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B.C. FOOD GROWS LOCAL ECONOMIES AND COMMUNITIES

Feed BC is a provincial government initiative to increase B.C. food and beverages in

When public institutions choose more B.C., the increased demand shifts domestic supply, creating B.C. jobs and economic activity.

This means that B.C. producers, processors and other supply chain support local economies and communities.

This more than doubles the total

Cvery \$1,.M increase to B.C. food purchasing

13.1 generates up to

and up to

new food & related jobs

= up to



\$597K

in new annual wages



\$76K

in new B.C. taxes



\$856K

in GDP increases (additional value added products)

total economic benefits of the purchase

feed BC Bringing B.C. food to public institutions

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feed BC Bringing B.C. food to public institutions











Feed BC Economic Impact Analysis

How shifting government spending to more B.C. food builds B.C.'s economy

Food System Partnerships & Feed BC Food and Beverage Branch, Ministry of Agriculture and Food Revised September 2022

Overview of Presentation



- 1. What is Feed BC
- 2. Market Potential for B.C. Farmers and Processors
- 3. Feed BC Partners in Healthcare and Post-Secondary
- 4. Economic Impact Potential of Feed BC Study Results
- 5. How the Impact Results Support Action
- 6. Appendix A Economic Impact Case Studies
- 7. Appendix B Current Feed BC Actions
- 8. Appendix C Feed BC Partner Tools, Resources & Support

What is Feed BC?



- Government priority led by AF, in partnership with other ministries and supply chain stakeholders, to increase B.C. foods and business opportunities in public institutions & beyond
 - A 2017 mandate expanded in 2020 to grow Feed BC further including into K-12 public schools (school food programs)
- Objectives:
 - Stimulate economic development through jobs and business opportunities for farmers, fishers, ranchers, and food processors
 - Connect patients, residents, students, clients to B.C.'s food system and local producers and processors
 - Grow the provincial food supply and food system resilience
- Overview:
 - Partners work to source and procure more B.C. foods towards a minimum target of 30% 'B.C. food' expenditures (defined in Feed BC program standards) and advance other local food opportunities that reflect their unique interests (e.g., community economic development; sustainability; etc.)

Current public sector
partners:
6 regional health
authorities
20 public post-secondary
institutions (PSIs)
BC Procurement Strategy
(CITZ)
Other ministries (i.e. EDU
food in K-12 schools
mandate)

Supply chain partnership examples:

- Sysco Local Food Advisor with Interior Health
- Ryan Vending with BCNETCompass Local Food Sourcing with 6 PSIs

What is the Market Potential?



Annual Non-Commercial* Foodservice Purchases in B.C. (\$414.5 million)

Post Secondary Institutions (\$43.7 million)

Hospitals (\$40 million)

Retirement/Residential Care (\$167 million)

Other Non-Commercial (\$163.8 million)

*Includes governmentsupported, private, semi-private and non-profit facilities

Source: fsSTRATEGY Inc. (Updated to include 2019 figures)

- B.C.'s institutional foodservice market offers significant opportunities for B.C. foods.
- Other public sector food spending also represents untapped potential for our sector, and the economy.
- Quantifying the total economic value of the 'B.C. food' share of govt food purchases helps government understand why every \$1 spent on B.C. foods is a twofold investment in B.C.'s economy.

Feed BC works with partners to help them maximize the total value and impact of government food spending

Feed BC Partners: Health Authorities















VE ARE PROUD PARTNERS WITH feed BC

Find your Post-Secondary Institution's story here: gov.bc.ca/feedbc COLUMBIA



Feed BC Partners in **Post-Secondary:**





















UNIVERSITY

OF THE FRASER VALLEY























Economic Impact Potential of Feed BC - Study Results

Economic Impact Potential of Feed BC



To quantify the value of government shifting to/increasing B.C. foods, Feed BC relied on confidential velocity (purchasing) reports provided by partner institutions and a B.C. Input -Output Model (BCIOM) licensed by BC Stats.

- BCIOM estimates the downstream impacts of potential increases to domestic production of a commodity, as businesses grow, create jobs and stimulate economic activity.
- For Feed BC analysis, the impacts to the B.C. economy were estimated by modelling a \$1M increase in spending across a range of 14 food products used by B.C. public institutions (health care and post-secondary sectors were analysed).
- BCIOM is owned by Pacific Analytics and is used by BC Stats, FNLRORD, and Destination BC for tourism impact analysis. Building off the Feed BC analysis, it is now being used by AF's Corporate Policy and Priorities Branch for further economic analyses.

Value of the Impacts



- The BCIOM analysis found when B.C.'s public sector institutions increase spending on B.C. food products, the <u>B.C. economy benefits</u> to a marked degree.
 - For example, if a B.C. health care authority increases or redirects \$1M of non-B.C. food spending to B.C. food, employment would increase by up to 13 jobs and GDP would increase by \$855K (+other associated wages and provincial tax increases)
 - While impacts differ by product categories, they remain significant. For job creation, a \$1M spend has an impact range of +6.7 to +13.1 new jobs.
- The potential economic impacts of the \$1M change are roughly double those of an equivalent change to other natural resource sector spending.
 - Increased B.C. food purchases have a greater total economic impact than increased spending in other NRS industries

"Suffice-to-say, if choosing between a policy that promotes domestic food purchasing vs a policy for encouraging greater resource exports, the better choice is unambiguously the policy to promote domestic food purchases"
- BCIOM Feed BC report

Return on Investment



- Simply put, for every \$1 government spends on B.C. foods is worth \$2 across the B.C. economy
- This new 'economic output activity' (direct + indirect + induced impacts) is the result of increased demand that stimulates food producers and processors and supply chain businesses to grow, which supports local communities/economies
- BCIOM calculations (see example next slide)
 demonstrate that govt's return on investment for B.C.
 food is twice the value of the money spent, leads to new
 jobs, GDP growth and new provincial tax revenue, and is
 a greater ROI than in other NR sectors (see slide 10)

Range in ROI for different product categories = 1.6x to 2.2x the value of spending

Product examples: Poultry = 2x Cheese =2.2x Juices =1.5x

The impacts of a change in food purchases indirectly affects a variety of different industries in the province, many of those within the primary food and food manufacturing sectors

Detailed Example: Poultry Impacts (per \$1M Increase)



The BCIOM calculates the economic impacts of each of the 14 product categories across various measures:

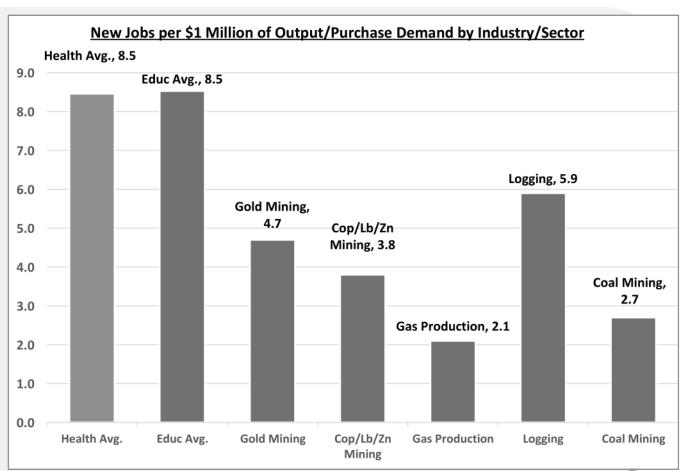
DOMESTIC OUTPUT					GDP (Basic Prices)				Wages & Salaries*			
Poultry	Other				Poultry	Other			Poultry	Other		
Own	Ag/Food	Other			Own	Ag/Food	Other		Own	Ag/Food	Other	
Indirect	Indirect	Sectors	TOTAL		Indirect	Indirect	Sectors	TOTAL	Indirect	Indirect	Sectors	TOTAL
\$1,111,553	\$364,448	\$317,138	\$1,793,139		\$312,409	\$398,678	\$176,333	\$887,420	\$163,479	\$38,519	\$88,330	\$290,328
			\$173,724					\$129,107				\$100,286
			\$1,966,862					\$1,016,527				\$390,615
	EMPLOYMENT (Jobs)				EMPLOYMENT (FTEs)				-	Other		
Poultry	Other	,		T	Poultry	Other	,			Man.,	Crops,	
Own	Ag/Food	Other			Own	Ag/Food	Other			4.5%	2.8%	
Indirect	Indirect	Sectors	TOTAL		Indirect	Indirect	Sectors	TOTAL				Animal
2.83	2.26	1.91	7.00		2.75	1.69	1.56	5.99				17.3%
			1.02					0.76			V	
			8.01	_[6.76			\\	
Provincial and Regional Business Taxes				1	Provincial Income Taxes							
Poultry	Other			ľ	Poultry	Other						
Own	Ag/Food	Other			Own	Ag/Food	Other		\ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \			
Indirect	Indirect	Sectors	TOTAL		Indirect	Indirect	Sectors	TOTAL				Meat
\$7,183	\$5,117	\$9,335	\$21,635		\$8,031	\$1,781	\$5,048	\$14,860]			Man., 75.3%
			\$19,448					\$1,906				/3.370
			\$41,083					\$16,765				

Industry Comparison - Jobs



Investing in B.C. food and beverage products (primary, secondary) is an investment in B.C. regions

- Employment impacts are 2-3x higher for an increase in B.C. food purchase 'demand' by B.C.'s health care sector vs an equivalent output 'demand' in resource-based industries (exception: logging) – note: the agriculture and food industry is a much smaller-sized industry in comparison
- Industry comparisons for other measures such as GDP, wages, provincial taxes and output mirror the 'advantageous impact' of these food and beverage product employment impacts (slides available)



BCIOM Limitations/Assumptions



The BCIOM includes assumptions and dependencies to consider in quantifying actual results:

- **Linearity:** assumes a change in demand for a commodity will translate into a proportional change in inputs
- Industry Structures: assumes relationships between industries are relatively stable over time
- No Capacity Constraints assumes no capacity constraints on production
- **Price Changes** does not include any price changes/possibility for firms to change their use of specific material inputs as a result of changing price signals.
- **Inter-temporal constraint** does not take into account the amount of time required for changes to happen
- **Personal Expenditures** assumes consumers spend an average of 95% of this disposable income on goods and services
- Commodity breakdowns are not quite detailed enough for an analysis of all the different food products and/or categories used by the public

How the Results Support Action

Analysis to Inform Action



BCIOM findings provide value to Feed BC projects, partners and beyond:

- 1. Measures and estimates the total potential economic value of increases in B.C. food purchases and the objectives and rationale for the Feed BC program
- 2. Helps partners quantify the value of their Feed BC work and how their local/B.C. food purchases help their communities; compels others to action
- 3. Supports Ministry decisions on supports, services and investments for Feed BC and other programs focussed on market readiness, access, participation
- 4. Analysis of specific commodities can support Government decisions on policy and investments including infrastructure to support growth/modernization (e.g., food hubs, provincially-inspected meat, a cross-government Feed BC policy)
- 5. Wider application of the model can quantify the value of expenditures and investments in other Ministry or Government programs and priorities

Expanding Feed BC: Cross-Government Policy and Practice



Economic impact results provide critical information to expand Feed BC partnerships across government to shift more government spending to B.C. foods

Coupled with experience in B.C. healthcare that the minimum 30% B.C. food spending target is possible with no additional government spending - that it can be achieved simply through shifting to readily-available B.C. versus import foods - the results support a <u>crossgovernment policy of 30% B.C. food spending</u>. Key elements would include:

- Requiring 'B.C./local food' standards, criteria and targets in government food procurement RFP processes, in BEAs which include food purchasing, and in other government spending on food, in alignment with CITZ social procurement resources and government ESG objectives
- Embedding Feed BC within a reporting framework to track government expenditures on B.C. food and find opportunities for specific B.C. products and commodities
- Strategically building B.C.'s agriculture and food sector capacity and infrastructure to grow, process and diversify food products to meet institutional demands

Appendix A: Economic Impact Case Studies

Case Study 1: Total Economic Impact of Increasing B.C. Food in Health Authorities 2018-19 -2019/20



- In 2019-20, Feed BC's partnership with the B.C. Ministry of Health and all six regional health authorities (HAs) resulted in an average 30.8% B.C. food expenditures across HAs
- This increase of 3.5% over 2018-19 (an average of 27.3%) equated to a monetary increase in B.C. food spending of \$3.5M
- The increase was achieved through no additional targeted funds for B.C. food

Based on the BCIOM, the total economic value of this \$3.5M increase to B.C.'s economy was up to \$7M (a two-fold increase) including:

- > Up to 46 new jobs
- ➤ Up to \$3M increase to GDP (value-added products)
- > Up to \$2M in new annual wages + \$265K in additional provincial taxes

Case Study 2: Market Opportunity for B.C. Meat in Columbia Valley Region Public Institutions



A 2021 Columbia Valley Meat Hub project supported by Feed BC assessed the potential sales of provincially regulated beef from a future hub to Interior B.C. public institutions:

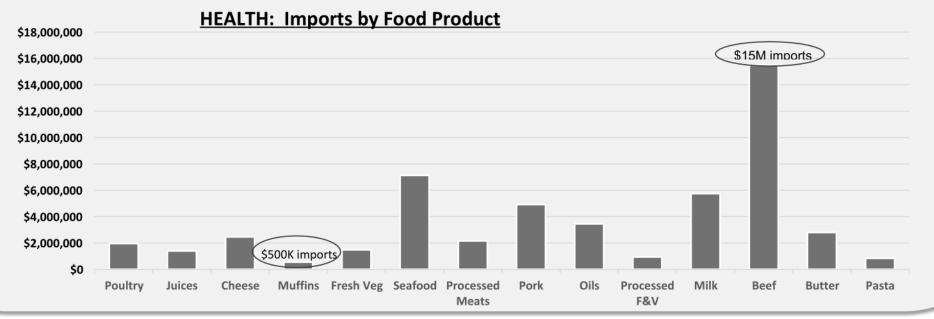
- Post-secondary institutions represent the single greatest opportunity for institutional sales of CV beef, with up to \$317K in accessible annual sales in Interior B.C. and \$280K potential sales
- An additional \$490K per year in annual beef purchases is currently deemed inaccessible due to distributors' corporate restrictions on purchasing provincially regulated beef - which could be addressed through targeted work
- > Total market opportunity potential: ~\$600K-\$1.087M
- ➤ Using the BCIOM model, we can estimate the total potential impact to the region from the hub, including up to:
- New B.C. jobs: 8.7
- > Additional GDP: \$794K

Case Study 3: Impact of Shifting Purchasing to B.C. Food Based on the Value of Food Imports in Healthcare



The value of spending on imported food by product categories helps to understand the potential impact to the B.C. food and agriculture sector that could come from focused efforts on increasing institution purchase of specific products such as meat, a major food spend

Federal meat inspection requirements currently limit health authorities to purchase B.C. food from provincially inspected facilities but beef, alone is by far the highest value spend at \$15m annually)

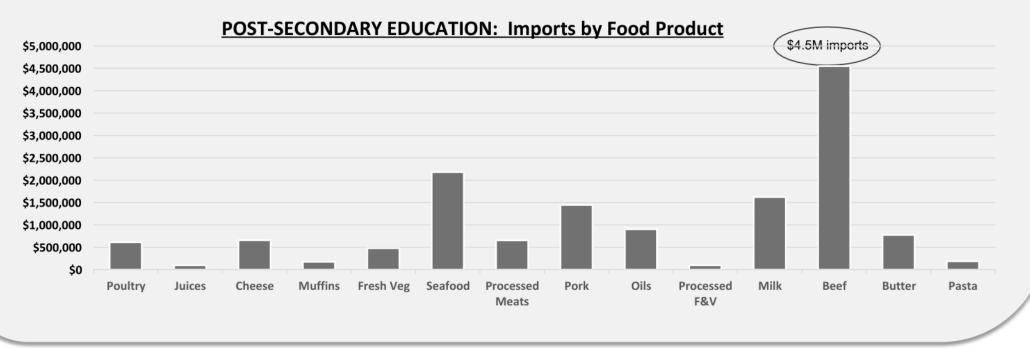


2017 Stats Canada – Supply Use Table for Health Care Food Imports

Case Study 4: Value of Spending on Imported Food Products Across Post-Secondary



The Post-Secondary Education sector in B.C. is estimated to import approximately 70% of its food-related product requirements or \$14.5 million, indicating opportunities for more B.C. food across many product categories. Many PSIs have greater flexibility for purchasing, such as meat that is B.C. meat from provincially inspected facilities and culinary programs.



