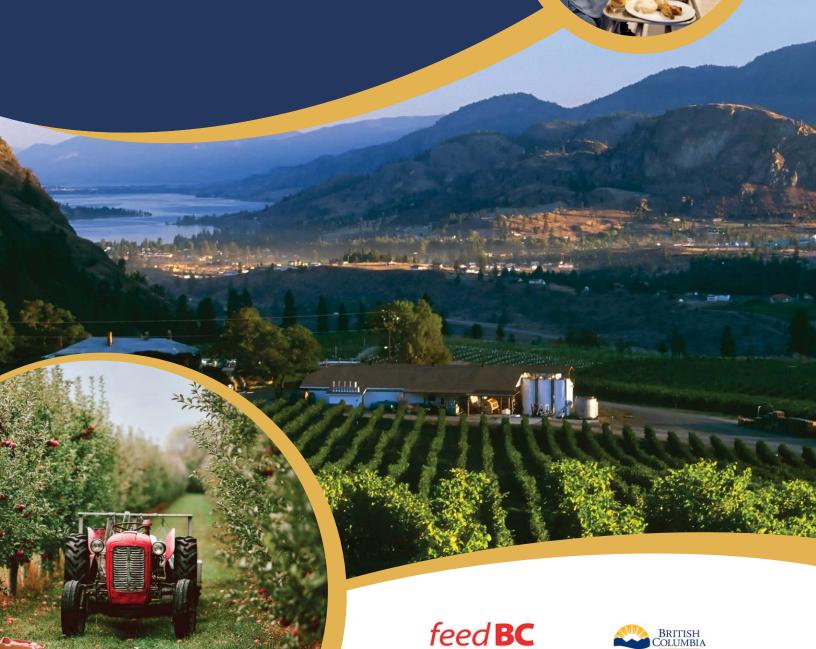


Post-Secondary Institutional Partners

Progress Report 2022/23



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Introduction

Public Post-Secondary Institutions (PSIs) have just completed the second year of its partnership with Feed BC, demonstrating a very impactful year of activities and growth.

Feed BC is a partnership initiative led by the Ministry of Agriculture and Food to increase the use of B.C. foods in B.C. government-supported facilities. Working closely with the Ministry of Post-Secondary Education and Future Skills, Feed BC is pleased to continue its formal partnership with 20 B.C. Post-Secondary Institutions. Together, our aim is to collectively advance the use and promotion of B.C. foods in ways that positively impact students, faculty, staff, and their communities. This report shares PSI Partners' Feed BC progress over 2022/23, showcasing the ways in which PSI Partners have worked to further Feed BC.

In 2022/23, Feed BC's PSI Partners reported a collective expenditure of \$13.6 million on B.C. foods. This represents a notable increase from an average of 39% of total food expenditures going towards purchasing B.C. products in 2021/22 to an average of 42% in 2022/23. For Feed BC, this means that 75% of PSI Partners are now meeting or exceeding their target of sourcing at least 30% of their total food expenditures from B.C. food producers and producers.

To meet their unique local B.C. food goals and priorities, Feed BC PSI Partners initiated and expanded a range of projects and partnerships over the year. While this report does not encompass all the efforts and activities that PSI Partners undertook to promote local food across campuses last year, it highlights inspiring examples of how PSIs have approached this work in their own unique ways. From integrating B.C. food goals into procurements and infrastructure design to collaborating closely with food service providers and suppliers on new local food concepts, the pages of this report share and celebrate a year of PSI Partners' Feed BC progress.

Looking ahead, Feed BC is committed to further supporting the PSI Partner network in advancing local B.C. food initiatives. Launched this Spring, the two-year 2023/24-2024/25 Feed BC Action Plan builds upon the exciting momentum generated and exceptional leadership demonstrated by PSI Partners in championing local food across their organizations.



Feed BC Post-Secondary Partners Program Overview

Vision:

A vibrant community of B.C. PSI Feed BC (PSI) Partners committed to increasing their use of B.C. foods.

Feed BC Partnership Streams:

Feed BC PSI Partners work to increase their use of BC foods in one or more of the following partnership streams.



Tracking and Sourcing:

Commit to track and source towards at least 30% B.C. food expenditures over time*



Innovative Food Initiatives:

Build local food initiatives and bring B.C./local food innovation into facilities, programs, and services on campus and beyond.



