feed BC
Post-Secondary Institution Partners
PROGRESS REPORT
2021/22

feed BC
Bringing B.C. food to public institutions

British Columbia
Supported by the Province of British Columbia

CONTENTS

About this Report **3**

Introduction **4**

Letter from the Advisory Committee **5**

FEED BC Program Overview **6**

PSI Partner Progress in 2021/22 – Highlights **7**

Stream 1: Tracking and Sourcing More B.C. Food 7

Stream 2: Innovative B.C. Food Initiatives 10

Stream 3: Local Food Education, Promotion & Awareness 12

Looking Ahead **14**

Appendix A. PSI Partner Resources **15**

Appendix B. Aggregated list of B.C. Suppliers **16**

ABOUT THIS REPORT

Feed BC in B.C.'s public post-secondary sector is a partnership initiative led by the Ministry of Agriculture and Food partnered with the Ministry of Advanced Education and Skills Training, and 20 public post-secondary institutions (PSIs). This report was prepared by Reeve Consulting to report on the progress of Feed BC PSI Partners in 2021/22.

Sincere thanks to all 20 PSI Partners who worked hard to build local food opportunities on B.C. campuses in 2021/22:

- 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 British Columbia
- University of the Fraser Valley
- University of Northern British Columbia
- University of Victoria
- Vancouver Community College
- Vancouver Island University

To learn about each PSI Partner, please visit their Local Food Stories on the Feed BC website.

Other Feed BC Partners

Feed BC would also like to recognize the collective efforts of sector and food supply chain partners who are helping the public post-secondary sector shift their purchasing, procurement, and menu options to more B.C. local foods. A special thanks to the following organizations and companies:

- BCNET
- Distributors, contracted food services, catering companies, wholesales and other supply chain companies including Aramark, Compass Group Canada (Chartwells), Dana Hospitality, Gordon Food Services, Ryan Vending, Snow Cap, Sysco, B&C Meats, Centennial Foodservice, Islands West Produce, Truffles Group and Wright's Food Service.

September 2022

INTRODUCTION

Since formally launching on campuses in February 2021, with the leadership and guidance of the Feed BC PSI Advisory Committee, Feed BC has led the Feed BC program and has worked to support the participation and local food aspirations of public post-secondary Partners.

This report details the different ways PSI Partners are leading their work. Their unique goals and interests are supported by an Action Plan of Feed BC tools, resources and events that help Partners increase and promote B.C. local foods. Feed BC helps Partners demonstrate and showcase student interest and institutional commitment to sustainability, community development and food system goals. Increasing local foods measurably contributes to the economic development and vibrancy of local B.C. communities[1], and PSI Partners are leading the way.

PSI Partners offer inspiring stories of change and resilience through their Feed BC-related projects and collaborations. While 2021/22 included many challenges for university and college food services and programs, Partners demonstrated the key role they play in helping grow B.C.'s food system. Campus food services, culinary programs, academic research, and organizational culture all play a part. And with students, staff and faculty requesting more local food options, Partners are increasingly creative in how they introduce and connect more local foods, farmers and businesses to campus.

This progress report shares examples of Partner actions across the three Feed BC partnership streams: tracking and sourcing more B.C. food, innovative local food initiatives, and local food education, promotion and awareness. Through purchasing figures provided by 12 reporting Partners for 2021/22, the report also provides an important benchmark of B.C. food expenditures for years to come.

---

[1] When public institutions purchase B.C. food, roughly double the value of the food expenditure is realized across the B.C. economy. The 2021 Feed BC economic impact analysis estimated that for every $1M spent on B.C. food in public institutions, up to 13.1 new B.C. jobs are created, as well as up to $856K in new provincial GDP (Feed BC Economic Impact Analysis: How shifting to more B.C. food in the public healthcare and post-secondary sectors impacts B.C.'s economy – Final Report. Prepared for Feed BC, Ministry of Agriculture, Food and Fisheries, November 2021. Prepared by Pacific Analytics Inc.)

