



Strategic Plan 2021 to 2025



Department of Agriculture and Land

Integrity • Innovation • Sustainability • Excellence • Accountability

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Acronyms

AIC: Agricultural Insurance Corporation

BMP: Beneficial management practices

BRM: Business risk management

CFS: Community food security

DAL: Department of Agriculture and Land

GDI: Gender, diversity, and inclusion

GHG: Greenhouse gas

PDP: Professional Development Plan



VISION

A prosperous, innovative, and sustainable agriculture industry to the benefit of all Prince Edward Islanders; responsible land stewardship based on efficient, sustainable land use planning, regulation of land ownership, and protection of the natural and built environment.



MISSION

Supporting the agriculture industry's prosperity, innovation, sustainability, and production of quality food through legislation, policies, programs, and services; providing quality land use planning, and safeguarding the natural and built environment, through the application of legislation and policy.



VISION

Une industrie agricole prospère, innovante et durable qui profite à tous les Insulaires; une gestion responsable des terres qui s'appuie sur le développement durable et efficace du territoire, la réglementation de la propriété foncière, et la protection de l'environnement naturel et bâti.



MISSION

Appuyer la prospérité, l'innovation et la durabilité en agriculture ainsi que la production de nourriture de qualité au moyen de lois, de politiques, de programmes et de services; fournir des services d'aménagement des terres de qualité et protéger l'environnement naturel et bâti en appliquant les lois et politiques pertinentes.



VALUES

- INTEGRITY** We value integrity in our work with staff and stakeholders.
- INNOVATION** We value innovation, supporting staff and stakeholders to adopt new technologies and practices that add value to their work.
- SUSTAINABILITY** We value environmental sustainability in agriculture, land use planning, and the natural and built environment.
- EXCELLENCE** We value excellence and continuous improvement in our work.
- ACCOUNTABILITY** We value accountability and our commitment to deliver quality policies, programs, and services to the public.

VALEURS

- INTÉGRITÉ** Nous privilégions l'intégrité dans notre travail auprès de notre personnel et des acteurs de l'industrie.
- INNOVATION** Nous privilégions l'innovation en aidant le personnel et les acteurs de l'industrie à adopter de nouvelles technologies et pratiques qui ajoutent de la valeur à leur travail.
- DURABILITÉ** Nous privilégions la durabilité de l'environnement en ce qui concerne l'agriculture, l'aménagement des terres et l'environnement naturel et bâti.
- EXCELLENCE** Nous privilégions l'excellence et l'amélioration continue dans notre travail.
- RESPONSABILITÉ** Nous privilégions la responsabilité et notre engagement à livrer des politiques, des programmes et des services de qualité au public.

PRIORITIES

- Economic prosperity and financial stability in the agriculture industry
- Environmental sustainability and climate change
- Animal health and welfare, and food safety
- Provincial food system resiliency
- Land protection, use, ownership, and inspection services
- Communication and engagement
- Modern programs, services, and legislation
- Diversity, inclusion, and mental wellness



PRIORITÉS

- Prospérité économique et stabilité financière en agriculture
- Durabilité de l'environnement et changement climatique
- Santé et bien-être des animaux, salubrité des aliments
- Résilience du système alimentaire provincial
- Protection, utilisation, propriété et services d'inspection des terres
- Communication et participation
- Programmes, services et lois modernes
- Diversité, inclusion et bien-être mental



FOCUS AREAS

- Support the competitiveness, productivity, and profitability of the agriculture industry
- Support the expansion and diversification of markets, trade, and agricultural / agri-food products
- Promote environmental sustainability by supporting soil health and best practices in agriculture, land use planning, and inspection services
- Improve the delivery of business risk management programs
- Enhance animal health and welfare, plant health and food safety
- Provide orderly land use planning, and the protection of public health, safety, and the natural and built environment
- Improve the resiliency of the provincial food system
- Improve legislation, policies, programs and services through research, performance monitoring and evaluation
- Promote a healthy and inclusive workplace, including mental wellness among stakeholders



DOMAINES D'INTERVENTION PRIORITAIRES

- Appuyer la capacité concurrentielle, la productivité et la rentabilité de l'industrie agricole
- Appuyer l'expansion et la diversification des marchés, du commerce et des produits agricoles et agroalimentaires
- Promouvoir la durabilité environnementale en appuyant la santé des sols et les pratiques exemplaires en agriculture, l'aménagement des terres et les services d'inspection
- Améliorer la prestation des programmes de gestion des risques d'entreprises
- Améliorer la santé et le bien-être des animaux, la santé végétale et la salubrité des aliments
- Fournir des services d'aménagement ordonnés et protéger la santé et la sécurité du public et l'environnement naturel et bâti
- Améliorer la résilience du système alimentaire provincial
- Améliorer les lois, les politiques, les programmes et les services par la recherche, la surveillance du rendement et l'évaluation
- Promouvoir un milieu de travail sain et inclusif et favoriser la santé mentale chez les acteurs de l'industrie



Introduction

The following is an authoritative, strategic plan which will guide the Department of Agriculture and Land (DAL) over the next five (5) years. This strategic plan establishes the DAL's vision, mission, values, priorities, focus areas, and performance metrics.

