

**Wieczorek, Chris AGRI:EX**

---

**From:** Popham, Lana AGRI:EX  
**Sent:** August 23, 2018 3:08 PM  
**To:** McRae, Meghan GCPE:EX  
**Cc:** Smith, Jessica C AGRI:EX  
**Subject:** Re: For approval: Fed-Prov joint statement

Thanks! Looks good.

"A suite of federal-provincial-territorial business risk management programs is available to help farmers manage risks...."

Should it be "...programs are..."

Cheers,  
Lana

On Aug 23, 2018, at 3:00 PM, McRae, Meghan GCPE:EX <[Meghan.McRae@gov.bc.ca](mailto:Meghan.McRae@gov.bc.ca)> wrote:

"A suite of federal-provincial-territorial business risk management programs is available to help farmers manage risks th

## Wieczorek, Chris AGRI:EX

---

**From:** Popham, Lana AGRI:EX  
**Sent:** August 23, 2018 2:37 PM  
**To:** McRae, Meghan GCPE:EX  
**Cc:** Smith, Jessica C AGRI:EX  
**Subject:** Re: Every Chef poster for review

Hi! Any progress today? I'm excited to get it out there!

Cheers,  
Lana

On Aug 23, 2018, at 7:18 AM, McRae, Meghan GCPE:EX <[Meghan.McRae@gov.bc.ca](mailto:Meghan.McRae@gov.bc.ca)> wrote:

Thanks for all the feedback! We'll get it to the designer this AM and ask for a quick turnaround. I know they're busy, but hopefully she can make these slight tweaks to finalize the project.

Meghan

Sent from my iPhone

On Aug 23, 2018, at 6:09 AM, Popham, Lana AGRI:EX <[Lana.Popham@gov.bc.ca](mailto:Lana.Popham@gov.bc.ca)> wrote:

And could the utensils be black.

Cheers,  
Lana

On Aug 22, 2018, at 5:20 PM, Smith, Jessica C AGRI:EX <[Jessica.C.Smith@gov.bc.ca](mailto:Jessica.C.Smith@gov.bc.ca)> wrote:

Huge improvement in my opinion – love the veggies. My only immediate feedback is that the banners for "Save the Date" and the date below blend in with the green on green in the background.

My suggestion to change banners to a goldenrod colour on the banner or some other distinct colour of choice, to grab attention.

My two cents ☺

Thanks!

Jess

---

**From:** McRae, Meghan GCPE:EX  
**Sent:** Wednesday, August 22, 2018 4:39 PM  
**To:** Popham, Lana AGRI:EX  
**Cc:** Smith, Jessica C AGRI:EX  
**Subject:** Every Chef poster for review

Thoughts on this version?

Thanks!  
Meghan

Meghan McRae  
Communications Director,  
Ministry of Agriculture  
Government Communications and Public Engagement  
P:250-952-0622

## Wieczorek, Chris AGRI:EX

---

**From:** Popham, Lana AGRI:EX  
**Sent:** August 20, 2018 3:31 PM  
**To:** McRae, Meghan GCPE:EX  
**Cc:** Wendland, Justine MMHA:EX; Smith, Jessica C AGRI:EX; Johnson, Lisa E AGRI:EX  
**Subject:** Re: MEDIA REQUEST: Interview for City TV on Agricultural Impacts of Wildfire

Done!

Cheers,  
Lana

On Aug 20, 2018, at 2:48 PM, McRae, Meghan GCPE:EX <[Meghan.McRae@gov.bc.ca](mailto:Meghan.McRae@gov.bc.ca)> wrote:

Yes, she can call the office at 3:10 PM (she has to call you to ensure she can record it properly) and then we'll send her your picture.  
What's the best number to call the office at?

Thanks!  
Meghan

---

**From:** Popham, Lana AGRI:EX  
**Sent:** Monday, August 20, 2018 2:47 PM  
**To:** McRae, Meghan GCPE:EX  
**Subject:** Re: MEDIA REQUEST: Interview for City TV on Agricultural Impacts of Wildfire

Can I do it by voice?