2017 Stats Canada – Supply Use Table for Post-Secondary Food Imports

Case Study 5: B.C. Food Opportunities in Healthcare



- A number of potential B.C. food product opportunities were identified that are used across multiple health authorities in 2021
- AF's Value Chain Innovation team is ready to support, however there are a number of limitations most significantly, food budgets
- More funding for food is critical to further increasing B.C. products across HA's

For ex. After months of work looking for a B.C. muffin to bring to Interior Health, they could not switch because it was 2-3 cents higher than their imported product

Key Processed Products Requiring BC Sources (Reporting from 5 Health Authorities) Updated March 2021									
PRODUCT	Product Examples	Total Spends (\$000's)							
Portion cheese	Cheddar, brick, marble, skim, gouda; 21 gm; cream cheese 18 gm	\$900							
Single yogurts	Assorted pureed with no fruit chunks, vanilla - mango, cherry, peach, strawberry, raspberry; 90 gm, 100 gm	\$817							
Ice cream/sherbet cups	Vanilla, strawberry, chocolate, butterscotch, orange sherbet; 115 mL cup	\$471							
Ready-made mashed potatoes	Frozen, 4 lb, 39 lb, 26.7 oz, 736 gm	\$637							
Ready-made salads	Coleslaw, potato salad, macaroni salad, tuscan salad, red skin potato salad, chickpea; 3 lb, 7 lb, 8 lb and 2.27 kg, 4.54 kg, 5 kg containers	\$151							
Portion fruit cups	Peaches, Pears, Fruit cocktail, Mandarins; Apple/Mango/Peach; packed in juice or water; 113 mL	\$164							
Portion juices	Orange, apple, prune, grape, cranberry juice; 114 mL, 200 ml; 120 ml thickened	\$1,658							
Portion applesauce	Apple, flavoured - berry, mango, peach; 113 gram; 18 gm portions	\$225							
Frozen vegetables	Variety	\$2,732							
Canned fruit	Variety	\$1,192							
Shredded mozarella cheese	2.27, 2.5, 4.54 Kg units	\$114							
Buttermilk pancakes	39 gm	\$84							
Belgium waffles	35, 65, 88, 140, 142 gm	\$106							

Appendix B: Current Feed BC Actions

Feed BC Procurement: Health Authorities



PHSA RFP Integrates Feed BC in Health Authority Food Procurement:

- Through invitation, Feed BC staff supported PHSA to integrate Feed BC into their RFP for a new Group Purchasing Organization for food procurement to reflect health authorities' interests in tracking and sourcing B.C. food.
- The final RFP PHSA 03574 Food Laundry Housekeeping Management Services contract (PRF 3486)(C00336) is now open on BC Bid until Mar 15, 2022. The successful proponent will provide services to IH, VIHA and PHSA (~ \$56.7M spending across food, laundry and housekeeping spends) and have the potential for expansion to FH, VCH with additional value of \$41.4M.
- This is the first major public procurement that Feed BC has contributed to and a significant opportunity for more B.C. food across health authorities, and sets an example for future bids, such as upcoming food services procurement for Correctional facilities through PSSG and, beyond

Feed BC Procurement: Health Authority/PHSA contract language



RFP PHSA 03574 Food Laundry Housekeeping Management Services contract

Several RFP components included on Feed BC and B.C. local food:

- Become a strategic partner with the Health Authorities that will design and manage the delivery of Products and to meet individual Health Authority requirements and expectations. These activities are expected to incorporate, support and contribute to the provincial government's Feed BC program.
- ...develop comprehensive strategies for food sourcing in British Columbia
- ...the Supplier should be able to provide local BC grown products, and
- Feed BC definitions, standards and targets included in the definitions sections

Draft contract embedded in the RFP Appendix A:

Includes 2 related KPIs: 30% local food; Number of B.C. products

Several product specifications and management requirements supporting local food purchasing:

- Plan strategies and tactics for the procurement of new B.C. food Suppliers and/or Distributors including regional, seasonal, or smaller volume B.C. food products
- Inclusion of and purchasing from B.C. and/or Indigenous-based food and agriculture businesses to meet HA's interests in procuring traditional foods and Indigenous recipes that meet the needs of staff, clients, and visitors'
- Tracking and sourcing B.C. food [1] and supporting implementation of Feed BC
- ... activities are expected to incorporate, support and contribute to the provincial government's Feed BC program;

Feed BC Procurement Work: Post-Secondary and Beyond



Feed BC Post-Secondary Progress Report - Results for 2021/22:

- Average of 41% B.C. food spending, with some PSIs achieving significant local food purchasing (e.g., Royal Roads University at 66%)
- A total of \$4.9M spent on B.C. food across 12 reporting PSIs (first year of return to campus food services during the pandemic even greater increases to come)
- Supply chain partner Compass-Chartwells is working to meet the new local food requirements of six PSI partners and have improved B.C. food tracking capabilities
- On behalf of 17 PSIs, group purchaser BCNET led a modification to the joint contract agreement with Ryan Vending, to increase B.C. foods in vending machines to support Feed BC, and led to the piloting of 100% B.C. food vending machines on six campuses
- Feed BC meets government's social, environmental and Indigenous procurement objectives (led by the Ministry of Citizen Services), is a component of government plans for K-12 school foods, and is included in procurement processes for B.C.'s 10 regional Corrections facilities

Sharing the Feed BC Message



and up to

total economic

benefits of the

purchase

Ministry of Agriculture and Food

Feed BC's 'return on Investment' message can be shared through infographics - ex:

B.C. FOOD GROWS LOCAL ECONOMIES AND COMMUNITIES

Every 13.1 generates up to increase to facilities, programs and services B.C. food new food & related jobs purchasing When public institutions choos more B.C., the increased deman shifts domestic supply, creating B.C. jobs and economic activity This means that B.C. producers processors and other supply chair = up to businesses can grow and support local economies and communities. \$76K \$856K \$597K This more than doubles the total in GDP increases in new annual in new B.C. taxes (additional value wages added products) feed BC Bringing B.C. food to public institutions Appendix C: Feed BC Partner Tools, Resources & Support

Feed BC Structure & Functions Support Success



- ➤ The Feed BC Program was built on a foundation of four key strategies a logic model that has been tested and implemented for broad, long-term success:
 - 1. Build awareness and demand for B.C. food in public institutions and beyond
 - 2. Build capacity of B.C. food and beverage businesses to participate in the institutional market and beyond
 - 3. Activate business relationships and opportunities across the supply chain to connect demand to institution-ready supply
 - 4. Measure and report on progress to demonstrate and promote more partnerships and opportunities
- ➤ The Ministry's org structure (Food System Partnerships and Feed BC Unit) aligns Ministry research, policy, programs, B2B events, business activation tools and strategic partnerships to support maximum benefit and return on investment of B.C. government food spending

Food System Partnerships & Feed BC Integrated Systems Approach

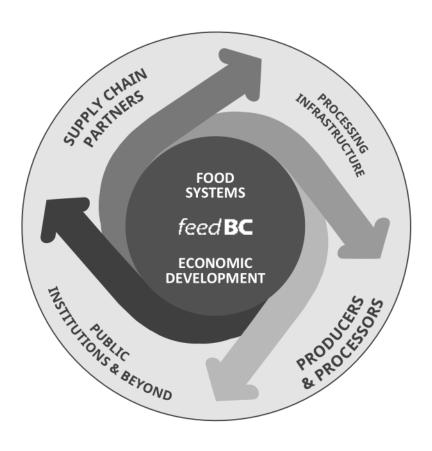


VALUE CHAIN INNOVATION

Business activation support to help grow B2B relationships, supply chain partnerships, new value chains and business opportunities

INSTITUTIONAL PARTNERSHIPS & STRATEGIES

Grow Feed BC Program of partnerships, policy and practice, with joint actions that reflect partner values and increase local foods

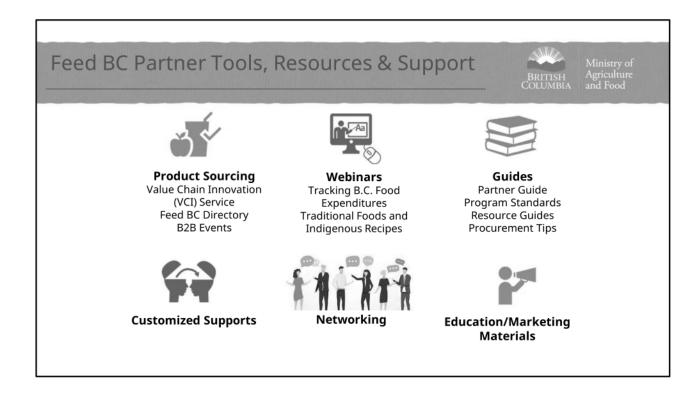


B.C. FOOD HUBS

Foster growth and innovation in B.C.'s processing sector through industry access to facilities, equipment, technology, services and business supports

FOOD & BEVERAGE PROCESSING

Grow the capacity of B.C.'s food and beverage sector through government and stakeholder partnerships, programs and investments



Elietha to highlight:

Product sourcing:

- Value Chain Innovation Service
- Feed BC Directory Searchable B.C. food product platform to better connect commercial-scale food buyers, distributors of B.C. Food, and suppliers (Coming Fall 2021)
- Pitch and Plate sessions to connect new B.C. food products and suppliers to the food needs of public institutions

Webinars:

Focus topics chosen by the partner network including:

Tracking Supports and templates Traditional Foods and Indigenous Recipes

Guides:

(in 2 pager)

- Feed BC Resource guide including language in contracts, methodologies and food definitions
- Study on BC Food Procurement in BC Public Post-Secondary Institutions
- **Contract and Procurement Scoping Report**
- More resources can be found on the Feed BC in PSI webpage

Consulting:

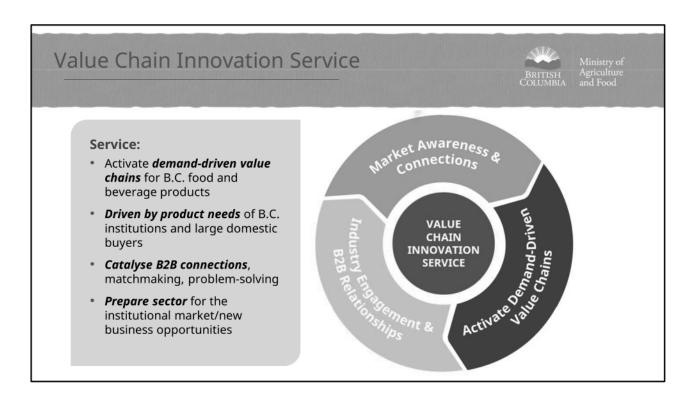
Individual customized consulting is available for velocity report analysis, product sourcing and tracking/reporting support

Support is available for developing individual action plans & for menu planning

Procurement support

Marketing:

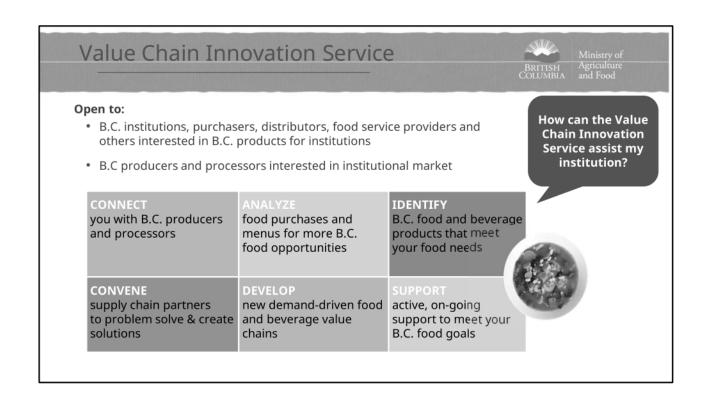
Promotional material including pop up banners, window clings, digital banners and guidebooks



Launched in June 2021, the Value Chain Innovation Service activates and helps expand demand-driven business opportunities for B.C. food and beverage products in B.C. public institutions and beyond.

This new Ministry service is currently focused on supporting Feed BC, a provincial government initiative that encourages, inspires, and supports a shift to more B.C. food in hospitals, long term care, public post-secondary institutions, other public sector facilities and programs, and beyond. The Value Chain Service aims to

- Activate **demand-driven value chains** for B.C. food and beverage products
- **Driven by product needs** of B.C. institutions and large domestic buyers
- Catalyse B2B connections, matchmaking, problem-solving
- **Prepare sector** for the institutional market/new business opportunities



Create and facilitate business-to-business (B2B) connections, online resources, industry engagement opportunities and events. For example, pitch and plate event, recent From the Ground Up tradeshow, where institutions could meet buyers face to face.

For institutions:

- We will analze your purchase and identify products current available in BC. For those products not currently available, we will convene supply chain businesse to create new food and beverage valu echains
- Some initiatives underway:
- working with 2 PSIs to analyze their food purchases,
- working with a food vending company and after-school programs to ID more BC food

- opportunities,
- · helping health authorities to source products they are looking for, and also will be working with health authorities and post-secondary institutions to finalize those products they most need that could come from BC but don't currently – a continuation of work started just before pandemic in March 2020.
- Contact feedbc@gov.bc.ca to be connected with services
- Contact Value Chain Specialist, Chashma Heinze and Stacie Irwin, at feedbc@gov.bc.ca



- Suppliers: producers, processors of B.C.-produced and/or B.C.-processed foods ready to sell to commercial or institutional markets
- **Buyers:** institutional food service, retailers, distributors, restaurants, food programs, wholesalers, brokers, open to all

Fwd: Summerland Food Hub Decision Note

From: Pokorny, Peter AF:EX

To: Evers, Charlene AF:EX < Charlene. Evers@gov.bc.ca>, Smith, Jessica C AF:EX

<Jessica.C.Smith@gov.bc.ca>

Sent: September 13, 2022 10:27:11 AM PDT

Attachments: 198636 - DN - Food Hub Funding for District of Summerland.docx This is approved. I have discussed with Minister and she is supportive. Thanks.

Peter Pokorny Deputy Minister Agriculture and Food

From: Evers, Charlene AF:EX < Charlene. Evers@gov.bc.ca>

Sent: Monday, September 12, 2022 12:15 PM

To: Pokorny, Peter AF:EX <Peter.Pokorny@gov.bc.ca>

Subject: Summerland Food Hub Decision Note

As requested.....