Strategic planning improves organizational performance when based on best practices, multiple lines of evidence, and comprehensive performance monitoring frameworks.¹ The COVID-19 pandemic has made strategic planning all the more important – demonstrating the need for thoughtful planning, and a transformative strategy for both agriculture and land.

Consistent with best practices, and the DAL's mandate to make decisions based on the best evidence available, this strategic plan was developed based on the following lines of evidence:

- a survey with DAL's managers to identify goals and priorities;
- a jurisdictional scan of related strategic plans;
- peer-reviewed literature on agriculture development and land use planning;
- consultative meetings with stakeholders; and
- results from focus groups with staff.

Using applied research methods – such as qualitative analysis, synthesis, and thematic analysis – findings from each line of evidence have been integrated into the strategic plan.

Performance Monitoring

This Strategic Plan is supported by a comprehensive performance monitoring framework (Appendix A). Monitoring the performance of an organization's efforts to achieve strategic goals and priorities is important for improvement, transparency, accountability and effectiveness. The Department will issue an annual implementation report, to communicate its performance with respect to the Strategic Plan's priorities and focus areas.

Vision

A prosperous, innovative, and sustainable agriculture industry for the benefit of all Prince Edward Islanders; responsible land stewardship based on efficient and sustainable land use planning, regulation of land ownership, and protection of the natural and built environment.

Mission

Supporting the agriculture industry's prosperity, innovation, sustainability, and production of quality food through legislation, policies, programs, and services; providing quality land use planning, and safeguarding the natural and built environment, through the application of legislation and policy.

Values

- | | |
|------------------------------|---|
| <i>Integrity</i> | We value integrity in our work with staff and stakeholders. |
| <i>Innovation</i> | We value innovation – supporting staff and stakeholders to adopt new technologies and practices that add value to their work. |
| <i>Sustainability</i> | We value environmental sustainability in agriculture, land use planning, and the natural and built environment. |
| <i>Excellence</i> | We value excellence and continuous improvement in our work. |
| <i>Accountability</i> | We value accountability and our commitment to deliver quality policies, programs, and services to the public. |

Priorities

The following list of priorities were developed through the strategic planning process, using the multiple lines of evidence described above. Priorities are broad in nature, and serve to focus the DAL's activities and resources.

- Economic prosperity and financial stability in the agriculture industry.
- Environmental sustainability and climate change.
- Animal health and welfare, and food safety.
- Provincial food system resiliency.
- Land protection, use, ownership, and inspection services.
- Communication and engagement.
- Modern programs, services, and legislation.
- Diversity, inclusion, and mental wellness.

Focus Areas and Performance Metrics

The DAL will work towards its priorities by focusing on specific areas. The following focus areas were developed based on the multiple lines of evidence described above. Activities completed by the DAL under each focus area will be monitored by collecting metrics to understand performance, relevance, and impact.

Focus Area # 1: Support the competitiveness, productivity, and profitability of the agriculture industry

Focus Area # 2: Support the expansion and diversification of markets, trade, and agricultural products

Focus Area # 3: Promote environmental sustainability by supporting soil health and the adoption of best practices in agriculture, land use planning, and inspection services

Focus Area # 4: Improve the delivery of business risk management programs to support the financial stability of agricultural producers

Focus Area # 5: Enhance animal health and welfare, plant health, as well as food safety, through the adoption of best practices and quality laboratory testing to support agriculture

Focus Area # 6: Contribute to the environmental, social, and economic wellbeing of the province through orderly land use planning, and the protection of public health, safety, and the natural and built environment

Focus Area # 7: Improve the resilience of the province's food system, including supply chains and community food security

Focus Area # 8: Improve legislation, policies, programs and services, and promote public trust and awareness in agriculture, land use planning, and inspection services through research, performance monitoring, and evaluation

Focus Area # 9: Promote a healthy and inclusive workplace, including mental wellness for internal and external stakeholders

Table 1. Summary of Focus Areas

Focus Area # 1: Support the competitiveness, productivity, and profitability of the agriculture industry

Supporting competitiveness, productivity, and profitability is important for both individual farms and the agriculture industry as a whole. Key to this focus area are: value-added opportunities, innovation and research, knowledge transfer/extension activities, and labour supply.

Value-added agri-food processing is already the largest manufacturing industry in Canada, and yet only approximately 50% of Canada's agricultural output is processed.² Greater value-added activity in the agriculture industry supports both profitability and job creation.

Innovation and research, including innovation adoption, help make farms more productive – which in turn improves profitability and competitiveness.³ **Knowledge transfer and extension activities** are important in promoting the adoption of technologies and practices which enhance the competitiveness, productivity, and profitability of farms.

