



FEED BC PARTNER GUIDE

FOR PUBLIC INSTITUTIONS



*feed***BC**

Bringing B.C. food to public institutions



BRITISH
COLUMBIA

BRINGING MORE B.C. FOOD TO OUR PUBLIC INSTITUTIONS TAKES ALL OF US.

"I'm so excited for the future of food in our public sector institutions as we grow the Feed BC program to support greater food security and ensure more local food and beverages are available to B.C. residents and visitors every day.

The partnerships between Feed BC and public institutions mean more opportunities for B.C. farmers, ranchers, fishers and food processors in communities around the province, and a more resilient and sustainable provincial food system.

A sincere thank you to all our Feed BC partners."

LANA POPHAM | MINISTER OF AGRICULTURE, FOOD AND FISHERIES | JANUARY 2021

ACKNOWLEDGEMENTS

The Ministry of Agriculture, Food and Fisheries would like to acknowledge and thank the B.C. public sector partners who contributed to the development of this Feed BC Partner Guide for Public Institutions including the Ministry of Health, B.C. Health Authorities, the Ministry of Advanced Education and Skills Training, B.C.'s Public Post-Secondary Institutions, BCNET, the Ministry of Citizens' Services, the Ministry of Education, and the Ministry of Public Safety and Solicitor General.

The Ministry would also like to thank the many agriculture and food sector and food service supply chain stakeholders and partners who contributed to or participated in Feed BC research, projects and initiatives to help grow interest, support and action to increase B.C. food opportunities in B.C. public institutions.



Feed BC Partner Guide for Public Institutions

This guide provides information on Feed BC and partnership opportunities for government-supported institutions, facilities, programs and services ('institutions') working to increase the use of B.C. food. The guide introduces Feed BC, what it means to be a Feed BC partner institution ('partner') and describes Feed BC resources and tools.

Feed BC provides minimum goals and standards to support B.C. food procurement, including common B.C. food definitions, targets and tracking methodology, and resources and tools to assist partners to advance their B.C./local food work. Three inclusive partnership streams enable flexibility to demonstrate commitment to B.C. food and further Feed BC initiatives in a way that best reflects institutional values and priorities.

Many government institutions interact with the food needs of a wide variety of patients, residents, workers, students, clients, families and others every day. They are uniquely positioned to grow B.C. food awareness and opportunities that support jobs, businesses, communities and food system resilience across the province.

EACH YEAR, B.C.'S 'NON-COMMERCIAL' FOOD SERVICES MARKET PURCHASES APPROXIMATELY \$400 MILLION WORTH OF FOOD PRODUCTS.¹ THIS REPRESENTS A SIGNIFICANT OPPORTUNITY FOR INSTITUTIONS TO USE FOOD PURCHASING DECISIONS TO BENEFIT B.C.'S AGRICULTURE AND FOOD SECTOR, AND COMMUNITIES, ECONOMIES AND LOCAL FOOD CULTURE.



¹ fsSTRATEGY Inc. 2019 report to Feed BC. Note: While the non-commercial food service industry includes some semi-private and non-profit entities, the majority of this market is government facilities.



FEED BC PARTNER GUIDE FOR PUBLIC INSTITUTIONS

Feed BC Overview

Feed BC is a provincial government initiative led by the Ministry of Agriculture, Food and Fisheries, to encourage, inspire and support a shift to more B.C. food in hospitals, residential care facilities, public post-secondary institutions, and other government-supported facilities. Through Feed BC, the Ministry works with public sector, industry, and agriculture sector partners to:

- Increase awareness and demand for B.C. food products through improved tracking, sourcing, market intelligence and partnerships
- Support the market-readiness of B.C. food producers and processors through new and expanded technology, business skills programs, food safety training support, 'how to' guides, special events, and other tools and resources
- Grow 'value chain' innovation to connect, match-make, and problem-solve the food needs of government facilities with suppliers and supply chain partners
- Track, measure and report on Feed BC's progress and ongoing work

For more information, please see the [Feed BC website](#).