Education, Promotion & Awareness:

Grow and promote B.C./local food education and awareness to foster a strong local food culture on campus and beyond.

* Partner has committed to Feed BC's standards and minimum targets for B.C. food expenditures. Feed BC Program Standards support this work.

Program Services

Feed BC supports this Vision by providing program standards and resources to guide PSI Partners' program activities. Feed BC Program supports are designed around four key objective areas



Provide Tools & Resources

Deliver tools and resources to enable PSI Partners to effectively implement activities across all three Program streams.



Build B.C. Food Awareness & Connections

Deliver supports to improve access to, connections with, and awareness of available B.C. food products and businesses.



Facilitate Collaboration & Networking

Share leading practices, facilitate peer-to-peer learning, and support collaboration.



Deliver Measurable Impacts

Measure and demonstrate Program impact and celebrate success stories from the Program and PSI Partners.

Feed BC Post-Secondary Partners

20 PSI Partners from across the province have made invaluable contributions to the Feed BC program and furthering local food opportunities for B.C. food producers, processors, and consumers:

- British Columbia Institute of Technology
- Camosun College
- Capilano University
- Coast Mountain College
- College of New Caledonia
- Douglas College
- Kwantlen Polytechnic University
- Langara College
- Nicola Valley Institute of Technology
- Okanagan College

- Royal Roads University
- Selkirk College
- Simon Fraser University
- Thompson Rivers University
- University of Fraser Valley
- University of British Columbia
- University of Northern British Columbia
- University of Victoria
- Vancouver Community College
- Vancouver Island University

2022-23 Feed BC Post-Secondary Advisory Committee

Cameron Roy (Sector Co-Chair)

Director, Ancillary Services
University of the Fraser Valley

David Lang

Chef Instructor, Program Chair, Culinary Arts
Camosun College

Griffin Ryall (Ministry Co-Chair)

Director, Policy & Engagement
Ministry of Post-Secondary Education and
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Jordan Castillo

Manager, Corporate Services
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Ruth Wigman

Executive Chef
Okanagan College

Elietha Bocskei

Manager, Feed BC Ministry of Agriculture and Food

Christina Waters

Senior Policy Analyst, Feed BC Ministry of Agriculture and Food

Dan Traviss

Director, SFU Food
Simon Fraser University

David Speight

Executive Chef & Culinary Director
University of British Columbia

Jonathan Langille

Ancillary Services Manager
Selkirk College

Lisa Haslett

Director, Business Services
University of Northern British Columbia

Tony Heesterman

Executive Chef, University Food Services
University of Victoria

Laura Elliott

Senior Policy Analyst
Ministry of Post-Secondary Education
and Future Skills



PSI Partners' Feed BC Progress in 2022/23

Significant progress was achieved by PSI Partners across Feed BC's three partnership streams last year. These examples of actions by PSI Partners illustrate how they are collectively and individually advancing B.C. food sourcing goals with students, food service suppliers, and local communities.

Stream 1: Tracking and Sourcing More B.C. Food

Tracking and analyzing the procurement of B.C. foods by public institutions and measuring changes over time is a cornerstone of the Feed BC program. With 30% or more as a minimum target, tracking B.C. food products and expenditures is an important tool for identifying opportunities to use more B.C. foods and to showcase progress.

In 2022/23, PSI Partners undertook important work to establish a consistent B.C. food tracking process using Feed BC's methodology across institution types, collaborating closely with food service providers, distributors, and suppliers to request and compile their food purchase data. Through this process, PSIs are now in a better position to analyze where they are currently sourcing food from and to identify strategic opportunities to source more B.C. foods that meet their needs.

After interrupted service levels due to the COVID-19 pandemic, 2022/23 marked a return to campus for most PSIs, with several PSI Partners reporting an increased food service demand at, or close to, pre-pandemic levels. Due to the varying food service conditions in the 2021/22 and 2022/23 school years, drawing meaningful insights from comparing PSI Partner's B.C. food expenditure tracking data for these two years is limited. Nonetheless, the reporting cycle from April 1, 2022 - March 31, 2023 reveals several signs of progress.

