

Smukowich, Don AGRI:EX

From: Smukowich, Don AGRI:EX
Sent: Monday, October 3, 2016 1:35 PM
To: Johnson, Lisa E AGRI:EX
Subject: FW: Ag debate

Not sure if I sent this to you to place a hold in the calendar but MNL has agreed

From: Reg Ens [<mailto:reg@bcac.bc.ca>]
Sent: Friday, September 30, 2016 11:00 AM
To: Smukowich, Don AGRI:EX
Subject: Ag debate

Morning Don

The Pasific Ag Show has gotten back to me. They are suggesting that the ag debate be scheduled for 4:15 on January 26 (Thursday). They are suggesting this as there is a large reception after this that the candidates could attend if they wanted.

Let me know what you think and if this does not work.

Reg

Sent from Samsung tablet

Smukowich, Don AGRI:EX

From: Smukowich, Don AGRI:EX
Sent: Friday, September 30, 2016 12:50 PM
To: Reg Ens
Subject: Re: Ag debate

Ok it's in his calendar

Sent from my BlackBerry 10 smartphone on the TELUS network.

From: Reg Ens
Sent: Friday, September 30, 2016 11:05 AM
To: Smukowich, Don AGRI:EX
Subject: Ag debate

Morning Don

The Pasific Ag Show has gotten back to me. They are suggesting that the ag debate be scheduled for 4:15 on January 26 (Thursday). They are suggesting this as there is a large reception after this that the candidates could attend if they wanted.

Let me know what you think and if this does not work.

Reg

Sent from Samsung tablet

Smukowich, Don AGRI:EX

From: Reg Ens <reg@bcac.bc.ca>
Sent: Tuesday, September 6, 2016 3:45 PM
To: Smukowich, Don AGRI:EX
Subject: Pacific Ag Show

Afternoon Don

The organizers of the Pacific Ag Show (the trade show at Tradex the days after the Gala) are interested in organizing a mini Ag debate between the parties before the election. This would be more serious than the fun we are hoping to have at the Gala. We'd have to work out the details, but in concept would the Minister be into doing something like this? Would likely be Thursday or Friday (Jan 26 or 27).

Let me know if I should be going through the Party for these types of questions rather than through the Minister's office.

Thanks

Reg Ens
Executive Director
BC Agriculture Council (BCAC)
604-854-4454
<http://www.bcac.bc.ca/>

Smukowich, Don AGRI:EX

From: Smukowich, Don AGRI:EX
Sent: Tuesday, September 6, 2016 7:49 PM
To: Reg Ens
Subject: Re: Pacific Ag Show

O am on the road this week but will check schedule next week

Sent from my BlackBerry 10 smartphone on the TELUS network.

From: Reg Ens
Sent: Tuesday, September 6, 2016 3:45 PM
To: Smukowich, Don AGRI:EX
Subject: Pacific Ag Show

Afternoon Don

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Let me know if I should be going through the Party for these types of questions rather than through the Minister's office.

Thanks

Reg Ens
Executive Director
BC Agriculture Council (BCAC)
604-854-4454
<http://www.bcac.bc.ca/>

Bill, Karen F AGRI:EX

From: Reg Ens <reg@bcac.bc.ca>
Sent: Monday, August 1, 2016 12:58 PM
To: Bill, Karen F AGRI:EX
Subject: 2017 Ag Gala

Hi Karen

Hope that you are have (had) a great BC Day long weekend.

I have a crazy question for you (from Rhonda). For the Gala this year and as we (you) will be in full election mode, we were wondering if you (the Minister) would be into having some fun for the evening. The idea we're thinking of is some kind of spoof on "the amazing election race" or "political survivor" and have the Minister and the Critic engage with the MC's (local comedians) to poke fun at ourselves (some of the farm leaders you have to deal with) and the process. Thinking that this would be 10-15 minutes, all above the belt and respectful, but fun (thinking the Press Corp Dinner). We'd work with you with the material etc.

So is this a possibility? If so what do you need for next steps.

Thanks

Reg Ens
Executive Director
BC Agriculture Council (BCAC)
604-854-4454
<http://www.bcac.bc.ca/>

Letnick, Norm AGRI:EX

From: Letnick, Norm AGRI:EX
Sent: Friday, January 20, 2017 9:20 AM
To: Knudsen, Mark AGRI:EX
Subject: Re: Media request

Approved.....am I to call?

Norm Letnick, MLA
Minister of Agriculture

On Jan 20, 2017, at 8:52 AM, Knudsen, Mark AGRI:EX <Mark.Knudsen@gov.bc.ca> wrote:

For approval please.

Reporter

Mike Smyth, Reporter
The Province
msmyth@postmedia.com
250-812-6462

Deadline noon.

Request

An article from the Times-Colonist (copied below) says Minister Letnick is organizing a dinner event with Premier Christy Clark in Kelowna on Jan. 26. Can you confirm if this is correct?

Can you tell me if the minister was originally scheduled to appear at a B.C. Agriculture Council event on that same day but had to cancel his appearance there in order to be in Kelowna?

Also looking for comment on the strength of our position in the wine dispute with the United States.

Background:

Re. the BCAC question:

- Any suggestion that the minister is not meeting is just false.
- On January 25th, Minister Letnick will be spending his evening engaging directly with representatives of BC's Agriculture sector, while attending the BC Agriculture Council's largest event of the year, the BC Agri-Food Industry Gala 2017.
- The annual event attracts over 450 BC farmers and ranchers, industry organizations and government officials.

On Wine:

- We can arrange for Bill Anderson to walk you through the technical details as well if you like.

- As stated in Minister Bond's statement yesterday (https://archive.news.gov.bc.ca/releases/news_releases_2013-2017/2017JTST0008-000093.htm), we support the growth of the wine industry, and we will defend it against the challenge from the U.S. The B.C. government is confident that we are complying with B.C.'s and Canada's international trade obligations. Trade agreements such as NAFTA allow for a number of private wine outlets that sell only B.C. wine, and we are confident in the approach we have taken.

Times Colonist (Victoria), Page A10, 14-Jan-2017

Few politicians immune to cash-for-access

By Dermot Travis

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Bill, Karen F AGRI:EX

From: Raymond, Mark AGRI:EX
Sent: Tuesday, October 25, 2016 6:16 PM
To: AGRI All
Subject: Folding Tables - MIA

Good Afternoon,

The Social Committee and the Pacific Ag Show Committee are looking for two their plastic folding tables. If you have borrowed one, please return and let me know.

Thank You,
Mark Raymond, P. Ag., CCA
AI Senior Manager, Resource Management Unit
BC Ministry of Agriculture
Tel: (604) 556-3107
Fax: (604) 556-3030
mark.raymond@gov.bc.ca

Bill, Karen F AGRI:EX

From: Knudsen, Mark ENV:EX
Sent: Monday, January 23, 2017 3:02 PM
To: Letnick, Norm AGRI:EX
Subject: KMs

“Agriculture is a key and growing part of the British Columbia economy and the BC Agriculture Council plays a pivotal role in that growth.

“My office worked with the organizers to engage with farmers and ranchers and deliver remarks at the gala dinner and so a decision was made there was not a need to tour the booths on the exhibition floor the following day.

“However, the premier has been very clear that governing comes first, so I will be speaking at the gala dinner, as previously planned, and attending the opening day of the exhibition.”

Mark Knudsen

A/ Chief of Staff to the Hon. Norm Letnick

Bill, Karen F AGRI:EX

From: Knudsen, Mark ENV:EX
Sent: Monday, January 23, 2017 11:05 AM
To: Phelps, Blair GCPE:EX
Cc: Gordon, Matt GCPE:EX; Mills, Shane PREM:EX
Subject: Lines for Shaw

Thoughts?

