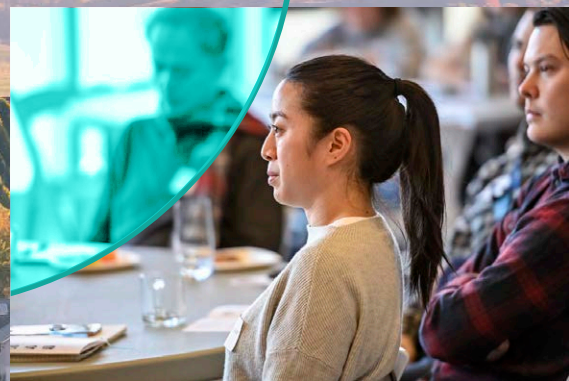




Pitch & Plate

The landscape for local B.C. food is growing, and with it, new opportunities for B.C. food and beverage products.





Pitch&Plate

After three successful Feed BC events in 2021 and 2022, that highlighted 36 companies from around the province, Pitch & Plate is back with a focus on producers and processors from B.C.'s North, Cariboo, Thompson Okanagan and Kootenay regions that are ready for the institutional food service market.

This unique event designed and delivered for Feed BC and the Ministry of Agriculture and Food by B.C. food industry educators, Good to Grow, collaborates with Feed BC public sector Partners. Pitch and Plate gives local B.C. food and beverage companies the opportunity to meet and pitch to B.C. public institutions including post-secondary and health care, broadline distributors, and suppliers that are all looking to use more B.C. local food.

A special thank you to Feed BC partners that helped support this event: University of Northern British Columbia, Thompson Rivers University, Okanagan College, Interior Health, and Northern Health.

We respectfully acknowledge the Indigenous Peoples of all the lands we reside on today as we come together for this virtual event.

Feed BC offers a range of tools, resources and individualized supports to increase B.C. food in public institutions. More information is available on the [Feed BC website](#) under [Feed BC Institutional Partnerships](#), [Producer and Processor Resources](#) and [Value Chain Innovation](#).

AGENDA | OCTOBER 27, 2022 1:00PM–4:00PM

TIME	COMPANY	PRODUCT SAMPLING
1:00PM – 1:20PM	OPENING REMARKS <ul style="list-style-type: none"> Lindsay Bisschop, Executive Director, Food and Beverage Branch, Ministry of Agriculture and Food Honourable Lana Popham, Minister of Agriculture and Food Andrea Gray-Grant, CEO and Founder, Good to Grow 	
1:20PM – 1:32PM	Protein Powered	Protein Pancake Mix (High Protein, Gluten-Free, Nut-Free, Low-Carb)
1:32PM – 1:44PM	Rad Jamz & Preserves Inc. Rad Relish Co Inc.	Strawberry Rhubarb Spread (Vegan, Gluten-Free, Low Sugar) / Original Rad Relish
1:44PM – 1:56PM	Happy Gut Water Kefir Inc <i>Happy Gut Pro</i>	Blueberry Lemonade Water Kefir
1:56PM – 2:08PM	Smithereens Mushroom Inc.	Lima Bean & Chickpea Vegan Mushroom Pâté (Low Sodium)
2:08PM – 2:20PM	Your Seasoned Chef Inc. <i>UMAMI Crave the Fifth</i>	Original Dressing, Dip and Finishing Sauce (Gluten-Free, Vegan)
2:20PM – 2:32PM	North Pacific Kelp Wild Foods Inc.	Haida Sea Veggie Mix
2:32PM – 2:42PM	10 minute break	
2:42PM – 2:54PM	MotherLove Ferments	Lavender Lemonade Kombucha
2:54PM – 3:06PM	Mountain Munchies Inc <i>Enercheez®</i>	Cheddar Original Enercheez®
3:06PM – 3:18PM	Farming Karma Fruit Company Ltd.	Pear Soda (No Added Sugars, No Preservatives)
3:18PM – 3:30PM	Melissa's Klassy Kitchen	Banana Muffin Baking Mix (Gluten-Free, Plant-Based, Sugar-Free)
3:30PM – 3:42PM	Viva Cacao	Coconut Milk Chocolate Bar (Plant-Based, Refined Sugar-Free)
3:42PM – 4:00PM	CLOSING REMARKS	

Companies

PROTEIN POWERED

Gluten-free and sugar-free low carb grass-fed protein pancake mix.



