



Pitch&Plate

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



Presented by
Feed BC and Good to Grow





Pitch&Plate

After four successful events in 2021 and 2022, that highlighted 48 companies from around the province Pitch & Plate is back at Simon Fraser University's beautiful new Student Union Building to showcase 12 producers and processors from B.C. that are emerging or 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 & 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 Simon Fraser University for generously hosting this event and the Advisory Group of Feed BC partners that helped review and select the final presenters: Simon Fraser University, University of British Columbia, Fraser Health, Island Health and Chartwells, Compass Group Canada.

We respectfully acknowledge the unceded traditional territories of the Coast Salish peoples, including the səliłwətaʔt (Tseil-Waututh), kʷikʷəłəm (Kwkwetlem), Skw̓xwú7mesh Úxwumixw (Squamish) and xʷməθkʷəy̓əm (Musqueam) Nations, on which SFU Burnaby is located, and that participants will be joining from across the province on the traditional lands of Indigenous Peoples.

AGENDA | FEBRUARY 9, 2023 12:30PM–4:45PM

TIME	COMPANY	PRODUCT SAMPLING
12:30PM – 1:00PM	Check-in, Refreshments and Pre-Event Networking	
1:00PM – 1:15PM	OPENING REMARKS: GOOD TO GROW, MINISTRY OF AGRICULTURE AND FOOD, AND SIMON FRASER UNIVERSITY	
1:15PM – 1:25PM	Big Mountain Foods	Soy-Free Tofu
1:30PM – 1:40PM	Gratitude Seafood <i>St. Jean's Cannery & Smokehouse</i>	Canadian Salmon, Skinless Boneless-Smoked
1:45PM – 1:55PM	The Plant Based Workshop <i>The Workshop Vegetarian Café Ltd.</i>	Vegan Spicy Tan Tan Ramen
2:00PM – 2:10PM	Sunrise <i>Sunrise Soya Foods</i>	Extra Firm Tofu
2:15PM – 2:25PM	Tamaly Shop	Chicken Mole Tamale
2:30PM – 2:40PM	Rosstown Farms & Natural Foods	Taco Seasoned Chicken
2:45PM – 2:55PM	Grandpa J's Seasoning Inc.	Greko Lemon™ Roast Potatoes Seasoning
3:00PM – 3:10PM	KULA Foods	Plant-Based Ginger Beef with Pili Pili Sauce
3:15PM – 3:25PM	Chiwis	Tropical Kiwi Chips
3:30PM – 3:40PM	Bonus Bakery	Liege Waffle
3:45PM – 3:55PM	Wise Bites <i>Wise Bites Collections Inc.</i>	Oat & Quinoa Super Cookie Fudge Bar
4:00PM – 4:10PM	Plantastic <i>Plantastic Food Inc.</i>	Cappuccino Dairy-Free Cheesecake
4:10PM – 4:15PM	CLOSING REMARKS	
4:15PM – 4:45PM	Let's Dish! <i>Post-Event Networking</i>	

Companies

BIG MOUNTAIN FOODS

Soy free, high protein tofu made with Canadian fava beans



Delta | Established in 1987, Big Mountain Foods is women-owned and operated. Their mission is grounded in developing healthy plant-based food that not only tastes great, but is good for you. Big Mountain Foods has built the first ever soy-free tofu factory in the world. The fava bean tofu has won numerous awards including Product of the Year and Best Innovation at the 2022 BCFB Awards.

CERTIFICATIONS & LICENSES	HACCP, Federally inspected (CFIA), Non-GMO Project, Vegan (Vegan Awareness Foundation), Halal (HIC Canada), Upcycled Food Association, The Detox Project
BROADLINE DISTRIBUTION	No
CONTACT	Jasmine Byrne
PHONE	604-839-6761
EMAIL	jasmine@bigmountainfoods.com
WEBSITE	https://bigmountainfoods.com



GRATITUDE SEAFOOD

ST. JEAN'S CANNERY & SMOKEHOUSE

Frozen and shelf-stable seafood products from Aboriginal approved sources, packed in an Aboriginal owned facility



Nanaimo | Gratitude Seafood offers more than just delicious seafood. They invite you to join them on their journey to re-connect with and revitalize Aboriginal communities as harvesters and stewards of the land and sea. Not only is Gratitude Seafood a source of sustenance, with every purchase you are helping breathe new life in their communities and yours. 3% of annual sales are returned directly to Aboriginal initiatives. Gratitude Seafood is grateful for the opportunity to share their authentic Aboriginal seafood experience with you.