Charlene Evers
Senior Executive Assistant to
Peter Pokorny, Deputy Minister
Ministry of Agriculture and Food
\$\mathref{T}\$ 778 974-3844

Ministry of Agriculture and Food BRIEFING NOTE FOR MINISTER FOR DECISION

Ref: 198636 Date: September 2, 2022

Title: Request from District of Summerland and Partners for Funding for a Full-Scale Food Processing and Innovation Hub

Issue: Seeking approval on direct award funding for a new full-scale food processing and innovation hub in the District of Summerland, versus a call for proposals, for 2022/23.

Background:

The Okanagan Valley is a productive agricultural region, and the South Okanagan-Similkameen region is a leader in fruit and vegetable production in B.C. Two hundred and sixty food processors operate in the area, which has grown significantly in the last five years. Most of these are small-scale food processors, who require business and technical food skills to market their products effectively, access new markets, and scale up production.

Summerland work to date to achieve a food processing and innovation hub

In 2018, federal and Ministry of Agriculture and Food (Ministry) funding was provided to the District of Summerland (District) and partners to complete a feasibility study for an Okanagan Innovation Food Hub (OIFH) for South Okanagan. The plan outlined the high interest and support from industry and confirmed the advanced status of the District's food hub planning.

The Ministry ran a competitive process for Food Hub funding in 2019. The District submitted an RFQ and was invited to submit an RFP but was unable to submit within the timeline but indicated they would continue with the project and seek future Ministry funding. In 2020, the District was one of the organizations invited by the Ministry to submit a food hub proposal (StrongerBC Economic Recovery Project), but District staffing transitions prevented this.

In 2021, Community Futures Okanagan Similkameen (CFOS) and the Economic Trust of the Southern Interior (ETSI-BC) funded a Food Processing Business Advisor position to help further the OIFH project. The work led by the advisor demonstrated the high potential and need for a food processing and innovation hub.

In March 2022, the OIFH updated its original business plan with funding from the District and ETSI-BC. The detailed plan provides a market overview and includes operations, marketing, governance and management, financial, and implementation plans. To proceed with the project, the District and its partners require more than \$2.25 million in grant funding.

District Plans for Food Hub Infrastructure

The District plans to create a shared use, HACCP-certified, 10,000 sq. ft. facility for processing plant-based foods, primarily tree fruit, within a larger 30,000 sq. ft. processing centre. Clients will be able to rent space for a minimum of 24 hours a month for four months and have

CONFIDENTIAL 1

access to basic commercial kitchen equipment and storage space. A gap in the market exists for the proposed services the food hub intends to offer. No commercial processing facilities offer the range of equipment needed by food entrepreneurs or meet the health standards required by grocery retailers and distributors.

Discussion:

The District's project planning for a full-scale food hub is quite advanced. The District and CFOS have invested several hundred thousand dollars in addition to in-kind support for the project over the past five years. They have worked with many small-scale food processors and garnered support from multiple stakeholders. Given the investment, partnerships, user base and commitments they have developed, government food hub funding would help ensure the region's collective investment and momentum are not lost.

There is currently no food hub in the South Okanagan region, but demand is high. The CFOS Food Processing Business Advisor hired in 2021 worked with 56 food processors and supported the development of three new innovative products and five new jobs within a few months. Services were delivered to diverse populations including equity-deserving groups. The work highlighted the strong demand for kitchen, drying, cold storage, juicing, wet-line, and IQF equipment, and co-packing services (several businesses lost access to a Kelowna facility during the pandemic and had to look beyond the region and Province for help).

s.13; s.16; s.17

2

Options:			
16			
Approved / Not Approved			
Minister		Date Signed	
Contact: Jennifer Walsh, Manager, Foo	d Innovation, 236-4	78-0562	
	CONFIDENTIAL		

ED ADM DM MA AL

CONFIDENTIAL

FW: Follow-Up: Correspondence for review

From: Correspondence Unit AF:EX <MCU@gov.bc.ca>

To: Golacka, Magdalena AF:EX <Magdalena.Golacka@gov.bc.ca>

Sent: September 13, 2022 3:30:19 PM PDT

Attachments: 493593s.22 MIN Sig PST Exemption AF Edit.docx, image002.png

For filing

From: Correspondence Unit AF:EX <MCU@gov.bc.ca>

Sent: September 13, 2022 3:30 PM

To: Therrien, Lucie FIN:EX <Lucie.Therrien@gov.bc.ca>
Cc: Correspondence Unit AF:EX <MCU@gov.bc.ca>
Subject: RE: Follow-Up: Correspondence for review

Hi Lucie,

Please see attached file with AF edits as requested.

Let me know if you require anything else.

Thank you.



Hemant (Sunny) Joshi Information Analyst Deputy Minister's Office Ministry of Agriculture and Food

🖀 250 940 7562 | 🕆 hemant.joshi@gov.bc.ca

From: Therrien, Lucie FIN:EX < Lucie.Therrien@gov.bc.ca>

Sent: August 30, 2022 3:58 PM

To: Correspondence Unit AF:EX < <u>MCU@gov.bc.ca</u>> **Subject:** Follow-Up: Correspondence for review

Hello,

Following on my previous email since I did not hear, I was not sure where to send exactly.

Please advise if it is possible to have the letter reviewed for content as indicated below.

Thank you,

Lucie Therrien

📥 Please consider the environment before printing this email

From: Therrien, Lucie FIN:EX Sent: August 26, 2022 3:29 PM

To: Seafood Secretariat AF:EX <Seafood Secretariat@gov.bc.ca>

Subject: Correspondence for review

Hello,

I was hoping you could direct me to the appropriate person. Our Director of Consumption Tax has returned a piece of correspondence and wishes for Agriculture to review and they mention programs available that support the competitiveness of the seafood section.

I have included the piece of correspondence as well as the incoming, and we would appreciate if it could be reviewed before we go further with our approval process.

Thank you,

Lucie Therrien

Correspondence Clerk

Policy & Legislation Division | Ministry of Finance

Phone 778.974.4348 | Email: lucie.therrien@gov.bc.ca

Please consider the environment before printing this email

Grateful to live, work and play within the traditional territories of the Lekwungen people – known today as the Esquimalt and

CONFIDENTIALITY NOTICE: This email is intended only for the person or entity named in the addressee field. This message may contain information that is privileged, confidential or exempt from disclosure under applicable law. If you are not the addressee or an employee or agent responsible for delivering this message to the addressee, please notify the sender immediately and destroy any copies you may have. Any unauthorized distribution, copying or disclosure is strictly prohibited.

Page 054 of 132

Withheld pursuant to/removed as

s.13; s.22

- 2 -

Thank you again for taking the time to write. We appreciate your support and input on how we can build a better BC.

Sincerely,

Office of the Minister



493593

Darren Williams, Solicitor League and Williams Law dwilliams@LeagueLaw.com

Dear Darren Williams:

Thank you for your letter sent on June 13, 2022, regarding a fuel tax exemption for BC seafood harvesters. We appreciate you taking the time to share your ideas and feedback.

Each year, government reviews provincial taxes and considers changes in preparation of the provincial budget. The government then implements tax changes that it considers to be appropriate within the context of the province's fiscal situation and other priorities. Be assured that your comments will be considered as part of these discussions.

As you may be aware, there are many programs available that support the competitiveness of the seafood sector. These include, among others:

- **Buy BC Partnership Program**, which provides cost-shared funding and a recognizable Buy BC logo to help BC's agrifood and seafood sector market their products and increase their sales within BC;
- BC Agrifood and Seafood Market Development Program, which provides services to inform and prepare farmers, fishers, and food processors to take advantage of existing and emerging market opportunities in Asia, Europe, and other parts of the world; and
- Agriculture and Food Traceability Program, which provides funding to agriculture, food, and seafood businesses to support the adoption of new or improved traceability systems, practices, technologies, and infrastructure in BC.

.../2

Facsimile: 250 387-5594

Location:

Thank you again for taking the time to write. We appreciate your support and input on how we can build a better BC.

Sincerely,

Office of the Minister



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ABOUT THIS REPORT

Feed BC in B.C.'s public post-secondary sector is a partnership initiative led by the Ministry of Agriculture and Food partnered with the Ministry of Advanced Education and Skills Training, and 20 public post-secondary institutions (PSIs). This report was prepared by Reeve Consulting to report on the progress of Feed BC PSI Partners in 2021/22.

Sincere thanks to all 20 PSI Partners who worked hard to build local food opportunities on B.C. campuses in 2021/22:

- British Columbia Institute of Technology
- Camosun College
- Capilano University
- Coast Mountain College
- College of New Caledonia
- Douglas College
- Kwantlen Polytechnic University
- Langara College
- Nicola Valley Institute of Technology
- Okanagan College

- Royal Roads University
- Selkirk College
- · Simon Fraser University
- Thompson Rivers University
- University of British Columbia
- University of the Fraser Valley
- University of Northern British Columbia
- · University of Victoria
- Vancouver Community College
- · Vancouver Island University

To learn about each PSI Partner, please visit their <u>Local Food Stories</u> on the Feed BC website.

Other Feed BC Partners

Feed BC would also like to recognize the collective efforts of sector and food supply chain partners who are helping the public post-secondary sector shift their purchasing, procurement, and menu options to more B.C. local foods. A special thanks to the following organizations and companies:

- BCNET
- Distributors, contracted food services, catering companies, wholesales and other supply chain companies including Aramark, Compass Group Canada (Chartwells), Dana Hospitality, Gordon Food Services, Ryan Vending, Snow Cap, Sysco, B&C Meats, Centennial Foodservice, Islands West Produce, Truffles Group and Wright's Food Service.

September 2022

INTRODUCTION

Since formally launching on campuses in February 2021, with the leadership and guidance of the Feed BC PSI Advisory Committee, Feed BC has led the Feed BC program and has worked to support the participation and local food aspirations of public post-secondary Partners.

This report details the different ways PSI Partners are leading their work. Their unique goals and interests are supported by an Action Plan of Feed BC tools, resources and events that help Partners increase and promote B.C. local foods. Feed BC helps Partners demonstrate and showcase student interest and institutional commitment to sustainability, community development and food system goals. Increasing local foods measurably contributes to the economic development and vibrancy of local B.C. communities¹, and PSI Partners are leading the way.

PSI Partners offer inspiring stories of change and resilience through their Feed BC-related projects and collaborations. While 2021/22 included many challenges for university and college food services and programs, Partners demonstrated the key role they play in helping grow B.C.'s food system. Campus food services, culinary programs, academic

research, and organizational culture all play a part. And with students, staff and faculty requesting more local food options, Partners are increasingly creative in how they introduce and connect more local foods, farmers and businesses to campus.

This progress report shares examples of Partner actions across the three Feed BC partnership streams: tracking and sourcing more B.C. food, innovative local food initiatives, and local food education, promotion and awareness. Through purchasing figures provided by 12 reporting Partners for 2021/22, the report also provides an important benchmark of B.C. food expenditures for years to come.

by Pacific Analytics Inc.)

¹ When public institutions purchase B.C. food, roughly double the value of the food expenditure is realized across the B.C. economy. The 2021 Feed BC economic impact analysis estimated that for every \$1M spent on B.C. food in public institutions, up to 13.1 new B.C. jobs are created, as well as up to \$856K in new provincial GDP (Feed BC Economic Impact Analysis: How shifting to more B.C. food in the public healthcare and post-secondary sectors impacts B.C.'s economy – Final Report. Prepared for Feed BC, Ministry of Agriculture, Food and Fisheries, November 2021. Prepared

LETTER FROM THE ADVISORY COMMITTEE

Feed BC partnerships bring great benefits to the public post-secondary sector. Feed BC brings together 20 universities and colleges to take shared action to bring more B.C. foods onto campuses across the province, which supports local economic development and the vibrancy of our communities. Quality food sourced locally plays a key role in creating the overall student experience on campus and aligns with the corporate social responsibility and sustainability goals of our campus communities.

Over the past year, we have seen developments across the sector, with new B.C. products being brought into our institutions, campus and community initiatives being launched, and more of us tracking our local food expenditures. To see so many institutions joining and committing to Feed BC is, in and of itself, a success worth reflecting on. We acknowledge that some institutions have faced capacity constraints due to the pandemic and for several of us our local food journey is just beginning. With the resources and networking provided through Feed BC we are excited to see this work continue to build and grow from the foundation of our initial successes.

Our overall success has been built on collaboration – creative and passionate people coming together to share ideas and opportunities to expand local food offerings in post-secondary education. From culinary arts programs to food services and beyond, students are gaining access to more B.C. foods. We look forward to watching our partnerships grow in the years ahead.

THE 2021 FEED BC PSI ADVISORY COMMITTEE

Vince Laxton

Director, Corporate Services
British Columbia Institute of Technology

David Lang

Chair, Culinary Arts Camosun College

Jonathan Langille

Ancillary Services Manager Selkirk College

Dan Traviss

Ancillary Services, Dining Services Manager Simon Fraser University

David Speight

Executive Chef & Culinary Director University of British Columbia

Cameron Roy (Sector Co-Chair)

Director, Ancillary Services University of the Fraser Valley

Lisa Haslett

Director, Business Services University of Northern British Columbia

Soleille Cyr

Director, Commercial Services Vancouver Community College

Griffin Ryall (Ministry Co-Chair)

Director, Sector Business Partnerships Ministry of Advanced Education and Skills Training

Elietha Bocskei

Manager, Institutional Partnerships & Strategies, Feed BC Ministry of Agriculture and Food

FEED BC PROGRAM OVERVIEW

Feed BC is a B.C. government-led partnership initiative that offers tools, resources and individualized support to increase B.C. food in public post-secondary institutions (PSIs) and other public institutions.

Program Streams: Feed BC Partners commit to take action to promote and increase local foods through one or more of the following streams in ways that reflect their unique goals, interests and capacity:



Tracking and Sourcing Local Food:

Partners commit to track and source towards at least 30% B.C. food expenditures over time*
*Partner has committed to standards and minimum targets for B.C. food expenditures. Feed BC Program Standards support this work. All PSI Partners are part of this stream.



Innovative Local Food Initiatives:

Partners work to build local food initiatives and bring B.C./local food innovation into facilities, programs, and services



Local Food Education, Promotion & Awareness:

Partners help grow and promote B.C./local food education and awareness to foster a strong local food culture

Feed BC Program - 2021/22 PSI Partner Supports

A number of new Feed BC supports helped PSI Partners in 2021/22, including:

- Launch of the Feed BC Directory, a searchable online platform of B.C. food products available to meet institutional buyer needs
- New PSI Partner tools including:
 - Indigenous Food Processors and Suppliers list
 - Procurement bidding resource to help Partners build local food language into food services procurements
- Partner webinars:
 - Tracking B.C. Food Expenditures
 - o Traditional Foods and Indigenous Recipes in Public Institutions
- Business-to-business events such as Pitch and Plate that interactively connect PSI buyers with B.C. food businesses and their products
- Individualized food planning assistance to Partners including customized support for sourcing and tracking B.C. foods

PSI PARTNER PROGRESS IN 2021/22 - HIGHLIGHTS

Many PSI Partners undertook activities to help them advance their local food work in 2021/22 and have shared stories of innovation, problem-solving and other progress. The following highlights demonstrate their commitment to progress throughout 2021/22.

