



feedBC

**Post-Secondary
Institutional Partners**

**PROGRESS
REPORT
2024/25**



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This report presents the 2024–2025 results of the Feed BC program, highlighting local food procurement and showcasing innovative projects that advanced campus food systems over the past year.

Feed BC is a partnership initiative led by the Ministry of Agriculture and Food, along with the Ministry of Post-Secondary Education and Future Skills, that has an overarching goal to support institutional partners to source more local foods.

The 2024–2025 results show **Post Secondary Institutions' (PSIs) steady, incremental progress on increasing B.C.-sourced foods** while also strengthening relationships with local producers. For the year ending March 31st, 2025, the amount of B.C. food used in PSI food service operations **increased to 40% overall**. This 3% increase occurred despite an overall decrease in PSI food service purchases, showing a continued commitment to buying local.

These results show that the largest share of local food spending comes from proteins, followed by baked goods, dairy, and beverages. Proteins were one of only two categories that saw an increase this year, along with produce, while the other categories saw no change or a decline.

Institutions are directing their local food dollars towards categories where they have strong supplier relationships. This approach has enabled a measurable increase in local food sourcing, despite an overall reduction in spending within food service operations.

Beyond the numbers, **PSIs are creating stronger community connections and celebrating local voices**. Examples shared include supplier showcases and tastings that shape campus menus, such as bringing local

beverages to Capilano University (CapU) and featuring local businesses at the Simon Fraser University (SFU) Local Street event. At the University of British Columbia (UBC), the Local Spotlight Series, in partnership with Flavours of Hope, highlights immigrant and refugee women entrepreneurs. Institutions are also advancing Indigenous food systems through initiatives like the Cooking in Two Worlds Gathering, which explored integrating Indigenous knowledge, ingredients, and food sovereignty into campus dining. Together, these efforts connect campus communities to local food and provide economic opportunities for B.C. businesses.

Over the next two years, Feed BC will build on this previous year's momentum by continuing to strengthen connections between PSIs and B.C. suppliers, and expand communication and awareness through tools such as the Feed BC Food Directory and business-to-business events such as the product pitch sessions. By fostering continued collaboration among institutions, food service providers, producers, distributors, and government partners, Feed BC supports B.C. economies by increasing the proportion of local food on campuses, encouraging a more inclusive and community-driven food system across the province.



Feed BC is a provincial initiative led by the Ministry of Agriculture and Food, in partnership with the Ministry of Post-Secondary Education and Future Skills and 20 Feed BC PSI Partners.

Through Feed BC, the Ministry of Agriculture and Food works across government and with the public sector, industry, and the agriculture sector partners to:

- 1** Support institutions to source and track more B.C. foods.
- 2** Support B.C. food producers' and processors' readiness to sell to public institutions.
- 3** Connect public institutions with suppliers.

Feed BC in PSIs

Feed BC works with PSI Partners to bring more B.C. food onto campuses and into the daily lives of students, staff, and faculty. The 2023/2024-2024/2025 PSI Partner Action Plan guided services through three Partnership streams:



Tracking and Sourcing

Partners are committed to Feed BC's 30% B.C. food expenditures target and are actively tracking their progress



Innovative B.C. Food Initiatives

Partners are bringing B.C. food into their facilities and services through new local food initiatives



Education and Awareness

Partners are creating a local food culture on campus through storytelling and promotional activities to increase awareness of and demand for B.C. foods

Between 2022-23 and 2024-25, the post-secondary sector in B.C. has reported 18% more in local food expenditures and integrated Feed BC into their day-to-day operations. In addition, PSIs have continued to develop relationships with local suppliers and introduced innovative food projects into their food services. These steps have moved the PSI program into a mature phase, where local food is now embedded and promoted in 15+ campus dining facilities and food service operations across B.C.

The formal Partners of the Feed BC Program can be found [here](#).



More PSIs than ever are engaged with Feed BC

Through Feed BC, PSIs are finding creative ways to bring local food to campuses and are supporting B.C. suppliers in the process. The highlights of the 2024-2025 year include more PSIs than ever reporting on their local food expenditures, as well as initiatives that engage students and the campus community with local food stories from across B.C.