“Agriculture is a key and growing part of the British Columbia economy and the BC Agriculture Council plays a pivotal role in that growth.

“My office worked with the organizers to engage with farmers and ranchers and deliver remarks at the gala dinner and so a decision was made there was not a need to tour the booths on the exhibition floor the following day.

“However, the premier has been very clear that governing comes first, so I will be speaking at the gala dinner, as previously planned, and attending the opening day of the exhibition.”

Mark Knudsen

A/ Chief of Staff to the Hon. Norm Letnick

Bill, Karen F AGRI:EX

From: Knudsen, Mark ENV:EX
Sent: Sunday, January 22, 2017 1:28 PM
To: Phelps, Blair GCPE:EX; Mills, Shane PREM:EX
Cc: Wolford, Jessica GCPE:EX; Gordon, Matt GCPE:EX
Subject: Re: Smyth

These bullets are approved. Thanks Blair.

From: Phelps, Blair GCPE:EX
Sent: January-22-17 1:24 PM
To: Mills, Shane PREM:EX; Knudsen, Mark AGRI:EX
Cc: Wolford, Jessica GCPE:EX; Gordon, Matt GCPE:EX
Subject: Re: Smyth

So we are all on the same page I will be sending this statement to Shaw and Smitty.

Agriculture is a key and growing part of the British Columbia economy and the BC Agriculture Council plays a pivotal role in that growth. That's why I am pleased to be attending this Wednesday's evening gala dinner as a guest speaker and I am planning to attend the trade show the following day as well.

Sent from my Samsung Galaxy smartphone.

----- Original message -----

From: "Phelps, Blair GCPE:EX"
Date: 2017-01-21 5:37 PM (GMT-08:00)
To: "Mills, Shane PREM:EX" , "Knudsen, Mark AGRI:EX"
Cc: "Wolford, Jessica GCPE:EX" , "Gordon, Matt GCPE:EX"
Subject: Smyth

Smyth's article is posted online. Wanted to make sure you were aware.

<http://theprovince.com/opinion/columnists/mike-smyth-sorry-b-c-farmers-christys-cash-comes-first>

Our response was used in the article.

Will continue monitor see if it has legs.

Sent from my Samsung Galaxy smartphone.

Bill, Karen F AGRI:EX

From: Knudsen, Mark ENV:EX
Sent: Sunday, January 22, 2017 12:52 PM
To: Phelps, Blair GCPE:EX
Subject: Re: Response

Yes, attribution to MNL. You can respond to Shaw.

From: Phelps, Blair GCPE:EX
Sent: January-22-17 12:51 PM
To: Knudsen, Mark AGRI:EX
Subject: Re: Response

This is attributed to MNL, correct.

Who is responding to Shaw? I haven't received anything.

Sent from my Samsung Galaxy smartphone.

----- Original message -----

From: "Knudsen, Mark AGRI:EX"
Date: 2017-01-22 12:44 PM (GMT-08:00)
To: "Phelps, Blair GCPE:EX"
Subject: Response

Hi Blair,

Here are the kms for media requests. So far just Rob Shaw has requested them.

- Agriculture is a key and growing part of the British Columbia economy and the BC Agriculture Council plays a pivotal role in that growth.
- That's why I am pleased to be attending this Wednesday's evening gala dinner as a guest speaker and I am planning to attend the trade show the following day as well.

Bill, Karen F AGRI:EX

From: Knudsen, Mark ENV:EX
Sent: Friday, January 20, 2017 9:25 AM
To: Phelps, Blair GCPE:EX
Subject: FW: Media request

Calling you now.

Reporter
Mike Smyth, Reporter
The Province
msmyth@postmedia.com
250-812-6462

Deadline noon.

Request

An article from the Times-Colonist (copied below) says Minister Letnick is organizing a dinner event with Premier Christy Clark in Kelowna on Jan. 26. Can you confirm if this is correct?

Can you tell me if the minister was originally scheduled to appear at a B.C. Agriculture Council event on that same day but had to cancel his appearance there in order to be in Kelowna?

Also looking for comment on the strength of our position in the wine dispute with the United States.

Background:**Re. the BCAC question:**

- Any suggestion that the minister is not meeting is just false.
- On January 25th, Minister Letnick will be spending his evening engaging directly with representatives of BC's Agriculture sector. He will be attending and speaking at the BC Agriculture Council's largest event of the year, the BC Agri-Food Industry Gala 2017, as he has done this every year since becoming the Agriculture Minister.
- The annual event attracts over 450 BC farmers and ranchers, industry organizations and government officials.

On Wine:

- We can arrange for Bill Anderson to walk you through the technical details as well if you like.
- As stated in Minister Bond's statement yesterday (https://archive.news.gov.bc.ca/releases/news_releases_2013-2017/2017JTST0008-000093.htm), we support the growth of the wine industry, and we will defend it against the challenge from the U.S. The B.C. government is confident that we are complying with B.C.'s and Canada's international trade obligations. Trade agreements such as NAFTA allow for a number of private wine outlets that sell only B.C. wine, and we are confident in the approach we have taken.

Times Colonist (Victoria), Page A10, 14-Jan-2017

Few politicians immune to cash-for-access

By Dermot Travis

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Bill, Karen F AGRI:EX

From: Knudsen, Mark ENV:EX
Sent: Friday, January 20, 2017 8:55 AM
To: Cummings, Derek SBRT:EX
Cc: Denney, Jay MIT:EX
Subject: FW: Media request

FYI

From: Knudsen, Mark AGRI:EX
Sent: Friday, January 20, 2017 8:52 AM
To: Letnick, Norm AGRI:EX
Subject: RE: Media request

For approval please.

Reporter

Mike Smyth, Reporter
The Province
msmyth@postmedia.com
250-812-6462

Deadline noon.

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Bill, Karen F AGRI:EX

From: Knudsen, Mark ENV:EX
Sent: Friday, January 20, 2017 8:52 AM
To: Letnick, Norm AGRI:EX
Subject: RE: Media request

For approval please.

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Mike Smyth, Reporter
The Province
msmyth@postmedia.com
250-812-6462

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Bill, Karen F AGRI:EX

From: Knudsen, Mark ENV:EX
Sent: Thursday, January 19, 2017 6:10 PM
To: Phelps, Blair GCPE:EX
Cc: Townsend, Dave H GCPE:EX
Subject: Re: Media request

K thanks.

Mark Knudsen
A/ Chief of Staff to the Hon. Norm Letnick

On Jan 19, 2017, at 6:07 PM, Phelps, Blair GCPE:EX <Blair.Phelps@gov.bc.ca> wrote:

So he wants something by tomorrow at noon.

Sent from my Samsung Galaxy smartphone.

----- Original message -----

From: "Phelps, Blair GCPE:EX" <Blair.Phelps@gov.bc.ca>
Date: 2017-01-19 5:26 PM (GMT-08:00)
To: "Knudsen, Mark AGRI:EX" <Mark.Knudsen@gov.bc.ca>
Cc: "Townsend, Dave H GCPE:EX" <Dave.H.Townsend@gov.bc.ca>
Subject: RE: Media request

In the meantime, suggest we get back to him saying that we are looking into it. And the might not be able to get back to him tonight with an answer.

