

## **Greene, Pauline AGRI:EX**

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**From:** McLaren, Solveig AGRI:EX  
**Sent:** Monday, March 25, 2019 10:57 AM  
**To:** Patterson, Mat AGRI:EX  
**Subject:** FW: Ministry Cookbook

This is the only email I have that was in a meeting invite.

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**From:** Hodson, Georgina AGRI:EX  
**Sent:** Friday, August 18, 2017 12:05 PM  
**To:** Easton, Joan E AGRI:EX; Lalani, Arif AGRI:EX  
**Cc:** Scott, Cristina AGRI:EX; Cameron, Sandra AGRI:EX; Wong, Jane T AGRI:EX; Fair, Susan P AGRI:EX; Greene, Pauline AGRI:EX  
**Subject:** RE: Ministry Cookbook

Sure thing. Thanks,

Thom Dennett on behalf of:  
Georgina Hodson  
Manager, Executive Operations and Planning  
Ministry of Agriculture

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**From:** Easton, Joan E AGRI:EX  
**Sent:** Friday, August 18, 2017 12:04 PM  
**To:** Hodson, Georgina AGRI:EX; Lalani, Arif AGRI:EX  
**Cc:** Scott, Cristina AGRI:EX; Cameron, Sandra AGRI:EX; Wong, Jane T AGRI:EX; Fair, Susan P AGRI:EX; Greene, Pauline AGRI:EX  
**Subject:** RE: Ministry Cookbook

Why don't we aim for yourself and Georgina – that way we are all looped in. By way of this email I will ask Pauline to hunt us a time.

Regards  
Joan

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**From:** Hodson, Georgina AGRI:EX  
**Sent:** Friday, August 18, 2017 12:03 PM  
**To:** Easton, Joan E AGRI:EX; Lalani, Arif AGRI:EX  
**Cc:** Scott, Cristina AGRI:EX; Cameron, Sandra AGRI:EX; Wong, Jane T AGRI:EX; Fair, Susan P AGRI:EX  
**Subject:** RE: Ministry Cookbook

Georgina is back on Tuesday, so if it is Tuesday or later it will be Georgina. If it is today or Monday, then it will be me.

Thanks,  
Thom Dennett on behalf of:  
Georgina Hodson  
Manager, Executive Operations and Planning  
Ministry of Agriculture

**From:** Easton, Joan E AGRI:EX  
**Sent:** Friday, August 18, 2017 12:02 PM  
**To:** Hodson, Georgina AGRI:EX; Lalani, Arif AGRI:EX  
**Cc:** Scott, Cristina AGRI:EX; Cameron, Sandra AGRI:EX; Wong, Jane T AGRI:EX; Fair, Susan P AGRI:EX  
**Subject:** RE: Ministry Cookbook

Am happy to connect. Yourself and Georgina?

Regards  
Joan

**From:** Hodson, Georgina AGRI:EX  
**Sent:** Friday, August 18, 2017 11:37 AM  
**To:** Lalani, Arif AGRI:EX  
**Cc:** Scott, Cristina AGRI:EX; Cameron, Sandra AGRI:EX; Wong, Jane T AGRI:EX; Fair, Susan P AGRI:EX; Easton, Joan E AGRI:EX  
**Subject:** RE: Ministry Cookbook

I think that is probably fine (although Georgina may have additional input).

Joan, when do you have time to connect about the cookbook?

Thanks,  
Thom Dennett on behalf of:  
Georgina Hodson  
Manager, Executive Operations and Planning  
Ministry of Agriculture

**From:** Lalani, Arif AGRI:EX  
**Sent:** Friday, August 18, 2017 11:04 AM  
**To:** Hodson, Georgina AGRI:EX  
**Cc:** Scott, Cristina AGRI:EX; Cameron, Sandra AGRI:EX; Wong, Jane T AGRI:EX; Fair, Susan P AGRI:EX; Easton, Joan E AGRI:EX  
**Subject:** Re: Ministry Cookbook

Mmmm did not know the DMO was doing work on that? What work has been done? IASB through Joan Easton has done a considerable amount of work and should rightfully be the lead. So suggest you update Joan and Mat on what DMO has done but they will be the lead. Thanks.

Arif Lalani, ADM, Agriculture

On Aug 18, 2017, at 10:34 AM, Hodson, Georgina AGRI:EX <[Georgina.Hodson@gov.bc.ca](mailto:Georgina.Hodson@gov.bc.ca)> wrote:

Hi Arif,

I just wanted to check in on who in BDD had the lead on the ministry cookbook project? DMO had done some work on it as well, and I just wanted to coordinate the existing work as well as make sure that next steps were underway given MLP's direction yesterday.

Thanks,  
Thom Dennett on behalf of:  
Georgina Hodson  
Manager, Executive Operations and Planning

**Greene, Pauline AGRI:EX**

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**From:** Wendland, Justine AGRI:EX  
**Sent:** Tuesday, July 25, 2017 4:30 PM  
**To:** Easton, Joan E AGRI:EX  
**Cc:** Patterson, Mat AGRI:EX  
**Subject:** Options for Developing a Cookbook to Support Wildfire Efforts

Hello Joan,

I have been working with Mat applying your recommendations from our meeting earlier today and communicating them in a clear and concise format. Please find below the latest revision of options for developing a cookbook to support the wildfire efforts. Please let me know if any further revisions are required.

s.13

Cheers,

**Justine Wendland, Business Development Project Support**  
Innovation Unit | Innovation and Adaptation | Ministry of Agriculture  
3rd Floor, 808 Douglas Street | Victoria, BC | V8W 2B6  
Ph: 250-356-9828 | [Justine.Wendland@gov.bc.ca](mailto:Justine.Wendland@gov.bc.ca)

***FOR DIRECTION, Production of a cookbook that can be sold to raise money for wildfire relief and recover***

- The options for production of a ministry cookbook highlighting B.C. products have been explored together with what is fiscally possible.

***Original Idea***

- From a financial perspective, to proceed with the original idea, there are three pieces that must be in place to be able to proceed with the original concept.
  1. We must have the expense authority to (a) produce, market and sell a product and (b) pay the proceeds out as a grant.
  2. We need the ability to introduce a fee or price per book. (Government fees are typically set to only cover costs).
  3. We need the ability to direct the revenue or net revenue to a specific purpose.
- Unfortunately the financial elements are not in place. The following is an overview of the issues.
  - The Agri vote/ sub-vote descriptions do not include wording that would support the expenses to produce, market and sell a revenue-generating product. In addition, as the s.12,s.13
  - s.12,s.13
  - Public money must be paid into the Consolidated Revenue Fund (CRF) or a special fund or special account. For the CRF there is no simple way to connect sales revenue with a specified expense purpose (e.g., grant to help fight wildfires).<sup>s.13</sup>
  - s.13
- Given the difficulty implementing the original concept other ideas were explored.

***Alternative Ideas***

s.13