We will contract a professional photographer to capture images to make this campaign content-rich and highly sharable. We will host a familiarization tour and invite social media influencers to visit the island and document their experience through social media and blogs, reaching new and wider audiences. We will leverage the resources of Regional Tourism Organization (RTO) 9, the Great Waterway, and partner with Tourism Kingston to multiply the reach of our content marketing campaign. A common theme will run through all material: Wolfe Island is best enjoyed by foot or by bike.

<b>Task</b>	<b>Timeframe</b>
Develop ambassador story series	Winter 2018
Develop social media content calendar to maximize exposure of ambassador story series through 2018	Winter 2018
Engage social media influencer(s)	Winter 2018
Arrange professional photography of all Wolfe Island Frontenac Ambassadors	Early Spring, 2018
Host social media influencer(s) familiarization tour	Spring 2018
Launch content marketing/social media campaign	Spring 2018

**3. Develop printed brochure and educate downtown Kingston staff**

We have identified a few other messages that will play an important role in convincing visitors to walk or cycle on the ferry. Visitors need to receive this content just prior to their Wolfe Island visit. A printed brochure will be developed and distributed to the Kingston Visitor Information Centre located in Confederation Park and a selection of downtown Kingston businesses that often get questions from visitors about what to do on Wolfe Island and how to get there. Educating downtown Kingston’s front line staff about the Ferry by Foot program will create a team of champions delivering the right

message directly to the right audience at the right time. The content of the brochure will be based on the following assumptions:

- i. **Ferry Use Education:** Some visitors, especially those who are heading to Wolfe Island for the first time, may not understand how to walk on the ferry. During peak summer season, there is a lot of activity at the ferry dock, which could be intimidating for those unfamiliar with the operation. To overcome this we will develop simple step-by-step instructions on how to walk or bike on the ferry including a list of parking options, breakdown of the different areas at the terminal (i.e., parking, vehicle line, pedestrian/cyclist waiting area, washrooms, etc) suggested arrival times, habits of other ferry users, and other bits about the ferry experience that make walking or cycling an attractive option.
- ii. **Trip Planning Information:** Visitors unfamiliar with Wolfe Island likely do not have a good sense of how walkable Marysville is. We need to communicate that the condensed nature of the village means that having a vehicle – and having to worry about parking – really just impedes your ability to enjoy the relaxed island atmosphere.
- iii. **Ensuring Positive Experiences:** Without deterring people from visiting altogether, it should be carefully communicated that driving on the ferry comes with the risk of missing your preferred return ferry. During peak summer times, vehicle passengers must ensure they are in the Marysville ferry line well ahead of the scheduled departure time. Failing to catch their preferred return ferry means waiting in Marysville for an hour until the next ferry departs. This can be inconvenient for some visitors, or seriously problematic for others who may have small children with them, a fixed schedule to keep, or a long drive ahead of them. The message to communicate is that walking or cycling on the ferry saves time, allowing you to arrive for and board the ferry just minutes before it leaves, rather than an hour or more.

<b>Task</b>	<b>Timeframe</b>
Finalize messaging	Winter, 2018
Finalize printed brochure	Winter, 2018
Distribute in downtown Kingston and meet with front line staff to ensure they are ready to deliver information to visitors	Spring, 2018

**4. Train Township Visitor Information Centre staff**

Ensuring the seasonal Visitor Information Centre (VIC) staff have a broad knowledge of the businesses, attractions, activities, and history of Wolfe Island will enhance the experience for visitors who rely on them for information. Summer students can also play a critical role in executing a rich social media campaign during peak season, promoting businesses and upcoming events, monitoring and replying to comments, and pushing out the answers to frequently asked questions in order to inform visitors before they even get to the island.