Cheers,  
Lana

On Aug 20, 2018, at 2:44 PM, McRae, Meghan GCPE:EX <[Meghan.McRae@gov.bc.ca](mailto:Meghan.McRae@gov.bc.ca)> wrote:

Do you have a Skype user name you can flip me? I will send to Andrea the reporter to link to you, and then she can troubleshoot with you.

---

**From:** Popham, Lana AGRI:EX  
**Sent:** Monday, August 20, 2018 2:39 PM  
**To:** McRae, Meghan GCPE:EX  
**Cc:** Smith, Jessica C AGRI:EX; Godfrey, Sam AGRI:EX; Boelens, Robert GCPE:EX; Knox, Graham G AGRI:EX; Easton, Joan E AGRI:EX  
**Subject:** Re: MEDIA REQUEST: Interview for City TV on Agricultural Impacts of Wildfire

I'm at the legislature and can do it if I can figure out Skype....

Cheers,  
Lana

On Aug 20, 2018, at 1:44 PM, McRae, Meghan GCPE:EX <[Meghan.McRae@gov.bc.ca](mailto:Meghan.McRae@gov.bc.ca)> wrote:

Minister, late breaking request, sent over from our colleagues at BC Dairy. They tried to get Kevin Boon for City TV, but he wasn't available within their deadline.

City TV would like to do an interview with a ministry staffer, regarding the agricultural impacts so far of the wild fires. I didn't let them know I would pitch it to you, but if you have time in the next little while, they would like to set up a Skype interview.

Alternatively, I can try and get one of the ministry's staff who are in the PREOC's to do the interview.

The deadline is a hard deadline for 3 PM, but they just need a couple of minutes for the interview. It would be making sure you were in a location where you could comfortably Skype them that might be the challenge.

Thanks!  
Meghan

Andrea Macpherson -, Reporter  
CITY TV  
[andrea.macpherson@rci.rogers.com](mailto:andrea.macpherson@rci.rogers.com)  
604-872-6122

**Deadline** Monday, August 20, 2018 3:00 PM

**Request**

Last minute request shuffled over from BC Dairy. Reporter is looking for a quick Skype interview with Ministry staffer regarding current agricultural impacts of the wild fires.

**Background**

**Recommendation**

Meghan McRae  
Communications Director,  
Ministry of Agriculture  
Government Communications and Public Engagement  
P:250-952-0622

## Wieczorek, Chris AGRI:EX

---

**From:** Popham, Lana AGRI:EX  
**Sent:** August 20, 2018 11:35 AM  
**To:** McRae, Meghan GCPE:EX  
**Cc:** Smith, Jessica C AGRI:EX; Godfrey, Sam AGRI:EX  
**Subject:** Re: Every Farmer poster for Save the Date

Great! Thanks! And that was supposed to be "crop-planning" not crop panning. 😊

Cheers,  
Lana

On Aug 20, 2018, at 11:30 AM, McRae, Meghan GCPE:EX <[Meghan.McRae@gov.bc.ca](mailto:Meghan.McRae@gov.bc.ca)> wrote:

This is very helpful, thanks! I'll send her this, your view on attention grabbing colours, and the extra text that needs to be included.

Thank you!  
Meghan

---

**From:** Popham, Lana AGRI:EX  
**Sent:** Monday, August 20, 2018 11:29 AM  
**To:** McRae, Meghan GCPE:EX  
**Cc:** Smith, Jessica C AGRI:EX; Godfrey, Sam AGRI:EX  
**Subject:** Re: Every Farmer poster for Save the Date

<image001.jpg>

This has more excitement about it. As far as I'm concerned brighter the better. Obviously not bananas.....but a collection of primary products and a plate and utensils would, and a chef hat would be good.

We also need to add that it's "a provincial-wide crop panning session for farmers and chefs. As well as what is already mentioned in the draft poster.

I'm not sure why the designer wants to make it so drab? The first version has no colour at all....We need to catch peoples attention!

On Aug 20, 2018, at 10:54 AM, McRae, Meghan GCPE:EX <[Meghan.McRae@gov.bc.ca](mailto:Meghan.McRae@gov.bc.ca)> wrote:

Hi there!