Feed BC Institutional Partners

Feed BC has developed a broad base of B.C. public sector support to build demand and strategic alignment around increasing B.C. foods in government institutions.

Institutional Partnerships

Current and emerging Feed BC work is underway with the following partners:

- **Ministry of Health, B.C. Health Authorities:** All health authorities participate in Feed BC by sourcing B.C. foods and annually tracking progress towards 30% of total food expenditures. See [Feed BC in Healthcare](#) for more information.
- **Ministry of Advanced Education and Skills Training, B.C. Public Post-Secondary Institutions (PSIs):** Feed BC is a strategic administrative services priority of all PSIs through the Administrative Services Collaborative Strategic Plan 2019/20-2021/22. Feed BC partnerships and initiatives are underway with public PSIs across the province. See [Feed BC in Post-Secondary Institutions](#) for more information.
- **Ministry of Citizens' Services:** Feed BC is a priority action for government procurement and is working with public sector corporate services and procurement working groups, experts and leaders to explore opportunities to increase B.C. food in B.C. government institutions. See [Feed BC in Government Procurement](#) for more information.

FEED BC PARTNER GUIDE FOR PUBLIC INSTITUTIONS

- **Ministry of Education:** Feed BC is exploring opportunities in the K-12 education sector with the Ministry of Education. In early 2020, the ministries of Agriculture, Food and Fisheries, Education and Health co-sponsored a BC Stats survey of the K-12 school food environment in school districts across the province. See [Feed BC in K-12 Schools](#) on website for more information including the [2020 K-12 Public School Food Survey Final Report](#).
- **Ministry of Public Safety and Solicitor General, B.C. Corrections:** Feed BC is exploring B.C. food opportunities with procurement staff serving the province's 10 regional correctional centres, including tracking B.C. food expenditures. See [Feed BC Program Standards](#) for more information.

Feed BC Agriculture, Food and Supply Chain Partners

Feed BC works with stakeholders and partners across the institutional food service supply chain to support improved awareness, capacity and opportunities for B.C.'s agriculture and food sector. This includes broadline distributors and food service management companies working with institutions that have a key role in B.C. food promotion, sourcing and tracking. Feed BC supports the capacity and readiness of the agriculture and food sector to participate in the government food service market through [Producer and Processor Resources](#) such as information and guidance about the market, and targeted training. Feed BC's [Value Chain Innovation](#) strategy supports new business relationships that connect demand with existing and new B.C. food products. Some highlights of this work:

- Guidance/advice of Feed BC's industry standing committee: [Value Chain Advisory Group](#)
- Minister of Agriculture, Food and Fisheries 2020 Roundtable with Food Service Supply Chain Leaders
- Shared cost agreement [partnership with Sysco Canada](#) (Kelowna) to grow the B.C. food product inventory available to B.C. health facilities and other public institutions
- Ministry's emerging [Value Chain Innovation service](#) to help initiate and activate demand-driven B.C. food product innovation and market opportunities
- Targeted technology improvements such as a searchable B.C. food product platform to better connect commercial-scale food buyers, distributors and B.C. food suppliers
- [Product pitch sessions and other B.C. food initiatives](#) to connect the food needs of public institutions with new B.C. food products and suppliers



Feed BC Partners – Three Partnership Streams

Feed BC partners are actively working through various channels to bring more B.C. food to facilities and programs. All partners have committed to advancing activities in one or more of these **Feed BC partnership streams**:

1

TRACKING AND SOURCING

Tracking and Sourcing towards at least 30% B.C. food expenditures over time. Partner has committed to Feed BC's minimum standards and targets and is actively sourcing and tracking progress over time. Program Standards that support this work include Definitions of B.C. Food, Methodology for Tracking B.C. Food Expenditures and Product Purchases, and Minimum Targets for B.C. Food Expenditures.

2

INNOVATIVE FOOD INITIATIVES

Innovative Food Initiatives to shift to more B.C. foods in facilities, programs and services. Partner is actively working on B.C./local food innovation and initiatives that introduce more B.C. food in facilities, programs and services.