PSIs increased local food expenditure to an impressive 40.4%

The 2024-25 reports of local food expenditures show that, as a group, PSI partners are exceeding the 30% Feed BC target. Total food expenditure across all institutions reached \$37.95 million, with \$15.56 million, or an impressive 40.4%, spent on B.C. products. This represents a 3% increase in the share of local procurement compared to 2023-24 (37%). Although the overall dollar value of local food spending declined slightly from \$16.8 million last year, the higher proportion of local procurement indicates that institutions are shifting more of their food budgets toward B.C.'s products. This shift occurred as Partners faced several financial and operational pressures across the sector, including lower enrollment numbers, international student visa constraints, and the impact of inflation on overall food costs.

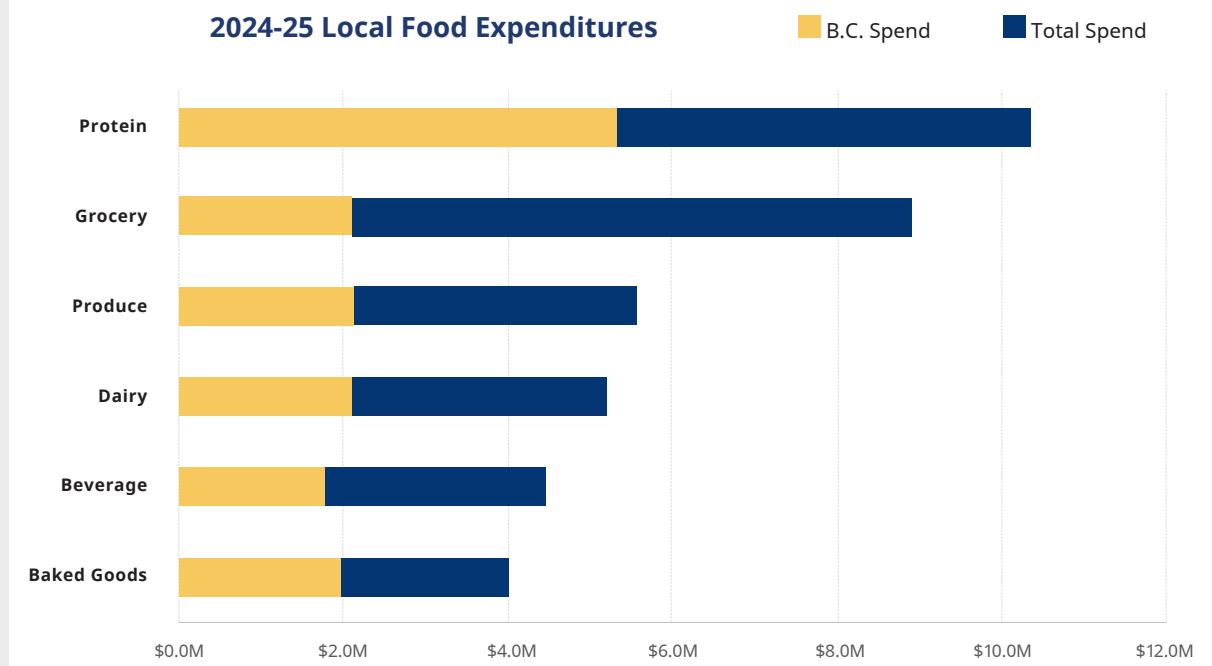


Figure 1 This figure shares the results of the 2024-25 Local Food Expenditures in B.C. PSIs by category.

Many institutions have maintained or exceeded local food expenditures year over year, with several reporting increases in 2024-25, such as Vancouver Community College (VCC) who are reporting at 42% and the University of Victoria (UVIC) with 46%. Small and medium PSIs are also achieving or exceeding the target; for example, Camosun College reported 40% local food expenditures. Some institutions experienced slight declines, influenced by factors such as limited resourcing, distribution challenges, and higher food costs. Institutions using third-party food service providers may also face data consistency issues that affect reported results.