The designer is asking to confirm that you want to go with the yellow blue and red from the BC flag. She's worried they're a bit bright in that they're all strong primary colours. Also, if there's an example of a poster or webpage etc. you've seen in the past, and liked, or aligned with your vision for this, is it possible to send it along, so we can give her more of a sense of what you're looking for. It will help her better understand the brief.

Thanks!  
Meghan

---

**From:** Smith, Jessica C AGRI:EX  
**Sent:** Friday, August 17, 2018 7:03 PM  
**To:** Popham, Lana AGRI:EX  
**Cc:** Godfrey, Sam AGRI:EX; McRae, Meghan GCPE:EX  
**Subject:** Re: Every Farmer poster for Save the Date

I agree, the colour palette is the first thing that struck me.(or lack of?)

One suggestion: Could there be hints of colourful vegetables and fruits peeking out from behind the plate setting? To connote the agricultural aspect of this kick off.

Jess

Sent from my iPhone

On Aug 17, 2018, at 4:57 PM, Popham, Lana AGRI:EX <[Lana.Popham@gov.bc.ca](mailto:Lana.Popham@gov.bc.ca)> wrote:

Hi! Just landed in Vancouver!  
So the name of the event is  
Every Chef Needs A Farmer, Every Farmer Needs A Chef. The order is  
very important.  
The poster generally looks good but I think it's pretty bland. Can we use  
the vibrant colours of our B.C. flag?

Cheers,  
Lana

On Aug 17, 2018, at 2:23 PM, Godfrey, Sam AGRI:EX  
<[Sam.Godfrey@gov.bc.ca](mailto:Sam.Godfrey@gov.bc.ca)> wrote:

Sent from my iPhone

Begin forwarded message:

**From:** "McRae, Meghan GCPE:EX"  
<[Meghan.McRae@gov.bc.ca](mailto:Meghan.McRae@gov.bc.ca)>  
**To:** "Godfrey, Sam AGRI:EX"  
<[Sam.Godfrey@gov.bc.ca](mailto:Sam.Godfrey@gov.bc.ca)>, "Smith,  
Jessica C AGRI:EX"  
<[Jessica.C.Smith@gov.bc.ca](mailto:Jessica.C.Smith@gov.bc.ca)>,  
"Wieczorek, Chris AGRI:EX"  
<[Chris.Wieczorek@gov.bc.ca](mailto:Chris.Wieczorek@gov.bc.ca)>  
**Subject:** Every Farmer poster for Save  
the Date

Hi there,

Joan's team had asked our shop to help develop a poster for the Every Farmer Needs a Chef save the date that they want to get out. Here's one that the graphics team has drafted up. Any thoughts, edits, or do you like this direction?

Thanks!  
Meghan

Meghan McRae  
Communications Director,  
Ministry of Agriculture  
Government Communications and  
Public Engagement  
P:250-952-0622

<6313\_Every Farmer Needs A Chef  
Event\_Poster\_Draft1.pdf>



**Wieczorek, Chris AGRI:EX**

---

**From:** Popham, Lana AGRI:EX  
**Sent:** August 9, 2018 11:49 AM  
**To:** Wendland, Justine AGRI:EX  
**Subject:** Re: Travel for approval

Looks good to me! Thanks!

Cheers,  
Lana

On Aug 9, 2018, at 9:21 AM, Wendland, Justine AGRI:EX <[Justine.Wendland@gov.bc.ca](mailto:Justine.Wendland@gov.bc.ca)> wrote:

Hi Lana,

Please see all 3 attached claims for travel. Please let me know if you approve them. The below is the claim for the Oliver-return stretch of the trip.



<E129420-Popham\_Lana.pdf>

<E129450-Popham\_Lana\_Receipts.pdf>

<E129465-Popham\_Lana\_receipts.pdf>

## Wieczorek, Chris AGRI:EX

---

**From:** Popham, Lana AGRI:EX  
**Sent:** August 8, 2018 4:55 PM  
**To:** Wendland, Justine AGRI:EX  
**Subject:** Re: for approval

Thanks!