Labour supply is a longstanding challenge for farms and has become more pronounced since the COVID-19 pandemic.⁴ Ensuring that farms have access to adequate, skilled labour – and labour-saving technologies – is important for on-farm productivity and profitability.

In working towards this Focus Area, the DAL will undertake specific activities, including the following:

- Support targeted actions to expand the growth, competitiveness, and capacity of the agriculture industry to increase overall competitiveness, productivity, and profitability.
- Support targeted actions for the agriculture industry to improve its productivity, and accelerate the commercialization of products with new and improved attributes.
- Implement economic impact studies of agricultural sectors.
- Develop a Livestock Strategy.
- Collaborate with provincial departments – as well as Federal, Provincial, and Territorial partners – in addressing labour shortages in the agriculture industry, including temporary foreign workers.

Focus Area # 2: Support the expansion and diversification of markets, trade, and agricultural products

PEI is a relatively small jurisdiction which produces large surpluses in several agricultural commodities.⁵ As a result, markets and trade are strategically important to the economic growth of the agriculture industry, and the province as a whole. In light of recent trade disruptions, the COVID-19 pandemic, and fluctuations in commodity prices, the Department will support the expansion and diversification of markets, trade, and agricultural commodities.

Expanding trade in existing national and international markets will contribute to the prosperity of the agriculture industry and the province as a whole. With respect to **diversifying markets and trade**, PEI depends heavily on the United States for agriculture and agri-food exports (91% of exports in 2020), and will benefit from diversifying export markets.⁶

Diversifying agricultural and agri-food production is also of strategic importance. In 2020, potatoes represented 84% of PEI's total agriculture and agri-food exports.⁷ The economic impact of the potato sector in PEI is significant and well understood.⁸ For reasons related to trade, economic opportunities, risk management, soil health, and climate change, it is both prudent and strategic to diversify agricultural production in PEI.

In working towards this Focus Area, the DAL will undertake specific activities, including the following:

- Support targeted market access and market development actions, in order to expand domestic and international markets.

- Develop and implement organic regulations for PEI-produced food products that make an organic claim and are sold in the province.
- Collaborate with Provincial departments – as well as Federal, Provincial, and Territorial partners – in addressing expanding and diversifying markets and trade.

Focus Area # 3: Promote environmental sustainability by supporting soil health and the adoption of best practices in agriculture, land use planning, and inspection services

Agriculture, land use planning, and inspection services all have important implications for environmental sustainability. Best practices can be adopted to promote environmental sustainability, and contribute to climate action.

Sustainable agriculture is an important focus area for the DAL. PEI's agriculture industry is the second largest source of greenhouse gas (GHG) emissions in the province, after transportation.⁹ GHGs from agriculture include: nitrous oxide, methane, and carbon dioxide. Beneficial Management Practices (BMPs) can mitigate GHGs by increasing the carbon sequestration capacity of the soil, or by reducing the amount of GHGs released during an agricultural activity. BMPs can also have important implications for soil health and water quality. The DAL will support the adoption of BMPs that improve the environmental sustainability of the agriculture sector.

Sustainable land use planning and inspection services also contribute to environmental sustainability. The primary source of GHG emissions in PEI is from transportation.¹⁰ By preventing unplanned, low-density development, land use planning helps reduce emissions related to transportation. Among other things, effective inspection services ensure the application of codes and standards for building and construction. This can promote environmental sustainability through energy efficiency and the reduction of GHGs from buildings – PEI's third largest source of emissions.¹¹

In working towards this Focus Area, the DAL will undertake specific activities, including the following:

- Complete the Land Matters project, including public consultation, the Land Matters Advisory Committee, and amendments to the *Planning Act* and *Lands Protection Act* – which will be introduced to the Legislative Assembly.
- Implement BMPs in agriculture, through programs and services, to reduce GHGs and improve environmental sustainability.
- Develop and Implement a Soil First Initiative
- Monitor and improve soil health through testing, programs, and services.
- Develop and implement a study on crop adaptation to climate change.

Focus Area # 4: Improve the delivery of business risk management programs to support the financial stability of agricultural producers

Responsive and relevant **business risk management** (BRM) programs are important to the financial stability of farms, and the agriculture industry in general. The COVID-19 pandemic has confirmed the need to modernize BRM programs to ensure they reflect current realities in the agriculture industry. In doing so, there are also opportunities to design BRM programs in such a way that the adoption of BMPs is incentivized, further promoting environmental sustainability.¹²

In working towards this Focus Area, the DAL will undertake specific activities, including the following:

- Develop and implement a Strategic Plan for the PEI Agricultural Insurance Corporation (AIC).
- Revise and improve BRM programs and services offered by the AIC, including improvements to program delivery.

Focus Area # 5: Enhance animal health and welfare, plant health, as well as food safety, through the adoption of best practices and quality laboratory testing to support agriculture

Animal health and welfare, as well as food safety, are strategically important to the DAL. Given recent pandemics and epidemics, it is clear that **animal health** (as well as plant health) have important implications for public health, food safety, and the economic wellbeing of farms and the agriculture industry. Similarly, **animal welfare** is an important area of focus for the DAL, and has implications for public trust in agriculture. This focus area is supported by quality **animal health research**, as well as **testing** through the PEI Analytical Laboratories.