3

EDUCATION, PROMOTION AND AWARENESS

Education, Promotion and Awareness to grow understanding and the local food culture of the institution. Partner is promoting B.C. food education and awareness and encouraging a culture shift to more B.C./local food.

FEED BC PARTNER GUIDE FOR PUBLIC INSTITUTIONS

Below are some examples of work underway by Feed BC partners in the various partnership streams.

TRACKING AND SOURCING

- Embed B.C. food definitions and targets in food service RFPs and contracts, such as Simon Fraser University that has a 30% target for B.C. food in its food services contract with Chartwells.
- Work with supply chain partners to grow B.C. foods inventory such as:
 - Island Health developed a pilot project to serve more local, Island grown vegetables to residents in five residential care facilities. This involved a limited partnership with Islands West Produce that sources local vegetables from the Island Vegetable Coop Association.
 - Through a partnership with Feed BC, Sysco-BC (Kelowna) is working with B.C. producers and processors to expand the B.C. food options available to Interior Health facilities.
- Monitor, and seek opportunities to increase targets for B.C. food expenditures to 50% or greater such as the University of British Columbia, now sourcing 60% B.C. food.

INNOVATIVE FOOD INITIATIVES

- Build partnerships with B.C. producers and processors through contract farming, on-site farmers markets and direct purchasing arrangements such as Camosun College that sources local produce through the [South Island Farm Hub](#) distribution network.
- Incorporate more B.C. food through locally focused menus such as Island Health that created new recipes featuring locally grown vegetables such as potatoes, carrots, beets, zucchini and cabbage.
- Develop procurement policies and certification requirements that ensure and support market opportunities for B.C. producers and processors such as the University of Fraser Valley that uses provincially inspected meat.

EDUCATION, PROMOTION AND AWARENESS

- Use signage to identify B.C. food ingredients and items in food services and menus.
- Use Feed BC partners banners and other materials.
- Host events to engage institution users and the broader community on B.C. food and agriculture such as the University of Fraser Valley's 2019, Fraser Valley Food Symposium that brought together more than 100 people from the local food community.



Other Feed BC Partner Tools and Resources

In addition to program standards and partnership streams, Feed BC is building and offering tools, resources and individualized supports to encourage, inspire and support local food shifts in public institutions. Some examples are included below, with more information available under Feed BC [Institutional Partnerships](#), [Producer and Processor Resources](#) and [Value Chain Innovation](#).

1. Guidance for bringing more B.C. food to facilities and programs:

- Resource guide for B.C. post-secondary institutions
- [Guidance for how to sell to government facilities](#)
- Market studies on the food needs of public institutions
- [Contract and procurement guidance](#)

2. Finding and sourcing B.C. foods:

- Food and agri-innovation specialists: feedbc@gov.bc.ca
- [Value Chain Innovation service](#)
- Searchable B.C. food product technology
- Other [studies, tools and resources](#)

3. Gap analysis and knowledge-transfer studies and webinars:

- [Value chain coordination](#)
- [Aggregation initiatives](#) and opportunities
- [Local food in the K-12 sector](#)
- Traditional Foods and Indigenous Recipes in B.C.'s Public Institutions

4. Education, pilot projects and training opportunities:

- [CanadaGAP webinars, training support](#)
- [B.C. Lean for Food Processors business skills program](#)

5. Membership in a network of B.C. public institutions and food supply chain partners working together towards the common goal of local foods, economic development, and food system resilience

Future Feed BC guidance and tools will be available on the [Feed BC](#) website. Other initiatives of the Ministry of Agriculture, Food and Fisheries, such as the [BC Food Hub Network](#), have a key role to play in supporting greater availability of B.C. foods for public institutions and beyond. For information on the full range of Ministry programs and initiatives, please see the [Ministry of Agriculture, Food and Fisheries](#) website.



Guidance for Food Service Operators

The following section of the Partner Guide provides specifications for B.C. food products and information to support comprehensive tracking of B.C. food purchases. A common definition and methodology enable public institutions to track and report across the Feed BC minimum standards and then grow further institutional local food targets that reflect individual interests and priorities above this provincial minimum.