Cheers,  
Lana

On Aug 8, 2018, at 4:04 PM, Wendland, Justine AGRI:EX <[Justine.Wendland@gov.bc.ca](mailto:Justine.Wendland@gov.bc.ca)> wrote:

Hi Lana,

Sorry, it does now.

<image001.jpg>

---

**From:** Popham, Lana AGRI:EX  
**Sent:** Wednesday, August 8, 2018 3:58 PM  
**To:** Wendland, Justine AGRI:EX  
**Subject:** Re: for approval

It's a little hard to read on my phone. Does this one have both nights accommodations?

Cheers,  
Lana

On Aug 8, 2018, at 3:56 PM, Wendland, Justine AGRI:EX <[Justine.Wendland@gov.bc.ca](mailto:Justine.Wendland@gov.bc.ca)> wrote:

One more to come.

---

**From:** Popham, Lana AGRI:EX  
**Sent:** Wednesday, August 8, 2018 3:57 PM  
**To:** Wendland, Justine AGRI:EX  
**Subject:** Re: for approval

Great! Thanks!

Cheers,  
Lana

On Aug 8, 2018, at 3:38 PM, Wendland, Justine AGRI:EX <[Justine.Wendland@gov.bc.ca](mailto:Justine.Wendland@gov.bc.ca)> wrote:

Hi Lana,

This travel voucher is for Castlegar to Victoria.

Please let me know if you approve and we can go in to approve it.

Cheers,  
Justine

**Justine Wendland, Administrative Assistant**  
Office of the Honourable Lana Popham  
Minister of Agriculture  
250-387-1023 | [Justine.Wendland@gov.bc.ca](mailto:Justine.Wendland@gov.bc.ca)

<E129465-Popham\_Lana\_reciepts.pdf>

## Wieczorek, Chris AGRI:EX

---

**From:** Popham, Lana AGRI:EX  
**Sent:** August 8, 2018 11:02 AM  
**To:** Wendland, Justine AGRI:EX  
**Subject:** Re: For Approval

Perfect! 😊

Cheers,  
Lana

On Aug 8, 2018, at 10:55 AM, Wendland, Justine AGRI:EX <[Justine.Wendland@gov.bc.ca](mailto:Justine.Wendland@gov.bc.ca)> wrote:

Hi Lana,

Yes, but these forms are so old that I can't put too much in the notes. I am sectioning it into time periods. Will be working on USA trip and Okanagan trip this afternoon. So all your travel will be done in 3 spurts.

Cheers,  
Justine

---

**From:** Popham, Lana AGRI:EX  
**Sent:** Wednesday, August 8, 2018 10:52 AM  
**To:** Wendland, Justine AGRI:EX  
**Subject:** Re: For Approval

Thanks Justine! Is there more on the way?

Cheers,  
Lana

On Aug 8, 2018, at 10:50 AM, Wendland, Justine AGRI:EX <[Justine.Wendland@gov.bc.ca](mailto:Justine.Wendland@gov.bc.ca)> wrote:

Hi Lana,

Please find attached travel for your approval.

Cheers,

**Justine Wendland, Administrative Assistant**  
Office of the Honourable Lana Popham  
Minister of Agriculture  
250-387-1023 | [Justine.Wendland@gov.bc.ca](mailto:Justine.Wendland@gov.bc.ca)

<E129420-Popham\_Lana\_For Approval.pdf>

## Wieczorek, Chris AGRI:EX

---

**From:** Popham, Lana AGRI:EX  
**Sent:** August 2, 2018 5:49 PM  
**To:** Godfrey, Sam AGRI:EX  
**Subject:** Re: NR for Approval: Climate Change Adaptation Program

Good.