In working towards this Focus Area, the DAL will undertake specific activities, including the following:

- Complete legislative research for modernizing the *Animal Health Act* and introduce amendments to the Legislative Assembly
- Complete legislative research for modernizing the *Dog Act* and introduce amendments to the Legislative Assembly
- Maintain lab accreditation practices
- Introduce new methodologies, testing protocols, and reporting practices that are beneficial to agricultural producers, including – but not limited to – soil health.

Focus Area # 6: Contribute to the environmental, social, and economic wellbeing of the province through orderly land use planning, and the protection of public health, safety, and the natural and built environment

Through **land use planning**, the DAL implements legislation, regulations, and policies related to development permits and subdivision approvals, consistent with best practices and planning principles. **Inspection Services** are responsible for inspections of buildings and structures, as well as registration and examination of various trades and professions. Both land use planning and inspection services protect public health and safety, and help safeguard the natural environment (not created by humans) and built environment (created by humans).

Land use planning can promote environmental, social, and economic wellbeing. **Environmentally**, orderly land use planning encourages efficient land development, reducing GHG emissions.¹³ **Socially**, land use planning can reduce “sprawl” and promotes density, creating the conditions for vibrant, rural and urban communities.¹⁴ **Economically**, land use planning promotes stronger economic growth through orderly, dense development, and lower fiscal costs (e.g. infrastructure).¹⁵ This includes the preservation of resource land for appropriate uses such as agriculture – an industry essential to PEI’s economic growth. Without adequate land use planning, these benefits are replaced with costs to key economic sectors, rural and urban communities, and the environment.¹⁶

In working towards this Focus Area, the DAL will undertake specific activities, including the following:

- Complete the Land Matters project, including public consultation, the Land Matters Advisory Committee, and amendments to the *Planning Act* and *Lands Protection Act* – which will be introduced to the Legislative Assembly.
- Update the *Subdivision and Development Regulations* under the *Planning Act*.
- Digitize the Land Division’s subdivision files.
- Develop a Provincial Land Use Map.

Focus Area # 7: Improve the resilience of the province's food system, including supply chains, and community food security

The COVID-19 pandemic has revealed vulnerabilities as well as opportunities in food systems. While, overall, the food system has proven resilient, more can be done to increase the resiliency of PEI's food system in areas such as supply chains and community food security. Making **supply chains** more resilient will require risk management and logistical planning, a supportive policy environment, and "on-shoring" of some activities, such as local processing capacity.¹⁷ **Community food security** (CFS) seeks to promote food security for all, recognizing the role of the broader food system.¹⁸

In working towards this Focus Area, the DAL will undertake specific activities, including the following:

- Develop a Food First Strategy.
- Implement projects that support agri-food processing capacity and resiliency.
- Implement programming and activities which support PEI residents in obtaining safe, culturally acceptable, nutritionally adequate diets through a sustainable, local food system that maximizes community self-reliance.

Focus Area # 8: Improve legislation, policies, programs and services, and promote public trust and awareness in agriculture, planning, and inspection services through research, performance monitoring and evaluation

Legislation, programs, and services should be continuously improved. This is done primarily through performance monitoring and evaluation, and by including experts, researchers, and academia in program development and evaluation processes. Related to the quality of services and programs is public trust and awareness in agriculture and land use planning.

Performance monitoring will be implemented to measure the quality of service delivery and outcomes achieved. **Evaluation** will be used to assess programs based on processes implemented, outcomes of an intervention, and/or cost-benefit ratio of an intervention. The purpose of evaluation is to understand the performance, relevance, and impact of interventions to inform learning and decision-making.

Professional development plans (PDPs) will be used to support staff in developing required skills to contribute to improving policies, programs, and services (and the priorities and focus areas included in the Strategic Plan).

Strong connections with **experts, researchers, and academia** are important to ensure that best practices based on credible evidence is integrated into design and evaluation processes.

The purpose of **public awareness** and **public trust** is to build public confidence in the DAL, and in the stakeholders and industries that the DAL supports. Activities in this Focus Area will promote awareness and public trust, in particular as it pertains to agriculture, land use planning, and inspection services.

In working towards this Focus Area, the DAL will undertake specific activities, including the following:

- Complete an evaluation of the Canadian Agricultural Partnership.
- Complete performance monitoring and evaluation of the DAL's programs for COVID-19 response and recovery.
- Implement programs and activities that increase awareness and public trust in PEI's agriculture industry.
- Evaluate programs and services using evidence to enhance their performance, relevance, and impact.