Overall, the 2024-2025 tracking results tell stories of steady growth. Across the province, PSIs are finding new ways to bring B.C.-sourced food to campus, introducing new menus, and deepening partnerships with local suppliers.

PSIs purchased over 50% of protein and baked goods from B.C. producers

The 2024-25 results are a testament to the efforts that PSIs have put in to deepening relationships with local suppliers, such as through working collaboratively with their distributors or local farmers. Category insights reveal both areas of success and exciting opportunities to bring even more B.C. products to campuses.

The protein category leads in both total B.C. spend (\$5.3M) and share of local sourcing (51%), reflecting strong institutional demand for B.C.-sourced meats and plant-based proteins. Compared to the previous two years, protein spends have gone up across the province. In 2024-25, seafood became an area of success for advancing local and economic reconciliation goals. For example, Indigenous supplier Authentic Indigenous Seafood now serves several PSIs, including Thompson Rivers University (TRU) and UBC.

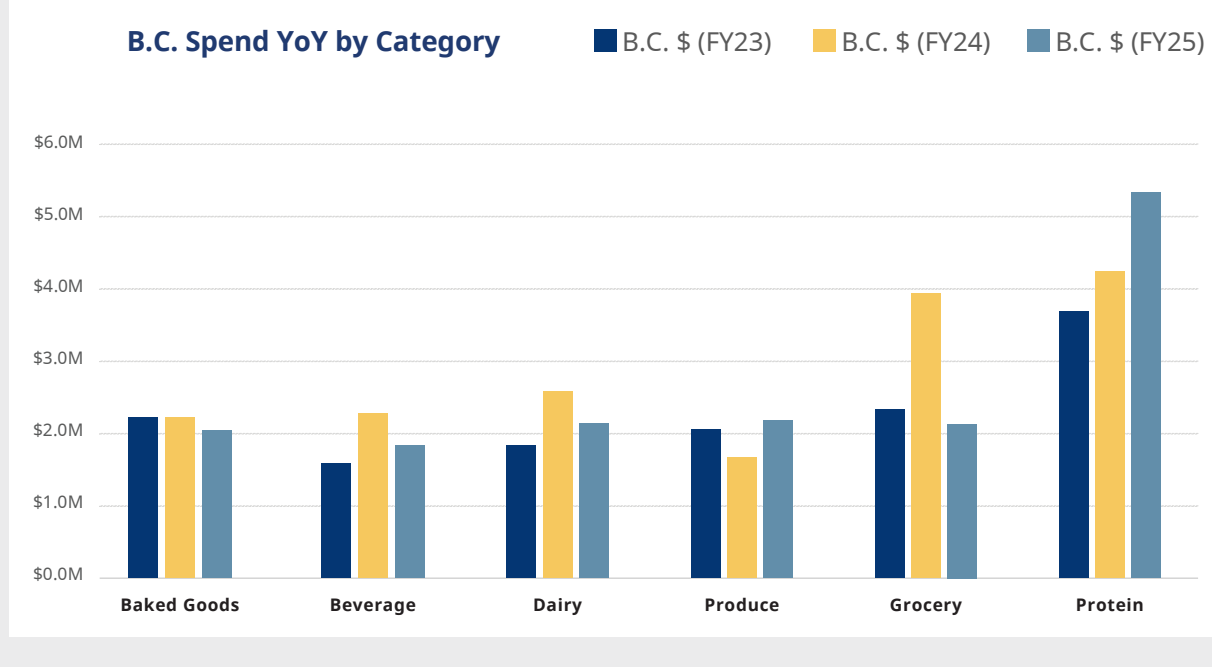


Figure 2 This dataset shows the change in B.C. spend over the last three years.

Baked goods follow closely, with 50% B.C. products supported by long-standing relationships with local bakeries. Dairy and beverages each report 40% B.C. products, with notable success from Farming Karma, an Okanagan-based beverage company that continues to thrive in the post-secondary sector, supplying to institutions such as Camosun College and Langara College. Produce is at 38%, indicating progress but leaving room to expand seasonal availability and strengthen partnerships with producers.