PSI Partners' 2022/23 B.C Food Expenditures Tracking Progress

80%

of PSI Partners tracked and reported B.C. food expenditure data

42%

PSI Partners reported purchasing an average of 42% of total food spends from B.C. (2021/22: 39%)

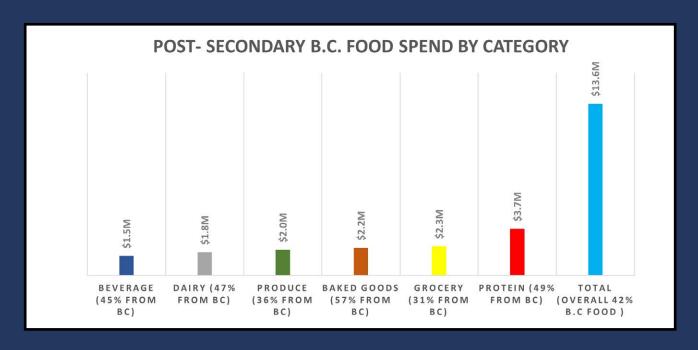
75%

of PSI Partners met or exceeded the Feed BC program minimum target of 30% B.C. food

50

PSI Partners reported using over 50 new B.C. food products. *See suppliers list in Appendix A*

PSI Partners reported spending at least \$13.6M on B.C. food in 2022/23, compared to \$4.9M in 2021/22. Given that Feed BC's economic impacts work has found that every \$1M public institutions spend on B.C. food results in a twofold value (2.2 times the expenditure) to B.C.'s economy through jobs and provincial GDP, this represents a significant and commendable contribution to communities across the province.



PSI Partners reporting notable increases in their B.C. food sourcing include:

- University of Victoria reported an increase in use of B.C. foods from 30% to 51%.
- Langara College reported an increase in use of B.C. foods from 31% to 39%.
- Thompson Rivers University surpassed the 30% target increasing overall spends by \$227K.

Signs of Progress: Collaborating with contracted foodservices to increase local options

As the food service provider for British Columbia Institute of Technology (BCIT), Capilano University, Douglas College, Langara College, Kwantlen Polytechnic University and Simon Fraser University (SFU), Chartwells (Compass Group Canada) has been working together with Feed BC on joint opportunities to track, source and promote more B.C. food. In 2022/23, Chartwells initiated a new partnership with B.C. food innovator and distributor, Legends Haul, to enable more nimble sourcing from B.C. producers and processors such as Hills Legacy Meats, Farmcrest Poultry, 63 Acres, Panela Lemon, Plant-Based Workshop, Big Mountain Foods, Culture Craft Kombucha, Yoggu! and Glory Juice Co. Together, these partners continue to seek and activate more opportunities to make B.C. products available to participating PSI Partners.



Panelists for the conference include Senior Director of Ancillary Services, Sid Mehta; Chartwells Canada Executive Vice President, Kevin Booth; Chef Stephanie Baryluk; Goodly Foods' CEO, Aart Schuurman Hess; and Ministry of Agriculture and Food Feed BC representative, Elietha Bocskei.

In July 2023, at the United Nations Global Food Systems Conference in Rome, SFU and Chartwells showcased their partnership with Feed BC and local food businesses and shared their stretch goal of working to source 50% B.C. food at SFU. Together, the UN panel celebrated people and partnerships that are helping to achieve food and sustainability goals. It also highlighted SFU's Indigenous Culinary Innovators and B.C. supplier, Goodly Foods, as examples of this work in action.

Signs of Progress: Articulating local sourcing goals during procurement

Many PSI food service operations are contracted to a third-party service provider. As food service and distribution contracts expired, PSI Partners looked for opportunities to incorporate their local food tracking targets and sourcing goals in their procurement process. In 2023, Langara College, University of Victoria, and University of British Columbia all included Feed BC definitions and targets in their procurement process for food services, providing a clear and consistent asks to food supply chain partners. PSI Partners considering how to communicate their local food goals to service providers during procurement can find additional support through the Feed BC resource: Tips and Tools for Integrating Local Food in RFx for Food Services.

Signs of Progress: Piloting a value chain coordination approach to increase local products

In late 2022, the Ministry launched two value chain coordination pilot projects: SFU and UBC. This work aimed to determine if activating a provincial value chain coordination service could meaningfully help B.C. institutions source more B.C. food products that meet their needs. The Ministry worked with UBC and SFU to identify products used in large volumes in their food services with potential to be sourced locally. The Ministry facilitated business introductions and product sampling, helping SFU and Chartwells introduce a 100% B.C. chicken finger to their Dining Commons menu, and assisting UBC in incorporating B.C. frozen berries into their menus. Other PSI Partners looking for support to strategically increase their use of local B.C. foods can contact feedbc@gov.bc.ca to discuss B.C. product sourcing support and value chain opportunities.