Feed BC Program Standards: Definitions of B.C. Food

B.C. food definition

A final product produced and/or processed within British Columbia.

B.C. produced

Raw food product is grown, caught, harvested or raised in British Columbia.

B.C. processed

Final product undergoes one of the following activities performed in a commercial food and/or beverage manufacturing facility located in B.C., for the purposes of sales and distribution:

1. **General physical alterations:** grinding beef, milling wheat, crushing tomatoes, shredding cheese, chopping cucumbers, etc. and/or
2. **Extending shelf life:** freezing, canning, drying, pickling, smoking, fermenting, etc. and/or
3. **Combining ingredients to make a new product:** baking muffins, making pizza, blending juice, mixing salad greens, etc.

Not considered food processing: cleaning, washing, bagging, packaging and/or wrapping, *unless combined with one of the three activities above.*

Examples of B.C. Food

B.C. processed food

- Washington apples that are washed, sliced and packaged in B.C.
- Varieties of California leafy greens that are mixed and bagged in B.C.
- Flour from Alberta that is baked into bread at a commercial bakery in B.C.
- Idaho potatoes combined with Chinese modified milk ingredients, that are baked, mashed, and frozen in a commercial food premise in B.C.



FEED BC PARTNER GUIDE FOR PUBLIC INSTITUTIONS

Not considered B.C. processed food:

- Blueberries from USA that are washed and packaged into smaller containers in B.C.
- Cucumbers from Mexico that are washed and wrapped in B.C.
- Beef that is raised, processed and frozen in Alberta, and packaged into smaller boxes in B.C.

Other Considerations and Conditions:

- The use of B.C. produced ingredients in B.C.-processed foods is encouraged wherever possible.

The definition applies to final stage of processing only, due to operational challenges of tracking the many different steps of the supply chain, particularly for multi-ingredient, processed foods.

Feed BC Program Standards: Minimum Targets for B.C. Food Expenditures

The Feed BC program set a target for a minimum 30% B.C. food expenditures for government-supported institutions, programs and services.

In healthcare, Feed BC set an aspirational target for 30% B.C. food expenditures in 2019. By 2020, most health authorities were at, or close to, achieving the target within their existing food budgets. **A minimum 30% B.C. food expenditures for other government-supported institution and is considered both realistic and achievable.**

All institutions are encouraged to regularly monitor targets for B.C. food expenditures (e.g. semi-annually or annually) and to consider a target greater than 30% where possible and/or incrementally raise the target over time.

Calculating Target for % B.C. Food Expenditures:

$$\% \text{ B.C. Food Expenditure} = (\text{Total Food Expenditure (dollar value)} \div \text{Total B.C. Food Expenditure (dollar value)}) \times 100$$



Feed BC Program Standards: Methodology for Tracking B.C. Food Expenditures and Product Purchases

General Parameters:

- Inclusive of all facilities with food services within an institution
- Total and B.C. food expenditures and purchases are tracked over a one-year period (e.g. fiscal year)
- Food expenditures will be stated as the dollar value of food purchased
- Includes a list of all B.C. food products purchased including seasonal, or limited-time items detailing B.C. source of origin production or processing

Product categories for tracking:

- Baked Goods (e.g., bread, muffins, baked goods)
- Beverages (e.g., juice, pop, coffee, tea, thickened fluids, water)
- Dairy (e.g., fluid and cultured, yogurt, ice cream)
- Produce (e.g., fruit and vegetables – fresh and frozen)
- Grocery (e.g., canned, puddings, Jell-O, jams, sauces, condiments, soup, dry goods, misc. items)
- Protein (e.g., meat, chicken, fish, seafood, eggs, cheese, textures, entrees)

Product vs Supplier Origin Clarification

- The product origin should be tracked, and not the supplier origin
- A supplier based in B.C. may carry both B.C. and non-B.C. products. Only the B.C. products should be counted in the B.C. food expenditures

Examples:

- ABC Eggs is a B.C. supplier. They carry both B.C. products (fluid eggs) and non-B.C. products (breakfast wraps). Only the fluid eggs should be counted.
- ABC Produce is a wholesale produce company based in B.C. They carry a variety of B.C. and non-B.C. products. Only the B.C. products should be included in the reporting on B.C. food expenditures. This may require distributors or contracted food services requesting more detailed information from wholesalers.
- If the origin of a product is uncertain, institutions should request that distributors and contracted food services contact suppliers to confirm origin of individual products.