Stream 1: Tracking and Sourcing More B.C. Food

Over the last year, more Partners have actively sought B.C. foods and worked to grow the value and proportion of their local food spending. The University of Northern British Columbia, for example, has increased its B.C. food purchases from approximately 20% to 40% since September 2020 through a strong partnership and their new contract with Dana Hospitality. Many institutions are now tracking B.C. food expenditures for the first time, including Royal Roads University, which was able to report a 66% local food spend in the 2021/22 fiscal year.

Some Partners are reporting particular success from focused attention on certain product categories (e.g., protein; dairy). For instance, Camosun College's culinary department has set a new goal to source 100% of their protein from B.C. suppliers, starting with poultry from

Island. For many Partners, plant-based protein has been identified as a key opportunity area. Simon Fraser University has set a goal to increase its plant-based menu items by 50% by 2025, and the University of British Columbia (UBC) is targeting an 80% plant-based menu offering by 2025. B.C. has a growing,

Rossdown Farms in the Fraser Valley, and Island Farmhouse on Vancouver

innovative alternative protein industry, aligning with a student-led demand for meat alternatives. This includes plant-based nuggets from Natera in Pitt

Meadows, which are being served at the British Columbia Institute of Technology (BCIT).

Last year, Feed BC hosted two business-to-business <u>Pitch & Plate</u> events, providing B.C. food processors with the opportunity to pitch their local food products to PSI Partners. These important events directly connected institutions and their food service providers and distributors with B.C. farmers and processors, in an interactive format that promoted learning, sampling and bringing these new local foods to B.C. campuses.

These and other Feed BC-sponsored initiatives brought Partners together to collectively share in their local food work. Collaboration and aggregation initiatives across several PSIs offered some significant opportunities to increase B.C. foods on campuses across the province.

Collaborating on Local Through Common Food Service Company

Compass Group Canada (Chartwells) serves six PSI Partners with a common interest in improving local foods on their campuses. In fall 2021, Feed BC supported early meetings between the Partners to identify opportunities for working together and in partnership with

Chartwells to advance this goal. The Partners developed and established a common 'ask' of Chartwells for regular B.C. food expenditures tracking information, increased B.C. product sourcing, and improved local food product storytelling.

Early success from this collaborative working group includes all six Partners receiving local food tracking data, many for the first time. Most Partners were able to report local food sourcing at or above 30% for 2021/22. Chartwells reported to Partners on their growing inventory of B.C. foods for PSIs, which included products from Goodly Foods and Panela Lemon. The working group continues to meet together with Chartwells, to maintain and build their use and promotion of local foods.



In 2021, Ryan Company recognized the growing interest of their PSI customers for more local and innovative products in campus vending machines. In September 2021, BCNET began working with Ryan Company to help the company expand its choices and feature more B.C./local food products in Ryan's campus vending machines.

Since starting this important work, Ryan has brought on new local products including Victoria-based B.C. Better Seafood Supply's Wild BC Pacific Salmon Jerky, Comoxbased Hornby Organic Bars, and Surrey-based Hardbite Chips. And the commitment continues. In fall of 2022, Ryan is in the process of launching 100% B.C. product vending machines at seven PSI Partner campuses, increasing the scale of local food purchasing and opportunities for B.C. food businesses.

B.C. Food Expenditures – 2021/22 PSI Partner Tracking Results

The value and proportion of B.C. food expenditures are key metrics for Feed BC and important as a quantitative measure to assess progress on local food efforts. Due to the pandemic, food services were affected across PSIs as many courses were delivered online, leading to reduced student, faculty, staff and visitor traffic on campuses.

Despite these challenges, 12 Partners were able to report on the results of their local food tracking in 2021/22. While the data represents a partial snapshot for the sector, it provides an important benchmark for local food purchasing and sets a strong course for future PSI Partner progress.

Results of B.C. food expenditures data reported by 12 PSI Partners for all or part of April 1, 2021 – March 31, 2022 using Feed BC Program standards and methodology:

- Total B.C. food expenditures of \$4.9M
- An average of 41% B.C. food spending across reporting Partners
- A majority of Partners are meeting or exceeding the 30% minimum target

Note: significantly higher food spending including on B.C. food is anticipated starting 2022-23 as the impacts of COVID-19 on campuses subside.



Stream 2: Innovative B.C. Food Initiatives

PSI Partners of all sizes and food service models overcame the challenges of pandemic impacts to campuses in recent years to introduce inspiring new approaches, pilots, and local food initiatives in 2021/22. Some Partners made decisions to invest in new equipment, such as equipment that will allow the University of Victoria to produce in-house soups sourced with local foods instead of premade ingredients. Others developed approaches to grow and make more food on campus that has led to greater awareness of local food systems and is supporting, teaching, and growing young chefs, entrepreneurs and food businesses. Partner examples include Kwantlen Polytechnic University's Brew Labs which is creating and selling student-brewed craft beers – Vancouver Community College's student-run bakery, and a growing number of campus farms, and kitchen gardens, such as Royal Roads University that is expanding an already a four-acre kitchen garden.

Many Partners worked on innovative approaches to increase local food on campus. Capilano University worked with Feed BC and supply chain partners to develop a 100% local catering menu for an awards event on campus. The University of Victoria worked to create a selection of Indigenous recipes including Bannock and a salad with wild berries, which they plan to introduce in fall 2022.

Within culinary departments, several Partners are developing programs focusing on local and Indigenous food suppliers and education. The Industry Training Authority (ITA), through Chef

Andrew George's leadership, has expanded its
Indigenous Content Professional Cook program to
some Partners including College of New
Caledonia, Nicola Valley Institute of
Technology and Okanagan College. A key
focus of this program is local food
procurement and growing future chefs
that have extensive knowledge and
connections to Indigenous and
regional food systems.

The culinary department at Okanagan College began developing "Discover and Devour" Culinary Experience classes for summer 2022, offering Kelowna tourists an immersive introduction to the flavours of the Okanagan region featuring pairing and tasting lessons at a local winery, cooking classes and fine dining.

Piloting Local Food Aggregation at the University of British Columbia's Okanagan campus (UBCO)

The Okanagan is known for its rich agricultural landscape, diversity of farms, and number of small-scale farms. But smaller growers often need support in accessing wholesale markets. In response, the University of British Columbia's Okanagan campus (UBCO) partnered with Land to Table to build supply chain relationships to increase local food opportunities and procurement at the new UBCO Pritchard Dining Hall. The 2021 pilot tested a model for procurement, aggregation and distribution from small-scale local farmers that connects students to sustainable, nutritious, and delicious foods through an all-you-care-to-eat dining model.



In its first year, the pilot successfully built partnerships with a number of farmers and aggregators and procured food from three main suppliers, bringing more local food to UBCO:

- Weekly deliveries of vegetables totalling 15,000 lbs of produce, from an aggregator working with four area farms
- 2. 11,000 lbs of apples and 1,800 litres of apple juice from one small farmer
- 3. 275 lbs of salmon from River Select, part of the Okanagan Nation Alliance

The pilot is continuing and working to expand to include more farmers and local food opportunities with UBCO.

Vancouver Island University (VIU) Hosts Community Meals

In early 2021, Vancouver Island University (VIU) Food Services launched a highly successful Friday evening family style take-out meal program. The program feeds approximately 2,000 people from the local community and VIU has found it to be a great opportunity to feature new local suppliers in building out their campus menus. The program menu changes frequently, with a big focus on local seasonal products like spot prawns and blueberries. For one meal, Fredrich's Honey was featured in a smoked honey BBQ pulled-pork dinner that included a honey mandarin coleslaw. Each meal included a jar of honey for customers to bring home. Although the scale of the program varies throughout the year, VIU is continuing to showcase new local food suppliers each week with their vision of growing local food options as on-campus education and activities return to full capacity. On top of paying featured local businesses retail prices, VIU produces free co-branded online and print marketing collateral featuring the local food businesses they showcase.

First Peoples Curriculum Initiatives at Camosun College

Camosun College, which sits on sit on the Traditional Territories of the Ləkwəŋən and WSÁNEĆ peoples, has been working to develop a number of First Peoples curriculum initiatives including a new Indigenous Content Prep Cook Certificate in consultation with the local First Nations

weekly on-the-land training focused on traditional storytelling and entrepreneurialism in the 2022/2023 school year to those Indigenous students requesting it. Participants will visit various Indigenous

community in 2021/22. Alongside classroom learnings, this program will include

fish and flora and fauna camps with the leadership of Indigenous elders.

owned businesses and activities will include deer, salmon, shelf-

The development process for the program included roundtables with community stakeholders, recognizing that First Nations communities are unique and diverse. A main tenant of the development process was asking for permission to avoid misrepresenting the needs of the Indigenous community. The curriculum was built with good faith, truth, and reconciliation at the forefront, ensuring the program was something the communities wanted and did not seek to solely serve Camosun College's own needs.

Stream 3: Local Food Education, Promotion & Awareness

PSI Partners report that students are increasingly asking for more information about local food products, suppliers and their stories, in addition to access to these products. In 2021/22, Partners demonstrated creative examples in storytelling and local product marketing with a focus on further, future action. Partners explored the use of student food 'champions' and 'influencers' who share food stories including on local products via social media. Others used featured meals, promotions, and pop-up events to raise awareness of local foods on campus, including Meatless Mondays at the British Columbia Institute of Technology (BCIT) and planning for 'hyper-local' focused Tasting Tuesdays that will be re-starting in September 2022 at Thompson Rivers University in Kamloops.

Many PSI Partners actively featured Feed BC digital and on-site banners alongside their own menu boards, websites, and menus, which were also used to promote local food and businesses in 2021/22. In March 2022, Feed BC created new chalk menu boards for Partners to help showcase information about new local food products and businesses.

The Simon Fraser University (SFU) Foodie Program

Simon Fraser University (SFU) has focused on local foods for several years but was looking for more ways to tell that story. After consulting with SFU students, the **Foodie Program** was launched, to celebrate, support, and connect SFU's communities through food programming, education security, and sustainability. In 2021 SFU hired their first "foodie" to spearhead the program.

The program's three pillars form the foundation of food culture on campus:

 <u>Digital Hub:</u> to share food related information, education, programming, news and

resources.

 Engage: creating experiences that drive engagement and showcase food served on campus.

 <u>Launchpad</u>: Establishing a launchpad to support new and innovative food entrepreneurs and social enterprises in order to become a leading voice on food system transformation.

In year one alone, SFU hosted over 25 foodie events and supported over 35 local food and beverage companies. Events included a local food pop-up series every two weeks during the fall and spring semesters and worked with the local agriculture sector and farmers on sessions including a corn roast with Felix Farm in Delta and a B.C. blueberry campaign.





LOOKING AHEAD

The local food actions taken by PSI Partners across the province in 2021/22 demonstrate the multi-faceted ways B.C.'s public universities, colleges and research institutes are contributing to the growth, resilience and sustainability of B.C.'s communities and food system. Their contributions stimulate and support economic development and help B.C. farmers and food producers, processors and businesses thrive. Their progress in 2021/22 is a strong foundation for 2022/23 and beyond.

Next year, the Feed BC Program will support PSI Partner efforts and progress through:

- Pitch & Plate events with a focus on new B.C. food products in other regions (e.g., interior and northern B.C.)
- New funding support for innovative pilot projects and collaboration activities
- Expanded work to support more Traditional and Indigenous foods on campus
- Networking opportunities to share successes, challenges and lessons learned
- Efforts to enhance local food tracking and reporting
- Expanded support for sourcing B.C. products and building new value chains for B.C. products most needed by institutions.

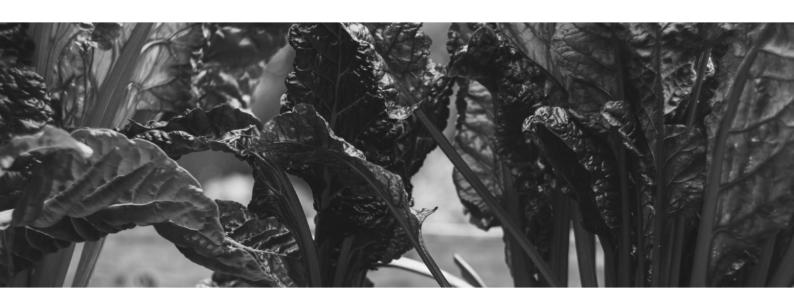
When Feed BC PSI Partners shared their local food progress and experiences at the June 2022 PSI Partners Summit, it was clear that Partner commitment to sustainability, student experience and community development is thriving, and growing. Through unique approaches and significant collaboration, they are making a difference now and well into the future. Through the power of purchasing, innovative food services and culinary programs, and a culture of sustainability focused on local food systems, they are demonstrating the art of the possible when we work together.



APPENDIX A. PSI Partner Resources

- <u>Feed BC Resource Guide for Post-Secondary Institutions</u>: Describes different measures and steps PSIs can take to increase procurement, awareness, and use of B.C. foods on campus, drawing on research, resources and real-life examples.
- Feed BC Partner Guide for Public Institutions: Introduces Feed BC, what it means to be a Feed BC partner institution and describes Feed BC resources and tools.
- **The Feed BC Directory:** A searchable B.C. food and beverage product database connecting B.C. institutional and commercial buyers with B.C. producers and processors.
- <u>Tips and Tools for Integrating Local Food in RFx for Food Services</u>: Tips and a template tool for including specific language relating to local food into an RFx for food service operations and suggested evaluation criteria.
- Customized support for sourcing B.C. foods via the Value Chain Innovation Service.
- An Indigenous Processors and Suppliers list, showcasing several market ready Indigenous food producers and processors within B.C.
- B.C. Food Tracking and Reporting Template, and customized support for recording and reporting on B.C. food expenditures.
- Feed BC marketing materials, including digital and physical banners, clings and chalk menu boards.

For more resources and reports, please visit the **Feed BC** webpage or email FeedBC@gov.bc.ca.



APPENDIX B. Aggregated list of B.C. Suppliers

The list below represents an aggregated list of over 100 B.C. suppliers currently used within B.C PSIs, as reported by PSI partners over the 2021/22 period. It does not represent all businesses supplying B.C. food to Feed BC PSI Partners.

