

**Ministry of Agriculture**  
**BRIEFING NOTE FOR MINISTER FOR INFORMATION FOR MEETING**  
**WITH TOURISM VICTORIA'S CHIEF EXECUTIVE OFFICER**

Ref: 188525

Date: June 7, 2018

**Title:** Meeting with Paul Nursey, Chief Executive Officer of Tourism Victoria

**Issue:** Paul Nursey requested a meeting with the Minister of Agriculture to discuss a potential partnership with the Capital Region Food and Agriculture Initiatives Roundtable (CRFAIR) to support regional agri-tourism.

**Background:**

- Tourism is an economically important sector in BC; according to the Tourism Industry Association of BC, the tourism industry generated \$17.0 billion in revenue in 2016, which is a 7.9 per cent increase over 2015, and a 39.3 per cent increase from 2006.
- Agri-tourism (compliant with Agricultural Land Commission regulations) is a means for farmers to diversify their revenue stream and increase farm profitability, and also has the potential to promote rural economic development in the province.
- Agri-tourism also has the potential to contribute to food literacy and public support for local agriculture.
- Tourism Victoria “is the official not-for-profit destination marketing organization working in partnership with more than 950 business members and municipalities in Greater Victoria.”
- Tourism Victoria promotes a variety of events, activities, festivals and businesses in Greater Victoria, including food and farms in the region.
- CRFAIR is a local not-for-profit organization that works to promote local, sustainable food production and distribution, food security, policy that enables sustainable local food systems, food literacy, and cultural events to create connections and celebrate all aspects of the local food system
- CRFAIR operates a diversity of programs including Flavour Trails which are described as “a program that includes a wide range of farm and food tours, events and activities designed to increase the visibility, production, sales and consumption of locally produced foods.”
- The Flavour Trails program organizes signature events and festivals, such as an annual farm tour event, and partners with other local organizations to support local food, farm, and winery events.
- According to CRFAIR, “Capital Region Flavour Trails events and partner activities attract thousands of residents and visitors each year from throughout the region and beyond, from all walks of life and ages.”
- Flavour Trails is seeking partnerships and sponsorship opportunities

**First Nations Considerations:**

- Greater Victoria is located on unceded Coast Salish Territories, specifically of the Lekwungen (Songhees and Esquimalt Nations) and WSÁNEĆ (Tsartlip/WJOŁEŁP, Tseycum/WSIKEM, Tsawout/STÁUTW, and Pauquachin/BOŔEĆEN Nations). Agri-tourism and local food events, such as Flavour Trails, present an opportunity to collaborate with local First Nations to celebrate and raise awareness of Indigenous food production practices and cultures in the Capital Region.

**Discussion:**

- Paul Nursey requested to meet with the Minister to discuss Agri-Tourism and a potential partnership with CRFAIR.
- In the communication with the Ministry to set this meeting it was noted that this possible partnership was discussed in a previous meeting but the Ministry does not have any additional information.

- Depending on the nature of the partnership and what a Capital Region Flavour Trail event involves, there may be linkages between CRFAIR and Buy BC. The Buy BC cost shared programming is scheduled for announcement later in June.

**Suggested Response:**

- The Ministry recognizes the importance of tourism to the Province, and the importance of agri-tourism to the agricultural sector.
- The Ministry recognizes the importance of the work done by Tourism Victoria to promote tourism in the Capital region, including promotion of local food and agriculture businesses.
- The Ministry appreciates Tourism Victoria's interest in discussing partnerships involving CRFAIR to further support the development of agri-tourism in the Capital Region.
- There may be Buy BC programming linkages if promotion of agriculture, agrifood and seafood products is an area of focus.
- The Ministry looks forward to hearing more about the proposed partnership between Tourism Victoria and CRFAIR and hearing how Tourism Victoria envisions the Ministry's participation.

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