Signs of Progress: Sourcing through business-to-business events

Through business-to-business events, such as the <u>Pitch and Plate</u> and <u>From The Ground UP Tradeshow</u>, events that give local food and beverage processors the opportunity to pitch their products to B.C. post secondary institutions, hospitals and healthcare authorities and supply chain partners, PSIs have welcomed new suppliers to their campuses.

Kula Kitchen at UBC

"We learned about Kula Foods at the Pitch and Plate event in November of 2022. We were immediately interested as their Afrovegan products could help us advance three of our goals around offering more plant-based foods, offering authentic regional cuisine from around the world all while supporting a local food business. Then we tried the product and knew we had to share their offerings with our students. Around the same time of us working out the logistics to bring Kula Foods into our residence dining halls we received some feedback from an African student who was letting us know that we had no menu offerings from her home country available. We were so excited to let her know about Kula and that we would be bringing their Afro-vegan cuisine to UBC in the near future. When we brought Kula Foods into our environment it was very well received by our students."



David Speight, Executive Chef & Culinary Director, UBC

Big Mountain Foods at SFU

"SFU Dining has been working with Big Mountain Foods, featured at the Pitch and Plate in February 2023, to incorporate their plant-based products at SFU Dining Commons. Early reactions from students have been positive, with the Thai Soy-free Tofu Stir-fry and Cauli Crumble Tacos coming out as favourites. We look forward to incorporating more plant-based proteins into the regular menu."

— Dan Traviss, *Director, SFU Food*



Signs of Progress: Assessing regional food opportunities

The College of New Caledonia (CNC) undertook a Feed BC project to analyze opportunities for increasing access to local and regional foods at their Prince George campus and to develop a shared vision of food security. "The project enhanced understanding of local and regional food suppliers and ingredients, informing menu planning and offerings at CNC to align with students' local food interests.

Stream 2: Innovative B.C. Food Initiatives

PSI Partners initiated a range of new innovative approaches to bring more B.C. food to their facilities, services, and programs in 2022/23. These initiatives included the introduction of local food concepts in retail spaces and the incorporation of more Indigenous foods on campus.

The Market at Okanagan College

Last Fall, Okanagan College successfully launched "The Market", a new on-campus food retail outlet to reflect the rich culinary culture of the region. This food service operation and retail store has been a source of healthy, local grab and go food options for busy students. Some of the local vendors and products featured in



the Market include <u>Farming Karma Fruit Co</u> sodas, <u>Energy Bombs</u>, <u>Yuzu Bowl and Bistro</u>, <u>Rich Tea</u>, <u>Motherlove Kombucha</u>, <u>Marmalade Cat Cafe</u>, and products made at the <u>Infusions Restaurant</u>.

Rooted Program at SFU

"Food is the tastiest way to honour diverse cultures. It allows communities to tell food stories that allow a deeper understanding of a cultures history". 'Rooted' is a Feed BC project led by SFU developed to grow Indigenous food culture in the SFU Dining Commons. With an emphasis on local and traditional ingredients, the program educates students, faculty, staff, and



visitors about Indigenous food and culture, Chef Stephanie Baryluck from Teetl-it Zheh (Fort McPherson) was invited to develop 16 recipes for fusion dishes inspired by Traditional Indigenous foods and B.C. ingredients. The menus featured items including Bannock Donut Holes with Wild Berry Sauce, Elk Pot Pie, Venison Sausage Penne Pasta with Dandelion Leaves, Three Sisters Soup and many more delicious offerings. Rooted dishes are now served in the SFU Dining Commons with signage that guests can scan to learn more about the story of the food, the culture, and local ingredients used.

Seiffert Market + Bakeshop at Vancouver Community College

Vancouver Community College opened Seiffert Market + Bakeshop in Spring of 2023 to showcase pastries and desserts made by the institutions' culinary department at this retail outlet. This



refreshed and updated space will feature local grab and go products from local vendors to continue to support their local food commitments.