LETTER FROM THE ADVISORY COMMITTEE

Feed BC partnerships bring great benefits to the public post-secondary sector. Feed BC brings together 20 universities and colleges to take shared action to bring more B.C. foods onto campuses across the province, which supports local economic development and the vibrancy of our communities. Quality food sourced locally plays a key role in creating the overall student experience on campus and aligns with the corporate social responsibility and sustainability goals of our campus communities.

Over the past year, we have seen developments across the sector, with new B.C. products being brought into our institutions, campus and community initiatives being launched, and more of us tracking our local food expenditures. To see so many institutions joining and committing to Feed BC is, in and of itself, a success worth reflecting on. We acknowledge that some institutions have faced capacity constraints due to the pandemic and for several of us our local food journey is just beginning. With the resources and networking provided through Feed BC we are excited to see this work continue to build and grow from the foundation of our initial successes.

Our overall success has been built on collaboration – creative and passionate people coming together to share ideas and opportunities to expand local food offerings in post-secondary education. From culinary arts programs to food services and beyond, students are gaining access to more B.C. foods. We look forward to watching our partnerships grow in the years ahead.

THE 2021 FEED BC PSI ADVISORY COMMITTEE

Vince Laxton
Director, Corporate Services
British Columbia Institute of Technology

David Lang
Chair, Culinary Arts
Camosun College

Jonathan Langille
Ancillary Services Manager
Selkirk College

Dan Traviss
Ancillary Services, Dining Services Manager
Simon Fraser University

David Speight
Executive Chef & Culinary Director
University of British Columbia

Cameron Roy (Sector Co-Chair)
Director, Ancillary Services
University of the Fraser Valley

Lisa Haslett
Director, Business Services
University of Northern British Columbia

Soleille Cyr
Director, Commercial Services
Vancouver Community College

Griffin Ryall (Ministry Co-Chair)
Director, Sector Business Partnerships
Ministry of Advanced Education and Skills Training

Elietha Bocskei
Manager, Institutional Partnerships & Strategies, Feed BC
Ministry of Agriculture and Food

FEED BC PROGRAM OVERVIEW

Feed BC is a B.C. government-led partnership initiative that offers tools, resources and individualized support to increase B.C. food in public post-secondary institutions (PSIs) and other public institutions.

Program Streams: Feed BC Partners commit to take action to promote and increase local foods through one or more of the following streams in ways that reflect their unique goals, interests and capacity:

Tracking and Sourcing Local Food:
Partners commit to track and source towards at least 30% B.C. food expenditures over time*
*Partner has committed to standards and minimum targets for B.C. food expenditures. Feed BC Program Standards support this work. All PSI Partners are part of this stream.

Innovative Local Food Initiatives:
Partners work to build local food initiatives and bring B.C./local food innovation into facilities, programs, and services

Local Food Education, Promotion & Awareness:
Partners help grow and promote B.C./local food education and awareness to foster a strong local food culture

Feed BC Program – 2021/22 PSI Partner Supports

A number of new Feed BC supports helped PSI Partners in 2021/22, including:

- Launch of the Feed BC Directory, a searchable online platform of B.C. food products available to meet institutional buyer needs
- New PSI Partner tools including:
  - Indigenous Food Processors and Suppliers list
  - Procurement bidding resource to help Partners build local food language into food services procurements
- Partner webinars:
  - Tracking B.C. Food Expenditures
  - Traditional Foods and Indigenous Recipes in Public Institutions
- Business-to-business events such as Pitch and Plate that interactively connect PSI buyers with B.C. food businesses and their products
- Individualized food planning assistance to Partners including customized support for sourcing and tracking B.C. foods

PSI PARTNER PROGRESS IN 2021/22 – HIGHLIGHTS

Many PSI Partners undertook activities to help them advance their local food work in 2021/22 and have shared stories of innovation, problem-solving and other progress. The following highlights demonstrate their commitment to progress throughout 2021/22.