From: Phelps, Blair GCPE:EX
Sent: Thursday, January 19, 2017 5:11 PM
To: Knudsen, Mark AGRI:EX
Cc: Townsend, Dave H GCPE:EX
Subject: FW: Media request

Reporter

Mike Smyth, Reporter
The Province
msmyth@postmedia.com
250-812-6462
Deadline ASAP

Request

An article from the Times-Colonist (copied below) says Minister Letnick is organizing a dinner event with Premier Christy Clark in Kelowna on Jan. 26. Can you confirm if this is correct? Can you tell me if the minister was originally scheduled to appear at a B.C. Agriculture Council event on that same day but had to cancel his appearance there in order to be in Kelowna?

Also looking for comment on the strength of our position in the wine dispute with the United States.

Background

Recommendation

1. I cannot offer comment, please refer your questions regarding the fundraiser to the BC Liberal Party.
2. The Minister is attending the BC Agriculture Council's largest event of the year, the BC Agri-Food Industry Gala 2017 where the Minister will be giving a speech. The annual event attracts over 450 BC farmers and ranchers, industry organizations and government officials. The Minister's Office is confirming that no other commitments were made for the Minister's participation.
3. As stated in Minister Bond's statement yesterday (https://archive.news.gov.bc.ca/releases/news_releases_2013-2017/2017JTST0008-000093.htm), we support the growth of the wine industry, and we will defend it against the challenge from the U.S. The B.C. government is confident that we are complying with B.C.'s and Canada's international trade obligations. Trade agreements such as NAFTA allow for a number of private wine outlets that sell only B.C. wine, and we are confident in the approach we have taken."

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By Dermot Travis

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From: Townsend, Dave H GCPE:EX <Dave.H.Townsend@gov.bc.ca>

Sent: Thursday, January 19, 2017 3:24 PM

To: Smyth, Mike

Subject: RE: Media request

Hi Mike,

I've heard back, unfortunately, the minister is tied up in meetings the rest of the day.

If you have any technical questions, I can certainly look at chasing down some answers if you if you like.

Thanks,

Dave

From: Smyth, Mike [<mailto:msmyth@postmedia.com>]

Sent: Thursday, January 19, 2017 1:40 PM

To: Townsend, Dave H GCPE:EX

Subject: Re: Media request

My cell: 250-812-6462

Sent from my iPhone

On Jan 19, 2017, at 1:26 PM, Townsend, Dave H GCPE:EX <Dave.H.Townsend@gov.bc.ca> wrote:

I can look into this for you Mike. What would be the latest we could get back to you today?

Thanks,

Dave Townsend

Government Communications and Public Engagement

Ministry of Agriculture

Office: 250 356-7098 Cell: s.17

Email: dave.h.townsend@gov.bc.ca

From: Smyth, Mike [<mailto:msmyth@postmedia.com>]

Sent: Thursday, January 19, 2017 1:25 PM

To: Townsend, Dave H GCPE:EX

Cc: Phelps, Blair GCPE:EX

Subject: Media request

Hi Dave and Blair:

Would it be possible to speak briefly on the phone today with Minister Letnick

re: wine sales in grocery stores, U.S. trade challenge?

Kind regards,

Mike Smyth

Vancouver Province Columnist

Please follow me on Twitter:

twitter.com/MikeSmythNews

Bill, Karen F AGRI:EX

From: Knudsen, Mark ENV:EX
Sent: Thursday, January 19, 2017 5:33 PM
To: Mills, Shane PREM:EX
Subject: FW: Media request

Thoughts?

Reporter

Mike Smyth, Reporter
The Province
msmyth@postmedia.com
250-812-6462

Deadline ASAP**Request**

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- On January 25th, Minister Letnick will be spending his evening engaging directly with representatives of BC's Agriculture sector, while attending the BC Agriculture Council's largest event of the year, the BC Agri-Food Industry Gala 2017.
- The annual event attracts over 450 BC farmers and ranchers, industry organizations and government officials.

On Wine:

- We can arrange a briefing with staff for you if you have technical questions.
- As stated in Minister Bond's statement yesterday (https://archive.news.gov.bc.ca/releases/news_releases_2013-2017/2017JTST0008-000093.htm), we support the growth of the wine industry, and we will defend it against the challenge from the U.S. The B.C. government is confident that we are complying with B.C.'s and Canada's international trade obligations. Trade agreements such as NAFTA allow for a number of private wine outlets that sell only B.C. wine, and we are confident in the approach we have taken.
- Minister Letnick's comments are available at:

<http://governmentcaucus.bc.ca/blog/newsreleases/ndp-raising-white-flag-on-fighting-for-wine-industry-jobs-in-bc/>

Times Colonist (Victoria), Page A10, 14-Jan-2017

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By Dermot Travis

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Dermod Travis is the executive director at IntegrityBC

From: Townsend, Dave H GCPE:EX <Dave.H.Townsend@gov.bc.ca>
Sent: Thursday, January 19, 2017 3:24 PM
To: Smyth, Mike
Subject: RE: Media request

Hi Mike,

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Thanks,

Dave

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Sent: Thursday, January 19, 2017 1:40 PM
To: Townsend, Dave H GCPE:EX
Subject: Re: Media request

My cell: 250-812-6462

Sent from my iPhone

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I can look into this for you Mike. What would be the latest we could get back to you today?

Thanks,

Dave Townsend
Government Communications and Public Engagement
Ministry of Agriculture
Office: 250 356-7098 Cell: s.17
Email: dave.h.townsend@gov.bc.ca

From: Smyth, Mike [<mailto:msmyth@postmedia.com>]
Sent: Thursday, January 19, 2017 1:25 PM

To: Townsend, Dave H GCPE:EX
Cc: Phelps, Blair GCPE:EX
Subject: Media request

Hi Dave and Blair:

Would it be possible to speak briefly on the phone today with Minister Letnick re: wine sales in grocery stores, U.S. trade challenge?

Kind regards,

Mike Smyth
Vancouver Province Columnist
Please follow me on Twitter:
twitter.com/MikeSmythNews

Johnson, Lisa E FLNR:EX

From: Smukowich, Don AGRI:EX
Sent: Friday, September 30, 2016 11:44 AM
To: Letnick, Norm AGRI:EX
Cc: Johnson, Lisa E AGRI:EX
Subject: FW: Ag debate

From: Reg Ens [<mailto:reg@bcac.bc.ca>]
Sent: Friday, September 30, 2016 11:00 AM
To: Smukowich, Don AGRI:EX
Subject: Ag debate

Morning Don

The Pasific Ag Show has gotten back to me. The are suggesting that the ag debate be scheduled for 4:15 on Janurary 26 (Thursday). They are suggesting this as there is a large reception after this that the candidates could attend if they wanted.

Let me know what you think and if this does not work.

Reg

Sent from Samsung tablet

Johnson, Lisa E FLNR:EX

From: Smukowich, Don AGRI:EX
Sent: Monday, October 3, 2016 1:35 PM
To: Johnson, Lisa E AGRI:EX
Subject: FW: Ag debate

Not sure if I sent this to you to place a hold in the calendar but MNL has agreed

From: Reg Ens [<mailto:reg@bcac.bc.ca>]
Sent: Friday, September 30, 2016 11:00 AM
To: Smukowich, Don AGRI:EX
Subject: Ag debate

Morning Don

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Let me know what you think and if this does not work.