63 Acres Agra Tandoori Restaurant Agropur/Island Farms Armstrong Cheese **Avalon Dairy** Centennial Meats Bake My Day Bakemark Canada Barakah Eats **BC Fresh** BC Qualicum Cheese Benson Foods Bishop's Seafood Company Bonanza Meats and Deli Bridor **Burnbrae Farms** Caffe De Medici Castle Cheese (West) **Colonial Farms** Cowichan Milk Company CrossRoads Brewing **Curlew Orchard** Dairyland **David Roberts Food Dollar Food Manufacturing Dufflet Pastries** Earth's Own Food Company Soyaworld Egg Solutions Vanderpols's Farming Karma Fruit Co. Foley's Chocolates & Candies Fredrich's Honey Fresh Is Best Freybe Gizella Bakery

Golden Boy Foods Golden Dragon/Favorite Foods Golden Valley Golden West **Goodly Foods** Grimm's Deli **Grounds For Coffee** Hallmark Poultry Processors Happy Planet Foods Hardbite Chips **Icefield** Intercity Packers Meat & Seafood (Albion Fisheries) Irene's Bakery Island City Baking Island Farmhouse Poultry JJ Bean **Johnston Packers** Kim Chau Deli Kindred Cultures Lantic Sugar Limited/Rogers Sugar Legendary Meats Level Ground Trading Linden Lane Farms Little Qualicum Macgregors Meats & Seafood Mark Crest Foods Miller and Smith Foods Monte Cristo Bakery MotherLove Ferments

Nana's Kitchen

Yumasoy

Zorba's Bakery

Natural Pastures Cheese Company Nesvog Meats & Sausages Olympic Dairy Products Pace Processing Packer Label Panela Lemon Paradise Island Foods Peqish Portofino Bakery River Select Rossdown Farms and **Natural Foods** Saltspring Coffee Saputo Dairy Products Canada Save the Sea Scardilo Cheese Seacore Seafood **Shuswap Organics** Sienna Bakery Snowcrest Food Sofina Foods Spice Mantra Stuyvers Bakery Sun Rich Sunrise Soya Foods Sunrype Sutra Foods The Original Cakerie The Pie Factory The Village Cheese Company Two Rivers Specialty Meats **UBC Farm** Vegilante Wendel's True Foods







BC Ministry of Agriculture and Food BRIEFING NOTE FOR MINISTER FOR INFORMATION FOR MEETING WITH SALT SPRING ISLAND FARMERS' INSTITUTE AND AGRICULTURAL ALLIANCE ON SEPTEMBER 23, 2022

Ref: 198806 Date: September 16, 2022

Title: Background to support Minister session with the Salt Spring Island Farmers' Institute and the Salt Spring Island Agricultural Alliance

Issue: Minister requested Ministry staff to prepare a two-hour session with Salt Spring Island Farmers' Institute including Feed BC and other programs that support farmers

Background: Agriculture and food production on Salt Spring Island includes primarily mixed farming, value-add and small-scale processing businesses. Salt Spring's food and beverage products are highly regarded across the province and beyond. Producers are supported by several organizations including the Agricultural Alliance and the Farmers' Institute, which is a member of the Agricultural Alliance (see meeting details agenda in Appendix).

<u>Salt Spring Island Farmers' Institute</u> was founded in 1895 and is one of the oldest Farmers' Institutes in B.C. It encourages the preservation of Salt Spring agricultural heritage and community involvement in all projects. It continues to own property and exhibition halls for community use (10 acres with exhibition halls, livestock buildings and show rings, museum, riding ring, outdoor stage, and vendor and exhibitor booths. All buildings and grounds are maintained by volunteers.

Salt Spring Island Agricultural Alliance (Ag Alliance) is an umbrella organization of groups that work together to enhance agriculture and food production on Salt Spring. It was established in 2008 to oversee implementation of Salt Spring's *Area Farm Plan Renewal 2020-2030* and works with government and others to support agriculture initiatives. It includes nine member organizations: Island Natural Growers, Salt Spring Abattoir Society, Salt Spring Community Market Society. Salt Spring Island Poultry Club, Salt Spring Island Chamber of Commerce, Salt Spring Island Community Economic Development Commission, Salt Spring Island Farmers' Institute, Salt Spring Island Farmland Trust Society, Transition Salt Spring. They also have "The Root" (SSI Farm Center for Food Security) a community facility to assist farms with the processing and wholesaling/distribution of locally grown produce.

First Nations Considerations: Salt Spring Island is located on the traditional territories of the Coast Salish Peoples, the traditional land of multiple Indigenous communities including Cowichan, Tsawwassen, Tsawout, Malahat and Tseycum. The Hul'qumi'num Treaty Group is a politically unified group that represents six Hul'qumi'num-speaking First Nations: Cowichan, Stz'uminus, Penelakut, Lyackson, Halalt, and Lake Cowichan which are located in and around southeastern Vancouver Island, the Gulf Islands, and the Lower Fraser River. Hul'q'umi'num actively use of the land and sea at Xwaaqw'um (Burgoyne Bay) on Salt Spring.

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Discussion:

Feed BC:

- The Minister requested a presentation to the Farmers' Institute on Feed BC and a potential Feed BC meeting with Salt Spring's hospital and long-term care facility.
 - Island Health's Feed BC work to date has focused on bringing Vancouver Island produce to Vancouver Island long-term care facilities.
 - o <u>Island Health is unable to support a Feed BC meeting currently</u> as:
 - There is a brand-new food service and kitchen management staff starting at Lady Minto this month; and
 - Island Health needs to do further work this year to bring its Salt Spring facilities into Feed BC, which will take time.
- There are three Island Health facilities on Salt Spring: Lady Minto/Gulf Island Hospital (19 beds) and Long-term Care (29 units), and Greenwoods Long-Term care (13 beds)
 - Lady Minto has a unique food service model that operates outside Island Health Food Services but works closely with Island Health on menu development and local food purchasing, which is on par with other Island Health facilities.
 - The other two Salt Spring healthcare facilities also operate outside Island Health food services but are supported by Island Health on menu planning and local food purchasing and use the same purchasing organization.
 - None of the three Salt Spring healthcare facilities are currently participating in Island Health's Feed BC partnership. Island Health will work to bring Lady Minto into Feed BC over the next year, but they are challenged by significant staff changes in these facilities, and so Feed BC is not a focus at this time.
 - Contact for Lady Minto/Gulf Islands Hospital and Long-term Care: Jennifer Eskes,
 Director, Island Health Food Services, Jennifer. Eskes@islandhealth.ca
- Island Health has been a leader and champion of local food for many years.
- In 2020/21, 30.4% of Island Health's food expenditures were for B.C. products including B.C. products used by Salt Spring facilities: Island Farms milk, meats from B&C Meats, Islands West fruits and vegetables, Golden Valley eggs and Canada Bread products.

Grow BC

The Minister requested another presentation for the meeting with the Farmers' Institute focused on support to producers. Ministry staff have identified that there are a large number of new entrant and small farmers on Salt Spring. The GrowBC presentation will focus on the following:

- Introduction of new Regional Agrologist for the area (started July 2022)
- AF programs and services relevant to new entrants including business planning, marketing, land matching, health and wellness supports
- Highlighting upcoming workshops on Small Flock Health in light of avian influenza

Items of note on Salt Spring

• Lack of abattoir capacity (particularly for poultry). Staff have heard that organic farms are decreasing poultry and sheep production due to abattoir capacity.

- Farms off-island are sending birds to Salt Spring for slaughter due to low abattoir capacity on Vancouver Island.
- Salt Spring Island abattoir is not-for-profit and is undergoing staffing shortages.
- Islands trust is in the process of updating their Policy Statement. There are a few agriculture related issues that AF has provided referral comments on.
- Questions may arise on proposed Bylaw No. 526, which seeks to amend the Salt Spring Island Land Use Bylaw (SS LUB) to allow farmworker units on Agriculture 1 and 2-zoned properties.

Suggested Response:

- Thrilled to be visiting the incredible producers and processors of Salt Spring Island
- Thank you for taking time out of your busy week to join us today
- Here to provide information on Ministry programs that can support you and your work including Feed BC and Grow BC

	slow, Director, 778-987-3	
ED	 ADM AL	DM PP

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Appendix

Minister Meeting Details and Agenda

- September 23, 2022, 10 am noon, 251 Rainbow Rd, Salt Spring Island
- Invitation sent:

Are you a Salt Spring Island producer or processor interested in learning more about Ministry of Agriculture and Food programs and resources? Come to this session to hear presentations from FeedBC and GrowBC including tools and resources that can help you prepare to sell and support you and your work. This will include an overview of related Ministry programs and services available and time to ask questions and connect with Minister Lana Popham and Ministry staff.

Agenda:

- Introductions (up to 15 minutes all attendees)
- Minister opening remarks (5-7 minutes)
- FeedBC Presentation (up to 30 minutes including 10-minute Q&A)
 - o Martha Anslow and Elietha Bocskei, FBB:
 - o Tools and resources for selling to government facilities and beyond
- GrowBC Presentation (up to 50 minutes including 10-minute Q&A)
 - Bejay Mills and Angela Boss, ESSB:
 - o Regional Agrologist introductions
 - New Entrant programming and opportunities
 - o Business Planning resources
 - Health and Wellness support for farmers
 - Land matching (TBD based on land matcher availability)
- Meet and Greet/Q&A with Minister Popham and staff (up to 25 minutes)

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MINISTRY OF AGRICULTURE AND FOOD

BULLET POINTS TEMPLATE

CLIFF#: 198877 Bullets prepared by: Andrea Hoerger

Client / Writer: Andrea Hoerger Date prepared: 2022-09-27
Main issues: Overview of Buy BC Marketing Date due: September 28, 2022

Program

- Buy BC is a province-wide marketing program led by the Ministry of Agriculture and Food that is focused on building greater consumer awareness, demand and sales of local agriculture, food and beverage products within B.C.
- Focused on supporting growth opportunities for farmers and processors and strengthening
 B.C.'s local food system, Buy BC includes the following programming:
 - Province-wide advertising campaigns to encourage consumers to support local farmers/processors by purchasing B.C. products;
 - Consumer engagement and local food literacy activities to educate and motivate consumers to purchase local products, emphasizing the impact on local communities and B.C.'s food security;
 - Partnerships and matchmaking events to connect B.C. farmers and processors with retailers, restaurants, and distributors to increase the availability and consumption of local products; and,
 - 4. **Industry-led marketing promotions** to support the ability of B.C. farmers/processors, associations, fairs, and farmers' markets to increase consumer awareness and sales of registered local products.
- Since the re-introduction of Buy BC in 2017, the Ministry has made significant progress on re-establishing a strong, recognizable Buy BC brand and helping consumers support local businesses and their communities. 90 percent of consumers felt that Buy BC is important to their local community and 85 percent say Buy BC makes it easier to identify local products in stores across the province. Combined with the visibility of Buy BC advertising across B.C., this has resulted in overwhelming demand from retailers such as Sobeys, who are seeking opportunities to increase their local food offerings and partner on Buy BC retail promotions.
- The Buy BC Partnership Program, a key component of Buy BC which has been oversubscribed year over year, provides eligible businesses with \$2 million in cost-shared funding per year to deliver local marketing activities using the Buy BC logo on their products or promotional materials to help consumers easily identify their product as a B.C. product.
- Buy BC has helped many local businesses increase their sales and share local products with British Columbians. To date, Buy BC has enabled over 750 companies to register for logo use to promote over 3,400 B.C. products, funded over 300 industry-led marketing campaigns, and displayed over 10,000 Buy BC signs in 79 grocery stores.
- Examples of local businesses that Buy BC has supported include:
 - Squamish Water Kefir Company producing fermented drinks used Buy BC to promote their business and introduce buyers and consumers to a new product line allowing them to create a marketing campaign they would otherwise not have been able to implement and reach the audience they needed to achieve real growth and success.

- 2. Little Creek Dressing producing small-batch artisan salad dressings in Kelowna promoted its products by using the Buy BC logo on point-of-sale items and promotional materials, along with an online advertising campaign.
- 3. Sheringham Distillery Ltd. in Sooke on southern Vancouver Island incorporated the Buy BC logo onto labels of its locally made vodka and gin, and delivered print and social media ad campaigns to help identify its product in the B.C. marketplace. Buy BC allowed them to free up capital to create new product lines, as well as target more territories with added marketing materials.
- The Ministry has been creating additional opportunities to help promote and sell more local food this past year through other Buy BC initiatives, including:
 - 1. Retail partnerships with major retailers such as Sobeys to increase the availability, visibility and demand of B.C. food and beverages at retail;
 - 2. An annual networking event called <u>Every Farmer Needs a Chef, Every Chef Needs a Farmer</u> (November 7, 2022) to strengthen the relationships between chefs and farmers; and,
 - 3. A <u>Buy BC Chef Ambassador initiative</u> to promote the importance of buying local to consumers.
- To find out more information about the program, visit the Buy BC website at https://buybc.gov.bc.ca/ or follow Buy BC on social media @eatdrinkbuybc.

FW: Request - Minister involvement in Pitch & Plate Oct 27 & Feb 9

From: Duguay, Ilene AF:EX <Ilene.Duguay@gov.bc.ca>
To: Chew, Ryan AF:EX <Ryan.Chew@gov.bc.ca>

Sent: October 6, 2022 12:38:44 PM PDT

Hello Ryan,

Can you please cliff and send me the number

Thanks!

From: Bisschop, Lindsay AF:EX <Lindsay.Bisschop@gov.bc.ca>

Sent: October 5, 2022 2:05 PM

To: Sundhu, Ellora AF:EX <Ellora.Sundhu@gov.bc.ca>

Cc: Bocskei, Elietha M AF:EX <Elietha.M.Bocskei@gov.bc.ca>; Waters, Christina AF:EX <Christina.Waters@gov.bc.ca>;

Duguay, Ilene AF:EX < Ilene. Duguay@gov.bc.ca>

Subject: RE: Request - Minister involvement in Pitch & Plate Oct 27 & Feb 9

Hi Ellora,

Christina Waters on my team is working on the planning for the upcoming Pitch & Plate event. We would like to confirm where you would like the Minister's sample box sent. Can you confirm the address for Christina? If there are any food allergies please let us know.

Thanks,
Lindsay Bisschop
Executive Director, Food and Beverage Branch
Ministry of Agriculture and Food

Office: 778-666-0563

Email: Lindsay.bisschop@gov.bc.ca

Respectfully acknowledging that I live and work on the traditional territories of the Coast Salish, Stó:lō, Kwantlen, Katzie, Tsawwassen, Kwikwtlem, and WSÁNEĆ peoples.

For information on AgriService BC webinars, workshops and resources, sign up here.

From: Sundhu, Ellora AF:EX < Ellora. Sundhu@gov.bc.ca >

Sent: September 29, 2022 11:22 AM

To: Bisschop, Lindsay AF:EX <Lindsay.Bisschop@gov.bc.ca>

Cc: Anslow, Martha AF:EX < Martha.Anslow@gov.bc.ca >; Duguay, Ilene AF:EX < Ilene.Duguay@gov.bc.ca >; McKay, Ashley

AF:EX <<u>Ashley.McKay@gov.bc.ca</u>>; Lalani, Arif AF:EX <<u>Arif.Lalani@gov.bc.ca</u>>; Hansen, Erin AF:EX

<Erin.Hansen@gov.bc.ca>

Subject: RE: Request - Minister involvement in Pitch & Plate Oct 27 & Feb 9

Sounds great, Lindsay.

Thanks,

Ellora Sundhu

Ministerial Advisor to the Honourable Lana Popham Minister of Agriculture and Food C: 250-818-0235 | E: ellora.sundhu@gov.bc.ca

With gratitude and respect for the Lekwungen People (the Esquimalt and Songhees Nations) and all Indigenous Peoples of British Columbia

From: Bisschop, Lindsay AF:EX <Lindsay.Bisschop@gov.bc.ca>

Sent: Thursday, September 29, 2022 10:28 AM

To: Sundhu, Ellora AF:EX < Ellora.Sundhu@gov.bc.ca >

Cc: Anslow, Martha AF:EX < Martha.Anslow@gov.bc.ca >; Duguay, Ilene AF:EX < Ilene.Duguay@gov.bc.ca >; McKay, Ashley

AF:EX <<u>Ashley.McKay@gov.bc.ca</u>>; Lalani, Arif AF:EX <<u>Arif.Lalani@gov.bc.ca</u>>; Hansen, Erin AF:EX

<Erin.Hansen@gov.bc.ca>

Subject: RE: Request - Minister involvement in Pitch & Plate Oct 27 & Feb 9

The event runs from 1-4 PM but if she can only stay till 2:30 we can still send her the package of samples and she can attend from 1-2:30 and leave the call when she needs to. Sound good?

Lindsay Bisschop

Executive Director, Food and Beverage Branch

Ministry of Agriculture and Food

Office: 778-666-0563

Email: Lindsay.bisschop@gov.bc.ca

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For information on AgriService BC webinars, workshops and resources, sign up here.