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

Over the last year, more Partners have actively sought B.C. foods and worked to grow the value and proportion of their local food spending. The University of Northern British Columbia, for example, has increased its B.C. food purchases from approximately 20% to 40% since September 2020 through a strong partnership and their new contract with Dana Hospitality. Many institutions are now tracking B.C. food expenditures for the first time, including Royal Roads University, which was able to report a 66% local food spend in the 2021/22 fiscal year.

Some Partners are reporting particular success from focused attention on certain product categories (e.g., protein; dairy). For instance, Camosun College's culinary department has set a new goal to source 100% of their protein from B.C. suppliers, starting with poultry from Rossdown Farms in the Fraser Valley, and Island Farmhouse on Vancouver Island. For many Partners, plant-based protein has been identified as a key opportunity area. Simon Fraser University has set a goal to increase its plant-based menu items by 50% by 2025, and the University of British Columbia (UBC) is targeting an 80% plant-based menu offering by 2025. B.C. has a growing, innovative alternative protein industry, aligning with a student-led demand for meat alternatives. This includes plant-based nuggets from Natera in Pitt Meadows, which are being served at the British Columbia Institute of Technology (BCIT).

Last year, Feed BC hosted two business-to-business Pitch & Plate events, providing B.C. food processors with the opportunity to pitch their local food products to PSI Partners. These important events directly connected institutions and their food service providers and distributors with B.C. farmers and processors, in an interactive format that promoted learning, sampling and bringing these new local foods to B.C. campuses.

These and other Feed BC-sponsored initiatives brought Partners together to collectively share in their local food work. Collaboration and aggregation initiatives across several PSIs offered some significant opportunities to increase B.C. foods on campuses across the province.

Collaborating on Local Through Common Food Service Company

Compass Group Canada (Chartwells) serves six PSI Partners with a common interest in improving local foods on their campuses. In fall 2021, Feed BC supported early meetings between the Partners to identify opportunities for working together and in partnership with Chartwells to advance this goal. The Partners developed and established a common 'ask' of Chartwells for regular B.C. food expenditures tracking information, increased B.C. product sourcing, and improved local food product storytelling.

Early success from this collaborative working group includes all six Partners receiving local food tracking data, many for the first time. Most Partners were able to report local food sourcing at or above 30% for 2021/22. Chartwells reported to Partners on their growing inventory of B.C. foods for PSIs, which included products from Goodly Foods and Panela Lemon. The working group continues to meet together with Chartwells, to maintain and build their use and promotion of local foods.

Increasing Local in Vending Machines

In 2021, Ryan Company recognized the growing interest of their PSI customers for more local and innovative products in campus vending machines. In September 2021, BCNET began working with Ryan Company to help the company expand its choices and feature more B.C./local food products in Ryan's campus vending machines.

Since starting this important work, Ryan has brought on new local products including Victoria-based B.C. Better Seafood Supply's Wild BC Pacific Salmon Jerky, Comox-based Hornby Organic Bars, and Surrey-based Hardbite Chips. And the commitment continues. In fall of 2022, Ryan is in the process of launching 100% B.C. product vending machines at seven PSI Partner campuses, increasing the scale of local food purchasing and opportunities for B.C. food businesses.

B.C. Food Expenditures – 2021/22 PSI Partner Tracking Results

The value and proportion of B.C. food expenditures are key metrics for Feed BC and important as a quantitative measure to assess progress on local food efforts. Due to the pandemic, food services were affected across PSIs as many courses were delivered online, leading to reduced student, faculty, staff and visitor traffic on campuses.

Despite these challenges, 12 Partners were able to report on the results of their local food tracking in 2021/22. While the data represents a partial snapshot for the sector, it provides an important benchmark for local food purchasing and sets a strong course for future PSI Partner progress.

Results of B.C. food expenditures data reported by 12 PSI Partners for all or part of April 1, 2021 – March 31, 2022 using Feed BC Program standards and methodology:

- **Total B.C. food expenditures of $4.9M**
- **An average of 41% B.C. food spending across reporting Partners**
- **A majority of Partners are meeting or exceeding the 30% minimum target**

Note: significantly higher food spending including on B.C. food is anticipated starting 2022-23 as the impacts of COVID-19 on campuses subside.