Focus Area # 9: Promote a healthy and inclusive workplace, including mental wellness for internal and external stakeholders

All staff have the right to work in a **healthy and inclusive workplace**. Guided by its **Human Resource Plan**, the DAL aims to create a workplace where employees are enabled to complete high-quality work in an inclusive environment, while maintaining a healthy work-life balance. This is reinforced by the DAL's **Gender, Diversity, and Inclusion (GDI)** policy, and its related initiatives.¹⁹

Health, in particular **mental wellness**, is also important for our external stakeholders. It is for this reason that the DAL has implemented its Mental Health Promotion Policy.²⁰ This policy includes activities related to: collaboration with partners, raising awareness of mental health, and programing to provide mental health services and supports. This policy is focused on the agricultural community due to the unique needs and experiences of this group.

In working towards this Focus Area, the DAL will undertake specific activities, including the following:

- Provide training and development of staff to enhance their mental health first aid capacity.
- Implement activities to promote diversity and inclusion in the DAL and across sectors.
- Complete a gender and diversity-based analysis of programs.
- Continue to implement DAL's Mental Health policy, including the Farmer Assistance Program.

Related Public Policies

Department of Agriculture and Land. Mandate letter from the Premier of Prince Edward Island. Available online.

Department of Agriculture and Land. Gender, diversity, and inclusion initiatives report and plan (2020 to 2022). Available online.

Department of Agriculture and Land (2020). Mental health promotion policy. Available online.

Glossary: Definitions

Vision: A vision statement describes the inspiration for the organization's work and a desired future state. Vision statements are aspirational and realistic.

Mission: A mission statement is a brief description of the organization's purpose. It is a simple, direct statement that answers "why does the organization exist?"

Values: Values represent an organization's culture, and guide its thinking and actions. Values show how the organization intends to operate.

Priorities: Priorities identify broad domains, which merit attention over competing alternatives. Priorities represent areas where the DAL will target resources for the next five (5) years.

Focus Areas: Focus areas are comprised of strategic outcomes which will allow the organization to achieve its mission. For performance monitoring, focus areas are measured using metrics.

Metrics: Numbers and/or descriptions that indicate relevant information in order to understand the performance, relevance, and/or impact of an intervention.

End Notes

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Appendix A: Performance Metrics

The following list of metrics were chosen based on intervention theory. In theory, the following metrics, when collected, will provide important information to understand the performance and impact of the Department's activities ("interventions") associated with each of the Focus Areas. The metrics below will allow the Department to track and report on activities for both transparency and evaluation purposes.

Focus Area #1: Support the competitiveness, productivity, and profitability of the agriculture industry.
No. of capital investment projects completed by type of industry
No. of new technologies (products, practices, processes, and systems) that are <i>assessed</i> under research conditions, by type of industry
No. of new technologies (products, practices, processes, and systems) that are <i>demonstrated</i> on-farm or in-plant, by type of industry
No. of new technologies (products, practices, processes and systems) that are <i>utilized</i> , by type of industry
No. of new technologies (products, practices, processes, and systems) that are <i>developed</i> , by type of industry
No. of training/knowledge transfer events, by event type
No. of participants at training/knowledge transfer events, by event types
No. of highly qualified personnel working on funded activities (including graduate students)
No. of new knowledge transfer products developed ¹
No. of projects funded that support the competitiveness, productivity, and profitability of the agriculture industry, ² by type of recipient, ³ by type of industry ⁴
Total dollar amount of projects funded that support the competitiveness, productivity, and profitability of the agriculture industry, ⁵ by type of recipient, ⁶ by type of industry ⁷
Description of actions taken to support targeted actions to expand the growth, competitiveness and capacity of the agriculture industry to increase overall competitiveness, productivity and profitability.
Description of actions taken to support targeted actions for the agriculture industry to improve its productivity and accelerate the commercialization of products with new and improved attributes
Description of actions taken to implement economic impact studies of agricultural sectors
Description of actions taken to develop a livestock strategy.
Description of actions taken to collaborate with Provincial Departments – as well as Federal, Provincial and Territorial partners – in addressing labour shortages in the agriculture industry, including temporary foreign workers
Focus Area #2: Support the expansion and diversification of markets, trade, and agricultural products
No. of participants entering new markets or diversifying markets, by type of market, by type of industry
No. of market development activities, by type of industry
No. of participants in market development activities, by type of industry
No. of participants who completed business assessment and/or mentoring activities, by recipient type, and by type of industry
No. of training/knowledge transfer events, by type of event
No. of participants at training/knowledge transfer events, by type of event
No. of market information and intelligence products created, updated or disseminated, by type of industry

¹ For instance: brochures, factsheets, flyers, guides, articles in trade magazines, technical bulletins, and social media items

² Based on client focus area self-identification on Program Application Forms

³ Type of recipient: primary producer, processor, producer organization, processor organization, other industry organization, research body, retailer/wholesaler/input supplier, Indigenous government/Indigenous community/Indigenous group, provincial/territorial government or municipal government.