Reg

Sent from Samsung tablet

Fair, Susan P AGRI:EX

From: Bill, Karen F AGRI:EX
Sent: Friday, October 21, 2016 1:12 PM
To: Johnson, Lisa E AGRI:EX; Cummings, Sahye AGRI:EX
Subject: 185203 Incoming Fwd: Invitation to attend BC Agrifood Industry Gala - January 25
Attachments: Honourable Norm Letnick - Invitation to 2017 BC Agriculture Gala.pdf; ATT00001.htm; 2017 Gala order form.pdf; ATT00002.htm

Follow Up Flag: Follow up
Flag Status: Flagged

Begin forwarded message:

From: "Letnick.MLA, Norm" <Norm.Letnick.MLA@leg.bc.ca>
To: "Bill, Karen F AGRI:EX" <Karen.Bill@gov.bc.ca>
Subject: Fwd: Invitation to attend BC Agrifood Industry Gala - January 25

Norm Letnick, MLA
Minister of Agriculture

Begin forwarded message:

From: "Cassy James" <cjames@bcac.bc.ca>
To: "Letnick.MLA, Norm" <Norm.Letnick.MLA@leg.bc.ca>
Subject: Invitation to attend BC Agrifood Industry Gala - January 25

Dear Minister Letnick,
On behalf of the BC Agriculture Council, I would like to invite you to attend the 2017 BC Agrifood Industry Gala in Abbotsford on January 25, 2017.
Please find invitation and ticket reservation form attached.
Warm regards,
Cassy James
Member Relations & Communications Coordinator
BC Agriculture Council | ARDCorp
T: 604-854-4483





Gala

celebrating BC agriculture!

January 25, 2017



Honourable Norm Letnick
Minister of Agriculture
Room 325, Parliament Buildings
Victoria, BC
V8V 1X4

October 20, 2016

Dear Minister Letnick,

On behalf of the BC Agriculture Council's board of Directors and member associations, we are pleased to invite you to attend the 2017 BC Agriculture Industry Gala.

The evening is BC's premier agricultural networking event. Over 470 leaders from across the ranching and farming sector gather to enjoy an evening of celebration and recognition of BC agriculture.

The fifteenth annual gala will take place on **Wednesday, January 25, 2017** in the Ballroom of the Quality Hotel & Conference Centre (*formerly the Ramada Plaza and Conference Centre*) in Abbotsford. This year's program starts at 5:00 PM with a champagne reception where representatives from across BC's major producer organizations and supporting suppliers network and socialize.

This year the evening's theme is "Celebrating Canada's 150 Years". Dinner is served at 7:00 PM and features a wide array of fabulous BC product. The event will draw to a close around 10:00 PM.

On behalf of the BC Agriculture Council, we hope you can join us in January. We look forward to hearing back from you. Please contact Cassy James at cjames@bcac.bc.ca or 604-854-4454 for more information.

Sincerely,

Stan Vander Waal
Chair, BC Agriculture Council

P: 604.854.4454
T: 866.522.3447
F: 604.854.4485

230-32160 SOUTH FRASER WAY
ABBOTSFORD BC V2T 1W5

Leading the Way Together
bcac.bc.ca

*You're
Invited!*

2017
BC AGRIFOOD
INDUSTRY

Gala



Return this form to:

BC Agriculture Council
230, 32160 South Fraser Way
Abbotsford, BC V2T 1W5
Fax: 604-854-4485
Email: info@bcac.bc.ca

Further information, contact

Cassy James at
604-854-4454
or info@bcac.bc.ca

**Celebrate BC Agriculture at the
15th Annual BC Agrifood Industry Gala**

**Wednesday, January 25th, 2017
at 5:00 pm**

**Quality Hotel Abbotsford
36035 North Parallel Road Abbotsford, BC**

BUSINESS/FARM NAME

CONTACT NAME (please print)

MAILING ADDRESS

CITY

PROVINCE

POSTAL CODE

TELEPHONE

FAX

EMAIL

Please note any SPECIAL DIETARY NEEDS here (include name of guest)

Please Reserve

Amount:

_____ table(s) of ten @ \$1,522.50 each (includes \$72.50 GST)

\$ _____

_____ seats @ \$152.25 each (includes \$7.25 GST)

\$ _____

_____ drink tickets @ \$7.50 each (includes \$0.36 GST)

\$ _____

Total Purchase

\$ _____

I wish to pay by:

☐ Cheque (payable to BCAC)

☐ VISA

☐ Mastercard

☐ Invoice

Card number: _____

Expiry: _____

Name of cardholder: _____

Signature: _____

Fair, Susan P AGRI:EX

From: Cassy James <cjames@bcac.bc.ca>
Sent: Friday, January 13, 2017 12:43 PM
To: Minister, AGRI AGRI:EX
Cc: Knudsen, Mark AGRI:EX
Subject: 185203 Incoming Details for Minister Letnick at Ag Gala - Jan 25
Attachments: 2107 Ag Gala Schedule of events draft Dec 15.pdf

Follow Up Flag: Follow up
Flag Status: Completed

Hi Sahye,

Just following up on your inquiry from Wednesday.

I spoke with our Gala team, and Christine Koch said she has actually given all the info you requested to Mark Knudsen (last week?).

To answer your questions.

- 5 minute welcome
- Draft agenda attached. Will likely have some slight changes still, but nothing that directly affects Minister Letnick's stage time.

s.12

Dignitaries present will include, John Horgan and Lana Popham, Hon. Mike DeJong (likely), Simon Gibson, John Martin and Hon. Steve Thompson.

Let me know if you have any other questions.

Warm regards,

Cassy James
Member Relations & Communications Coordinator
BC Agriculture Council | ARDCorp
T: 604-854-4483



2107 Ag Gala Schedule of events draft two Dec 15

Time	What the Quality Hotel will be doing	What BCAC will be doing
10:00 – 3:00		set-up
5:00 –doors open	Bar open, start serving reception champagne and food at 5:15	<ul style="list-style-type: none"> • Reg and directors welcoming guests in front entrance - connect with key sponsors and guests • Handing out tickets upstairs • Receiving & organizing silent auction items • Showing guests to tables • CK Connecting with emcee
5:45 – 6:15	pre-set salads set by 6:15	
6:20 soft call to dinner - warning	Help spread the word	Help spread the word
6:30 push to dinner	Help seating guests	Help seating guests
6:50	Close bar 6:45 to 7:00 PM (<i>Quality Hotel needs to make signs</i>)	Stan welcome (2 minutes)
6:52		Grace (Corny – 2 min) start eating salad afterwards
6:55 – Stan 7:00 - Minister 7:10 – MC (10 or 15 minutes)		<ul style="list-style-type: none"> • Welcome Stan (5 minutes) • Message from Minister (5 min) • Introduce emcee (1 min) • Emcee opening comments (10 or 15 min)
7:20	Start serving dinner	<ul style="list-style-type: none"> • Scotia stage time (5 minutes) • silent auction time
7:35		Emcee comments (5 min)
7:40 – AITC 7:45 – AgSafe		<ul style="list-style-type: none"> • Introduce AITC award presentation; call Pat Tonn up to stage

		<ul style="list-style-type: none"> • Stan: Champion of Agriculture Award introduction and introduce Wendy from AgSafe • Wendy: Says a few words about farm safety and award
7:50		enjoy dinner and silent auction
8:30	Dessert and coffee/tea served	<ul style="list-style-type: none"> • Emcee comments (10 min) • Acknowledgement of OYF winners (winner to stand up in audience for applause)
8:40		<ul style="list-style-type: none"> • BCAC leadership award • Stan and Hub to present
8:50		<ul style="list-style-type: none"> • Silent auction and enjoy dessert
9:15		<ul style="list-style-type: none"> • Emcee and Stan last comments • Announce table arrangement winners • Thank sponsors and other thank you messages
9:30		<ul style="list-style-type: none"> • Silent auction closes
10:00		<ul style="list-style-type: none"> • Last shuttle to BMO
11:00 bar closes	Clearing room	<ul style="list-style-type: none"> • Socializing • Clearing room



November 3, 2015

File: 0280-30

Ref: 183260

Stan Vander Waal
Chair
British Columbia Agriculture Council
230 - 32160 South Fraser Way
Abbotsford BC V2T 1W5
VIA EMAIL: svanderwaal@rainbow.ca

Dear Mr. Vander Waal:

In the 2015 Throne Speech, the Province of B.C. committed to look at how citizens interact with government services in order to reduce red tape for British Columbians.