Cheers,  
Lana

On Aug 2, 2018, at 5:17 PM, Godfrey, Sam AGRI:EX <[Sam.Godfrey@gov.bc.ca](mailto:Sam.Godfrey@gov.bc.ca)> wrote:

FYI

**Sam Godfrey**

Senior Ministerial Assistant to the Honourable Lana Popham  
Minister of Agriculture, British Columbia  
Mobile: 250 208 1359 | Office: 250 387 1023  
Rm 325, Parliament Buildings, 501 Belleville St., Victoria, B.C. V8V 1X4

*This message, including any attachments to it, is not to be disclosed outside of the Provincial Government without prior written approval from the Ministry of Agriculture. If you have received this communication in error, please destroy the email message and any attachments immediately and notify me by telephone or by email.*

---

**From:** McRae, Meghan GCPE:EX  
**Sent:** Thursday, August 2, 2018 11:13 AM  
**To:** Godfrey, Sam AGRI:EX  
**Subject:** NR for Approval: Climate Change Adaptation Program

Hi Sam,

This was originally meant to be an Info Bulletin, but the Feds wanted it beefed up to a news release, so we've added a quote.

The Ministry is hoping we can release this soon so they can move forward with engaging some new regions on the climate adaptation program.

Any concerns if we aim to get this out early next week? We could get a Minister's Statement pre-approved to share with any interested media (this was an existing program under GF2, so not new.)

**Quote for Approval:**

- The Honourable Lana Popham, Minister of Agriculture for British Columbia

"The B.C. government is committed to helping farmers in British Columbia adapt to climate change through sustainable operations while expanding production. The Climate Change Adaptation Program will directly support our farmers in regions throughout B.C. so they can reach new levels of success over the next five years."

## **Planning for climate change in the agriculture sector**

VICTORIA – The B.C. agriculture sector will have new resources available to support their efforts in adapting to climate change.

The Climate Change Adaptation Program is providing \$6 million in federal and provincial government support over the next five years through the Canadian Agricultural Partnership. The program builds on previous government supported work and is focussed on building resilience to climate change at the farm level and at the wider regional level.

The Regional Adaptation Program will:

- Establish three new regional adaptation strategies; and
- Provide support for the implementation of projects in new and existing regions.

The Farm Adaptation Innovator Program will:

- Fund seven to nine new research projects on B.C. farms; and
- Pilot and demonstrate farm practices and technologies that support climate adaptation.

Application packages will be available in Fall 2018.

The Climate Change Adaptation Program will run for the duration of the five-year Canadian Agricultural Partnership. The Partnership is a federal-provincial-territorial agreement that includes \$2 billion in cost-shared strategic initiatives delivered by the provinces and territories, and \$1 billion for federal programs and services through March 2023.

### **Quotes:**

“insert quote.”

- The Honourable Lawrence MacAulay, federal Minister of Agriculture and Agri-Food
- The Honourable Lana Popham, Minister of Agriculture for British Columbia

“The B.C. government is committed to helping farmers in British Columbia adapt to climate change through sustainable operations while expanding production. The Climate Change Adaptation Program will directly support our farmers in regions throughout B.C. so they can reach new levels of success over the next five years.”

### **Learn More:**

- CCAP is administered by the B.C. Agricultural Research and Development Corporation and the BC Investment Agriculture Foundation, and delivered by the BC Agriculture & Food Climate Action Initiative.
- Since 2013, the BC Agriculture & Food Climate Action Initiative has been providing strategic guidance and program management for BC agriculture’s climate change



adaptation programming. Further information is available at:

<https://www.bcagclimateaction.ca/>

- Regional adaptation strategies have already been developed in six key agricultural areas of the province: Cowichan, Delta, the Peace, the Cariboo, the Fraser Valley and the Okanagan.

Media Contacts:

Dave Townsend  
Government Communications and Public Engagement  
Ministry of Agriculture  
250-356-7098  
250 889-5945 (cell)

Guy Gallant  
Director of Communications  
Office of the Honourable Lawrence MacAulay  
613-773-1059

Media Relations  
Agriculture and Agri-Food Canada  
Ottawa, Ontario  
613 773-7972  
1 866-345-7972  
Follow us on Twitter: @AAFC\_Canada  
Like us on Facebook: CanadianAgriculture

Meghan McRae  
Communications Director,  
Ministry of Agriculture  
Government Communications and Public Engagement  
P:250-952-0622