<b>Task</b>	<b>Timeframe</b>
Equip VIC staff with solid understanding of Island activities and businesses	Late Spring, 2018
Train VIC staff to contribute to a dynamic social media presence across Wolfe Island / Township accounts	Late Spring, 2018

**5. Increase Wolfe Island’s cycle friendly reputation**

The recreational cycling market is growing in Ontario, and there is a significant number of cyclists that already frequent Wolfe Island. Developing the cycling infrastructure on the island will help to attract additional visitors who do not bring vehicles, and encourage those cyclists to spend more time and money in the village post-ride. We will work with business owners in Marysville and the Township Public Works staff to find the best locations for installing the bike racks purchased in 2017. We will also explore the possibility of signing the cycling routes on the island, to assist with navigation and improve the overall cycling experience.

<b>Task</b>	<b>Timeframe</b>
Install bike racks in Marysville	Late Spring, 2018
Explore logistics of signing cycling routes	Winter, 2018
Sign Wolfe Island cycling routes	Spring, 2018

**6. Provide free public transportation to Big Sandy Bay**

One of the main challenges in getting visitors to leave their cars in Kingston and walk on the ferry is the distance to destinations beyond Marysville. Horne’s Ferry, Wolfe Island Riverfront Golf Course, Shanti Yoga Retreat, the Wolfe Island Corn Maze, and Big Sandy Bay are not within walking distance to Marysville. There are currently some solutions in place to mitigate this: The Corn Maze, Riverfront and Shanti will provide transportation to guests if required, and of course many people cycle beyond the village.

Big Sandy Bay is seen as the most popular attraction on the island that attracts visitors who require a vehicle. Bus transportation has been considered in the past, but challenges with cost and logistics have proven difficult to overcome.

Frontenac County staff propose that a bus company be contracted to provide free bus transportation between Marysville and Big Sandy Bay every Saturday for the months of July and August.

Tracking the usage and polling riders regarding their willingness to pay for the service will inform the decision about offering the service in future summer seasons.

<b>Task</b>	<b>Timeframe</b>
Secure a transportation provider within available budget	Winter, 2018
Apply to RTO 9 for Partnership Funds	Winter, 2018
Work with Township staff to finalize logistics (schedule, pick up/drop off location, tracking/measurement, etc)	Winter, 2018
Begin awareness campaign, to continue through season	Spring, 2018
Implement transportation service	Summer, 2018
Report back to Township and CDAC on measurements	Fall, 2018

In the fall of 2018, a review of the impact of these initiatives will determine the continued implementation in 2019.

### **Sustainability Implications**

The proposed activities included in this draft implementation plan are intended to relieve some of the vehicle pressures on the Wolfe Island Ferry. This will improve access to the Island, create better informed visitors, and provide a boost to Marysville's economy. The actions in this draft plan will contribute to the long-term viability of Wolfe Island's economy and tourism industry. The plan addresses three of the expectations in the Frontenac Islands Township Letter of Support for the Frontenac RED grant application and it aligns strongly with the Frontenac Economic Development Charter and the Frontenac County Integrated Community Sustainability Plan.

### **Financial Implications**

The Ferry by Foot Program was budgeted as part of the "Economic Development in the Frontenacs Through Collaboration" initiative funded through Rural Economic Development funding and strategic reserves for development in 2018 and implementation in 2018 and 2019.

### **Organizations, Departments and Individuals Consulted and/or Affected**

Wolfe Island business community  
 Ministry of Transportation  
 Frontenac Islands Township Staff  
 Ontario by Bike  
 Communications Officer  
 RTO9 The Great Waterway  
 Tourism Kingston



**Report 2017-152**

**Committee Recommend Report**

**To:** Chair and Members of the Community Development Advisory Committee

**From:** Richard Allen, Manager of Economic Development

**Date of meeting:** December 14, 2017

**Re:** **Community Development Advisory Committee – Emerging Opportunity for Hazelnuts in Ontario**

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**Recommendation**

This report is for information only.

**Background**

On November 1, 2017 Frontenac County in partnership with Kingston Economic Development hosted a growers information session on the emerging opportunity associated with the Hazelnut supply chain, primarily driven by demand from Ferrero Canada's Brantford production facility. This event had over 50 in attendance and featured presentations from Linda Grimo of the Ontario Hazelnut Association and Barbara Yates of Ferrero Canada.