Finally, the beverage, dairy, grocery category all saw decreases in B.C. spend this year. Decreases in the grocery category may be the result of several factors, including reduced demand for pantry staples as a result of lower enrollment or a shift towards simplified menus which reduce the need for certain specialty packaged foods. It also highlights significant opportunities to replace imported packaged and shelf-stable products with B.C. alternatives.



PSIs are spotlighting suppliers on campus

The best way to hear a story is from the source itself. PSIs are taking this approach by bringing in stories to showcase their products directly to the campus community. By hosting events that showcase local suppliers, PSIs are able to test the product and get real time feedback.

Chartwells continues to work with PSIs to bring in local suppliers that fill in a gap in their menu offerings. CapU took this approach and are now supplying Not Too Sweet Soda and Happy Harvest Juice in their café as a result. At SFU, local businesses were invited to participate in serving stations around the Dining Commons during an initiative called Local Street. Participating suppliers included Maia Farms, Holy Duck Chilli Oil, Flavour's of China, Plant-Based Workshop, and Kula.

At UBC, local suppliers are featured monthly through the Local Spotlight Series. This program is also an outcome of a partnership with Feed BC with Flavour of Hope, a local not-for-profit, that supports immigrant and refugee women with entrepreneurship.



PSIs are supporting Indigenous food systems

From the Stó:lō Aboriginal Skills & Employment Training (SASET) Culinary Arts program at the University of the Fraser Valley to the Rooted Program at SFU, B.C.'s PSI are continuing to integrate Indigenous foods and traditions into their food service operations. The Cooking in Two Worlds Gathering brought together UBC Food Services, VCC, and Indigenous foods leader Jared Qwustenuxun Williams to connect cultural traditions through food. The gathering was supported by Feed BC's capacity funding and explored how institutions can integrate Indigenous culinary practices, local ingredients, and food stories into their food services. Participants learned about Indigenous food sovereignty, the role of local food systems, and the importance of respectful collaboration with Indigenous communities. Serving as both a cultural exchange and a practical demonstration, the event highlighted how institutions can source and prepare food in ways that support local Indigenous producers and decolonize food systems.



PSIs deliver innovative local food projects

Local Recipe Program at Capilano University

CapU partnered with Chartwells to launch a local recipe program, hiring local chefs who created 15 new recipes served across campus. CapU continues to meet student needs by continuing to gather feedback on meal options to ensure the offerings remain relevant and inclusive. This Feed BC funded program demonstrated how investing in local food directly strengthens campus culture and advances student engagement goals.

Addressing Local Food Security at the University of Northern British Columbia

The University of Northern British Columbia (UNBC) launched a hydroponics program to grow hyperlocal produce for its food services, supported through Feed BC capacity funding. The project addressed local food security, while providing hands-on learning opportunities. This initiative was a partnership between UNBC Sustainability, food services, the Thirsty Moose Pub, the UNBC Green Team (G-Force), and the Northern Undergraduate Student Society (NUGSS).



The 2024–2025 results demonstrate that participating institutions are making meaningful strides, with many achieving strong local procurement expenditures and building a culture of local food awareness. This momentum reflects the efforts of institutional leadership, food service providers, producers, distributors, and government partners, working together to create lasting change in B.C. food systems.



Guided by an Action Plan created in collaboration with PSI partners, the next two years will focus on advancing the following key priorities:

- Improve local food visibility for food purchasers at PSIs by working directly with broadline suppliers and food service providers to build more transparent and accessible systems for identifying and tracking local products;
- Find creative ways for PSIs to share the stories behind their food offerings; and
- Connect with and support B.C. suppliers.