Regional and Indigenous Foods Education

To advance in their Feed BC goals, Okanagan College integrated new regional and Indigenous-led innovations into their culinary arts education program, including a new module developed and delivered in partnership with Nicola Valley Institute of Technology. The Culinary Arts students were introduced to the regional Indigenous culture of hunting, gathering, food preparation and preservation techniques. This innovative practice within the existing Professional Cook Program allowed for students to gain



knowledge on methods of preparation and production of different Indigenous ingredients such as game meats and wild poultry products and provided an experiential introduction to Indigenous food culture and cooking principles.

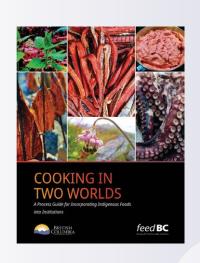
Feed BC Indigenous Foods Resources

To support collective goals of incorporating more Indigenous foods into public institutions, Feed BC collaborated with Indigenous Chefs, Indigenous Foods Educators, and Ministry partners to create a set of resources to help grow understanding and respect for Indigenous foods, cultures, histories, and how colonization has affected Indigenous foodways. These resources offer guidance and support to partners in developing food-related facilities, programs, and services that promote inclusivity and respect for the diverse and distinct Indigenous foods and food cultures across British Columbia.

<u>Cooking in Two Worlds — A Process Guide for</u> <u>Incorporating Indigenous Foods into Institutions:</u>

This process guide reflects the many Indigenous food values shared by Elders and Knowledge Holders from across B.C., along with successful examples initiated by PSIs.

Over the last year, PSI Partners worked to educate students, faculty, and visitors about local B.C. foods in diverse and creative ways. PSI Partners initiated many opportunities to promote and build awareness around local foods by engaging with campus food suppliers and the local food and agriculture community.



Stream 3: Education, Promotion, and Awareness

Mapping Local Food Suppliers

Vancouver Island University, (VIU) created a web-based map application to promote their local food commitments and educate students and faculty about local vendors in their cafeteria. The Feed BC project resulted in a new digital platform that features vendor profiles complimented by an interactive local food map and icons that signify where to find local food on campus. VIU plans to continue to create engaging and accessible content that amplifies the stories of local food.



Climate Cook-Ins

The University of Northern British Columbia (UNBC), in partnership with Dana Hospitality and the Eco-Living Community, launched 'Climate Cook-Ins' to build and strengthen connections among the Food Services Department, students, chefs, and sustainability leaders in Northern B.C. The Feed BC project ran eight different events where local chefs and speakers were invited to cook a local, sustainable meal, and speak about food sustainability issues to an audience of students, staff, faculty, and community

members. Fifty percent of the meals



were plant-based to encourage folks to try new foods and learn about their stories, while also providing a hands-on learning experience by inviting guests to help make the meals.

Over the past year, PSI Partners have made meaningful progress on increasing their use of B.C. foods and achieving their Feed BC local food goals. The range of initiatives in 2022/23 highlights the network's many innovative and practical efforts to increasing the use of B.C. food that fosters new business opportunities for food producers and processors.



Looking Ahead

Over the past year, PSI Partners have made meaningful progress on increasing their use of B.C. foods and achieving their local food goals. The range of initiatives in 2022/23 highlights the network's many innovative and practical efforts to increasing the use of B.C. food that fosters new business opportunities for food producers and processors.

In the coming year, Feed BC looks forward to further collaborating with PSIs to explore additional areas of interest identified by partners. This includes piloting an Indigenous Foods Learning Journey and supporting PSI's ongoing learning initiatives. Emergent trends that reflect changing campus environments include a focus on including more plant-based and vegan options, ensuring a cultural diversity of foods and locally sourcing convenient and readily accessible foods such as grab-and-go, bakery and vending items.

Through the growing commitment of supporting local food and the collective impact of intentional purchasing, innovative food services, and integrative culinary programs, Feed BC's PSI Partners demonstrate the potential for meaningful food systems change one meal at a time.

Appendix A: List of B.C. Suppliers

The list below features 100 B.C. food suppliers that PSI Partners reported sourcing from during 2022/23 Feed BC annual food tracking. This list is not an exhaustive list of all businesses supplying B.C. food to PSI Partners.

Bread & Bakery Products

Cakes Etc.Mark-Crest Foods LtdRomeo's PizzaVictoriaLangleyVictoria

Canada Bread WestMonte Cristo BakerySienna BakeryVictoriaDelta*Specialty Bakery

Hot House PizzaOfla Bakery LtdKelownaVictoriaPita Bread Factory LtdSusgrainableIsland City Baking CompanyBurnabyVancouver

Richmond
Panela Lemon
The Good Flour Co.