Stream 2: Innovative B.C. Food Initiatives

PSI Partners of all sizes and food service models overcame the challenges of pandemic impacts to campuses in recent years to introduce inspiring new approaches, pilots, and local food initiatives in 2021/22. Some Partners made decisions to invest in new equipment, such as equipment that will allow the University of Victoria to produce in-house soups sourced with local foods instead of premade ingredients. Others developed approaches to grow and make more food on campus that has led to greater awareness of local food systems and is supporting, teaching, and growing young chefs, entrepreneurs and food businesses. Partner examples include Kwantlen Polytechnic University's Brew Labs which is creating and selling student-brewed craft beers – Vancouver Community College's student-run bakery, and a growing number of campus farms, and kitchen gardens, such as Royal Roads University that is expanding an already a four-acre kitchen garden.

Many Partners worked on innovative approaches to increase local food on campus. Capilano University worked with Feed BC and supply chain partners to develop a 100% local catering menu for an awards event on campus. The University of Victoria worked to create a selection of Indigenous recipes including Bannock and a salad with wild berries, which they plan to introduce in fall 2022.

Within culinary departments, several Partners are developing programs focusing on local and Indigenous food suppliers and education. The Industry Training Authority (ITA), through Chef Andrew George's leadership, has expanded its Indigenous Content Professional Cook program to some Partners including College of New Caledonia, Nicola Valley Institute of Technology and Okanagan College. A key focus of this program is local food procurement and growing future chefs that have extensive knowledge and connections to Indigenous and regional food systems.

The culinary department at Okanagan College began developing "Discover and Devour" Culinary Experience classes for summer 2022, offering Kelowna tourists an immersive introduction to the flavours of the Okanagan region featuring pairing and tasting lessons at a local winery, cooking classes and fine dining.

Piloting Local Food Aggregation at the University of British Columbia's Okanagan campus (UBCO)

The Okanagan is known for its rich agricultural landscape, diversity of farms, and number of small-scale farms. But smaller growers often need support in accessing wholesale markets. In response, the University of British Columbia's Okanagan campus (UBCO) partnered with Land to Table to build supply chain relationships to increase local food opportunities and procurement at the new UBCO Pritchard Dining Hall. The 2021 pilot tested a model for procurement, aggregation and distribution from small-scale local farmers that connects students to sustainable, nutritious, and delicious foods through an all-you-care-to-eat dining model.

In its first year, the pilot successfully built partnerships with a number of farmers and aggregators and procured food from three main suppliers, bringing more local food to UBCO:

1. Weekly deliveries of vegetables totalling 15,000 lbs of produce, from an aggregator working with four area farms
2. 11,000 lbs of apples and 1,800 litres of apple juice from one small farmer
3. 275 lbs of salmon from River Select, part of the Okanagan Nation Alliance

The pilot is continuing and working to expand to include more farmers and local food opportunities with UBCO.

Vancouver Island University (VIU) Hosts Community Meals

In early 2021, Vancouver Island University (VIU) Food Services launched a highly successful Friday evening family style take-out meal program. The program feeds approximately 2,000 people from the local community and VIU has found it to be a great opportunity to feature new local suppliers in building out their campus menus. The program menu changes frequently, with a big focus on local seasonal products like spot prawns and blueberries. For one meal, Fredrich's Honey was featured in a smoked honey BBQ pulled-pork dinner that included a honey mandarin coleslaw. Each meal included a jar of honey for customers to bring home. Although the scale of the program varies throughout the year, VIU is continuing to showcase new local food suppliers each week with their vision of growing local food options as on-campus education and activities return to full capacity. On top of paying featured local businesses retail prices, VIU produces free co-branded online and print marketing collateral featuring the local food businesses they showcase.