Kelowna | Protein Powered is an Indigenous-owned and operated business helping people prioritize protein on their plate in less time. Grass-fed whey is sustainable, both as a by-product of the cheesemaking industry, and as a healthy meat alternative, containing all of the essential amino acids. What sets Protein Powered apart is its versatility and similarity to wheat, giving people living with diabetes, celiac disease, gluten-intolerance, and those looking for low-carb options, that ‘flour like feeling’ they crave without compromising their health.

CERTIFICATIONS	Made in a Dedicated Gluten-Free Facility; Buy BC
FOOD SERVICE DISTRIBUTION	no
CONTACT	Sherry Rothwell
PHONE	250-899-0203
EMAIL	support@proteinpowered.shop
WEBSITE	https://proteinpowered.shop

RAD JAMZ & PRESERVES INC. RAD RELISH CO INC.

Low sugar spreads, jellies, and relish made with all B.C. grown fruits and vegetables.



West Kelowna | Rad Jamz owner and creator Chef Kyla King specializes in blending unexpected flavours in their jams and jellies using locally sourced ingredients. Their low sugar content enhances the fresh fruit flavour of their products.

Rad Relish is a Metis product, endorsed by the Metis Nation of British Columbia, created by Elder Peggy Millsap and brought to market by Chef Kyla King.

CERTIFICATIONS	Safe Food for Canadians Act License (SFRC); Federally Inspected (CFIA)
FOOD SERVICE DISTRIBUTION	yes
CONTACT	Kyla King
PHONE	778-363-6911
EMAIL	kyla@radjamz.com
WEBSITE	https://radjamz.com



HAPPY GUT WATER KEFIR INC*Water kefir sodas.*

Castlegar | Happy Gut is a water kefir company located in the West Kootenays. Founded in 2017, they are the largest Canadian producer of water kefir grains, do-it-yourself fermentation kits, flavouring infusions, and canned drinks. Happy Gut is proud to be a social enterprise committed to employing young adults with disabilities.

CERTIFICATIONS	HACCP certified
FOOD SERVICE DISTRIBUTION	no
CONTACT	Leeza Zurwick
PHONE	250-365-4997
EMAIL	leeza@happygutpro.com
WEBSITE	https://happygutpro.com

SMITHEREENS MUSHROOM INC.

100% B.C. grown year-round high quality mushrooms without the use of pesticides.



Smithers | Smithereens grow and process high-quality gourmet and medicinal mushrooms year-round in a sustainable way. Unsold fresh mushrooms are processed on-site into delicious functional food and mushroom base products. In addition, their fresh produce has a longer shelf life and is pesticide free. From their farm to your door.

CERTIFICATIONS	Safe Food for Canadians Act License (SFRC); Provincially Inspected; Federally Inspected (CFIA)
FOOD SERVICE DISTRIBUTION	no
CONTACT	Marie-Eve Arseneault
PHONE	604-698-8800 (mobile), 250-643-6874 (farm)
EMAIL	info@smithereensmushroom.com
WEBSITE	https://smithereensmushroom.com





UMAMI CRAVE THE FIFTH

Gluten-free and vegan dressings, dips and finishing sauces.



Kelowna | At UMAMI Crave the Fifth, they don't just make salad dressing; they help create extraordinary meals with ordinary food. Their 3 nutritional yeast based emulsified vinaigrettes - Original, Chipotle Caesar and Curried Maple - are made without any artificial flavors, preservatives or thickeners and their versatility as dressings, dips or finishing sauces enable them to be used in a variety of ways. Use them to finish a salad, as a stir fry sauce, with a protein, with roasted vegetables, in soups, as a pizza sauce, as a veggie dip, or on a charcuterie board.

CERTIFICATIONS	Safe Food for Canadians Act License (SFRC); Federally inspected (CFIA)
FOOD SERVICE DISTRIBUTION	no
CONTACT	Joanna Best
PHONE	250-212-0276
EMAIL	umami.okanagan@gmail.com
WEBSITE	https://umamicravethefifth.com

NORTH PACIFIC KELP WILD FOODS INC.

Hand harvested specialty kelp products, mushrooms, and meals.



**NORTH PACIFIC KELP
- WILD FOODS -
HAIDA GWAI, BC**

Haida Gwaii | North Pacific Kelp Wild Foods produces a variety of dehydrated products from kelp hand-harvested from the pristine waters of Haida Gwaii and wild mushrooms foraged from the local forests. Kelp is rich in calcium, essential minerals, fibers, proteins and oils. Products include kombu, giant kelp and wakame flakes, seaweed powder, seaweed lasagne and more. The Company is committed to respecting the land of the Haida and the Indigenous People who have inhabited the Haida Gwaii chain of islands for thousands of years by sustainably harvesting.