⁴ For type of industry, North American Industry Classification System (NAICS) codes will be used. Please see here:

<https://www23.statcan.gc.ca/imdb/p3VD.pl?Function=getVD&TVD=1181553>

⁵ Based on client focus area self-identification on Program Application Forms

⁶ Type of recipient: primary producer, processor, producer organization, processor organization, other industry organization, research body, retailer/wholesaler/input supplier, Indigenous government/Indigenous community/Indigenous group, provincial/territorial government or municipal government.

⁷ For type of industry, North American Industry Classification System (NAICS) codes will be used. Please see here:

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No. of projects funded that support the expansion and diversification of markets, trade, and agricultural products, ⁸ by type of recipient, ⁹ by type of industry ¹⁰
Total dollar amount of projects funded that support the expansion and diversification of markets, trade, and agricultural products, ¹¹ by type of recipient, ¹² by type of industry ¹³
Description of actions taken to support targeted market access and market development actions in order to expand domestic and international markets.
Description of actions taken to support the development and implementation of organic regulations for PEI-produced food products that make an organic claim and are sold in the province.
Description of actions taken to support collaboration with other Provincial Departments – as well as Federal, Provincial, and Territorial Partners – in addressing expanding and diversifying markets and trade.
Focus Area #3: Promote environmental sustainability by supporting soil health and the adoption of best practices in agriculture, land use planning, and inspection services
No. of environmental risk assessments (e.g., Environmental Farm Plans or equivalent) developed or updated, by type of recipient, by type of industry
No. of on-farm BMP projects completed, by type of BMP
No. of new technologies (products, practices, processes, and systems) that are <i>demonstrated</i> on-farm or in-plant, by type of industry
Geographic location of BMP projects
No. of Alternative Land Use Services Features funded, by type of feature, by acre, by type
No. of projects that invested in environmentally sustainable perennial crops, by type of crop
No. of acres of perennial plants planted, by type
Geographic location of perennial crop projects
Levels of soil organic matter, tri-annually
No. of soil health analysis packages completed, by year
No. of sites sampled for the PEI Soil Quality Monitoring Project, by year
No. of training/knowledge transfer events, by type of event
No. of participants at training/knowledge transfer events, by type of event
No. of extension and information material produced (e.g., factsheets, reference manuals, online videos, etc.)
No. of permits issued, by type of permit, by region
No. of development permits issued, by permit type, by region
No. of subdivision applications received and processed, by region (includes approved, cancelled, denied, pending)
No. of lots created through subdivision approvals, by type of use, by region
No. of projects funded that promote environmental sustainability by supporting the adoption of best practices in land use planning and inspection services, ¹⁴ by type of recipient, ¹⁵ by type of industry ¹⁶
Total dollar amount of projects funded that promote environmental sustainability by supporting the adoption of best practices in agriculture and land use planning, ¹⁷ by type of recipient, ¹⁸ by type of industry ¹⁹

⁸ Based on client focus area self-identification on Program Application Forms

⁹ Type of recipient: primary producer, processor, producer organization, processor organization, other industry organization, research body, retailer/wholesaler/input supplier, Indigenous government/Indigenous community/Indigenous group, provincial/territorial government or municipal government.

¹⁰ For type of industry, North American Industry Classification System (NAICS) codes will be used. Available at:

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¹¹ Based on client focus area self-identification on Program Application Forms

¹² Type of recipient: primary producer, processor, producer organization, processor organization, other industry organization, research body, retailer/wholesaler/input supplier, Indigenous government/Indigenous community/Indigenous group, provincial/territorial government or municipal government.

¹³ For type of industry, North American Industry Classification System (NAICS) codes will be used. Available at:

<https://www23.statcan.gc.ca/imdb/p3VD.pl.Function=getVD&TVD=1181553>

¹⁴ Based on client focus area self-identification on Program Application Forms

¹⁵ Type of recipient: primary producer, processor, producer organization, processor organization, other industry organization, research body, retailer/wholesaler/input supplier, Indigenous government/Indigenous community/Indigenous group, provincial/territorial government or municipal government.

¹⁶ For type of industry, North American Industry Classification System (NAICS) codes will be used. Available at:

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¹⁷ Based on client focus area self-identification on Program Application Forms

¹⁸ Type of recipient: primary producer, processor, producer organization, processor organization, other industry organization, research body, retailer/wholesaler/input supplier, Indigenous government/Indigenous community/Indigenous group, provincial/territorial government or municipal government.