From: Sundhu, Ellora AF:EX <Ellora.Sundhu@gov.bc.ca>

Sent: September 29, 2022 10:24 AM

To: Bisschop, Lindsay AF:EX <Lindsay.Bisschop@gov.bc.ca>

Cc: Lalani, Arif AF:EX < Arif.Lalani@gov.bc.ca >; Hansen, Erin AF:EX < Erin.Hansen@gov.bc.ca >; Anslow, Martha AF:EX

<<u>Martha.Anslow@gov.bc.ca</u>>; Boelens, Robert GCPE:EX <<u>Robert.Boelens@gov.bc.ca</u>>; Duguay, Ilene AF:EX

<Ilene.Duguay@gov.bc.ca>; McKay, Ashley AF:EX <Ashley.McKay@gov.bc.ca>

Subject: RE: Request - Minister involvement in Pitch & Plate Oct 27 & Feb 9

Hi Lindsay,

How long do you anticipate the event will last? She has House Duty at 2:30pm that day. So as long as it ends before that, I am sure she would like participate in more.

Thanks,

Ellora Sundhu

Ministerial Advisor to the Honourable Lana Popham Minister of Agriculture and Food C: 250-818-0235 | E: ellora.sundhu@gov.bc.ca

With gratitude and respect for the Lekwungen People (the Esquimalt and Songhees Nations) and all Indigenous Peoples of British Columbia

From: Bisschop, Lindsay AF:EX < Lindsay.Bisschop@gov.bc.ca >

Sent: Thursday, September 29, 2022 10:21 AM

To: Sundhu, Ellora AF:EX < Ellora. Sundhu@gov.bc.ca >

Cc: Lalani, Arif AF:EX < Arif.Lalani@gov.bc.ca >; Hansen, Erin AF:EX < Erin.Hansen@gov.bc.ca >; Anslow, Martha AF:EX

<<u>Martha.Anslow@gov.bc.ca</u>>; Boelens, Robert GCPE:EX <<u>Robert.Boelens@gov.bc.ca</u>>; Duguay, Ilene AF:EX

<Ilene.Duguay@gov.bc.ca>; McKay, Ashley AF:EX <Ashley.McKay@gov.bc.ca>

Subject: RE: Request - Minister involvement in Pitch & Plate Oct 27 & Feb 9

Thanks for confirming Ellora. We will draft SN for her remarks.

Can I confirm if she would to stay for the full event and get the box of sample mailed to her? Or if she only has time to open the event?

Lindsay Bisschop Executive Director, Food and Beverage Branch Ministry of Agriculture and Food

Office: 778-666-0563

Email: Lindsay.bisschop@gov.bc.ca

Respectfully acknowledging that I live and work on the traditional territories of the Coast Salish, Stó:lō, Kwantlen, Katzie, Tsawwassen, Kwikwtlem, and WSÁNEĆ peoples.

For information on AgriService BC webinars, workshops and resources, sign up here.

From: Sundhu, Ellora AF:EX < Ellora. Sundhu@gov.bc.ca>

Sent: September 29, 2022 10:16 AM

To: Bisschop, Lindsay AF:EX <Lindsay.Bisschop@gov.bc.ca>

Cc: Lalani, Arif AF:EX < Arif.Lalani@gov.bc.ca >; Hansen, Erin AF:EX < Erin.Hansen@gov.bc.ca >; Anslow, Martha AF:EX

<<u>Martha.Anslow@gov.bc.ca</u>>; Boelens, Robert GCPE:EX <<u>Robert.Boelens@gov.bc.ca</u>>; Duguay, Ilene AF:EX

<<u>Ilene.Duguay@gov.bc.ca</u>>; McKay, Ashley AF:EX <<u>Ashley.McKay@gov.bc.ca</u>>

Subject: RE: Request - Minister involvement in Pitch & Plate Oct 27 & Feb 9

Hi Lindsay,

MLP has availability at 1pm on Oct 27th. We will add this to her calendar. I believe programs will be drafting up some SN for her remarks?

Thanks,

Ellora Sundhu

Ministerial Advisor to the Honourable Lana Popham Minister of Agriculture and Food C: 250-818-0235 | E: ellora.sundhu@gov.bc.ca

With gratitude and respect for the Lekwungen People (the Esquimalt and Songhees Nations) and all Indigenous Peoples of British Columbia

From: Bisschop, Lindsay AF:EX <Lindsay.Bisschop@gov.bc.ca>

Sent: Tuesday, September 27, 2022 4:51 PM

To: Sundhu, Ellora AF:EX <Ellora.Sundhu@gov.bc.ca>

Cc: Lalani, Arif AF:EX <<u>Arif.Lalani@gov.bc.ca</u>>; Hansen, Erin AF:EX <<u>Erin.Hansen@gov.bc.ca</u>>; Anslow, Martha AF:EX <<u>Martha.Anslow@gov.bc.ca</u>>; Boelens, Robert GCPE:EX <<u>Robert.Boelens@gov.bc.ca</u>>

Subject: RE: Request - Minister involvement in Pitch & Plate Oct 27 & Feb 9

Hi Ellora,

I wanted to follow up to check in on whether Minister wanted to participate in upcoming Pitch and Plate events and especially to see if she is available to deliver opening remarks at the virtual Pitch and Plate on Oct 27th (around 1 PM)?

If Minister is available, she is welcome to stay for whole event;

- · A food product sample box will be shipped one day prior if she wants to participate for the whole event
- This fourth Pitch & Plate will showcase ~10 businesses/products from B.C.'s North, Cariboo, Thompson-Okanagan and Kootenays.
- Products were selected by a panel of post-secondary and healthcare partners from these regions.

Thanks,

Lindsay Bisschop Executive Director, Food and Beverage Branch Ministry of Agriculture and Food

Office: 778-666-0563

Email: Lindsay.bisschop@gov.bc.ca

Respectfully acknowledging that I live and work on the traditional territories of the Coast Salish, Stó:lō, Kwantlen, Katzie, Tsawwassen, Kwikwtlem, and WSÁNEĆ peoples.

For information on AgriService BC webinars, workshops and resources, sign up here.

From: Sundhu, Ellora AF:EX <Ellora.Sundhu@gov.bc.ca>

Sent: August 22, 2022 4:15 PM

To: Bisschop, Lindsay AF:EX < Lindsay.Bisschop@gov.bc.ca >

Cc: Lalani, Arif AF:EX <Arif.Lalani@gov.bc.ca>; Hansen, Erin AF:EX <Erin.Hansen@gov.bc.ca>; Anslow, Martha AF:EX

<Martha.Anslow@gov.bc.ca>; Boelens, Robert GCPE:EX <Robert.Boelens@gov.bc.ca>

Subject: RE: Request - Minister involvement in Pitch & Plate Oct 27 & Feb 9

Hi Lindsay,

Thanks for this- I will flag for MLP and get her input once these next couple tours are over and we can turn our attention to this.

Thanks!

Ellora Sundhu

Ministerial Advisor to the Honourable Lana Popham Minister of Agriculture and Food C: 250-818-0235 | E: ellora.sundhu@gov.bc.ca

With gratitude and respect for the Lekwungen People (the Esquimalt and Songhees Nations) and all Indigenous Peoples of British Columbia

From: Bisschop, Lindsay AF:EX <Lindsay.Bisschop@gov.bc.ca>

Sent: Monday, August 22, 2022 4:11 PM

To: Sundhu, Ellora AF:EX < Ellora.Sundhu@gov.bc.ca >

Cc: Lalani, Arif AF:EX < Arif.Lalani@gov.bc.ca >; Hansen, Erin AF:EX < Erin.Hansen@gov.bc.ca >; Anslow, Martha AF:EX

<Martha.Anslow@gov.bc.ca>; Boelens, Robert GCPE:EX <Robert.Boelens@gov.bc.ca>

Subject: Request - Minister involvement in Pitch & Plate Oct 27 & Feb 9

Hi Ellora,

Building on three successful events, Feed BC will be deliver two more Pitch and Plate events this year in collaboration with food industry educators Good to Grow and public sector institutions. These events give local food and beverage processors the opportunity to pitch their products directly to B.C. institutions, food services and distributors interested in innovative local products. New features this year include expanding to products for healthcare food services, and a Pitch and Plate dedicated to North/Interior products.

- 1. October 27, 2022: Northern and Interior Products An <u>online event</u> to highlight products from B.C.'s Northeast, Nechako, North Coast, Cariboo, Thompson-Okanagan and Kootenay regions ready to sell to post-secondary or healthcare institutions. Buyers from across B.C. are invited to attend.
- 2. **February 9, 2023:** All-B.C. **Products** A <u>hybrid in-person / online event</u> in the Lower Mainland to highlight products from around the province ready to sell to B.C. post-secondary and healthcare institutions.
 - <u>Applications</u> opened this week, and are being promoted through industry and Ministry channels, including BC Food Hub Network, Buy BC and Feed BC Directory businesses.

Let us know if there is any questions or any further information.

Thanks, Lindsay Bisschop Executive Director, Food and Beverage Branch Ministry of Agriculture and Food

Office: 778-666-0563

Email: Lindsay.bisschop@gov.bc.ca

Respectfully acknowledging that I live and work on the traditional territories of the Coast Salish, Stó:lō, Kwantlen, Katzie, Tsawwassen, Kwikwtlem, and WSÁNEĆ peoples.

For information on AgriService BC webinars, workshops and resources, sign up here.

Ministry of Agriculture and Food BRIEFING NOTE FOR DEPUTY MINISTER FOR INFORMATION

Ref: 198486 Date: September 23, 2022

Title: 2021-22 Progress Report for Feed BC Post-Secondary Institution Partners

Issue: Progress Report going to PSI Presidents in October 2022 through joint letter from Deputy Ministers of Agriculture and Food and Advanced Education and Skills Training

Background:

Since late 2018, the ministries of Agriculture and Food (AF) and Advanced Education and Skills Training (AEST) have been working with public Post-Secondary Institutions (PSIs) to develop and implement an approach to building strong support and demand for B.C. foods on campuses across the province. Feed BC is now partnered with 20 PSIs that are working to promote and increase B.C. foods through one or more of the following partnership streams:

- 1. Commitment to track and source towards at least 30% B.C. food expenditures over time*
- 2. Innovative B.C. food initiatives to bring more B.C. food into facilities and programs
- 3. Education and promotion to grow awareness and the local food culture of public institutions
 - *All PSI Partners are committed to this stream

To encourage and support PSI Partners, Feed BC developed a two-year action plan to deliver resources and promote collaboration in building awareness and demand for B.C. foods. Activities¹ enabled Partners to source and track B.C. foods, integrate more local food in food service contracts, services and programs, measure progress, and activate new local food initiatives and partnerships based on their strategic interests. During a year of many challenges including pandemic restrictions and supply chain disruptions that affected campus traffic and food services, Partners have demonstrated strong, unwavering commitment to Feed BC and that they can play a prominent and important role in growing B.C.'s food sector.

First Nations Considerations:

The Indigenous student experience has been a key focus of AEST and PSIs for many years. Partners actively engaged in the Feed BC webinars on Traditional Foods and Indigenous Recipes and are working individually and with Feed BC to explore more Indigenous local food activities with Indigenous chefs and other partners.

Discussion:

The Feed BC PSI Partner Progress Report shares highlights of local food actions for 2021-22. Partners sought out new B.C. food products and increased the proportion of spending on B.C. food, with many starting B.C. food tracking for the first time. Partners launched new campus

¹ For more details, see the <u>Feed BC Post-Secondary Institutions Partner Program Fall 2021 Update (PDF, 814 KB)</u>

and community local food initiatives to source and promote B.C. food and worked collaboratively to establish and influence supply chain partners to support local food goals.

Progress Reporting

s.13;

All PSI Partners joined Feed BC in 2021 (nine in February 2021 and 11 between March and September 2021). For 2021-22, 12 Partners were able to track and report on their progress. Results include:

- An average of 41% B.C. food, with some achieving even more significant local food purchasing (e.g., Royal Roads University at 66%)
- Some PSI B.C. food expenditures grew by 20% (some PSIs had tracked their local food expenditures prior to joining Feed BC)
- A total of \$4.9M in B.C. food in 2021-22
- Partners sought out and are actively using new B.C food and beverage suppliers including new and emerging companies, Indigenous businesses, and small farms
- New local food activities have been initiated to support and grow PSIs' Indigenous reconciliation goals
- Supply chain partners such as Compass Chartwells and Ryan Vending are sourcing more local food to meet Partner demands, and others have improved their B.C. food tracking capabilities

The Progress Report provides Feed BC and Partners with strong first-year benchmarks, and shares the results of Feed BC's economic impact analysis, how shifting to more B.C. food in the public institutions impacts the provincial economy including new jobs and GDP.

rovincial economy including new jobs and GDP.			
Business Analyst, 236-478-1981			
DM <u>PP</u>			
CONFIDENTIAL			
E	Business Analyst, 236-478-1981 DM _PP		

B.C. FOOD GROWS LOCAL COMMUNITIES AND ECONOMIES

Feed BC is a provincial government partnership initiative to increase B.C. food and beverages in government and public sector facilities, programs and services.

When public institutions purchase more B.C. food, it stimulates domestic supply, creating new B.C. jobs and economic activity. This means that B.C. farmers, food producers and supply chain businesses can grow and support local communities and economies.

Every dollar spent on B.C. food by public institutions brings a two-fold value (2.2 times the expenditure) to B.C.'s economy through new local jobs and GDP.

For more information visit gov.bc.ca/feedbc



Ministry of Agriculture and Food BRIEFING NOTE FOR MINISTER FOR INFORMATION FOR MEETING WITH MLA JOHN RUSTAD

Ref: 198949 Date: October 14, 2022

Title: Meeting with MLA Rustad

Issue: Discussion of increasing food production in British Columbia (B.C.), food security, and reduction of agricultural emissions in the Nechako Lakes area.

Background:

Food Security and Increasing Food Production

- In relation to the Nechako Lakes area, the Ministry of Agriculture and Food's (Ministry) Regional Fact Sheet for the Bulkley Nechako region (2021) (attached) provides an overview of regional agricultural production and insight on agriculture opportunities.
- The region was among those impacted by winter 2021 emergency related road closures and regional agriculture sector has experienced multiple wildfire events, notably in 2018; food security at the regional level is a topic of interest.
- In the past, applications for agriculture Crown grants could be made and this was one method by which agricultural operations in the area undertook expansion. Currently, an order under the *Land Act* is in place by the Ministry of Forests for the Omineca Region that applications for agriculture Crown grants cannot be made. The order is a direct result to First Nation consultation requirements and the inability to move beyond this point.

First Nations Considerations:

Food Security and Increasing Food Production - Crown Land Grant Program

- Many Indigenous communities in the region were directly impacted by natural hazard events in recent years and community food security including community produced foods is a topic of interest.
- In the north-west of B.C., Indigenous community horticulture, greenhouse, and active community scale agriculture projects have been undertaken in region with direct support provided by First Nation Health Authority and the Ministry.
- First Nations have consistently identified Crown grants as having high impact since they are a permanent disposition of ownership into private hands. In the Omineca region, most Crown grant applications are for agriculture. Agriculture applications often overlap areas that are highly productive for traditional use of plants and wildlife.
- The Province has made provisions for financial accommodation of First Nations for high value, typically commercial (industrial) Crown grants, but not for lower value agricultural dispositions.