This new **2025–2027 Action Plan** leverages the program's success in strengthening institutional capacity to source local foods, enhancing direct connections between PSIs and B.C. suppliers, and continuing to track and share the measurable impacts. Partners can expect targeted sourcing support, expanded engagement with food services providers, and resources to enable new sourcing opportunities. Ongoing activities such as annual tracking, one-on-one meetings, and business to business events, such as B.C. food pitch events and tradeshows, will continue to create valuable opportunities for collaboration, learning, and networking. These initiatives will make it easier for institutions to discover, source, and promote B.C. products that respond to campus community demands for more local and sustainable food. Partners can anticipate continued services that actively engage PSIs in advancing local food expenditures and a growing portfolio of success stories to share.

The next phase of Feed BC will build on the current foundation and advance the ways PSIs are already bringing B.C. food to campuses while continuing to develop a more connected food system that benefits students, institutions, producers, and communities across B.C.





FEED BC PSI ACTION PLAN



2025-2027

Feed BC in the public post-secondary sector is a partnership initiative led by the Ministry of Agriculture and Food, in partnership with the Ministry of Post-Secondary Education and Future Skills and 20 Feed BC Partner post-secondary institutions (PSIs). Since February 2021, Feed BC has been working to bring more B.C. foods to post-secondary partners across the province, and support their local food goals.

Program Focus

This 2025-2027 PSI Action Plan sets out activities for the next phase of the program to further strengthen and expand the Feed BC PSI Network.



Enhance Institutional
Capacity to Source
Local Foods



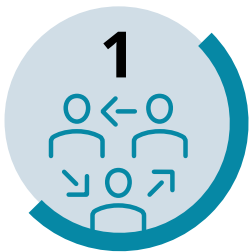
Build Strong
Connections to B.C.
Food Suppliers



Continue to Track
and Showcase B.C.
Food Success

2025-2027 FEED BC ACTION PLAN

To continue Feed BC's impact on local food, these are the six program areas to implement in 2025-2027:



Network Meetings

- Deliver a successful **annual gathering** to share successes and identify collaboration opportunities.
- Facilitate a **tracking webinar** to support local food reporting.



Annual Tracking Supports

- Support **PSI Partners with local food tracking** including the B.C. suppliers they are purchasing from and working with.
- Facilitate **annual 1:1 meetings** with PSIs to discuss successes and challenges.
- Help **PSIs to use tracking data** to identify new sourcing opportunities.



Targeted Engagement

- Run an **engaged and effective working group** for PSIs using Chartwells.
- Engagement with **food service operators** and contracted food services.



Business Connection Events

- Plan **delivery of B2B events** such as product pitch sessions, tradeshows, or supplier showcases. These will be assessed based on available funding and partnership opportunities.



Annual Report and Letter

- Design and deliver a **President's Letter and Tracking Results** to signal the progress that PSIs are making around local food.



Promote B.C. Food Information

- Raise **awareness and share information** on B.C. foods through existing channels such as Champions Newsletter, expanded BC Food Directory, Indigenous foods resources, targeted sourcing support, and product lists.

2025 Suppliers List by Category

Baked Goods

[Bake My Day](#)

Vancouver Island

Gluten free baked goods.

[Bakemark Canada](#)

Lower Mainland

Fresh selection of baked goods.

[Benson Foods Ltd.](#)

Lower Mainland

Fresh selection of baked goods.

[Bonus Bakery](#)

Lower Mainland

Vegan baked goods.

[Cakes Etc.](#)

Vancouver Island

Baked goods and specialty cakes.

[Elaichi Patisserie](#)

Lower Mainland

Indian inspired French pastries.

[Gizella Bakery](#)

Lower Mainland

Fresh bread, cakes, pastries, custom orders.

[Grounds for Coffee](#)

Lower Mainland

Café with selection of baked goods.

[Irene's Bakery](#)

Vancouver Island

Bread, cake, dessert.

[Irene's Hot House Pizza](#)

Vancouver Island

5 city and 3 UVIC campus locations.

[Island City Baking](#)

Lower Mainland

Wholesale baked goods.

[Kam's Gourmet](#)

Lower Mainland

Packaged samosas, quinoa burgers.