On November 2, 2017 Kingston Economic Development Corporation hosted a Research and Development Session on Hazelnuts in Southeastern Ontario with the Ontario Hazelnut Association, Ferrero Canada, Queen's University, OMAFRA, Ontario East Economic Development Commission and Frontenac County.

**Comments**

Hazelnuts are the #4 globally consumed nut in the world, after almonds, walnuts and pistachios. Ferrero is the primary purchaser of Hazelnuts and has seen strong growth of their products over the past 10 years. Anticipating a similar rate of growth for Ferrero and the entire hazelnut industry, potential demand in 10 years for Ontario would be 25,000 acres. This would surpass apples, currently at 16,000 acres.

Ferrero is known for the production of Nutella, Ferrero Rocher and Kinder Bueno bars – all of which make use of hazelnuts. Hazelnuts also are used in other applications such as beer, paste, milk, confectionary, flour/meal, oil, nutritional bars (e.g. Cliff Bars), yogurt, restaurants & bakeries, coffee flavoring, snickers, ice cream, hazelnut syrup (e.g. Starbucks).

There is a need to increase the research surrounding the development of cold hardy varieties of hazelnut trees that will grow in the soils of our region (Eastern Ontario) and that can produce consistent, quality nuts for use by Ferrero. Cold-hardy varieties are key to sector growth because growth potential is limited in Southwestern Ontario as some areas are landlocked by other crops. Growers are ready to be in the business of growing nuts, but few are willing to work through the testing and trials required to develop sufficient sustainability and long term crop health.

In addition to grower trials, a larger network of research trials are underway. This network is working with trials from Minnesota-Nebraska and replicating trials from Minnesota-Wisconsin. Minnesota-Wisconsin has eight years working on hazelnuts and is years ahead on cold-hardy information.

The Ontario Hazelnut Association has already been conducting grower trials in six locations across Ontario, including Wheatley, Wardsville, Blenheim, Port Dover, Smithville and Uxbridge. So far they have learned that it is critical for growers to source quality plants from credible nurseries, that growers require technical support during early years and that 10 acres was too much for the purposes of a trial. It is expected that additional insights will be gained as crops mature such as yield data, planting techniques in clay, loam or sand and best practices in orchard management for the Ontario climate.

### **Joint Performance Trials**

Queen's University can pursue a variety trial that would be a part of the larger network of North American variety trials, becoming the third trial in a research trial that focuses on hardy Eastern North American varieties.

In April, 2018 details will be available on the Canadian Agricultural Partnership, which could provide an opportunity for supporting the creation of a joint performance trial in Kingston.

The trial would establish which varieties perform well in order to determine the most desirable varieties for micro propagation in reach. Micro-propagation is the process and protocol to rapidly reproduce varieties of the trees. The research period could be a minimum of ten years (EFB takes this long to show itself in the trees and well-established trees should reach mature production by this time). Once the suitable varieties are identified (year 7 – 10), then development of the micro-propagation protocols and distribution to greenhouses and nurseries in Eastern Ontario can begin.

### **Conclusion**

Growers in Frontenac may want to participate in trials to help determine cold hardy varieties, however most growers looking to take part in the emerging market should

exercise caution until confirmed varieties of cold hardy nut trees are available. Staff will continue to follow the development of this opportunity.

**Sustainability Implications**

On-farm diversification is a key strategy to ensure the economic sustainability of agricultural businesses and family farms. As projected demand for hazelnuts continue to increase, local growers can take advantage of the market once appropriate cold-hardy varieties of hazelnut tree are identified.

**Financial Implications**

There are no financial implications associated with this report.

**Organizations, Departments and Individuals Consulted and/or Affected**

Community Development Advisory Committee  
Kingston Economic Development  
Ontario Hazelnut Association  
Frontenac Federation of Agriculture