First Peoples Curriculum Initiatives at Camosun College

Camosun College, which sits on sit on the Traditional Territories of the Lək̓ʷəŋən and W̱SÁNEĆ peoples, has been working to develop a number of First Peoples curriculum initiatives including a new Indigenous Content Prep Cook Certificate in consultation with the local First Nations community in 2021/22. Alongside classroom learnings, this program will include weekly on-the-land training focused on traditional storytelling and entrepreneurialism in the 2022/2023 school year to those Indigenous students requesting it. Participants will visit various Indigenous owned businesses and activities will include deer, salmon, shelf-fish and flora and fauna camps with the leadership of Indigenous elders.

The development process for the program included roundtables with community stakeholders, recognizing that First Nations communities are unique and diverse. A main tenant of the development process was asking for permission to avoid misrepresenting the needs of the Indigenous community. The curriculum was built with good faith, truth, and reconciliation at the forefront, ensuring the program was something the communities wanted and did not seek to solely serve Camosun College's own needs.

Stream 3: Local Food Education, Promotion & Awareness

PSI Partners report that students are increasingly asking for more information about local food products, suppliers and their stories, in addition to access to these products. In 2021/22, Partners demonstrated creative examples in storytelling and local product marketing with a focus on further, future action. Partners explored the use of student food 'champions' and 'influencers' who share food stories including on local products via social media. Others used featured meals, promotions, and pop-up events to raise awareness of local foods on campus, including Meatless Mondays at the British Columbia Institute of Technology (BCIT) and planning for 'hyper-local' focused Tasting Tuesdays that will be re-starting in September 2022 at Thompson Rivers University in Kamloops.

Many PSI Partners actively featured Feed BC digital and on-site banners alongside their own menu boards, websites, and menus, which were also used to promote local food and businesses in 2021/22. In March 2022, Feed BC created new chalk menu boards for Partners to help showcase information about new local food products and businesses.

The Simon Fraser University (SFU) Foodie Program

Simon Fraser University (SFU) has focused on local foods for several years but was looking for more ways to tell that story. After consulting with SFU students, the **Foodie Program** was launched, to celebrate, support, and connect SFU's communities through food programming, education security, and sustainability. In 2021 SFU hired their first "foodie" to spearhead the program.

The program's three pillars form the foundation of food culture on campus:

- **Digital Hub:** to share food related information, education, programming, news and resources.
- **Engage:** creating experiences that drive engagement and showcase food served on campus.
- **Launchpad:** Establishing a launchpad to support new and innovative food entrepreneurs and social enterprises in order to become a leading voice on food system transformation.

In year one alone, SFU hosted over 25 foodie events and supported over 35 local food and beverage companies. Events included a local food pop-up series every two weeks during the fall and spring semesters and worked with the local agriculture sector and farmers on sessions including a corn roast with Felix Farm in Delta and a B.C. blueberry campaign.

LOOKING AHEAD

The local food actions taken by PSI Partners across the province in 2021/22 demonstrate the multi-faceted ways B.C.'s public universities, colleges and research institutes are contributing to the growth, resilience and sustainability of B.C.'s communities and food system. Their contributions stimulate and support economic development and help B.C. farmers and food producers, processors and businesses thrive. Their progress in 2021/22 is a strong foundation for 2022/23 and beyond.

Next year, the Feed BC Program will support PSI Partner efforts and progress through:

- Pitch & Plate events with a focus on new B.C. food products in other regions (e.g., interior and northern B.C.)
- New funding support for innovative pilot projects and collaboration activities
- Expanded work to support more Traditional and Indigenous foods on campus
- Networking opportunities to share successes, challenges and lessons learned
- Efforts to enhance local food tracking and reporting
- Expanded support for sourcing B.C. products and building new value chains for B.C. products most needed by institutions.

When Feed BC PSI Partners shared their local food progress and experiences at the June 2022 PSI Partners Summit, it was clear that Partner commitment to sustainability, student experience and community development is thriving, and growing. Through unique approaches and significant collaboration, they are making a difference now and well into the future. Through the power of purchasing, innovative food services and culinary programs, and a culture of sustainability focused on local food systems, they are demonstrating the art of the possible when we work together.