Burnaby
Burnaby

Kamloops Portofino Bakery The Original Cakerie

Kam's Bakery Saanichton Delta

VancouverRawmbas FoodsZorbas Bakery and Foods Ltd.Kan's GourmetNanaimo*Burnaby

Beverages

Burnaby

2% Jazz CoffeeHappy Gut ProNorth Roast CoffeeVictoriaCastlegar*Prince GeorgeCanterbury CoffeeHappy PlanetPhillips BrewingVictoriaBurnabyVictoria

Ethical Bean Coffee Level Ground Coffee Roasters Red Bridge Distillery

VancouverVictoriaKamloopsFarming KarmaMotherLove FermentsStoke JuiceKelowna*Kelowna*Kimberley

Confectionary Products

<u>Chocxo</u> Richmond

Dairy Products, Eggs & Alternatives

<u>Blackwell Dairy Farm</u> <u>Farmer Ben's Eggs</u> <u>Meadowfresh Dairy</u> Kamloops* <u>Duncan</u> Port Coquitlam

<u>Earth's Own</u> <u>Golden Valley Foods Ltd</u> <u>Paradise Island Foods Inc</u>

Vancouver Abbotsford Nanaimo

EggSolutions (Vanderpol's)

Little Qualicum Cheeseworks

Abbotsford* Parksville

Distributors

Fresh Start FoodsIntegra Foods Intl.Sun Rich FoodsRichmondVancouver IslandRichmond

Meat, Poultry, & Plant-Based Proteins - Continued

Atlantis Foods Ltd. Fresh Valley Farms Oomé
Vancouver Armstrong Vancouver*

Big Mountain FoodsFreybe Gourmet Foods LtdRossdown Farms andVancouver*LangleyNatural Foods

Blundell Seafoods Ltd. Hallmark Poultry Processors Ltd Abbotsford

Richmond Vancouver Save da Sea
Bonanza Meats JD Sweid Foods Ltd. Victoria

KelownaLangleySuperior PoultryBrightside FoodsJohnston Packers LtdCoquitlamVancouncer*ChilliwackSysco Fine Meats

Vancouver*

Centennial Foods
Vancouver

Vancouver

Vancouver

Vancouver

Vancouver

The Plant Based Workshop

Codfathers SeafoodLegends HaulVancouver*KelownaVancouver*Trimpac Meat Co

Colonial Farms
Armstrong

Dollar Food Manufacturing Inc

Meadow Valley Meats

Dollar Food Manufacturing Inc.

Vancouver

Meadow Valley Meats
Pitt Meadows*

Fruits & Vegetables

BC Frozen Foods Ltd.Highline MushroomsPrince GeorgeMissionLangleyShuswap Organics

BC Tree Fruit Ltd Kahlon Farms Shuswap Kelowna* Showcrost Foods Lt

Relowna* Abbotsford Snowcrest Foods Ltd

BCfresh Vegetables Localmotive Organic Delivery Abbotsford

DeltaSummerlandSurrey FarmsCurlew OrchardsMycro GreensSurreyVernonKelownaTopsoil

Don-O-Ray Farms

Northern Greens

Victoria

Kelowna

Port Coquitlam

What the I

Kelowna Port Coquitlam What the Fungus
FreshPoint FreshCuts PGPIRG Produce Summerland

Grocery

<u>Cruze Co.</u> Hon's Wun-Tun House <u>Top-Valu Food Products Ltd.</u> –

Kelowna Coquitlam Vancouver

Bento Sushi Indianlife Food Corporation Saini Sweets & Restaurant

VictoriaBurnabySurreyEl Comal
BurnabyMarmalade Cat Café
KelownaVij's
VancouverEugene's Greek Food
BurnabyNaturally Homegrown Foods Ltd.
Surrey*Wise Bites
Richmond*

Fresh Is Best
Kamloops
Whistler*

Pequish
Kelowna

Kichmond*
Yoggu Foods
Vancouver*

Yancouver*

Yumasoy Foods
Vancouver*

Goodly Foods Society Rich Tea Yuzu Bowl and Bistro

Vancouver* Kelowna Kelowna

Sauces, Dressings, & Seasonings

Favorite Foods Ltd. Rogers & Lantic Sugar

Burnaby Vancouver