¹⁹ For type of industry, North American Industry Classification System (NAICS) codes will be used. Available at:

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Description of actions taken to complete the Land Matters project, including public consultation, the Land Matters Advisory Committee, and amendments to the <i>Planning Act</i> and <i>Lands Protection Act</i>
Description of actions taken to monitor and improve soil health through testing, programs, and services
Description of actions taken to develop and enhance soil building initiatives
Description of actions taken to develop and implement a study on crop adaptation to climate change
Focus Area #4: Improve the delivery of Business Risk Management Programs to support the financial stability of agricultural producers
No. of participants enrolled in business risk management programs, by type of program
No. of participants with matched files
No. and total of payments made, by industry type
No. of acres insured through AgrilInsurance, by industry type
No. of online payments made
No. of forms available electronically
No. of clients that signed up for BRM programs electronically
Description of actions taken to modernize operations of the PEI Agriculture Insurance Corporation (AIC)
Description of actions taken to develop and implement a Strategic Plan for the PEI AIC
Description of actions taken to revise and improve BRM programs and services offered by the AIC, including improvements to program delivery
Focus Area #5: Enhance animal health and welfare, plant health, as well as food safety, through the adoption of best practices and quality laboratory testing to support agriculture
No. of sector-oriented (e.g., councils) risk management/assurance activities completed, by type of activity
No. of risk management/assurance projects completed on-farm, by type of activity
No. of risk management/assurance projects completed on processing facilities, by type of activity
No. of agricultural samples analyzed, by type ²⁰
Percentage of non-conformities in lab proficiency test results, by sample type
Average test processing time, by sample type
Average level of client satisfaction with laboratory services at the PEI Analytical Laboratory
No. of emergency response plans developed or updated, by year, by industry type
No. of emergency response plans tested, by year, by industry type
No. of training/knowledge transfer events, by type of event
No. of participants at training/knowledge transfer events, by type of event
No. of new technologies (products, practices, processes, and systems) that are demonstrated on-farm or in-plant
No. of projects funded that enhance animal health and welfare, plant health, as well as food safety by supporting the adoption of best practices, ²¹ by type of recipient, ²² by type of industry ²³
Total dollar amount of projects funded that enhance animal health and welfare, plant health, as well as food safety, by supporting the adoption of best practices, by type of recipient, ²⁴ by type of recipient, ²⁵ by type of industry ²⁶
Description of actions taken to complete legislative research for modernizing the <i>Animal Health Act</i>
Description of actions taken to complete legislative research for modernizing the <i>Dog Act</i>
Description of actions taken to maintain lab accreditation practices
Description of actions taken to introduce new methodologies, testing protocols, and reporting practices that are beneficial to agricultural producers, including – but not limited to – soil health
Focus Area #6: Contribute to the environmental, social, and economic wellbeing of the province through orderly land use planning, and the protection of public health, safety, and the natural and built environment
No. of development permits issued, by permit type, by region

²⁰ Type of sample: Raw milk, processed dairy products, soil, feed, leaf tissue, seed, special products, and greenhouse

²¹ Based on client focus area self-identification on Program Application Forms

²² Type of recipient: primary producer, processor, producer organization, processor organization, other industry organization, research body, retailer/wholesaler/input supplier, Indigenous government/Indigenous community/Indigenous group, provincial/territorial government or municipal government.

²³ For type of industry, North American Industry Classification System (NAICS) codes will be used. Available at:

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²⁴ Based on client focus area self-identification on Program Application Forms

²⁵ Type of recipient: primary producer, processor, producer organization, processor organization, other industry organization, research body, retailer/wholesaler/input supplier, Indigenous government/Indigenous community/Indigenous group, provincial/territorial government or municipal government.

²⁶ For type of industry, North American Industry Classification System (NAICS) codes will be used. Available at:

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No. of subdivision applications received and processed, by region (includes approved, cancelled, denied, pending)
No. of lots created through subdivision approvals, by type of use, by region
No. of inspections, by type of inspection
No. of registrations, by type of registration
No. of exams, by type of exam
No. of licenses or certifications issued, by type of license or certification
No. of permits issued, by type of permit
No. of investigations, by type of investigation
Description of actions taken to update the <i>Subdivision and Development Regulations</i> under the <i>Planning Act</i> .
Description of actions taken to digitize the Land Division's subdivision files.
Description of actions taken to develop a Provincial Land Use Map.
Focus Area #7: Improve the resiliency of the province's food system, including supply chains, and community food security
No. of community food security project participants from underrepresented groups, by type of underrepresented group
No. of community food security activities completed, by type of community food security outcome type
No. of local food impacts
No. of capital investment projects completed, by type of industry ²⁷
No. of new technologies (products, practices, processes, and systems) that are demonstrated on-farm or in-plant, by type of industry ²⁸
No. of new technologies (products, practices, processes, and systems) that are utilized, by type of industry ²⁹
No. of training/knowledge transfer events, by event type
No. of participants at training/knowledge transfer events, by event type
No. of projects funded that improve the resiliency of the province's food system, including supply chains and community food security, ³⁰ by type of recipient, ³¹ by type of industry ³²
Total dollar amount of projects funded that improve the resiliency of the province's food system, including supply chains and community food security, ³³ by type of recipient, ³⁴ by type of industry ³⁵
Description of actions taken to develop a Food First Strategy.
Description of actions taken to implement projects that support agri-food processing capacity and resiliency.
Description of actions taken to implement programming and activities which support PEI residents in obtaining safe, culturally acceptable, nutritionally adequate diets through a sustainable, local food system that maximizes community self-reliance.
Focus Area #8: Improve legislation, policies, programs and services, and promote public trust and awareness in agriculture, planning and inspection services through research, performance monitoring and evaluation.
No. of training/knowledge transfer events, by type of event
No. of participants at training/knowledge transfer events, by type of event
No. of new knowledge transfer products developed
No. of Performance Monitoring and Reporting Plans developed
No. of active Performance Monitoring and Reporting Plans or performance monitoring frameworks
No. of program evaluations conducted
No. of education and awareness activities undertaken by government addressing public trust considerations
No. of public trust strategies developed by industry or non-government organizations
No. of public trust research activities completed by industry or non-government organizations
No. of academic research projects funded
No. of legislative amendments developed and approved