In October, the Government of British Columbia launched an online public engagement initiative to Reduce Red Tape for British Columbians. British Columbians are the experts when it comes to using and accessing government services. We want to hear their ideas about simple fixes that will improve their lives when they interact with government. Their input could lead to possible changes to the B.C. government's policies and programs to improve access to services for all British Columbians.

We recognize that citizens invest considerable time and money on government services and that they are truly the experts in how those services should work. Over the past decade, we've heard from citizens about the types of things that frustrate them when accessing government services; however, we want to get a deeper understanding of what their experience is like and what they think needs to be improved.

Some of these ideas may be activities already underway, or require a tweak to existing programs or services. Others require more, in-depth analysis, collaboration with partners, or major policy or legislation changes. While not every idea will be implemented, every comment and idea submitted will be reviewed and considered. We will also post the list of actions we will take as a result of your ideas, and update the list as we work through your suggestions.

We would like to invite you to join the conversation so that we can take action in a way that we know will make a difference and improve the citizen service experience.

.../2

Ministry of Agriculture

Office of the Deputy Minister

Mailing Address:
PO Box 9120 Stn Prov Govt
Victoria BC V8W 9B4
Telephone: 250 356-1800
Facsimile: 250 356-8392

Location:
5th Fl, 808 Douglas St
Web Address: <http://gov.bc.ca/agril>

- 2 -

Please join the conversation, tell others in your network about this opportunity, and share your ideas so we can serve you better: <http://engage.gov.bc.ca/helpcutredtape/>.

Sincerely,

A handwritten signature in black ink, appearing to read 'DSturko', with a long horizontal flourish extending to the right.

Derek Sturko
Deputy Minister

cc: Reg Ens, Executive Director
BC Agriculture Council

Fair, Susan P AGRI:EX

From: Letnick, Norm AGRI:EX
Sent: Wednesday, November 9, 2016 2:28 PM
To: Bill, Karen F AGRI:EX
Cc: Sturko, Derek AGRI:EX
Subject: Fwd: BCAC - BC Agrifood's Public trust
Attachments: BCAC Letter to Minister Letnick on Public Trust Nov 9 2016.pdf; ATT00001.htm

Draft response please. Letter should say thank you, agree this is important, and have forwarded the request to the ministry of finance. Make sure to forward it.

Norm Letnick, MLA
Minister of Agriculture

Begin forwarded message:

From: "Stan Vander Waal" <svanderwaal@rainbow.ca>
To: "Letnick, Norm AGRI:EX" <Norm.Letnick@gov.bc.ca>
Cc: "Rhonda Driediger" <rhonda@driedigerfarms.com>, "Reg Ens (reg@bcac.bc.ca)" <reg@bcac.bc.ca>
Subject: BCAC - BC Agrifood's Public trust

Honorable Minister Letnick,

As you are likely reviewing the Recommendations by the MAAC- SGP committees strategy to grow BC AGRI Seafood to 15 billion by 2020, I felt it timely to send BCAC's (on behalf of BC farmers) request for **funding and support of our Public trust initiative**.

You will find this Initiative ties in directly with the objectives and Recommendations of the SGP

AS you know from previous meetings and discussions BCAC's membership have determined Public Trust as the #1 priority. This plan represents 6 months of very aggressive work with our members.

ON Oct 6th BCAC presented to Government's Select committee on finance this funding request.

We have actively reached out to Cabinet ministers for support of this Initiative

- Premier Christy Clark herself expressed value Government sees in AGRI seafood Sector. She suggested **You "Norm" as our minister of Agriculture would be our strongest Advocate!**
- Minister's: Mike DeJong, Steve Thompson, Mary Polak have also expressed support for Agriculture and this Initiative

Imagine what Social Licence can do to make AGRI Seafood better than ever in BC!

Attached is the detailed strategy on building trust which translates to "Social Licence" developed by BCAC with our 28 Agriculture Sector members.

In this proposal you will find:

- Our Desired outcome

- The approach
- Budget
- Roles and Contributors
- Activities plan

We look forward to working together and your favorable support of this plan to assure success if the Goal of \$15 billion AGRI Seafood

Looking forward to your reply!

Feel free to call me any time

PS: BCAC has a board meeting and member shop on Public Trust, Nov 16th following the AGRI SEAFOOD conference

Cc:

Mike de Jong
John Martin
Simon Gibson
Rich Coleman
Mary Polak
Donna Barnet
Coralee Oakes
Jackie Tegar
Todd Stone
Scott Hamilton
Don McRae

Stan Vander Waal (Chair of The BC AG Council)



Phone: (604) 858 8100 ext. 234

Fax: (604) 858 9438

svanderwaal@rainbow.ca

November 9, 2016

Minister of Agriculture
Province of British Columbia
P.O. Box 9486, Stn Prov Govt
Victoria, BC V8W 9W6

Opportunity to invest in the long-term growth and sustainability of the Agrifood Sector

“What would you guess is the single most important ingredient in modern food production? Good seeds? Rainfall? Fertilizer? The surprising answer is that, around the world, the scarcest and most precious resource for producing food is trust.”

– Globe and Mail (July 20, 2016) in, “With natural capital and trust, Canada can become an agrifood powerhouse”

In October, the BC Agriculture Council (BCAC) presented the Select Standing Committee on Finance and Government Services with an opportunity to partner with the farmers, ranchers and food processors of BC and help them fill the increasing global demand for high quality, healthy and sustainable food.¹ This \$15 million dollar investment by the province over the next three years will help launch a long-term initiative to build public trust in BC’s agrifood sector and help achieve the Agrifood and Seafood Strategic Growth Plan.

The Super Natural BC brand is at the core of who we are as BC residents and businesses, including BC ranchers and farmers. However, according to recent research by the Canadian Centre for Food Integrity (CCFI), only 30% of today’s consumers think the Canadian food system is headed in the right direction. Consumers are losing trust in the food system, the methods used to raise animals (including fish), the safety of the food we produce, and how we maintain the BC environment—despite most knowing little to nothing about Canadian food production practices.

Unfortunately there are too many examples today, even here in BC, where an economic opportunity is passed over because the public perceives the cost to be greater than the benefit (i.e. new pipelines & expansion of the aquaculture sector).

BC farmers (including aquaculture), ranchers and food processors believe that by investing in how we grow and raise our food, ensuring that we are doing the “right things”, and encouraging engagement between the general public and the agrifood sector, we can reverse the emerging trend of mistrust and continue growing a healthy and sustainable industry.

¹ Thursday October 6, 2016 Tsawwassen. 7:03pm

² <http://www.farmfoodcare.org/canada/wp-content/uploads/2016/05/2016-Public-Trust-Research-Report.pdf> (p10)

P: 604.854.4454
T: 866.522.3447
F: 604.854.4485

230-32160 SOUTH FRASER WAY
ABBOTSFORD BC V2T 1W5

Leading the Way Together
bcac.bc.ca

Can you imagine a future where the production practices of BC farm and ranch families are actively supported by every BC resident? We see BC agri-businesses as the foundation for an ever-growing sector that will continue to employ many residents and contribute to the economic wellbeing of the province. The current BC Agrifood Strategic Growth Plan to be a \$15 billion sector by 2020 is only the tip of what is possible.