CERTIFICATIONS & LICENSES	GlobalGAP, HACCP Compliant, Federally inspected (CFIA), Best Aquaculture Practices chain of custody, Marine Stewardship Council, Canadian Aboriginal and Minority Supplier Council
BROADLINE DISTRIBUTION	Yes
CONTACT	Steve Hughes
PHONE	250-754-2185
EMAIL	steve@stjeans.com
WEBSITE	https://gratitudeseafood.com https://stjeans.com



THE PLANT BASED WORKSHOP

**THE WORKSHOP
VEGETARIAN CAFÉ LTD**

Asian inspired, mind blowing plant based products with clean ingredients



North Vancouver | The Plant Based Workshop believes that becoming plant-based is the key to living an abundant lifestyle. They eliminate barriers for everyone by creating undeniably delicious food. Asian inspired, innovative plant-based products without compromises!

CERTIFICATIONS & LICENSES	n/a
BROADLINE DISTRIBUTION	No
CONTACT	Tak Yamada
PHONE	604-839-8860
EMAIL	noods@plantbasedworkshop.com
WEBSITE	https://plantbasedworkshop.com



SUNRISE

SUNRISE SOYA FOODS

Tofu, desserts and soy beverages made from non-GMO soybeans



Vancouver | Sunrise Soya Foods is a 100% family owned company established in 1956. They are a popular tofu brand with exceptional quality soy products made from mainly non-GMO, top-quality soybeans, grown on Canadian farms and produced in three facilities across Canada including their Lower Mainland, B.C. facility.

CERTIFICATIONS & LICENSES	SQF, HACCP, Organic (QAI), Non-GMO Project, Kosher
BROADLINE DISTRIBUTION	Yes
CONTACT	Hellen Jiang
PHONE	604-253-2326 ext 662
EMAIL	hjiang@sunrise-soya.com
WEBSITE	https://sunrise-soya.com



TAMALY SHOP

Prepared authentic Mexican tamales



Vancouver | Blending ancient flavours with local ingredients, Tamaly Shop invites you to experience Mesoamerican culture through the rich and balanced flavours of corn, vegetables, meat, fruit and spices. Rich, authentic masa dough, complimented by traditional and signature fillings gives a natural energy boost, from the combination of fats, carbohydrates and proteins.

CERTIFICATIONS & LICENSES	n/a
BROADLINE DISTRIBUTION	No
CONTACT	Elizabeth Gamez
PHONE	778-919-0367
EMAIL	admin@tamaly-shop.com
WEBSITE	https://tamaly-shop.com



ROSSDOWN FARMS & NATURAL FOODS

Organic, raised without antibiotic and conventional chicken and turkey



Abbotsford | Tucked away in British Columbia's fertile Fraser Valley, Rosstown Farms & Natural Foods is dedicated to providing the highest quality chicken and turkey products. Owning their own hatcher, feed mill, and processing plant means that they are more than just farmers - but at the heart of it all, they are farmers (and proud of it). While some would call it an overbearing need for control, they prefer the term "Farm-to-Plate Quality" and the best way to provide a trusted source of healthy high quality chicken and turkey products.

CERTIFICATIONS & LICENSES	GlobalGAP, SQF, HACCP, Halal (BC Muslim Association)
BROADLINE DISTRIBUTION	Yes
CONTACT	Chris Ormiston
PHONE	250-252-2131
EMAIL	chris.ormiston@rossdown.com
WEBSITE	https://rossdown.com



GRANDPA J'S SEASONING INC.

Seasoning blends free from MSG



Vancouver | Grandpa J's Seasonings Inc is a 100% woman-owned company specializing in the manufacturing of seasoning blends. Established in food service, they sell to restaurants, large franchise chains, catering halls, institutional kitchens, and golf courses. During the pandemic they pivoted to include retail and can be found in 120 stores in B.C. Their Greko Lemon™ Roast Potatoes Seasoning was nominated in the top 10 for Product of the Year at the BC Food & Beverage Awards.

CERTIFICATIONS & LICENSES	HACCP, Federally inspected (CFIA), Buy BC
BROADLINE DISTRIBUTION	Yes
CONTACT	Jenny Sior
PHONE	604-828-7252
EMAIL	jenny@grandpajs.com
WEBSITE	https://www.grandpajs.com



KULA FOODS

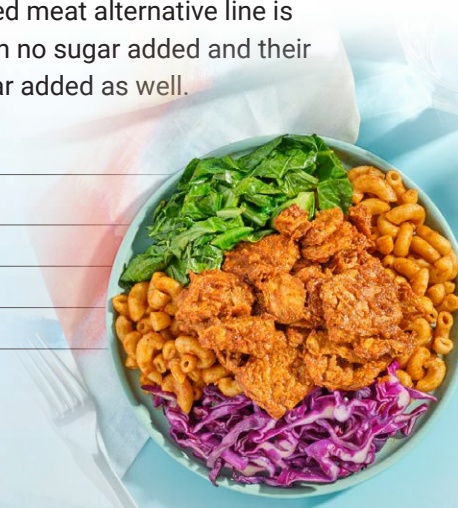
Afro vegan meat alternatives and sauces that are gluten-free, soy-free, and no sugar added



K U L A

Vancouver | Meaning “to eat” in Swahili, KULA's mission is making culturally relevant, plant-based nourishment accessible. As a Black-owned woman-led business, KULA is focused on diversifying the plant-based space beyond the ethnic aisle. Their plant-based meat alternative line is sourced from Canadian grown pea protein, with no sugar added and their BBQ and hot sauces are delicious with no sugar added as well.