APPENDIX A. PSI Partner Resources

- **Feed BC Resource Guide for Post-Secondary Institutions:** Describes different measures and steps PSIs can take to increase procurement, awareness, and use of B.C. foods on campus, drawing on research, resources and real-life examples.
- **Feed BC Partner Guide for Public Institutions:** Introduces Feed BC, what it means to be a Feed BC partner institution and describes Feed BC resources and tools.
- **The Feed BC Directory:** A searchable B.C. food and beverage product database connecting B.C. institutional and commercial buyers with B.C. producers and processors.
- **Tips and Tools for Integrating Local Food in RFx for Food Services:** Tips and a template tool for including specific language relating to local food into an RFx for food service operations and suggested evaluation criteria.
- Customized support for sourcing B.C. foods via the **Value Chain Innovation Service.**
- An Indigenous Processors and Suppliers list, showcasing several market ready Indigenous food producers and processors within B.C.
- B.C. Food Tracking and Reporting Template, and customized support for recording and reporting on B.C. food expenditures.
- Feed BC marketing materials, including digital and physical banners, clings and chalk menu boards.

For more resources and reports, please visit the **Feed BC** webpage or email FeedBC@gov.bc.ca.

APPENDIX B. Aggregated list of B.C. Suppliers

The list below represents an aggregated list of over 100 B.C. suppliers currently used within B.C PSIs, as reported by PSI partners over the 2021/22 period. It does not represent all businesses supplying B.C. food to Feed BC PSI Partners.

63 Acres
Agra Tandoori Restaurant
Agropur/Island Farms
Armstrong Cheese
Avalon Dairy
Centennial Meats
Bake My Day
Bakemark Canada
Barakah Eats
BC Fresh
BC Qualicum Cheese
Benson Foods
Bishop's Seafood Company
Bonanza Meats and Deli
Bridor
Burnbrae Farms
Caffe De Medici
Castle Cheese (West)
Colonial Farms
Cowichan Milk Company
CrossRoads Brewing
Curlew Orchard
Dairyland
David Roberts Food
Dollar Food Manufacturing
Dufflet Pastries
Earth's Own Food
Company Soyaworld
Egg Solutions Vanderpols's
Farming Karma Fruit Co.
Foley's Chocolates &
Candies
Fredrich's Honey
Fresh Is Best
Freybe
Gizella Bakery
Golden Boy Foods
Golden Dragon/Favorite
Foods
Golden Valley
Golden West
Goodly Foods
Grimm's Deli
Grounds For Coffee
Hallmark Poultry Processors
Happy Planet Foods
Hardbite Chips
Icefield
Intercity Packers Meat &
Seafood (Albion Fisheries)
Irene's Bakery
Island City Baking
Island Farmhouse Poultry
JJ Bean
Johnston Packers
Kim Chau Deli
Kindred Cultures
Lantic Sugar Limited/Rogers
Sugar
Legendary Meats
Level Ground Trading
Linden Lane Farms
Little Qualicum
Macgregors Meats &
Seafood
Mark Crest Foods
Miller and Smith Foods
Monte Cristo Bakery
MotherLove Ferments
Nana's Kitchen
Yumasoy
Zorba's Bakery
Natural Pastures Cheese
Company
Nesvog Meats & Sausages
Olympic Dairy Products
Pace Processing
Packer Label
Panela Lemon
Paradise Island Foods
Peqish
Portofino Bakery
River Select
Rossdown Farms and
Natural Foods
Saltspring Coffee
Saputo Dairy Products
Canada
Save the Sea
Scardilo Cheese
Seacore Seafood
Shuswap Organics
Sienna Bakery
Snowcrest Food
Sofina Foods
Spice Mantra
Stuyvers Bakery
Sun Rich
Sunrise Soya Foods
Sunrype
Sutra Foods
The Original Cakerie
The Pie Factory
The Village
Cheese Company
Two Rivers Specialty Meats
UBC Farm
Vegilante
Wendel's True Foods

BRITISH
COLUMBIA
Supported by the Province of British Columbia

feed BC
Bringing B.C. food to public institutions