Township of Langley

Est. 1873

AGRICULTURAL ADVISORY COMMITTEE

Wednesday, April 22, 2026 at 7:00pm
Salmon River Committee Room
4th Floor, 20338-65 Avenue, Langley, BC

M I N U T E S

Present:
J. Caldarella, Community Co-Chair
Councillor M. Pratt, Council Co-Chair
Councillor B. Whitmarsh, Council Co-Chair

J. Green, A. Hamer, S. Janzen, R. Ross, O. Smid, B. Venechuk, and K. Zhu

Guest:
E. Clark, Director of Marketing, Tourism Langley
S. Wilton, Executive Director, Tourism Langley

Ministry of Agriculture and Food:
J. Liu, Regional Agrologist, BC Ministry of Agriculture and Food

Staff:
V. Burnett, Council and Committee Clerk
M. Gunn, Planner, Community and Policy Planning

ACKNOWLEDGEMENT OF THE TRADITIONAL TERRITORIES OF THE COAST SALISH PEOPLES

J. Caldarella acknowledged the Traditional Territories of the Coast Salish Peoples.

A. APPROVAL AND RECEIPT OF AGENDA ITEMS

1. Agricultural Advisory Committee – April 22, 2026

Moved by B. Venechuk,
Seconded by R. Ross,
That the Agricultural Advisory Committee approve the agenda and receive the agenda items of the April 22, 2026 meeting.
CARRIED

B. ADOPTION OF MINUTES

1. Agricultural Advisory Committee – February 25, 2026

Moved by S. Janzen,
Seconded by B. Venechuk,
That the Agricultural Advisory Committee adopt the minutes of the February 25, 2026 meeting.
CARRIED

2. Agricultural Advisory Committee – March 25, 2026

Moved by J. Green,
Seconded by B. Venechuk,
That the Agricultural Advisory Committee adopt the minutes of the March 25, 2026 meeting.
CARRIED

C. DELEGATIONS AND PRESENTATIONS

1. Tourism Langley

S. Wilton and E. Clark provided information on agritourism in Langley, and the support Tourism Langley provides. They noted that agritourism sits within a broader tourism ecosystem.

- Tourism is shaped by many players, not by a single organization.
- The host community is at the centre.
- Local government, farmers, businesses, and Tourism Langley each play a role.
- Tourism Langley's role is to promote the destination, support visitor readiness, and to connect visitors with local experiences.

The value of agritourism and local food experiences was discussed. The economic benefit provided by BC farmers' markets was provided:

- $232.9M annual economic impact in BC
- $118.51M spent at neighbouring local businesses, using a walkable metric
- 4.95M visits annually
- 17% of participants identified as tourists or day trippers

There are many reasons agritourism is important to Tourism Langley:

- Aligns with what travellers are looking for. Destination Canada identified that global travellers are seeking out cultural and food experiences.
- Strengthens Langley's identity as a destination rooted in agriculture, local food, and rural experiences.
- Encourages day trips, repeat visits, and spending across the wider community.

C. DELEGATIONS AND PRESENTATIONS

- Tourism Langley helps bring experiences to visibility and connect them to the visitor economy.

They noted that the Circle Farm Tour in Langley is the most visible agritourism program. This tour is self guided and aims to connect visitors with farms, farm stores, wineries, distilleries, and other local stops. It also turns Langley's agricultural assets into visitor experiences and connects Langley to a broader Fraser Valley agritourism route.

Tourism Langley supports the Circle Farm Tour in the following ways:

- Working with regional partners to deliver the Circle Farm Tour across the Fraser Valley.
- Supporting participating businesses through promotion, storytelling, and visitor-facing content.
- Creating a more consistent visitor experience through program standards and partner readiness.
- Helping visitors navigate the offering through clear categories and route-based marketing.

Agritourism can present opportunities and challenges:

- Helps to support farm resilience, diversification, and public understanding of agriculture.
- Langley has strong assets to build on, including farms, farm retail, wineries, events, and touring routes.
- Agritourism in the Agricultural Land Reserve must remain rooted in and secondary to active agriculture.
- Success depends on navigating policy, land use, business capacity, and visitor readiness.

Agritourism can help to connect agriculture, local identity, and visitor experience. Langley has strong assets in place that Tourism Langley can help promote. Continued success depends on collaboration between farmers, Tourism Langley, and local government.

Discussion ensued and the following comments were made:

- An inquiry was made regarding signage for agritourism and whether local businesses are being properly identified (as agritourism offerings) with their current signage. Township of Langley Sign Bylaw No. 4927 was discussed in the November 2025 AAC meeting. It is currently being reviewed by staff.
- The possibility of holding a survey to determine if people are struggling to find these businesses with current signage was discussed.

D. REPORTS

1. Council Co-Chair Report

No report.

E. CORRESPONDENCE

F. WORK PROGRAM

1. Farm Tour

M. Gunn reported that staff have been in contact with flower farms. Two farms have been booked: Flowers on 240th and Urban Farm Girl and Co. Invitations are expected to be sent out by the end of April. Lunch options are being considered, as well as invitees for the guest list. Three to four locations will likely be visited.

2. Rural Plan Update

M. Gunn reported that staff are working towards creating terms of reference for the Rural Plan update based on information provided by the committee.

Terms of reference for the Agricultural Bylaw Review Task Force were addressed; these have been deferred to the June 15, 2026 Regular Council Meeting. Narrowing down the goals in the terms of reference may be beneficial to aid decision making. This may include finding tangible and specific items to bring forward to Council.

G. COUNCIL REFERRALS

H. OTHER BUSINESS AND ITEMS FOR INFORMATION

1. Farmers' Institute Update

J. Caldarella reported that A. Smith provided a notice to gather information for a research document. Any agricultural concerns from the committee can be sent to A. Smith.

2. Ministry of Agriculture and Food Update

J. Liu provided information on the following funding opportunities:

- Agriculture Water Infrastructure Program (AWP) Support for Communities under Stream 3 is open. Cost is shared for planning large scale infrastructure.

H. OTHER BUSINESS AND ITEMS FOR INFORMATION

- The Growing Opportunities program for post secondary students offers wage subsidies for student placement.

- The Delta Farmland and Wildlife Trust are taking applications for multiple programs. The Grassland Set-Aside program to incorporate annual crop rotations, the Blueberry Rest program for blueberry removal and soil coverage, and the Hedgerow and Grass Margin program to cover costs of plants and mulch.

She displayed a fertilizer cost calculator. This new tool helps to aid fertilizer and soil health decisions.

I. NEXT MEETING

Date: Wednesday, May 27, 2026
Location: Salmon River Committee Room
4th Floor, 20338-65 Avenue, Langley, BC
Time: 7:00pm

J. TERMINATE

Moved by B. Venechuk,
Seconded by O. Smid,
That the meeting terminate at 8:34pm.
CARRIED

CERTIFIED CORRECT:

Community Representative Co-Chair

Council Representative Co-Chair