



Ministry of
Agriculture

BC Ministry of Agriculture

GROW BC, FEED BC, BUY BC

Presentation to
BC Food and Beverage Processors

October 2018



Overview

- Ministry of Agriculture
 - Grow BC, Feed BC, Buy BC Strategy
 - Mandate Priorities
 - Service Plan
- Canadian Agriculture Partnership (CAP)
- Overview of Ministry Programs/Initiatives



Building a Better BC through Agriculture

GROW BC

FEED BC

BUY BC

Building Sustainable Production from Land and Sea

Building the Value of and Access to B.C. Food

Building Consumer Awareness and Demand

KEY FOCUS AREAS

Primary Agriculture and Seafood Producers
Agricultural Land Reserve

Public Sector Institutions
Food and Beverage Processors
Agri-Technology

Consumers
Grocery Retailers
Restaurant and Food Service Establishments

MANDATE LETTER COMMITMENTS

General Mandate Letter Commitments to British Columbians

- Make Life More Affordable
- Build a Strong, Sustainable, Innovative Economy that Works for Everyone
- Take Action on Climate Change for a Better B.C.
- Deliver Services that People Count On
- B.C. Green Caucus Consultation
- Lasting Reconciliation with First Nations in British Columbia

Establish Grow BC to help young farmers access land, and support fruit and nut growers and processors to expand local food production

Initiate Feed BC to increase the use of B.C.-grown and processed foods in hospitals, schools, and other government facilities

Bring back an enhanced Buy BC marketing program to help local producers market their products, and work with local producers to expand market access in the rest of Canada and abroad

Revitalize the Agriculture Land Reserve and the Agricultural Land Commission

Work with growers, processors, colleges and universities, as well as the Minister of Advanced Education and the Minister of State for Trade, to develop a B.C. Food Innovation Centre to innovate in the processing, packaging and marketing of B.C. food products, linking local food producers with new technology, and expanding exports and access to world markets

Ministry of Agriculture - Service Plan

(February 2018)

- The Service Plan is also organized by Grow, Feed, Buy.
- It consolidates the strategic priorities of Ministry and ensures alignment with overarching Government priorities



Goal 1: *Grow BC* – Build sustainable production and help BC producers expand local food production



Goal 2: *Feed BC* - Build the value of and access to BC food



Goal 3: *Buy BC* – Build consumer awareness and demand and help local producers market their products to grow their business



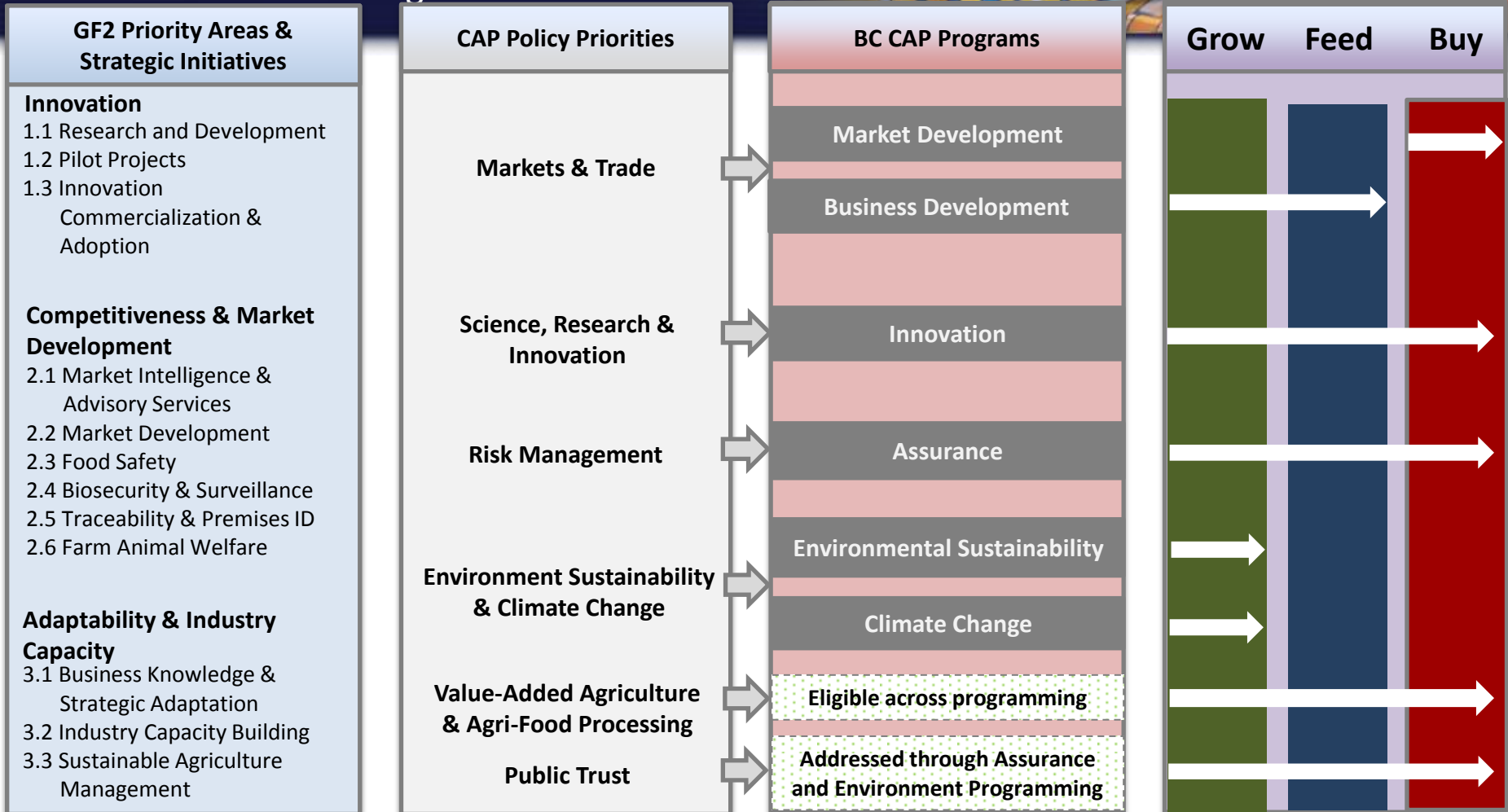
The Canadian Agriculture Partnership (CAP)