We are inviting the BC Government to strategically invest \$15 million over the next three years to ensure that the agrifood sector continues to be an economic driver of the province.

Desired Outcome

BC public and international buyers who trust the food they eat and actively support the processes and practices of the agrifood industry. In addition, British Columbians have confidence in the provincial agrifood system, have a basic understanding of how it functions and support continued expansion (Figure 1).

Approach

Use the National Trust Framework (Figure 2) as a guide to define roles and responsibilities and create structure for a public trust program in BC.

The businesses that actually grow and prepare agrifood products have the most to gain and lose and will take a leading role. But success depends on engagement with all advocates of the BC food system (e.g. BC Ag in the Classroom, Ag More than Ever, academia, consumer and environmental organizations etc.) who are committed to collaborative improvement.

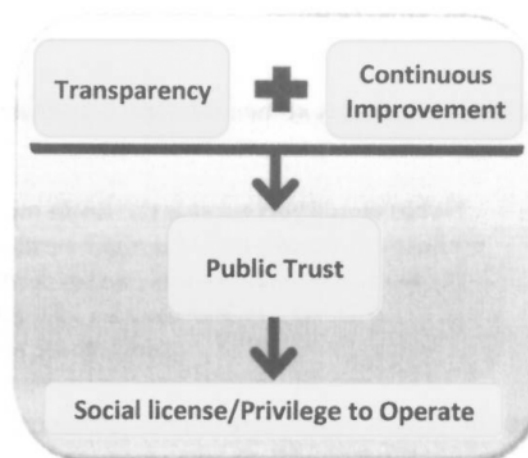


Figure 1: Basis for privilege to operate

1. Foundation

The agrifood system will operate in such a way so that consumers may see what actions are performed and have their concerns addressed openly and honestly. Those in the agrifood system must demonstrate that while production methods have changed and the use of technology has increased, the commitment to doing what's right has never been stronger. It focuses on coordinating a two-way conversation between those within the food system and consumers.

The framework acknowledges that product and corporate differentiation is good, but not at the expense of endorsed practices. The premise is that the standards agreed to in this framework realistically meet the expectations of the majority of society. Those wanting additional, or more specific standards, may not cast doubt on or harm the basic standard.

The "Trust Framework"

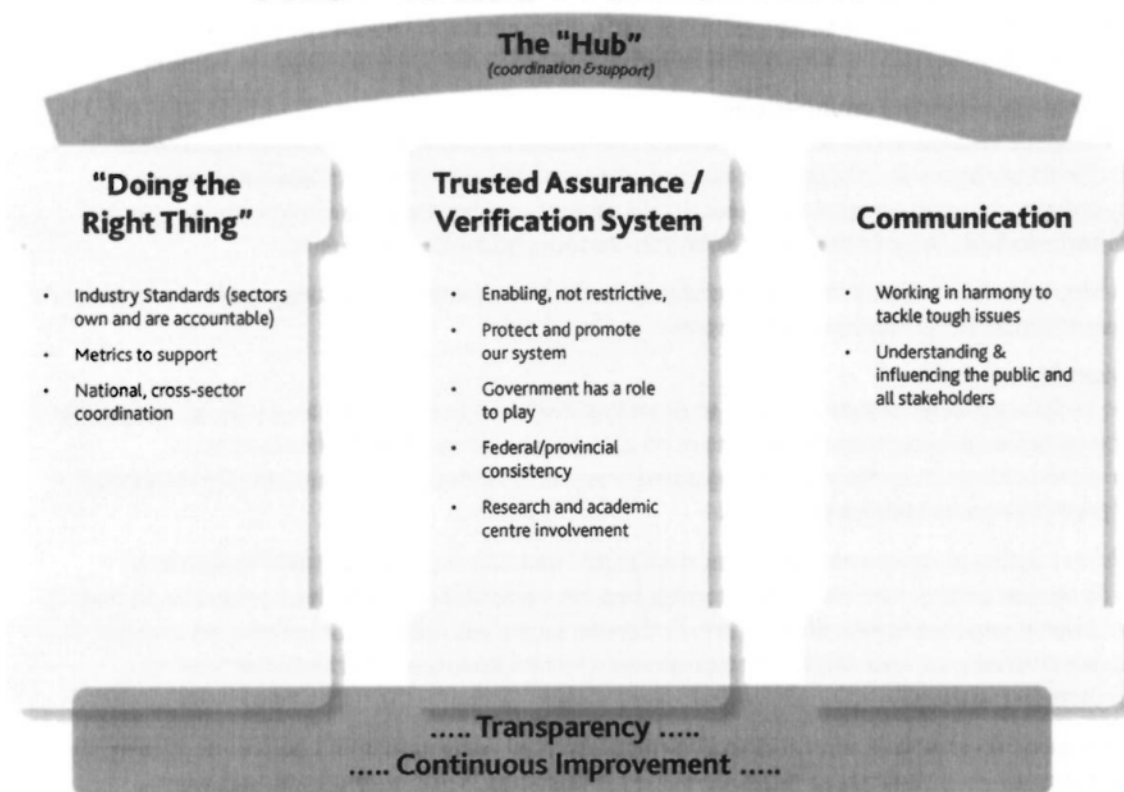


Figure 2: National Trust Framework

2. Coordination – the Hub

Keeping with the underlying principle of simple and inexpensive, we are using the existing sector organizations, not creating another new entity. The Hub—the coordination and governance arm facilitated by BCAC—will be the link to all activities, including current government and industry initiatives both provincially and nationally (i.e. Environmental Farm Plan, food safety initiatives, ProAction, Verified Beef Production).

While it is important that the proposed BC public trust program operates with its local context in mind, collaborating with national value chains and amplifiers improves efficiency and effectiveness and allows for greater cost containment and integration with the national food system. The Provincial Coordinator will champion the BC public trust program through the Hub.

3. Pillar 1 – "Doing the Right Thing"

Building on Continuous Improvement assumes that the agrifood system has a set of standards that it is striving to meet. Defining specific measures and actions for the right things will be led by individual commodity value chains (farmers, processors, and retailers) as societal standards and expectations change over time.

4. Pillar 2 – Develop Trusted Verification Systems

A commitment to Transparency requires the industry to be willing to have external parties verify that what is said to be happening actually is happening. Each value chain will have an assurance

system that is specific to the sector (applicable). Canada already has one of the safest food systems in the world and a robust base regulatory framework to monitor issues like pollution, animal health and worker safety. Government and academia will play a key role to ensure that there are processes in place that verify what producers said they would do is being done.

5. Pillar 3 – Improve Communications

Pillar three is centered on all food system stakeholders collaboratively working together to tackle tough issues through strong, consistent communication. This requires establishing coordinated communication channels that facilitate two-way discussions (fork-to-farm and farm-to-fork) in two priority areas: within the industry and with consumers.

While individual value chains are responsible for their own communications, the Hub will lead pan-agrifood system communications.

From Fork to Farm

As societal expectations continue to grow and evolve, there needs to be a way for businesses in the value chain to continually learn from consumers and each other. Peers need to communicate in an open and ongoing manner and hold each other accountable for doing the right thing and building public trust.