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• The Province recognizes that the situation is challenging in relation to reconciliation and relationship efforts with First Nations. Ministry staff are collaborating with Ministry of Forests colleagues to find solutions to this difficult situation.

Discussion:

- In Bulkley Nechako, demand for regionally produced food products can exceed supply and there are reports of limitations in terms of regional processing capacity and high competition from other sectors for available labour.
- Recently, local governments including the District of Vanderhoof, the Village of Burns
 Lake, and the Regional District of Fraser-Fort George (RDFFG) all expressed particular
 interest in food security, increasing local production/processing capacity (notably dairy
 and meat processing) and for RDFFG, increased access to veterinarians, with these
 topics being among those raised during the 2022 Union of BC Municipalities (UBCM).
 Please see the attached UBCM Notes for additional background.
- Multiple Ministry initiatives relate to these goals addressing a variety of topic areas
 including new entrants, land access, climate adaptation, business planning and more.
 Producers within central interior and north-west are active participants in many of the
 available programs and are supported by Ministry staff from both the region and
 across the province.
- Regionally specific programing includes the Climate Change Adaptation Program
 which has directly invested in several regional producer-led research projects (2018current) across the Highway 16 region.
- The Ministry is working to support enhancement of meat and dairy processing, additional details are provided in the attached UBCM Notes.

Suggested Response:

- I appreciate the interest in discussing food security and related food production and processing opportunities as they relate to the Nechako Lakes area of B.C.
- I would also like to emphasize that regional food security and resilient local food systems are a priority reflected within my Ministry's Grow, Feed, Buy BC mandate and programs; this includes the development of food systems in all regions of the Province including outside of the Lower Mainland.
- The Ministry offers a suite of programs and services that supports businesses and local food organizations engaged in production, processing, distribution, and marketing; these programs support the success of local businesses which contribute to local food supply and security. I encourage you to direct interested individuals and businesses to Karen Tabe, Regional Agrologist, for more information or links to the resources above. Karen can be reached at 236 409-2004.
- Enhancement of meat and dairy processing
 - In October 2021, important changes to meat inspection and licencing in B.C. came into effect which make it easier for farmers to sell locally raised meat in the province. These changes are addressing capacity issues such as accessing slaughter services and cut-and-wrap businesses to process meat, and a lack of skilled labour.

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- The new system prioritizes food safety and animal welfare while also increasing economic opportunities for livestock producers and abattoir operators and responds to concerns over rural slaughter capacity that have existed for many years.
- Any producers interested in starting a slaughter establishment should contact Ministry staff to discuss the licensing process and all available options. I recommend that you contact Klaus Noegel, Director of Operations, Meat Inspection Program at 250 784-2561.
- The Ministry provided support for the Small Scale Meat Producers Association's (SSMPA) Strategic Planning for 2022-2025, which included addressing challenges of slaughter and processing capacity for small scale meat producers in rural regions. In 2022, SSMPA is working on initiatives including: building an abattoir in the Nicola Valley region, planning to create a slaughter truck pilot program for rural regions, and exploring the concept of a network of butcher hubs across the province.
- The Ministry provided support for the BC Dairy Association's (BCDA) "Feeding the Futures: Advancing dairy processing in B.C. study" released in 2021. The BCDA is continuing to build on this study in 2022, exploring a co-packing feasibility study to be released later this year.
- A new B.C. Dairy Processing Opportunities Working Group is being formed by the BCDA with representatives from BCDA, BC Milk Marketing Board, Western Dairy Council, and the Ministry. The purpose of the group is to provide a forum for discussion and to conduct a thorough expert review of dairy processing proposals to ensure they align with the long-term vision for enhancing dairy processing capacity, increasing the volume of raw milk processed in B.C., and providing long term sustainability and growth for dairy farmers in B.C. All new proposals for regional dairy processing should be brought to BCDA and the new B.C. Dairy Processing Opportunities Working Group.

New Entrants

- The Ministry recognizes the importance of attracting and supporting the next generation of young farmers to ongoing food security and increased food production and we continue to invest in the BC Land matching Program (BCLMP) as part of the New Entrant Strategy's commitment to grow B.C.'s next generation of agricultural leaders. The BCLMP is a gaining ground and becoming successful in the northern and central interior.
- We have also supported the creation of a land access guide, created by the Young Agrarians, to support new and landless farmers to choose a path toward accessing land. The guide includes a wide range of land access options for new farmers to explore and provides a range of sample documents including draft lease agreements. The Ministry's Farm Business Team is available to discuss interests in support services for new agricultural entrepreneurs. Please contact our New Entrant Agrologist, Sarah Mortenson, at Sarah.Mortenson@gov.bc.ca to set up a follow up discussion.

Reduction of Agricultural Fertilizer Emissions:

- Nitrous oxide emissions from synthetic fertilizer application account for over one-third of nitrous oxide emissions in Canada.
- In December 2020, the Government of Canada announced its Strengthened Climate Plan, "A Healthy Environment and a Healthy Economy" which includes a national target to reduce absolute levels of emissions arising from fertilizer application by 30 percent below 2020 levels by 2030.
- In March 2021, Agriculture and Agri-Food Canada (AAFC) launched a series of informal, targeted engagement sessions to seek early feedback from the agriculture sector, including commodity and grower associations, provinces, and industry organizations. These sessions informed the development of a Discussion Document.
- In March 2022, AAFC launched a new round of consultations, beginning with the release
 of a discussion document. These consultations focused on how we can achieve Canada's
 national target to reduce absolute greenhouse gas (GHG) emissions associated with
 fertilizers by 30 percent below 2020 levels by 2030. The comment period on the
 Discussion Document closed on August 31, 2022.
- The target is focused solely on reducing emissions arising from fertilizer use in Canada. It does not represent a mandatory reduction in the amount of fertilizer used on the farm.
- These reductions will be achieved by maximizing efficiency, optimizing fertilizer use, encouraging innovation, and working collaboratively with the agriculture sector, partners, and stakeholders to identify opportunities for successfully reaching this target.
- AAFC is already funding programs to support producers in adopting more efficient nutrient management practices. For example:
 - Under the Agriculture Climate Solutions On-Farm Climate Action Fund, the federal government has made \$200 M available to support adoption of beneficial management practices on-farm, including a focus on nutrient management.
 - Under the Agriculture Climate Solutions Living Labs Program, a national network of living laboratories is being established to support demonstration and knowledge transfer regarding beneficial practices that are tailored to regional realities.
 - Under the Canadian Agriculture Partnership, federal and provincial governments invest in key priorities, including supporting provincial programs to offer access to Environmental Farm Plans and financial support to adopt new beneficial management practices.

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Conta	ct: Karen	Tabe, Regio	onal Agrol	ogist, 250-40	9-2004; Gre	eg Rekken 778-	943-0196
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Ministry of Agriculture, Food and Fisheries INFORMATION BRIEFING NOTE FOR DEPUTY MINISTER

Ref: 198880 Date: September 23, 2022

Title: Feed BC Strategy for Healthcare 2022/23

Issue: Next steps for Feed BC partnership with Ministry of Health and health authorities

Background: Feed BC has been working closely with the Ministry of Health and all six regional health authorities (HAs) since 2018 to help HAs increase their proportion of B.C. food spending. While the pandemic impacted some local food purchasing, HAs remain committed. Feed BC's Strategy for Healthcare 2022/23 focuses on Feed BC programs and services to help healthcare partners grow opportunities for local food.

Discussion:

2022/23 marks the fifth year of Feed BC in healthcare. Feed BC began reporting on HA efforts to shift to more B.C. food purchasing following a HLTH directive to all B.C. HAs in early 2019 to track their purchasing towards an aspirational target of 30% B.C. food purchasing¹.

Feed BC Activities with Healthcare Partners

Feed BC activities in healthcare have shifted from the formal launch of each HA partnership between 2019 and 2021. While local food purchasing momentum was slowed while hospitals and long-term care facilities dealt with pandemic pressures on staff, supply chain impacts, and the need for readily available single serve packaged food, Feed BC was able to step in at the request of HAs. Feed BC worked directly with Sysco, Gordon Food Services and other key food supply companies rather than HAs to help connect more B.C. food to health facilities. Feed BC also worked with Public Health Services Authority to embed Feed BC criteria into the RFP process for a major HA food contract. Since fall 2021, Feed BC has also worked through its new Value Chain Innovation Service to help HAs find B.C. food products and companies.

Feed BC Healthcare Strategy and Workplan for 2022/23

Feed BC will deliver the following work within existing Feed BC, HLTH and HAs capacity. Strategically and collectively, these actions will:

- Sustain partnerships and momentum with HA partners
- Support strategic product sourcing and procurement for HAs
- Expand ways for HAs to be involved in Feed BC
- Build HA senior leadership support for Feed BC

¹ Annual tracking reports are developed starting late fall each year and are ready for review and publishing by spring of the following year. Reports for 2018/19, 2019/20 and 2020/21 are available on the Feed BC website at Feed BC in Healthcare.

Feed BC Healthcare Strategy and Workplan for 2022/23

Activity	Description	Milestone	Timing
Feed BC	DM report back on	Report back to HLTH DM	Fall 2022
Economic Impact	results per commitment	Report back to HA senior leaders/CEOs	
Results	to HLTH DM		
HLTH	ADM/Feed BC staff	Repatriation discussion – how has purchasing	Apr 2023
Engagement on	engagement with HLTH	changed; how can Feed BC support/assist to	
Repatriation	on repatriation; build	help shift new processes to more local food	
	plan for engaging HAs		
HA Engagement	ADM-CEO meetings and	Repatriation discussion – how has purchasing	May-June
on Repatriation	Feed BC staff-level	changed with each HA and how can we	2023
	meetings (execute	maximize Feed BC within it	
	engagement plan)		- 1
HA B.C. Food	B.C. Food Expenditures	HA data submitted fall 2022; 1:1 check-ins	Feb 2023
Expenditures	in Health Care Report	through Dec 2022	
Tracking	Year 4	Report approved for public posting Feb 2023	
B.C. Food Product	Strategic product	Value Chain Innovation Service response to	Ongoing
Sourcing	sourcing upon HA	individual HA requests	
	request	Toward outrooch to UAs in Eah 2022, our and	Fab Am 2022
	Feed BC Directory in HAs	Targeted outreach to HAs in Feb 2023; expand	Feb-Apr 2023
Feed BC	Health-focused content	health-oriented listings spring 2023 Newsletters out: Nov, Feb, May, Aug each year	Ongoing
Champions	and products for HAs	Newsletters out. Nov, Feb, May, Aug each year	Origoing
Network	B.C. food webinars	For HAs Oct 2022 (and beyond)	Ongoing
Procurement	RFP Template and	Prepare RFP template for HAs for new food	TBD (tied to
Support	Procurement language	procurement (collaboration with HLTH, HAs)	repatriation
Заррогс	support	procurement (conaboration with them, thas)	engagement)
Business to	Pitch and Plate	HAs participate in development and attend	Ongoing
Business Events	expansion to health	events (Aug-Oct 2022; Jan-Feb 2023)	Origoning
Dusiness Events	From the Ground Up	Expand institutional panel to include HAs;	Ongoing
	Tradeshow – HA tickets	Tradeshow May 2023 – free HA attendance	origoning
	Every Chef Needs a	Invitations to HAs for Nov 2022 (Victoria) and	Ongoing
	Farmer events	Feb 2023 (Kelowna)	0.190.119
Traditional Foods	Feed BC lists for HAs -	Feed BC to prepare with consultants for HAs	Fall 2022
and Indigenous	Indigenous foods and	and other public institutions	
Recipes	food businesses		
'	Feed BC participate in	Status TBC	Ongoing
	HLTH/ BCCDC food		
	safety regulation work to		
	support Indigenous food		
Feed BC – HA On-	Review Feed BC services	Plan in winter 2022 with HLTH and HAs	Apr 2023
Site Promotions	and materials support to		
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HAs (what is needed)			
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Ministry of Agriculture, Food and Fisheries INFORMATION BRIEFING NOTE FOR DEPUTY MINISTER

Ref: 198880 Date: September 23, 2022

Title: Sharing the Results of Feed BC's Economic Impact Analysis

Issue: Plan for communicating economic impact results to Feed BC partners in 2022

Background: Feed BC partnerships help increase B.C. food purchasing, which supports new jobs and business growth and diversification for B.C. farmers, processors and communities. All B.C. health authorities and 20 of 25 B.C. public post-secondary institutions are Feed BC partners. Sharing economic impact results strengthens partnerships and grows new ones.

Discussion:

Feed BC's study measured the estimated total economic value to B.C. of shifting to more B.C. foods in healthcare and post-secondary using the BC Input-Output Model (BCIOM) and showed strong results. The BCIOM estimates the value to the economy across a range of food and agriculture commodities and can be used for specific product or regional analyses (work currently underway by the Ministry's Corporate Policy and Priorities Branch).

The Feed BC study found that when B.C.'s public sector institutions increase their spending on B.C. food products, the B.C. economy benefits to a marked degree:

- For every \$1 spent on domestic (B.C.) food products by a health authority or post-secondary institution, there is a greater than two-fold increase (2.2x) in the value of the total output activity across the B.C. economy.
- For every \$1M shifted from imported food to domestic (B.C.) food by a health authority or
 post-secondary institution, there is an increase to B.C. of 13 jobs and up to \$858K GDP
 plus associated increases to wages and provincial taxes.
- The economic impacts of switching to B.C. foods are roughly double those of an equivalent \$1M change in natural resource sector demand.

Sharing the Results

Results were shared publicly in statements by the Minister of Agriculture and Food and s.12; s.12

s.12	<u>Cabinet Submission</u>
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12; s.13; s.1	17			
			nunication materials with GCPE an unication timelines and strategies	
	Contact: Elietha Bocs	kei, Senior Project Mana	ger, 778-698-9769	
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Ministry of Agriculture and Food BRIEFING NOTE FOR MINISTER FOR INFORMATION

Ref: 198486 Date: October 18, 2022

Title: Progress Report 2021-22 for Feed BC Post-Secondary Institution Partners

Issue: Summary of 2021-22 report on progress and next steps

Background:

Since early fall 2018, the ministries of Agriculture and Food (AF) and Advanced Education and Skills Training (AEST) have been working with public Post-Secondary Institutions (PSIs) to build strong support and demand for B.C. foods on campuses across the province. Feed BC's 20 PSI partners are working to increase B.C. foods through the following partnership streams:

- 1. Commitment to track and source towards at least 30% B.C. food expenditures over time¹
- 2. Innovative B.C. food initiatives to bring more B.C. food into facilities and programs
- 3. Education and promotion to grow awareness and the local food culture of public institution

To support PSI partners, Feed BC developed a two-year action plan including program resources that promote collaboration. Activities² helped PSIs source and track B.C. foods, integrate more local food in foodservice contracts and programs, measure progress, and implement new local food initiatives based on their strategic interests. During a year of many challenges including pandemic restrictions and supply chain disruptions that affected campus traffic and foodservices, PSI partners have demonstrated their strong commitment to Feed BC and the prominent and important role the play in helping to grow B.C.'s food sector.

First Nations Considerations:

The Indigenous student experience has been a key focus of AEST and PSIs for many years. PSI partners actively engaged in the Feed BC webinars on Traditional Foods and Indigenous Recipes and are working individually and with Feed BC to explore more Indigenous local food activities including with indigenous chefs and other partners.