- \$3B federal-provincial-territorial agreement
- \$400.5M to BC to advance strategic programming and support sub-sectors (funding unchanged from GF2)
- CAP priority areas:
 - Markets & Trade
 - Science, Research & Innovation
 - Risk Management
 - Environmental Sustainability & Climate Change
 - Value-added Agriculture and Food Processing
 - Public Trust





Ministry of Agriculture





Building a Better B.C. through Agriculture - Programs Areas

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B.C. CAP Programming

Business Risk Management

Business Development

Innovation

Environmental Sustainability

Climate Change

Market Development

Assurance

*** Value-added agriculture and food processing will be eligible across programming**



Grow BC

Initiative/Program	Description
BC Agri-Business Planning Program	An application based cost shared program that pairs processors and primary producers with business advisors and/or management specialists to help increase effectiveness, production capacity and competitiveness.
Knowledge and Tech Transfer Programs and Events	Sponsored applications through Ministry staff . Quarterly intakes support strategic regional events through cost shared funding .
BC Lean Program for Food Processors	5 days of in-house training by lean Practitioner; in-house exercise using principles of Lean. Accepting applications now.
Strategic Sector Projects	Driven by needs brought forward from industry groups. Successful projects lead the sector or industry and enhance competitiveness by creating a path through identified barriers.

Grow BC

Initiative/Program	Description
Traceability Adoption	Launching fall 2018 – Cost-shared program to increase awareness and implementation of traceability systems, practices, infrastructure and technologies.
On-Farm & Post-Farm Food Safety	Launching fall 2018 – Cost-shared program to support on-farm and post-farm agrifood businesses to encourage implementation of food safety standards and certification programs address current and evolving requirements of consumers, markets and governments.
Food Safety Extension Services	Services available by Ministry staff to provide food safety and education services, technical advice and resources to food and beverage processors. Projects or research may emerge.
Enhance Seafood and Aquaculture	Launching Fall 2018 – Funding provided to food and beverage manufacturing facilities to address current food safety and traceability issues and meet emerging national and international standards.



Feed BC

Initiative/Program	Description
B.C. Food Hubs	Development of a Food Hub Network across the Province to innovate in the processing, packaging, and marketing of B.C. food products and to build links between local food processors and new technologies.
Canada-BC Agri-Innovation Program	An application-based cost-shared programs that supports projects involving late-stage research; pilots and demonstrations; as well as the commercialization and adoption of innovative products, technologies and practices for the agriculture, food or agri-products sector.
Value Chain Industry Advisory Working Group	On-going collaboration of producers, processors, food distributors and institutional food services to increase understanding and shift procurement practices along the value chain. BCFPA is a member.



Feed BC

Initiative/Program	Description
BC Food in health care facilities	Working with BC health care facilities to increase the amount of BC food purchased. Working towards a new early implementation project that will support a health authority to purchase more BC food.
BC Food in Post-Secondary Institutions	Upcoming needs assessment to understand food service procurement practices, barriers and opportunities.
Supporting industry to supply more government facility-ready food	Build capacity along the value chain of BC producers, processors and distributors to expand the availability of BC food.



Buy BC

Initiative/Program	Description
Buy BC Partnership Program	An application-based program that includes \$2 million of cost-shared funding per fiscal year to support industry-led, Buy BC branded marketing activities within BC, as well as a Buy BC logo licensing system to ensure product identification.
Buy BC: EAT DRINK LOCAL	An annual public-facing campaign to enable consumers to easily identify restaurants and food service establishments that serve BC products, as well as identify BC products on their menus. Includes one-month dine out promotion (May 2019), website (www.eatdrinklocal.ca) and a social media presence on Twitter/Facebook/Instagram (@EatDrinkBuyBC).
Buy BC Advertising Campaign	An ongoing, public-facing campaign to build and maintain Buy BC brand recognition through government-led advertising activities.



Buy BC

Initiative/Program	Description
BC Agrifood and Seafood Market Development Program	Launching late Summer 2018 - Application-based, cost-shared funding program supported through the Canadian Agricultural Partnership (CAP) to support market development and export activities.
International Tradeshows, Missions and Events	Delivering international tradeshows and events; market validation activities; incoming buyers missions to support export-ready BC producers and processors .
In-Market Support & Promotional Tools	Providing in-market support through TIRs including market intelligence and advisory services; as well as promotional tools (e.g. B.C. 2018 Agrifood & Seafood Export-Ready Catalogue, Marketing How-To Guides etc.) to build marketing skills and market knowledge.



Questions?

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