[Mark Crest Foods Ltd.](#)

Lower Mainland

Pies, cake.

[Monte Cristo Bakery](#)

Lower Mainland

Commercial bakery producing a full range of baked goods.

[Oh Yas Goodies](#)

Lower Mainland

Gluten free, vegan doughnuts.

[Pace Processing](#)

Lower Mainland

Pizza crust.

[Panela Lemon](#)

Lower Mainland

Stuffed cookies.

[Portofino Bakery](#)

Vancouver Island

Bread.

[Romeo's Pizza](#)

Vancouver Island

Local pizza and pasta.

[Sante Delights](#)

Lower Mainland

Gluten free baked goods.

[Sienna Bakery](#)

Commercial bakery available through Gordon Food Service.

[Stuyvers Bakery](#)

Fraser Valley

Bread.

[Susgrainable](#)

Lower Mainland

Upcycled pastries.

[Swiss Bakery](#)

Lower Mainland

Vancouver wholesale bakery and café.

[The Original Cakerie](#)

Lower Mainland

Food service format desserts and cakes.

[The Pie Factory](#)

Vancouver Island

A full range of fruit and meat pies made from scratch.

[Wendel's True Foods](#)

Fraser Valley

Cake, bread, chocolate, dessert.

[Zorba's Bakery](#)

Lower Mainland

Pita, Greek dips, spanakopita.

Beverage

[Callister Soda](#)

Lower Mainland

Small batch craft sodas.

[Canterbury Coffee](#)

Vancouver Island

Roaster and distributor with various coffee blends.

[Chasers Juic](#)

Fraser Valley

Juice.

[CrossRoads Brewing](#)

Northern

Alcoholic beverage products.

[Ethical Bean Coffee](#)

Lower Mainland

Fairtrade organic coffee beans, grounds, and pods.

[Farming Karma](#)

Interior

Sparkling juice drinks made from Okanagan fruit.

[Fernwood Coffee](#)

Vancouver Island

Local Coffee.

[Happy Gut Pro](#)

Northern

Local healthy juices.

[Happy Planet](#)

Lower Mainland

Local healthy juices.

[Kindred Cultures](#)

Lower Mainland

Kefir water.

[Kootenay Kombucha](#)

Interior

Fermented sodas.

[Level Ground Coffee Roasters](#)

Vancouver Island

Fair trade roaster with medium and dark roasts.

[Miller and Smith Foods](#)

Fraser Valley

Frozen fruit juice, fruit.

[MotherLove Ferments](#)

Interior

Kombucha, water kefir.

[North Roast Coffee](#)

Northern

Small batch coffee roaster with fresh high quality beans.

[Oso Negro Coffee](#)

Interior

Coffee products from Nelson.

[Phillips Brewing](#)

Vancouver Island

Non alcoholic beverages and craft beers.

[Red Bridge Distillery](#)

Interior

Spirits.

[Rich Tea](#)

Interior

Various bubble tea drinks and a small selection of rice and noodle dishes.

[Saltspring Coffee](#)

Vancouver Island

Coffee.

[Stoke Juice](#)

Interior

Cold pressed, raw, and organic juice.

Confectionary

[Chocxo](#)

Lower Mainland

Sustainably sourced assorted chocolates.

[Denman Island Chocolates](#)

Vancouver Island

Confectionary products and premium chocolates.

[Foley's Chocolates & Candies](#)

Lower Mainland

Chocolate, sweets, candies.

Dairy Products, Eggs, Alternatives

[Armstrong Cheese](#)

Interior

Dairy and cheese products, processed in B.C.

[Avalon Dairy](#)

Lower Mainland

Milk, yogurt, cheese, butter, kefir.

[Blackwell Dairy Farm](#)

Interior

Beef and dairy including farm fresh milk, cream, chocolate milk and eggnog.

[Castle Cheese \(West\)](#)

Interior

Cheese, shredded blends and cheese alternatives.

[Cowichan Milk Company](#)

Vancouver Island

Dairy products.