Determining Food Expenditures

Total Food Expenditure:

- Each institution works with its Group Purchasing Organization (GPO), suppliers, distributors, and/or contracted food service providers to determine procedures for obtaining an accurate statement of food spends by category and by total food spends.
- The total food spend will be based on the value of all food items purchased in the fiscal year, excluding:
 - › chemicals
 - › pharmaceuticals (enteral feedings/ baby formulas /tube feeds)
 - › paper, plastic, packaging, food containers, small ware

B.C. Food Expenditure

- Each institution will determine its own procedures for obtaining an accurate statement of B.C. food expenditure (definition of B.C. food is noted in Appendix A).
- Each institution will make its best efforts to identify the B.C. food products procured for its facilities by working with its suppliers to identify local sourcing of products. Examples include:
 - › Using velocity reports from suppliers and distributors, determine what food items are considered B.C. food under the definitions.
 - › B.C. grown or processed food may be flagged in the ordering system.

Calculations

- For each category noted above, calculate both the percentage of B.C. food expenditures for that category, and the percentage of B.C. food to the total food expenditures.
- A percentage of all B.C. food expenditures to all food expenditures will also be calculated.
- Percentages will be calculated to two decimal points.



B.C. FOOD TRACKING AND REPORTING TEMPLATE FORM

Completed by: _____ Fiscal Year: _____

Number of sites: _____ *(Please attach a list of sites to this report)*

Section 1: B.C. and Total Food Spend:

A. Total Food Spend (dollar value):

B. Total B.C. Food Spend (dollar value):

C. % B.C. Food Spend ($B \div A \times 100$)

Sub-Category Breakdowns

| Category | % B.C. of Category | % B.C. of Total Spend |
|-------------|---|--|
| Baked Goods | $B.C. \text{ Baked Goods} \div \text{All Baked Goods} \times 100$ | $B.C. \text{ Baked Goods} \div B.C. \text{ Total Food Spend (A above)} \times 100$ |
| Beverages | | |
| Dairy | | |
| Produce | | |
| Grocery | | |
| Protein | | |


Section 2: B.C. Product Inventory (list B.C. food purchases for all Categories).

Note: Distributors or contracted food services can complete this while compiling expenditure data to identify and detail B.C. food products to inform procurement opportunities, challenges and to monitor and evaluate changes.

| Product Category | Producer or Processor Name <i>(not distributor/wholesaler)</i> | B.C. produced | B.C. processed | Notes <i>(e.g. volume, dollar value, changes over previous reporting)</i> |
|---------------------------------------|---|------------------|-------------------|--|
| Baked Goods | X Bakery | | X | |
| Beverages | | | | |
| Dairy | | | | |
| Produce e.g. Apples, fresh, Gala | X Farms | X | | Increased volume from 100 to 200 cases |
| Produce e.g. Carrots, whole peeled | BC X Wholesaler | X | | |
| Grocery e.g. Soymilk | X Company | | X | Contract expired |
| Protein | | | | |

Provide more explanation for any changes to your B.C. food products purchased in this tracking period:

A man with a beard and glasses, wearing a black beanie and a blue and red jacket, is crouching next to a row of green planters. He is holding a tablet in his right hand and looking at a small plant in one of the planters. The background is a blurred outdoor setting with greenery.


FOR MORE
INFORMATION, PLEASE VISIT
THE FEED BC WEBSITE OR
CONTACT FEED BC AT
FEEDBC@GOV.BC.CA

*feed*BC

Bringing B.C. food to public institutions



BRITISH
COLUMBIA