Many existing programs already support pillar one and two activities, but the approach is fragmented and, as a result, these programs are perceived by value chain members as adding additional paperwork with little return. Communications will focus on enhancing awareness about trusted assurance/verification programs, their importance, and the benefits of implementing them.

Improved industry communication will facilitate peer learning within and between value chains and showcase Continuous Improvements being implemented throughout the system.

From Farm to Fork

Canadians want to know more about the food they eat—and the food system has much to gain from well-informed consumers who engage with those who grow and prepare their food.

Farmers enjoy the most favourable impression as a source of food and farming information: 69% of Canadians surveyed viewed farmers favourably. This is a significantly better rating than retailers (39%), government (35%), and food industry associations (30%).

Additionally, according to the CCFI, leading communication with shared values is three to five times more important to building trust than sharing facts or demonstrating technical skills/expertise.

Consumer communication will primarily come from the farmer voice and be focused on shared values rather than facts. Priority will be given to addressing consumer perceptions, attitudes, trends, and hot topics that are identified in an annual benchmarking study. It is also important that the communication strategy be informed by current research to ensure it is built on a strong, evidential foundation.

However, it's not enough for the system to have confidence in itself and tell its own story. The BC agrifood system needs outside advocates to say that it is on the right track. To leverage consumer trust in secondary groups who are also viewed favourably as sources of food and farming information, we will facilitate communications with health professionals, scientific/academic researchers, and educators.

Governments' Role

1. Public support to the process

Robustly promote the established and proven regulatory systems (e.g., CFIA, PMRA). Support the food system's efforts to improve processes and practices (pillars one and two).

2. Guidance

Offer a key guiding role when parts of the value chain require additional assistance in implementing improvements.

3. Funding

Commit to provide ongoing base and/or matching funds to activities related to the three pillars and the Hub (refer to the budget for additional details).

4. Federal/provincial alignment

Maximize collaboration across the country by aligning provincial programs and initiatives with national strategies as much as possible for consistency, speed, and efficiency (e.g., food safety standards and traceability programs).

Other Roles:

1. Value chains

As the actual businesses that deliver our food, value chain members have the most to gain (or lose) in this discussion and, in the end, are the only ones who can earn public trust. They must demonstrate commitment to Transparency and Continuous Improvement by establishing standards and programs within pillars one and two.

2. Amplifiers

Participants in the food system not directly involved in bringing food to the table (e.g., Ag in the Classroom) inform consumers and producers, facilitate the exchange of ideas, and help build shared values. This initiative will not replace work currently done by these groups; but, by sharing ideas and collaborating where possible, the reach of current work may be extended.

3. Academia

The academic community researches, develops and tests new technologies. It has an important role to play in advising on consumer perceptions, attitudes and behaviours. Academics can educate the trusted educators and consumer influencers including teachers, pediatricians, nutritionists, etc. and offer a credible voice when speaking with the media and influencers.

4. Hub Steering Committee

A group of leaders, from a cross sector of the BC food system, will guide and govern BC's public trust journey. This includes providing direction to the Provincial Coordinator. The formation of this committee will be facilitated by BCAC.

The Hub Steering Committee is likely to meet a couple of times a year to approve annual work plans, assess opportunities, and review progress of activities. Steering committee members will also facilitate communications back through their respective groups.

Recommended members include: farmers (2-3 BCAC Members), processors (1-2), retailers (1-2), food service representatives (1-2), an agriculture academic (1), a consumer group representative (1), government (1), and an amplifier representative (1).

5. Provincial Coordinator

An individual with the primary responsibility of advancing and supporting recommendations from the Hub Steering Committee. They are also responsible for developing and executing the public trust program plan approved by the Steering Committee. A key short-term priority will include establishing sustainable long-term funding.

The Provincial Coordinator will also provide a link to national public trust work and ongoing work in other provinces. This will facilitate information-sharing and access to potential funding and resources.

Short-term Priorities

The Hub Steering Committee will work with the Provincial Coordinator to develop a comprehensive strategic plan. The components included in the final plan will depend on additional input provided by groups and the level of financial support provided.

The following chart outlines first year activities for discussion/illustration purposes.

Year one activities

ORGANIZATIONAL	HUB	VALUE CHAINS	AMPLIFIERS	GOVERNMENT	
	<ul style="list-style-type: none">• Establish the Steering Committee (Terms of Reference, reporting lines, members).• Draft job description for Coordinator.• Hire the Provincial Coordinator.• Establish quantifiable metrics that will be measured to assess the impact of activities.	<ul style="list-style-type: none">• Confirm participation in the Initiative.• Identify value chain champions (lead individuals).• Engage other parts of the value chain (e.g. retailers).	<ul style="list-style-type: none">• Identify current Amplifiers active in BC and share the concept of the initiative.• Identify initial representatives for the Steering Committee.	<ul style="list-style-type: none">• Confirm commitment to the initiative.• Select representative for Steering Committee.• Establish linkages with other governments working on this initiative.• Align existing programming that supports public trust to fit with the initiative.	
	FUNDING	<ul style="list-style-type: none">• Develop detailed budget for the Hub activities.• Determine how additional funding will be allocated to specific activities.• Lead discussions with government to secure program funding for start-up period.• Establish what is measured to assess the progress of the work.	<ul style="list-style-type: none">• Confirm contributions to the Hub activities.• Track (document) investments already being made to building trust.• Encourage other parts of the value chain to engage with the initiative.		<ul style="list-style-type: none">• Commit \$1.5M over three years to launch the initiative.
	PILLAR 1	<ul style="list-style-type: none">• Assess where all of the different provincial & national value chains are at (GAP analysis).• Link existing initiatives supporting "doing the right things".• Support peer learning across value chains.• Support value chains as needed.	<ul style="list-style-type: none">• Help determine what the "right things" are for each value chain.• Help develop standards and measures for the right things.• Help develop programs to support the right things.• Connect with the rest of the supply chain to get broad involvement.• Identify areas where additional assistance is needed.	<ul style="list-style-type: none">• Groups with technical skills (academics) assist value chains to develop improvements.• Develop ways to help value chains understand what the right things are and the areas of concern.	<ul style="list-style-type: none">• Provide technical support to the value chains as needed in determining what the right things are and how to measure results.• Encourage value chains that are reluctant to participate in the process.

	HUB	VALUE CHAINS	AMPLIFIERS	GOVERNMENT
PILLAR 2	<ul style="list-style-type: none"> Document what verification systems are being used in BC. Identify different verification options that could be used. 	<ul style="list-style-type: none"> Continue working with existing assurance programs. Identify synergies with other programs. 	<ul style="list-style-type: none"> Provide feedback on the effectiveness of current assurance programs. Provide ideas on ways to improve assurance programs. 	<ul style="list-style-type: none"> Look at roles of government verification systems (e.g. CFIA, PMRA). Improve general public understanding of current verification systems.
PILLAR 3A (farmer-facing communications)	<ul style="list-style-type: none"> Assist value chains to communicate with members on the value and importance of this initiative. Publish regular e-newsletter for value chain members on what is happening, opportunities and ideas to build public trust. Arrange and facilitate an annual conference to share best practices, hear from the amplifiers. Focus on Transparency and Continuous Improvement. 	<ul style="list-style-type: none"> Integrate existing public trust education activities with the initiative. Support Hub communication with value chain members. Focus communications on Transparency and Continuous Improvement. 	<ul style="list-style-type: none"> Gather information from others (amplifiers) on issue of concern, opportunities. Integrate information gathered by amplifiers in back to the value chain. Help with and participate in the annual conference. Provide information back to producers. 	<ul style="list-style-type: none"> Support sector/value chain communications. Encourage value chains not engaged in the initiative to connect. Align government communications to support the idea of Transparency and Continuous Improvement.
PILLAR 3B (consumer-facing communications)	<ul style="list-style-type: none"> Identify all of the current consumer-facing communications. Determine how to support, collaborate with, or consolidate these initiatives. Create a pan-agricultural consumer campaign focused on shared values from the farmer voice. Lead "speak up" training for farmers. Developing relationships with organizations currently working on aspects of Public Trust (Pillar 3 activities). 	<ul style="list-style-type: none"> Document all of the existing consumer-facing communications. Identify areas where collaboration will result in reduced costs or better reach. 	<ul style="list-style-type: none"> Look at how we will connect with other amplifiers (beyond Ag in the Classroom). Possibly develop resources. 	<ul style="list-style-type: none"> Ensure that government funded communications activities support the initiative.

