



Feed BC Advisory Group – Update & Touch Base December 10, 2020

Agenda

- Welcome
- Feed BC Direction & Mandate
- Economic Recovery Updates
- Feed BC initiative updates
- Value Chain Innovation Service
- Member check-in
- Next steps



Who is joining us today?



Ministry Update



Ministry Focus and Feed BC Mandate Commitments

- Ministry of Agriculture, Food and Fisheries
- Mandate letter commitments: focus on food system/security and economic development/local business growth
- Feed BC mandate commitments



Economic Recovery Updates



Economic Recovery Updates

Food Business Refresh

- Food Processors faced declines in foodservice and tourism based markets
- \$550K will support small scale firms impacted by the COVID-19 pandemic to pivot to new market channels.
- Three components: 1. Establish learning cohorts, 2. Guided R&D support, 3. Implementation Cost share
- Cohort sessions have concluded and 70 companies are moving into implementation of the pivot plans



Economic Recovery Updates

BC Lean for Food Processors Program

- Driven by the need to address low levels of labour productivity and maximizes output with existing resources
- Introduction to Lean for leadership and coaching training; Three days of Lean Training & a two day project to solidify learning
- Cost share program; \$7000 MAFF contribution, \$1500 Participant cost



Economic Recovery Updates

Other Initiatives :

- B.C. Food Hub Network expansion
- Small Farm Business Acceleration Pilot Program



Feed BC Initiatives Update



Feed BC Initiatives Update

- Feed BC Institutional Partnerships
 - Post-secondary institutions
 - Remaining health authorities
 - New focus: public schools K-12
 - Emerging partners such as correctional facilities
- Tracking use of BC foods with partners



Feed BC Initiatives Update

- Economic impacts work (value of shifting to more B.C. food in institutions)
- Traditional foods study and other projects
- Technology to connect B.C. food products and buyers
- Building new Value Chain Innovation service



Value Chain Innovation Service

WHY?:

- Lack of awareness, active coordination, communication among supply chain actors
- Facilities market is complex; specific product needs

VALUE CHAIN INNOVATION SERVICE:

- Grow food product value chains, technology and innovation
- One-stop shop, technical assistance, relationship building, problem-solving, match-making, tools
- Product innovation & new value chains

Value Chain Innovation Service

- Hiring underway for 2 Value Chain Innovation Specialists – early 2020
- Service design
- Industry engagement
- Advisory Group input (January 2020):
 - Types of information/resources you need
 - How to promote new service?



Over to You: Member Check-in



Over to You: Member Check-in

- What opportunities do you see for B.C. foods in institutions right now? What is needed to realize these opportunities?
- What B.C. food successes have you had over the last few months?

What's Next?

- Feed BC mandate commitment planning underway
- Feed BC in post-secondary institutions focus
- Priority projects underway

Feedback? Questions? Ideas? Contact:

Kristina.Bouris@gov.bc.ca

Elietha.M.Bocskei@gov.bc.ca

Christina.Waters@gov.bc.ca

James.Street@gov.bc.ca – Manager, Food Processing



University of the Fraser
Valley - Dana
Hospitality, food from
local farms