CERTIFICATIONS & LICENSES	Federally inspected (CFIA)
BROADLINE DISTRIBUTION	Yes
CONTACT	Asha Wheeldon
PHONE	604-655-5044
EMAIL	info@kulakitchen.ca
WEBSITE	https://kulafoods.ca



CHIWIS

100% natural upcycled fruit chips



Squamish | Chiwis is a Squamish based certified women-owned business that is dedicated to making 100% natural fruit chips that reduce food waste by using upcycled fruits, and as much of the fruit as possible including the skin, core, and rind, which are all edible, nutritious, and delicious!

CERTIFICATIONS & LICENSES	SQF, HACCP, Federally Inspected (CFIA)
BROADLINE DISTRIBUTION	Yes
CONTACT	Sarah Goodman
PHONE	778-991-0831
EMAIL	sarah@chiwis.co
WEBSITE	https://chiwis.co



BONUS BAKERY

Mindblowing plant-based baked goods



Vancouver | Bonus Bakery is a 100% plant-based bakery making an array of mindblowing baked goods: stuffed cookies, Liege waffles, cinnamon buns, pizza pretzels, scones, and croissants. All made from scratch, by hand and baked fresh every day. Bonus' mission is to appeal to all by breaking every obstacle related to plant-based baking: visually appealing, priced reasonably, and amazing taste and flavour.

CERTIFICATIONS & LICENSES	n/a
BROADLINE DISTRIBUTION	No
CONTACT	Pierrick Tanguy
PHONE	778-997-2245
EMAIL	info@bonusbakery.com
WEBSITE	https://bonusbakery.com



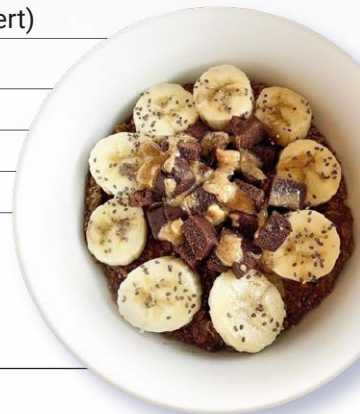
WISE BITES**WISE BITES COLLECTIONS INC.**

Plant-based cookies and bars that are certified gluten-free, nut-free, non-GMO, and free from the top 11 allergens



Richmond | Wise Bites is a producer of plant-based healthy snacks, cookies, cookie bars and muffins. They are certified vegan, gluten-free, nut-free, non-GMO, and kosher. All of their products have been made with increased protein, fiber and minerals as Wise Bites aims to make it easier for everyone to have healthier options.

CERTIFICATIONS & LICENSES	SQF, HACCP, Federally inspected (CFIA), Gluten-Free (GFCO), Kosher, Non-GMO Project, Vegan (VegeCert)
BROADLINE DISTRIBUTION	No
CONTACT	Cathline James
PHONE	604-273-0242
EMAIL	cjames@wise-bites.com
WEBSITE	https://wise-bites.com

**PLANTASTIC****PLANTASTIC FOOD INC.**

Dairy-free, gluten-free and refined-sugar free desserts



Burnaby | Plantastic crafts 100% dairy-free and gluten-free cheesecakes and supplies them to restaurants, and in-store bistros and bakeries. Their mission is to help lactose-intolerant consumers enjoy delicious desserts without any harmful health effects. Not only are their products dairy and gluten-free, they are simply delicious desserts that are designed to provide pure joy without harming people and their planet. Made with less than 10 ingredients without any fillers and preservatives.

CERTIFICATIONS & LICENSES	n/a
BROADLINE DISTRIBUTION	No
CONTACT	Sanit Jain
PHONE	778-751-2100
EMAIL	sanit@plantasticfood.ca
WEBSITE	https://www.plantasticfood.ca



Facilitators

FEED BC



feedBC
Bringing B.C. food to public institutions

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.

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](#).

EMAIL: feedbc@gov.bc.ca

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

GOOD TO GROW NATURAL PRODUCTS COACHING



GOOD TO GROW

About Good to Grow | Good to Grow is a team of food industry experts and business educators who create success for B.C. food and beverage brands. They provide business coaching, workshops and learning cohorts, and their signature event From The Ground Up Conference and Trade Show. Good to Grow believes a food-secure, sustainable future for B.C. starts with local first.

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