Budget & Financial Ask

Many sectors of the agrifood industry are already making considerable investments into building public trust in a wide variety of areas (animal care, food safety, environmental impact). BCAC and its members believe that as public trust may have the biggest impact—both positive and negative—on farmers and ranchers, we should lead the investment in the new initiative.

BCAC members are committing \$100,000 per year for three years as core funding primarily for Hub activities. The goal is to have this amount matched by the food processing sector and augmented by the seafood sector.

The core budget outlined below will enable launching the initiative with a part-time Provincial Coordinator. The additional industry support would make this a full-time position. This core funding will provide only limited support activities within the Pillars.

	BUDGET
Provincial Coordinator (salary & expenses)	\$65,000
Steering Committee Expenses	4,000
Support for P1 & P2 Activities	5,000
Producer education/communication	1,000
Annual Conference	10,000
Consumer education/communication	10,000
Other (contingency)	<u>5,000</u>
Total	\$100,000

Government Financial Support

Given how this initiative could help BC achieve the growth outlined in the current BC Agrifood Strategic Growth Plan and more, we are asking the Province commit \$15M over the next three years to support the launch of what we hope will become a long-term way of operating for the sector.

Federal and provincial governments have identified building Public Trust as an important initiative for the sector. Public Trust is one of the six principles identified in the "Calgary Statement" which will serve as a foundation for the Next Ag Policy ("GF3").

Government can help and support industry develop Public Trust, but cannot lead it.

BCAC has asked the Province to commit \$5M for all of the industry (agriculture, food processing, and seafood) in each of the next three years to help launch this initiative.

Draft Annual Budget

	BUDGET ('000)
Coordinator (salary & expenses)	\$1,500
• Help value chains coordinate activities, engage with farmers, ranchers and processors	
• Monitoring and evaluating activities	
Support for implementing P1 & P2 actions	2,250
• Research for improving production practices	
• Cost sharing for upgrading production practices	
• Research and implementation of verification processes	
Producer education/communication (pillar 3a)	250
• Expanding communication with ranchers, farmers and processors on societal priorities, best management practices	
• Engaging with amplifiers to provide more detailed consumer information	
Consumer education/communication (pillar 3b)	<u>1,000</u>
• Coordinate existing information available on production practices	
• Produce new information, materials	
• Engage with more consumers	
Total	\$5,000

Note: the above does not include investments being made by the value chain. Most of these are expected to continue.

Conclusion

"We farm in California because our urban neighbors allow us to."

Karen Ross, Secretary, California Food & Agriculture

Public trust in the agrifood system leads to social license, improving the sustainability, resiliency, and economic viability of agriculture, including greater acceptance of industry innovation. This investment by the Province will help ensure that farmers, ranchers and food processors are able to adopt new production practices to continue growing and contributing to a Super Natural BC.

Sincerely,



Stan Vander Waal
Chair, BCAC Agriculture Council

cc: Honourable Michael DeJong, Minister of Finance
Lana Popham, Agricultural Critic.

Fair, Susan P AGRI:EX

From: Letnick, Norm AGRI:EX
Sent: Friday, October 28, 2016 1:45 PM
To: Bill, Karen F AGRI:EX; Sturko, Derek AGRI:EX
Subject: Fwd: BCAC Ag Gala Invite
Attachments: Honourable Christy Clark - Invitation to 2017 BC Agriculture Gala.pdf; ATT00001.htm

FYI

Norm Letnick, MLA
Minister of Agriculture

Begin forwarded message:

From: "Stan Vander Waal" <svanderwaal@rainbow.ca>
To: "Letnick, Norm AGRI:EX" <Norm.Letnick@gov.bc.ca>
Subject: FW: BCAC Ag Gala Invite

Hi Norm, to keep you in the loop below is the email I've sent to the Premier

Yes I've been specific about the Public trust ask.

Our Public Trust Initiative is progressively coming together as we work to get commitment from all sectors, asking for Agriculture itself to also take responsibility in funding this initiative.

Saturday I meet with John Les to work thru some obstacles from the poultry Assn.

Have a great weekend

Stan Vander Waal

From: Stan Vander Waal
Sent: October-28-16 12:05 PM
To: 'premier@gov.bc.ca'
Subject: BCAC Ag Gala Invite

Honourable Christy Clark,

I'd like to personally invite you to join Farmers, Friends, and Industry leaders of BC Agriculture at the premiere Agriculture Networking event of the year BCAC's Gala.

The gala is always 100% sold out and is a major fund raiser for the Council, attendance is 500+ representing 29 sectors in Agriculture.

As this is an election year this would be a golden opportunity to reach out to the Agriculture industry. You may remember our discussion in Predator Ridge regarding Agriculture's Public Trust Initiative BCAC has undertaken. BCAC has presented to the "select committee on finance" and asked for funding for this initiative over 3 years, \$5 Million a year.

I'd like to suggest The Gala would serve as the perfect venue to announce this funding!

This investment in BC Agriculture would demonstrate to all citizens of BC our Governments commitment to BC Food security while buying BC's best Locally grown products.

We would most honored to host you!

I look forward to your favorable reply, feel free to contact me directly with any questions.

Attached if the official invite

Sincerely

Stan Vander Waal
Chairman of the Board
BC Agriculture Council



Stan Vander Waal , President



Phone: (604) 847 4000 (Direct)

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svanderwaal@rainbow.ca



Gala

celebrating BC agriculture!

January 25, 2017



Honourable Christy Clark
Premier
West Annex, Parliament Buildings
Victoria, BC
V8V 1X4

October 20, 2016

Dear Premier Clark,

On behalf of the BC Agriculture Council's board of Directors and member associations, we are pleased to invite you to attend the 2017 BC Agriculture Industry Gala.

The evening is BC's premier agricultural networking event. Over 470 leaders from across the ranching and farming sector gather to enjoy an evening of celebration and recognition of BC agriculture.

The fifteenth annual gala will take place on **Wednesday, January 25, 2017** in the Ballroom of the Quality Hotel & Conference Centre (*formerly the Ramada Plaza and Conference Centre*) in Abbotsford. This year's program starts at 5:00 PM with a champagne reception where representatives from across BC's major producer organizations and supporting suppliers network and socialize.

This year the evening's theme is "Celebrating Canada's 150 Years". Dinner is served at 7:00 PM and features a wide array of fabulous BC product. The event will draw to a close around 10:00 PM.

On behalf of the BC Agriculture Council, we hope you can join us in January. We look forward to hearing back from you. Please contact Cassy James at cjames@bcac.bc.ca or 604-854-4454 for more information.

Sincerely,

Stan Vander Waal
Chair, BC Agriculture Council

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