[Earth's Own](#)

Lower Mainland

Oat, soy and almond plant "milks" and dip.

[EggSolutions \(Vanderpol's\)](#)

Fraser Valley

Variety of products such as liquid and hard boiled eggs, patties, omelets and quiche.

[Farmer Ben's Eggs](#)

Vancouver Island

Vancouver Island egg supplier.

[Golden Valley Foods Ltd](#)

Fraser Valley

Fraser Valley egg producer.

[Little Qualicum Cheeseworks](#)

Vancouver Island

Small, family run cheesemaking facility.

[Living Tree Foods](#)

Lower Mainland

Cashew cream cheeses, yogurts, and other meat and dairy alternatives.

[Meadowfresh Dairy](#)

Lower Mainland

Products include eggs, cheese, yogurt, butter and ice cream.

[Natural Pastures Cheese Company](#)

Vancouver Island

Cheeses and dairy products.

[Olympic Dairy Products](#)

Lower Mainland

Fresh yogurt with 100% naturally sourced ingredients.

[Paradise Island Foods Inc.](#)

Vancouver Island

100% Canadian milk, range of whole and grated cheeses and alternatives.

[Plant Veda](#)

Lower Mainland

Plant-based milk.

[Scardinillo Cheese](#)

Lower Mainland

Producer of fresh cheese.

[The Village Cheese Company](#)

Interior

Cheddar, swiss, feta, gouda, and parmesan cheeses.

[Yoggu Foods](#)

Lower Mainland

Greek-based yogurt, craft fermented.

Distributor

[Fresh Start Foods](#)

Lower Mainland

Cut fruits, vegetables, salads, and blends for food service.

[Integra Foods Intl.](#)

Vancouver Island

Seafood commodity wholesaler.

[Snow Cap](#)

Lower Mainland

Bakery and food service distributor.

[Sun Rich Foods](#)

Lower Mainland

Variety of fresh cut product items.

Grocery and Prepared Foods

[Agra Tandoori Restaurant](#)

Lower Mainland

South Asian meals.

[Barakah Eats](#)

Lower Mainland

South Asian halal entrees.

[Bento Sushi](#)

Vancouver Island

Sushi chain with local location.

[Birthe Miller Jams](#)

Northern

Local jams from Prince George.

[Brightside Foods](#)

Lower Mainland

Vegetarian and vegan heat-and-serve burritos and pinto pockets.

[Caffe De Medici](#)

Lower Mainland

Italian prepared food.

[Columbian Antojitos](#)

Lower Mainland

Local Empanadas and prepared Colombian products.

[Cruze Co.](#)

Interior

Fresh sandwiches, salads, and treats through vending food fridges.

[Dollar Food Manufacturing](#)

Lower Mainland

Ready to eat entrees.

[El Comal](#)

Lower Mainland

Mexican tacos and burritos.

[Energy Bombs](#)

Interior

Gluten and sugar free granola snacks, in 3 flavours.

[Eugene's Greek Food](#)

Lower Mainland

Wholesale Greek foods and bakery.

[Favorite Foods Ltd.](#)

Lower Mainland

Asian sauces for food service.

[Fredrich's Honey](#)

Vancouver Island

Unpasteurized honey, pollen, and propolis.

[Free Yumm Bars](#)

Lower Mainland

Allergen-free snacks.

[Fresh Is Best](#)

Interior

Tortilla chips, salsas, dips and sauces.

[Golden Boy Foods Inc](#)

Lower Mainland

Nut products, chocolate.

[Goodly Foods Society](#)

Lower Mainland

Soups and meals made from surplus produce.

[Grimm's Deli](#)

Northern

Italian Food.

[Healthy Hippo Candy](#)

Lower Mainland

Low Sugar Candy Brand.

[Hon's Wun Tun House](#)

Lower Mainland

Chinese food restaurant.

[Indianlife Food Corporation](#)

Lower Mainland

All natural "heat serve" Indian vegetarian food.

[Kim Chau Deli](#)

Lower Mainland

Deli, sandwich.

[Konscious](#)