



Feed BC Advisory Group – Update & Touch Base September 16, 2020

Agenda

Welcome

Feed BC Selected Project Updates

Feed BC in Post-Secondary Institutions

Member Updates

Next Steps & Meeting



Who is joining us today



Feed BC: Selected Project Updates

- Feed BC: part of COVID response + long-term food and agriculture recovery
- Return to most Feed BC activities; some new timing
- Sensitive to COVID impacts for Feed BC partners



Vancouver Island University: Cowichan-Farm-to-Table Teaching Restaurant

Launches in Health Authorities

- Feed BC implementation:
 - Interior Health (2019) and Fraser Health (2020)
 - Northern Health (in progress)
 - Island Health, Vancouver Coastal Health, Provincial Health Services Authority facilities (forthcoming)
- What does “implementation” look like?
 - Promotional materials
 - Staff education
 - Product sourcing support
 - Support for health authority-specific B.C. food initiatives
 - Provincial network



BC food platform

One-stop, searchable directory that lists and connects commercial buyers and sellers of B.C.-produced and B.C.-processed food products

- Responds to requests from industry, businesses, Feed BC Advisory Group
- Need confirmed through interviews with 27 potential users (several Feed BC members)
- Part of Ministry's COVID response
- Fills gap in information for large volume buyers – no other directories/tools have exact information that buyers want
- Launch: new year (to be confirmed)



CanadaGAP

- Lack of CanadaGAP certification = key barrier for BC farmers wanting to sell to BC institutions
 - Food safety certification required by many supply chain businesses and, increasingly, retailers
- Ministry exploring actions to increase number of BC farmers with CanadaGAP
 - Industry engagement
 - Strategy



Other Feed BC Work Underway

- Continuing to expand Feed BC to more government facilities
- Confirming staffing, resources for value chain innovation service
- Traditional foods and Indigenous recipes in BC public institutions – final report