CERTIFICATIONS	Provincially inspected
FOOD SERVICE DISTRIBUTION	no
CONTACT	Dafne Romero
PHONE	250-637-1489
EMAIL	northpacifickelp@gmail.com
WEBSITE	https://northpacifickelp.ecwid.com

MOTHERLOVE FERMENTS

Light and refreshing organic kombucha and water kefir.

motherlove ferments

Kelowna | MotherLove Ferments has been making organic kombucha and water kefir since 2015. The company's mission is to make "better for you" beverages that taste great. Along with crafting their beverages from organic herbs and teas, they also strive to make, package and deliver their products as sustainably as possible.

CERTIFICATIONS	Provincially inspected
FOOD SERVICE DISTRIBUTION	yes
CONTACT	Rochelle Minagawa
PHONE	250-870-2874
EMAIL	hello@motherloveferments.com
WEBSITE	https://motherloveferments.com

**MOUNTAIN MUNCHIES INC.
(ENERCHEEZ®)**

Gluten-free shelf stable cheese snack made with zero preservatives or additives.



Nelson | Enercheez® is the ultimate all natural, one-of-a kind, shelf-stable cheesy. The Company uses advanced patented technology to dehydrate cheese so you can have your cheese anytime, anywhere, without refrigeration. Enercheez® contains no additives and no preservatives. This mouth-watering cheese snack is a convenient source of energy, protein, and calcium that you can easily take along for any occasion. The Company is proud to use 100% Canadian cheese and package their products in their little town of Nelson, B.C.

CERTIFICATIONS	Safe Food for Canadians Act License (SFRC); Federally inspected (CFIA)
FOOD SERVICE DISTRIBUTION	no
CONTACT	Bruce Burgener
PHONE	250-505-2888
EMAIL	orders@mountainmunchies.com
WEBSITE	https://enercheez.ca



FARMING KARMA FRUIT COMPANY LTD.

Real fruit beverage, no sugar added, no concentrates, no preservatives.



Kelowna | Farming Karma Fruit Company has been growing apples, pears, and cherries in the Okanagan Valley for over 30 years and they recently started juicing their fruit and creating healthy, lightly carbonated, fruit soda beverages. Their fruit sodas have no sugar added, no preservatives, no concentrates, and no artificial sweeteners - they are made with a serving of real fruit and are a great alternative to pure juices and soda pop. The Company values being local and therefore all their flavours are made with B.C fruit at their facility in Kelowna, B.C.

CERTIFICATIONS	Safe Food for Canadians Act License (SFRC); Federally inspected (CFIA); HACCP certified; Canada GAP; Safe Quality Food (SQF); GFSI
FOOD SERVICE DISTRIBUTION	yes
CONTACT	Avi Gill
PHONE	778-990-9737
EMAIL	avi@farmingkarma.ca
WEBSITE	https://farmingkarma.ca

