FEED BC POST-SECONDAY PARTNER PROGRAM ACTION PLAN 2023/24 - 2024/25

Feed BC in the public post-secondary sector is a partnership initiative led by the Ministry of Agriculture and Food, the Ministry of Post-Secondary Education and Future Skills, and 20 public post-secondary institutions (PSIs). Since formally launching in February 2021, the Program is working to increase B.C. foods with post-secondary Partners across the province and support their local food aspirations.

Developed in consultation with Partners and the Feed BC PSI Advisory Committee, the 2023/24 - 2024/25 Action Plan provides a roadmap of service offerings over the next 24 months that builds on the existing successes and the momentum to date.

PROGRAM VISION

To foster a vibrant community of B.C. post-secondary Feed BC Partners who are committed to increasing and promoting B.C. food through one or more of the following partnership streams:

- 1. **Tracking and Sourcing**. Partners are committed to Feed BC's minimum standards and meeting at least 30% B.C. food expenditures over time. Partners are actively sourcing and tracking their progress.
- **2.** *Innovative B.C. Food Initiatives.* Partners are bringing B.C. food into their facilities, programs and services on campus and beyond through new local food initiatives reflecting their unique interests and goals.
- **3. Education, Promotion, and Awareness.** Partners are fostering a strong local food culture on campus through storytelling and promotional activities to increase awareness of and demand for B.C. foods.



PROGRAM OBJECTIVES

To achieve Feed BC's vision, Program activities are guided by four key objectives.



Provide Tools & Resources

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



Facilitate Collaboration & Networking

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



Build B.C. Food Awareness & Connections

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



Deliver Measurable Impacts

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





FEED BC PSI PARTNER PROGRAM: PROGRESS TO DATE

To learn about each of the 20 PSI Partner's local food journeys, visit their Local Food Stories on the <u>Feed BC</u> website. Below is a summary of key Program successes over the past two years (2021/22-2022/23).

Provide Tools & Resources

- Tracking and reporting support and template
- ✓ Procurement & bidding resources
- ✓ Indigenous Food Suppliers list
- ✓ Partner recognition materials
- Capacity funding for local food initiatives

Build B.C. Food Awareness & Connections

- ✓ Feed BC Directory
- ✓ 5 x B.C. <u>Product Pitch</u> Sessions
- \checkmark Support with sourcing B.C. foods

Facilitating Collaboration & Networking

- ✓ A new Network of Partners and 4 x webinars
- ✓ Feed BC Partner Summit
- ✓ 2 x working groups for Partners to advance common goals and interests

Deliver Measurable Impact

- ✓ 20 PSIs signed with the Partner Program
- \checkmark 11 Partners reporting on their B.C. food spends
- ✓ Innovative projects launched and documented in the <u>Progress Report</u>

WHERE ARE WE GOING?

The activities for the Feed BC PSI Partner Program in 2023/24 – 2024/25 are informed by a PSI Partner survey and developed in consultation with the Feed BC PSI Advisory Committee. Building on the foundations laid over the past two years, the PSI Partner Program will focus on:

Providing Tools & Resources



New and existing resources will continue to be provided to support PSIs in achieving their local food goals. This will include **funding** opportunities for individual PSI projects, resources for building a **local food culture**, and supports for incorporating **Indigenous foods** into institutions.



Facilitating Collaboration & Networking

With an enhanced emphasis on peerto-peer learning and networking, we will facilitate an annual **Partner Summit**, hold Feed BC PSI Network **meetings**, and explore new **working groups and sessions** to support collaboration on joint interests.





To improve awareness of and access to B.C. local food, there will be an increased emphasis on supporting **vendor relationships** and facilitating **matchmaking events** (e.g. Pitch and Plates) to connect PSIs directly with local producers and processors. Custom **sourcing support** will be available, and the Ministry will build out the **Feed BC Directory** as a central listing for food service-ready B.C. products.



Delivering Measurable Impacts

Partners will be asked to **report annually** on local food expenditures. Success stories and learnings will be gathered through annual **1:1 meetings** between PSI Partners and the Feed BC team. These achievements will be documented in an **annual progress report** that will emphasize visual impact reporting.







2023/24 - 2024/25 PROGRAM ACTIVITIES

The table below provides a description of the Feed BC PSI Program activities planned for the next two years, identifying the frequency of the activity and the main Program objectives it supports.

ACTIVITY		FREQUENCY	OBJECTIVE
	Network Webinars Continue to facilitate webinars, with an increased focus on peer-to-peer sharing. Webinars will focus on local food interests identified as a priority by Partners.	2-3 per year	
	Partner Summit Organize an annual Partner Summit to showcase B.C. food initiatives, share impacts and learnings.	Annually	
\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\	Working Groups & Sessions Explore opportunities for topic-specific working groups and sessions to facilitate collaboration or develop specific resources (e.g. region-specific, smaller PSIs and culinary program focused).	Up to 2-3 meetings per year/per group	
	Capacity Funding Continue funding opportunities to help Partners build internal capacity and around local food initiatives.	As available	
	Resources		
	• Feed BC Directory Continue to grow B.C. food and beverage product listings to make it easier for PSIs to identify and source B.C. products, including communication to Partners about B.C. food listings.	Ongoing	
	Storytelling Resources and Supports Develop resources and activities to help foster a stronger B.C./local food culture within their institutions and campus community.	Ongoing	
	Traditional and Indigenous foods Continue to develop and deliver learning opportunities to support PSIs to build food-related facilities and services that	Ongoing	

are working towards being more inclusive and respectful of

Indigenous people, food ways, culture.







2023/24 - 2024/25 PROGRAM ACTIVITIES CONT

	ACTIVITY	FREQUENCY	OBJECTIVE
B2B B2B ⊗	Matchmaking Events Continue to deliver and expand events that connect institutional buyers directly to B.C. producers and processors. Support vendor relationships to improve access to local products and work with distributors and supply chain partners to expand and communicate their B.C. product offerings.	2-3 events per year Ongoing	
Ĭ,	Product Sourcing and Value Chain Support Support to identify and source more B.C. food products, including convening supply chain partners to bring new B.C. products to PSIs.	Ongoing	
(A)	Program Management Activities Partner Communications Continue to support Network communications and a quarterly Feed BC Champions Network eblast. Explore the use of communication tools to better facilitate collaboration, resource sharing.	Ongoing	
	 Measure Progress and Celebrate Success Measure and report on Partner and Program progress through an annual report that includes: Annual B.C. food expenditure data and a listing of new B.C. products reported by Partners. Partner-led initiatives and success stories. Program developments and future plans. Enhance progress reporting through: Visual graphics on program impact. Cross promoting PSI local food success stories. Sharing progress with Senior Leaders. 	Annually	
Ž	Partner Recruitment Explore new partnerships. Expand Feed BC contacts within existing Partner institutions to extend the reach and use of Feed BC supports and resources.	Ongoing	Haj

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