

Top 20 B.C. Food Opportunities in B.C. Healthcare

The following are the currently identified Top 20 in-demand food products in B.C. healthcare facilities *with the potential to be sourced and supplied in B.C.*

Many B.C. food producers and processors are interested in supplying food products to B.C. healthcare facilities. Feed BC market research¹ identified the Top 20 food products used by B.C. healthcare facilities that are currently sourced outside B.C.² but which have the greatest *potential* to be sourced (produced or processed) in B.C. These include:

1. Chicken	11. Salmon
2. Turkey	12. Apple sauce
3. Beef	13. Coffee
4. Frozen vegetables	14. Sugar
5. Frozen berries	15. Tea
6. Frozen mashed potatoes	16. Frozen soups
7. Muffins	17. Ice cream
8. Fresh salads	18. Yogurt
9. Frozen pre-cooked entrees	19. Rice
10. Cheese (slices and bulk)	20. Honey

*Note bottled water in various sizes is also a top 20 opportunity in B.C. healthcare

Examples of types of product specifications for these foods in B.C. healthcare facilities:

Product/ Product Category	Product Specifications
Chicken	Frozen chicken in whole or parts; frozen further processed chicken (e.g., cooked, battered, breaded)
Turkey	Frozen raw and cooked turkey products including cooked turkey
Beef	Ground beef, beef cubes, beef strips
Frozen vegetables	Various
Frozen berries	Various
Frozen mashed potatoes	Fresh or frozen mashed potatoes
Muffins	Individually wrapped or unwrapped; muffin batter
Fresh salads	Various

¹ Market opportunity research conducted by Ference & Company, March 2019, based on data from B.C.'s Interior Health Authority and feedback from the Health Authorities Local Food Working Group, group purchasing organizations, food service management companies, as well as B.C. food processors to explore potential capacity and interest. Product needs may vary among health authorities.

² These products may currently be completely or partially (e.g., a portion of volume) sourced from outside B.C.

Frozen pre-cooked entrees	Various
Cheese	Block, sliced and shredded cheddar and mozzarella
Salmon	Bulk and portion sized cuts
Apple sauce	Cups; containers; pails
Coffee	Regular and decaffeinated
Sugar	Bulk icing sugar; individual packets
Tea	Bags, various flavours
Frozen soups	Various
Ice cream	Cups, bulk
Yogurt	Cups, bulk
Rice	Various varieties
Honey	Various container sizes

It is estimated that, if made available, purchasing these products from B.C. producers and processors could create revenues of as much as \$18-22 million per year and further support food product supply/innovation.

Some of these products/product categories are currently available in B.C. Others would require higher volume, new equipment or infrastructure, or other investment to provide products in the size, form and price required by B.C. healthcare facilities.

Through Feed BC, the Ministry of Agriculture is using these findings to better understand the market opportunities in healthcare and develop supports and services for B.C. producers and processors interested in selling to these and other government facilities.

Interested in selling to a B.C. government-supported facility?

Typically, a food product must first be approved by a health authority as well as the group purchasing organization or contracted food service company, meet necessary specifications for that product (e.g., price point, nutritional requirements, packaging), meet required food safety certifications, and have assurance of supply. Additionally, long-term contracts may already be in place with existing large-scale suppliers.

The B.C. Ministry of Agriculture's *Selling B.C. Food to B.C.'s Government-Supported Facilities: A Starter Guide for Producers and Processors* provides important information and tips to get started. The guide, along with other Feed BC information and resources can be found at: www.gov.bc.ca/FeedBC

For other business development and market development information and services, contact:

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