²⁷ Only processing industry types

²⁸ Only processing industry types

²⁹ Only processing industry types

³⁰ Based on client focus area self-identification on Program Application Forms

³¹ Type of recipient: primary producer, processor, producer organization, processor organization, other industry organization, research body, retailer/wholesaler/input supplier, Indigenous government/Indigenous community/Indigenous group, provincial/territorial government or municipal government.

³² For type of industry, North American Industry Classification System (NAICS) codes will be used. Available at:

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³³ Based on client focus area self-identification on Program Application Forms

³⁴ Type of recipient: primary producer, processor, producer organization, processor organization, other industry organization, research body, retailer/wholesaler/input supplier, Indigenous government/Indigenous community/Indigenous group, provincial/territorial government or municipal government.

³⁵ For type of industry, North American Industry Classification System (NAICS) codes will be used. Available at:

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No. of projects funded that improve policies, programs and services, and promote public trust and awareness in agriculture, planning, and inspection services, ³⁶ by type of recipient, ³⁷ by type of industry ³⁸
Total dollar amount of projects funded that improve policies, programs and services, and promote public trust and awareness in agriculture, planning, and inspection services, ³⁹ by type of recipient, ⁴⁰ by type of industry ⁴¹
Description of actions taken to complete an evaluation of the Canadian Agricultural Partnership.
Description of actions taken to complete performance monitoring and an evaluation of the DAL's programs for COVID-19 response and recovery.
Description of actions taken to implement programs and activities that increase awareness and public trust in PEI's agriculture industry.
Description of actions taken to evaluate programs and services using evidence to enhance their performance, relevance and impact.
Focus Area #9: Promote a healthy and inclusive workplace, including mental wellness for internal and external stakeholders
No. of activities to promote GDI activities and priorities within the DAL
No. of activities to promote GDI activities and priorities across industries and sectors
No. of counselling sessions provided to members of PEI's agriculture community through the Farmer Assistance Program, by date range
No. of FarmersTalk.ca webpage views, by location
No. of Farmers Talk video impressions
No. of times the Farmers Talk videos were displayed through searches
No. of Farmers Talk video views
Average percentage of Farmers Talk video viewed
No. of projects funded that promote a healthy and inclusive workplace, including mental wellness for internal and external stakeholders, ⁴² by type of recipient, ⁴³ by type of industry ⁴⁴
Total dollar amount of projects funded that promote a healthy and inclusive workplace, including mental wellness for internal and external stakeholders, ⁴⁵ by type of recipient, ⁴⁶ by type of industry ⁴⁷
Description of actions taken to provide training and development of staff to enhance their mental health first aid capacity.
Description of actions taken to complete a gender and diversity-based analysis of programs.
Description of actions taken to continue to implement the DAL's Mental Health policy, including the Farmer Assistance Program.

³⁶ Based on client focus area self-identification on Program Application Forms

³⁷ Type of recipient: primary producer, processor, producer organization, processor organization, other industry organization, research body, retailer/wholesaler/input supplier, Indigenous government/Indigenous community/Indigenous group, provincial/territorial government or municipal government.

³⁸ For type of industry, North American Industry Classification System (NAICS) codes will be used. Available at:

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³⁹ Based on client focus area self-identification on Program Application Forms

⁴⁰ Type of recipient: primary producer, processor, producer organization, processor organization, other industry organization, research body, retailer/wholesaler/input supplier, Indigenous government/Indigenous community/Indigenous group, provincial/territorial government or municipal government.

⁴¹ For type of industry, North American Industry Classification System (NAICS) codes will be used. Available at:

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⁴² Based on client focus area self-identification on Program Application Forms

⁴³ Type of recipient: primary producer, processor, producer organization, processor organization, other industry organization, research body, retailer/wholesaler/input supplier, Indigenous government/Indigenous community/Indigenous group, provincial/territorial government or municipal government.

⁴⁴ For type of industry, North American Industry Classification System (NAICS) codes will be used. Available at:

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⁴⁵ Based on client focus area self-identification on Program Application Forms

⁴⁶ Type of recipient: primary producer, processor, producer organization, processor organization, other industry organization, research body, retailer/wholesaler/input supplier, Indigenous government/Indigenous community/Indigenous group, provincial/territorial government or municipal government.

⁴⁷ For type of industry, North American Industry Classification System (NAICS) codes will be used. Available at:

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