

FEED BC POST-SECONDARY 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.



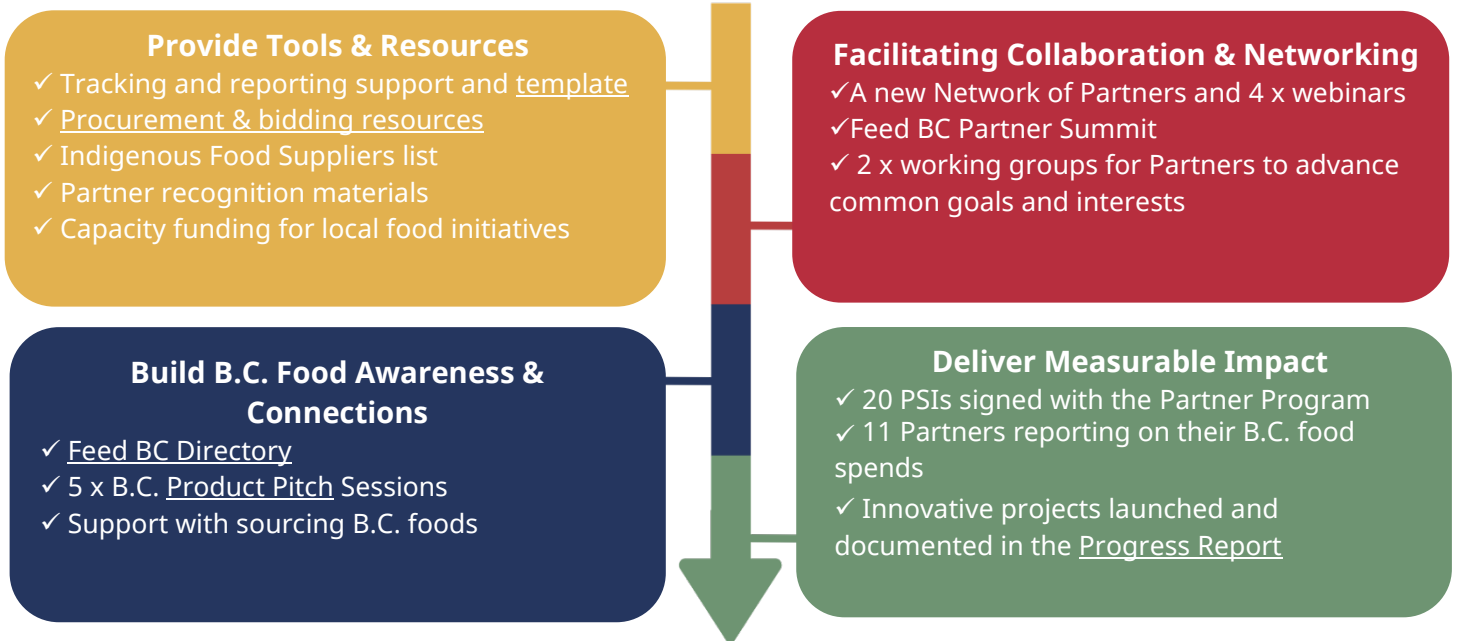
Deliver Measurable Impacts

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 [Feed BC website](#). Below is a summary of key Program successes over the past two years (2021/22-2022/23).



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:

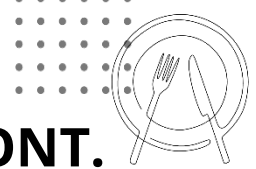


2023/24 - 2024/25 PROGRAM ACTIVITIES

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
	<p>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.</p>	2-3 per year	
	<p>Partner Summit Organize an annual Partner Summit to showcase B.C. food initiatives, share impacts and learnings.</p>	Annually	
	<p>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).</p>	Up to 2-3 meetings per year/per group	 
	<p>Capacity Funding Continue funding opportunities to help Partners build internal capacity and around local food initiatives.</p>	As available	
	<p>Resources</p> <ul style="list-style-type: none"> <p>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.</p> <p>Storytelling Resources and Supports Develop resources and activities to help foster a stronger B.C./local food culture within their institutions and campus community.</p> <p>Traditional and Indigenous foods Continue to develop and deliver learning opportunities to support PSIs to build food-related facilities and services that are working towards being more inclusive and respectful of Indigenous people, food ways, culture.</p> 	<p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p>	 





2023/24 - 2024/25 PROGRAM ACTIVITIES CONT.

ACTIVITY

FREQUENCY

OBJECTIVE



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



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



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



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