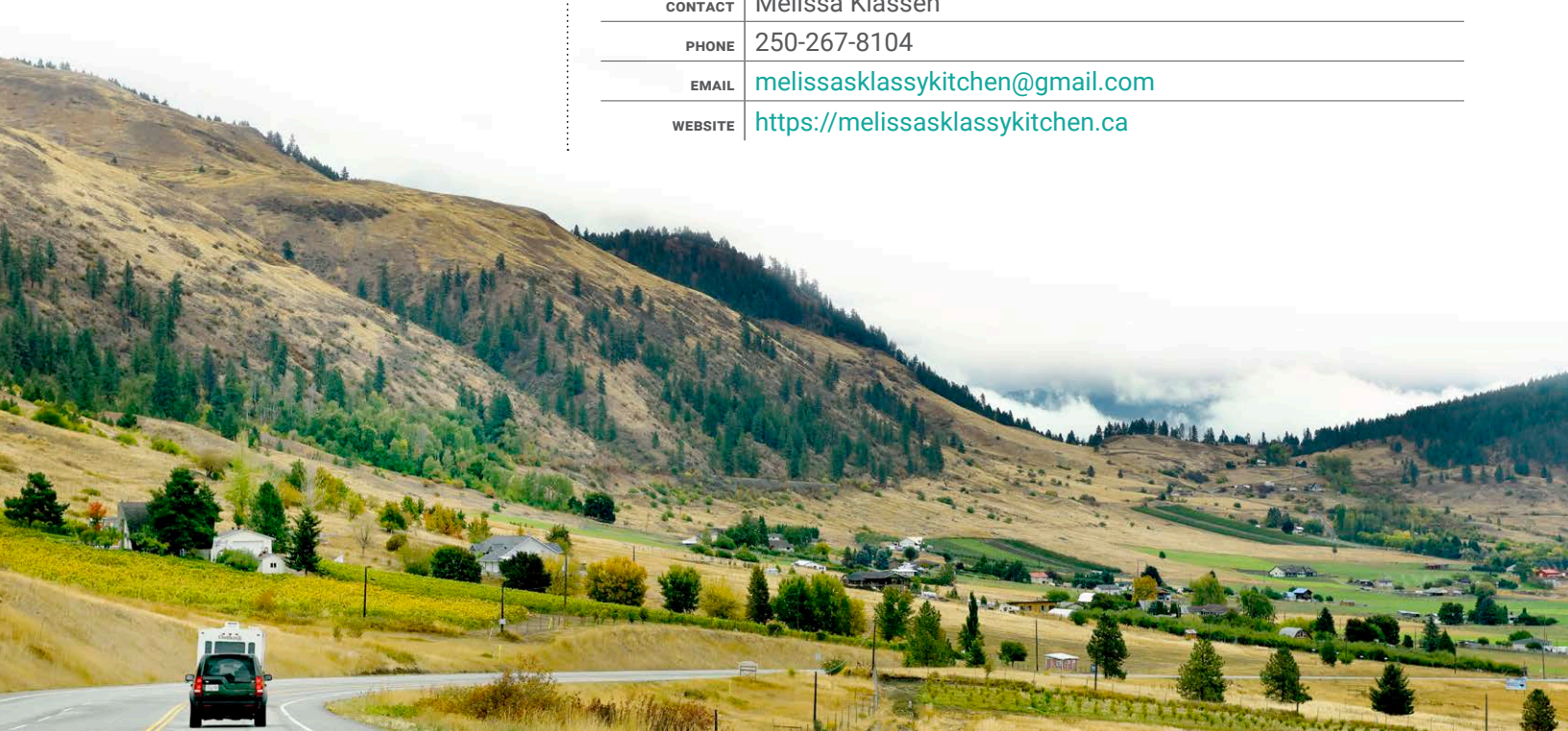
MELISSA'S KLASSY KITCHEN

Gluten-free and plant-based baking mixes and perogies.



Williams Lake | Melissa's Klassy Kitchen makes gluten-free, plant-based baking mixes and frozen perogies which are stocked in many B.C. stores and available online across Canada. The Company's mission is to provide high-quality, all natural foods that are easy to prepare fresh at home. Unlike many other gluten-free options, their unique products eliminate xanthan gum, eggs, or dairy, making them accomodating to many dietary needs.

CERTIFICATIONS	n/a
FOOD SERVICE DISTRIBUTION	no
CONTACT	Melissa Klassen
PHONE	250-267-8104
EMAIL	melissasklassykitchen@gmail.com
WEBSITE	https://melissasklassykitchen.ca



VIVA CACAO

*Dairy-free chocolate bars made
with superfoods.*


 The logo for Viva Cacao features the word "viva!" in a bold, black, sans-serif font with a yellow outline and a slight shadow effect. Below it, the word "cacao!" is written in a similar style but with a more pronounced yellow outline and a drop shadow, making it stand out against the white background.

Slocan | Viva Cacao started in 2019 out of a passion for creating integral high-quality products with a focus on accountability to the next 7 generations and communities everywhere. They offer a full line of ethically sourced, dairy-free chocolate bars made with superfoods and organic coconut sugar. The company also offers bulk ingredients, syrup, drinking chocolate, chocolate barks and chocolate couverture.

CERTIFICATIONS	Safe Food for Canadians Act License (SFRC); Buy BC
FOOD SERVICE DISTRIBUTION	no
CONTACT	Beth
PHONE	250-355-2660
EMAIL	beth@vivacacao.ca
WEBSITE	https://vivacacao.ca



Facilitators

FEED BC



About Feed BC | Feed BC is a provincial government initiative led by the Ministry of Agriculture and Food, to encourage, inspire and support a shift to more B.C. food in hospitals, residential care facilities, public post-secondary institutions, and other government-supported facilities.

EMAIL: feedbc@gov.bc.ca

WEBSITE: <https://gov.bc.ca/feedbc>

GOOD TO GROW NATURAL PRODUCTS COACHING



GOOD TO GROW

About Good to Grow | We are teachers, coaches, and supporters to B.C. food producers and processors. We firmly believe in giving local brands a hand up by providing them with the tools to enter and thrive in the market. Three cheers for local!

ADDRESS: 105 – 828 Harbourside Drive
North Vancouver, BC V7P 3R9

EMAIL: info@goodtogrowproducts.com

WEBSITE: <http://www.goodtogrowproducts.com>