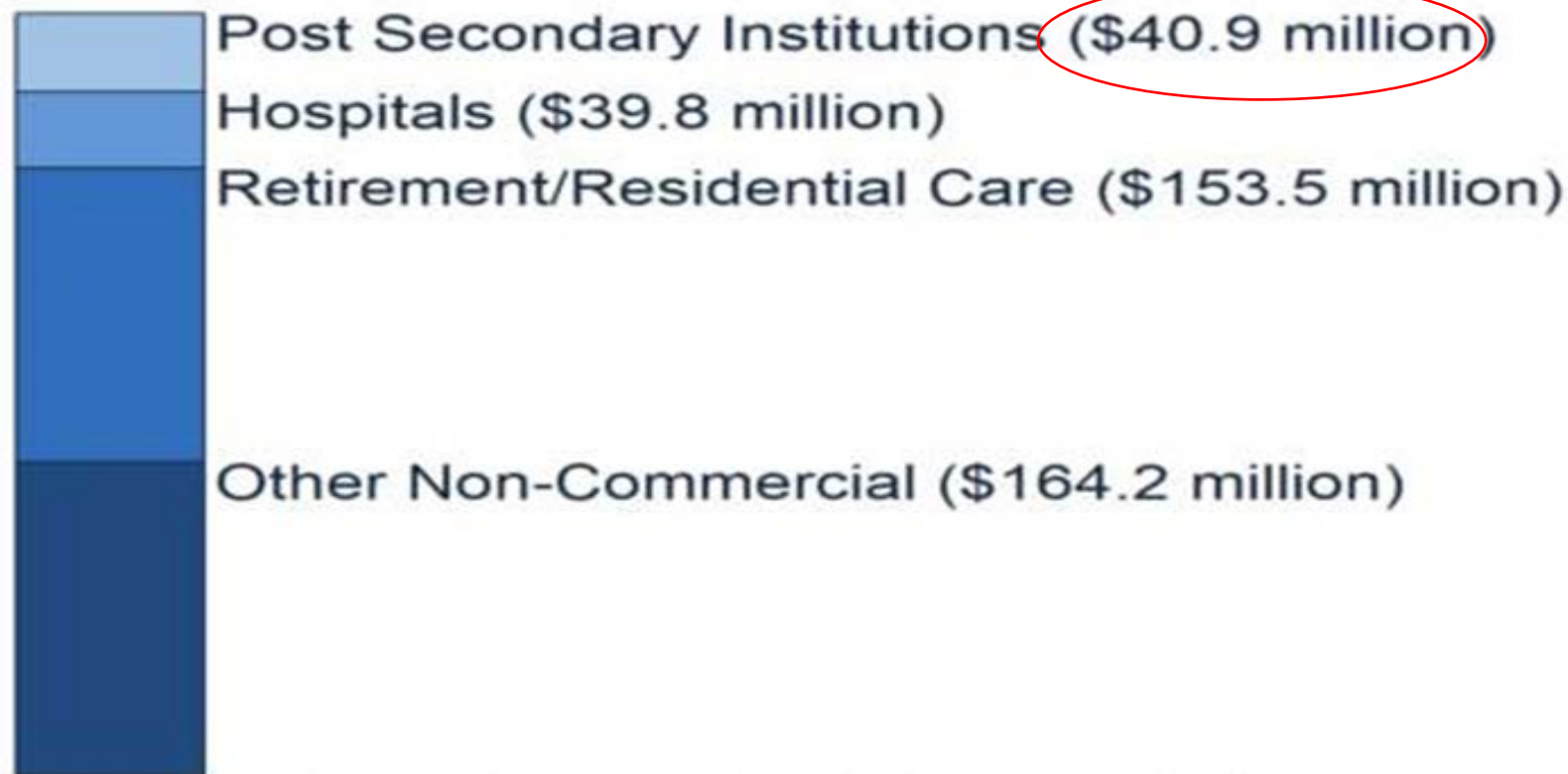


Feed BC: Post-Secondary Institutions Update



Post-Secondary Foodservice Market Opportunity

Annual Non-Commercial* Foodservice Purchases in B.C. (\$398.4 million)



**Includes government-supported, private, semi-private and non-profit facilities*
Source: fsSTRATEGY Inc.

Building a Feed BC approach in Public Post-Secondary Institutions (PSIs):

- 25 PSIs in B.C. which are diverse and autonomous organizations
- Feed BC aligns with local food interests of PSIs including sustainability and environment visions, values and goals
- Ministry of Advanced Education, Skills & Training is an ally and partner
- Feed BC is one of six strategic priorities, 2019-2022, of AEST and the cross-PSIs Administrative Services Collaborative
- COVID 19 has created significant pressures for PSIs, but has also reinforced local food interest and created new opportunities

Activities to date:

- Winter 2018/19: PSI needs assessment on barriers, enablers and opportunities for local food (16 PSIs participated)
- Spring 2019: Feed BC PSI Advisory Committee formed to provide advice on, and implement, Feed BC opportunities
- Winter 2020 – Spring 2020: Worked with PSI Advisory Committee and other PSIs to complete further research on institutions' top food product opportunities for B.C. farmers and food processors, and to create guidance for procuring more B.C. food

Activities to date (Continued):

- Summer 2020 to current: Working with the PSI Advisory Committee to develop an approach to enable and grow more Feed BC PSI partners including:
 - Feed BC Partners Guide; and PSI-specific Resource
 - 3-stream approach for Feed BC supports and recognition:
 - ✓ Tracking and Sourcing towards a minimum 30% expenditures on BC Foods
 - ✓ BC Food Innovation and Initiatives: shifting to more B.C. foods on campus
 - ✓ BC Food Education, Promotion and Awareness

Expanding Feed BC Partners with PSIs will provide new opportunities to advance Feed BC outcomes:

- PSIs can access Feed BC resources and tools to maximize B.C. food procurement across PSIs
- Receive Feed BC benefits tailored to PSI's food service and procurement needs including marketing, product sourcing and contracts support
- PSIs tell their story: Celebrate and share PSI local food stories, successes and aspirations within the three streams (Feed BC website)

Questions:

1. Your thoughts/impressions on the new, three-stream approach to Feed BC in post-secondary institutions?
2. Do you have additional questions or comments with respect to Feed BC and post-secondary institutions?

Over to You: Member Check-in

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- How have things changed for your business/organization over the last three months?
- Any B.C. food successes to share?

What's Next?

- Feed BC work planning, budget approvals underway
- Feed BC in post-secondary institutions focus
- Priority projects underway

Feedback? Questions? Ideas? Please get in touch at any time:

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