Discussion:

The Feed BC PSI Partners Progress Report 2021-22 (Report) shares examples of how PSIs sought out new B.C. foods, increased their proportion of B.C. food spending, and for many, started B.C. food tracking for the first time. They launched new campus and community local food initiatives and they worked collaboratively to influence supply chain partners to support local food goals. The Report shares the results of Feed BC's economic impact analysis, how shifting to more B.C. food in the public post-secondary sector builds the provincial economy including new jobs and GDP (See Appendix A for full report).

¹ All PSI Partners are committed to this stream

² For more details, see the Feed BC Post-Secondary Institutions Partner Program Fall 2021 Update (PDF, 814 KB)

Progress Reporting

All PSI partners joined Feed BC in 2021; nine in February 2021 and the remaining 11 between March and September 2021. For 2021-22, 12 partners were able to track and report on their progress, which included:

- An average of 41% B.C. food, with some achieving even more significant local food purchasing (e.g., Royal Roads University at 66%)
- Some PSI B.C. food expenditures grew by 20% (some PSIs had tracked their local food expenditures prior to joining Feed BC)
- A total of \$4.9M spent on B.C. food in 2021-22
- Partners sought out and are actively using new B.C food and beverage suppliers including new and emerging companies, Indigenous businesses and, small farms
- New local food activities have been initiated to support and grow PSIs' Indigenous reconciliation goals
- Supply chain partners such as Chartwells and Ryan Vending are sourcing more local food to meet Partner demands, and others have improved their B.C. food tracking capabilities

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Γhe Report provides strong first-year benchmarks for PSI partners to grow from. Year 2 of th action plan focuses on the following key goals:
 Support internal capacity of PSIs to grow more local food opportunities (Feed BC funding Explore new local food activities to support and grow Indigenous reconciliation actions Track and measure impacts across partners and report on results at the end of year two Build a sustainable PSI Partner Network for the future
3; s.16; s.17
Contact: Elietha Bocskei, Senior Project Manager, Institutional Partnerships and Strategies, 778-698-9769
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Feed BC Post-Secondary Institution (PSI)
Partners Progress Report 2021-22

Agenda

- ▶ Background
- ▶ Feed BC in PSIs 2021-22
- ► Overview of the Progress Report
- ► Highlights of Local Food Action by PSI Partners
- ▶ Next steps



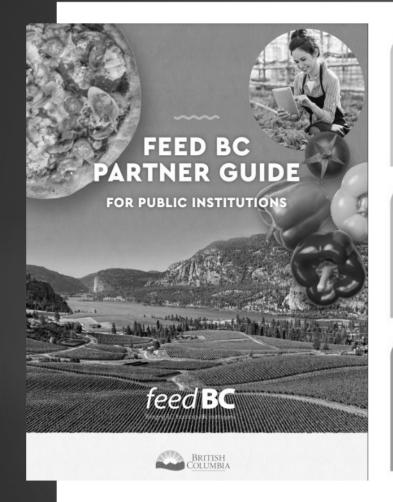
Background

In 2019, Feed BC in partnership with AEST recruited PSIs to join Feed BC as partner institutions

By September 2021, 20 PSI Partners had committed to local food work across Feed BC's three partnership streams

Feed BC developed tools and resources and a twoyear action plan (2021-23) to help Partners integrate more local food on campus

In June 2022, Partners shared their successes at a Partner Summit; the **Feed BC Progress Report** helps spread their work and ideas further





Tracking and Sourcing:

Commit to track and source towards at least 30 % B.C. food expenditures over time*

*Partner has committed to Feed BC's standards and minimum targets for B.C. food expenditures. Feed BC Program Standards support this work.



Innovative Food Initiatives:

Build local food initiatives and bring B.C./local food innovation into facilities, programs and services on campus and beyond



Education, Promotion & Awareness:

Grow and promote B.C./local food education and awareness to foster a strong local food culture on campus and beyond

Feed BC: A PartnerDriven Program

What Motivates Feed BC's PSI Partners?

- Student demand for local food
- Strategic interests and principles such as sustainability
- ▶ Indigenous reconciliation and Indigenous student experience
- Community engagement and local economic development

Feed BC in PSIs 2021-22

Activities delivered by Feed BC:

Developed contract language to support PSIs to include local food into their procurement process

Customized support for tracking B.C. food spends, including a tracking template

Webinars on Traditional Foods and Indigenous Recipes to build on shared interests with respect to PSIs reconciliation goals

Hosted Pitch and Plate events to grow more awareness around B.C. producers and processors

Networking opportunities such as the PSI Partner Summit



Overview of the 2021-22 Progress Report:

- Partners reported purchasing \$4.9M in B.C. food, average of 41% local food (Royal Roads results of 66%); Some PSI spends grew by 20%
- Partners actively using new B.C food and beverage suppliers including new and emerging companies, Indigenous businesses and small farms
- New local foods activities initiated to support and grow Indigenous reconciliation
- Supply chain partners such as Chartwells and Ryan Vending source more local food to meet PSI Partner demand, and others improve tracking capabilities



Examples of Local Food Action by PSI Partners in 2021-22



Stream 1: Tracking and Sourcing B.C. Food

Tracking B.C food expenditures - results from 12 reporting partners:

- ➤ An average of 41% B.C. food spends totaling \$4.9M
- ➤ Examples of individual increases: UNBC increased 20%-40%, SFU increased 19%-32%, Royal Roads at 66%

Sourcing new products from new and emerging companies - examples:

- Goodly foods in SFU and UBC
- Panela Lemon across 6 Chartwells PSI
- Barakah Eats at VIU, Sutra Sauces at Camosun
- ➤ List of over 100 B.C. food suppliers provided by Partners

Collaboration with supply chain partners - examples:

- ➤ 6 Chartwells PSIs established tracking and requested a stronger focus on B.C. products from their food service provider
- ➤ Feed BC Partner BCNET worked with Ryan Vending to formalize commitment to local food in vending machines including ('100% B.C. Products Pilot')
- Aramark, Sysco, GFS, Compass Group, etc. attending sourcing events





Stream 2: Innovative B.C Food Initiatives



UBC-Okanagan Aggregation Project

 Feed BC funded a pilot project for UBC-O and Land to Table for small scale farmers had an opportunity to supply UBC-O with local food, connecting students to farm fresh food

UVIC Indigenous Recipes

Fall of 2022, UVIC plans to debut a bannock and wild berry salad as a result of Traditional Foods and Indigenous Recipe webinar

Camosun College

Developed a First Peoples curriculum with the support of local First Nations communities such as Ləkwəŋən and WSÁNEĆ peoples, focused on traditional food storytelling

Stream 3: Local Food Education, Promotion and Awareness

Promotion of local suppliers on campus

> SFU hosted over 25 foodie events and supported over 35 local companies for their "Foodie Program", showcasing emerging processors and producers on campus and engaging students

Advancing storytelling opportunities

➤ PSIs such as BCIT, are exploring promotional tactics through social media and have recruited student social media influencers to help contribute to BCIT's online community and promote and highlight local products, suppliers and ingredients.





Feed BC in PSIs 2022-23

Key focus areas:

- Track and measure impacts across PSIs and increase the number of Partners reporting
- Support PSIs with Innovation and Collaboration funding for pilot projects
- Explore new local foods activities to support their Indigenous reconciliation efforts
- Build a sustainable network of partners to continue in the coming years

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Next Steps:

Share Report with PSI Presidents (joint DMs letter from AF and AEST) - Complete

Implement Year 2 of the PSI Partners Action Plan - underway

Seek to recruit the remaining five PSIs to Feed BC - underway





November 18, 2022

File: 0280-30 Ref: 199170

Stephen Brown **Deputy Minister** Ministry of Health

Email: hlth.dmoffice@gov.bc.ca

Dear Stephen:

I am writing to thank you for the continued partnership and leadership of the Ministry of Health in advancing government's Feed BC initiative within the health care sector. The commitment and hard work of the Ministry of Health in supporting Feed BC partner health authorities to work towards a minimum of 30 percent B.C. food expenditures has a direct impact on the growth and resilience of local B.C. communities, economies and food systems.

This important work began in 2019 when the Ministry of Health issued a Feed BC policy communique to health authorities. Since that time, health authorities have worked hard to achieve overall growth in B.C. food expenditures and the creation of unique local food initiatives. My staff and I are grateful for the leadership and support of your Healthy Living and Health Promotion staff and the Office of the Provincial Dietitian.

I am pleased to share with you the results from the Feed BC economic impact analysis that demonstrates the measurable benefits of shifting to more B.C. food in B.C.'s public institutions. Using the BC Input/Output Model (BCIOM), a model used by BC Stats for all provincial government economic assessments, other government ministries, and Destination BC, our analysis shows that for every government dollar spent on B.C. food there is a greater than two-fold impact to the B.C. economy (2.2 times the expenditure) including new jobs and GDP.

This analysis would not have been possible without the support of the Ministry of Health and participating health authorities. I've attached an infographic we have created to share high level benefits of shifting to more B.C. food which we will be posting publicly.

.../2

Facsimile: 250 356-8392

Location:

My staff are sharing the results with Ministry of Health and health authority program staff, to celebrate the significant and continued efforts of all in advancing Feed BC.

Thank you again and I look forward to engaging with you further on the continued health care sector partnership with Feed BC.

Sincerely,

Peter Pokorny

Deputy Minister

cc: Lindsay Bisschop, Executive Director, Food and Beverage Branch

Martha Anslow, Director, Food System Partnerships Unit

Elietha Bocskei, Manager, Institutional Partnerships

Ministry of Agriculture and Food BRIEFING NOTE FOR MINISTER FOR INFORMATION FOR MEETING WITH BC FERRY AUTHORITY AND BC FERRIES INC ON DECEMBER 1, 2022

Ref: 199000 Date: November 17, 2022

Title: Minister Meeting with BC Ferry Authority and BC Ferries Inc. re: B.C. food on BC Ferries

Issue: Partnership opportunities with Feed BC and Buy BC programs

Background:

- BC Ferries is one of the largest ferry operators in the world, with 39 ferries moving more than 22 million passengers a year. It is an independently regulated contractor that serves the public interest within the bounds set by the Coastal Ferry Services Contract and the decisions of the B.C. Ferries' Commissioner. Government holds cumulative preferred nonvoting shares of BC Ferries and is entitled to an annual dividend of \$6M as and when declared by the BC Ferries' Board of Directors.
- The BC Ferry Authority (BCFA) is responsible for overseeing the strategic direction of BC Ferries in support of the public interest, appointing the Board of Directors of BC Ferries and for establishing compensation plans for the Directors and Executives of BC Ferries.
- The vision of the BCFA is a service that meets the needs of coastal communities and supports the public's interest in environmental, economic and social objectives. This is reflected in BC Ferries' sustainability value which recognizes that their environmental, social and economic impacts are central to business decisions.
- In Summer 2022, leadership changes at BC Ferries included the appointment of new interim CEO, Jill Sharland, and six new members to the BC Ferry Services Board. The Board provides oversight to the day-to-day operations of the ferry company.

BC Ferries' Onboard Foodservice Operations

- BC Ferries' Food and Beverage Division makes overall menu and purchasing decisions for onboard foodservices and outlets. Many food products (e.g., beef) as well as food operators (e.g., White Spot, Bread Garden, beverage contracts with Coke Canada and Starbucks, and vending machine contract with Ryan Company) are procured through competitive multi-year contracts. Sysco is a main distributor for food and beverage products to BC Ferries. BC Ferries piloted B.C. alcoholic beverages in 2019 and expanded sales in May 2022. These beverages are procured through beverage distribution channels.
- Some ferry foodservice outlets are not yet open post-pandemic. In fiscal 2018, BC Ferries' total catering and retail sales were \$98M with food sales providing approximately 73% of total catering revenue (pg. 44).¹

¹ Business Plan for the year ending March 31, 2019 <u>8798819352606.pdf (bcferries.com)</u>. Net catering and retail revenue in 2018 was \$60.1M (pg. 58).

Discussion:

Opportunity for B.C. Food

- The size and scale of BC Ferries' customer base and food sales makes it a significant market opportunity for B.C.'s food and beverage sector. Local food procurement aligns with BC Ferries' and BCFA's goals for community vibrancy and economic development, and showcases B.C. culture to visitors.
- Feed BC and Buy BC programs are well established Ministry programs that can work with BC Ferries and their supply chain partners to increase the proportion of food spending directed to B.C. food in a variety of ways that reflect the strategic goals, values, priorities and practices of BC Ferries and help promote their commitment to local food.
- In September 2021, Ministry senior executive wrote to the Crown Agencies Secretariat for an opportunity to meet with BC Ferries. Minister Popham had expressed interest in Buy BC retail kiosks on BC Ferries' vessels. Recently, the Minister noted interest in vending machine opportunities for B.C. food with Ryan Company (Ryan), a BC Ferries' supplier. In collaboration with Feed BC partners in post-secondary, Ryan was starting to pilot 100% B.C. food vending machines on several campuses, with some Feed BC product sourcing support. Ryan is testing uptake of these machines before determining whether to expand this business model further.
- BC Ferries' relationship with the B.C. government is more arms length than other ministry and public sector partners participating in Feed BC, and it is unknown how BCFA's oversight role may influence future partnership opportunities with the Ministry.

Ministry Supports and Programs

The Ministry's Feed BC and Buy BC programs and partnerships are flexible and can be customized to meet BC Ferries' needs. Guidance, standards and services are available to assist, including B.C. product sourcing, connecting to suppliers and supply chain partners, partnership development, and promotions.

Suggested Response:

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• Thank BC Ferries and the BCFA for meeting with the Minister and staff today.

Contact:	Flietha Bocskei, Ser	nior Project Manager, 7	78-698-9769	
Contact.	Liletiia Botskei, Sei	nor Project Manager, 7	76-030-3703	
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Ministry of Agriculture and Food BRIEFING NOTE FOR DM FOR INFORMATION FOR MEETING WITH FRESH DIRECT PRODUCE AND ISLANDS WEST PRODUCE

Ref: 199180 Date: December 8, 2022

Title: Meeting with Fresh Direct Produce and Islands West Produce regarding their interest in supplying B.C. products to more Lower Mainland Institutions

Issue: Fresh Direct and Islands West request to assist Islands West outreach to purchasing managers in lower mainland institutions (e.g., healthcare)

Background:

Islands West Produce (Islands West) is a Victoria based processor, wholesaler and distributor of produce, processed fruits, fresh-cut vegetables, and dried spices. Islands West is owned by Fresh Direct Produce in Vancouver, which distributes more than 1,000 domestic and imported fruit and vegetable items across Western Canada.

Islands West currently serves several Feed BC partner institutions including Island Health, Royal Roads, Camosun College and, beginning in January 2023, Vancouver Island University. As part of its Feed BC commitment and to increase island grown and processed produce in its facilities, Island Health launched a pilot with Islands West to bring local vegetables (e.g., from Island Vegetable Co-op farms) to five mid-island long-term care facilities. In addition to many retail outlets, Islands West also serves Victoria-area Department of National Defence facilities, BC Ferries and some mainland private care facilities.

Following a Minister of Agriculture and Food tour of Islands West's facility in July 2021, Feed BC staff met with Islands West to discuss their interests and challenges in expanding to other B.C. institutions. Staff explored options for connecting Islands West with correctional and other facilities, but no leads emerged at the time, likely due to pandemic-related challenges.

Discussion:

B.C.'s public institutions are looking to increase B.C. foods. In the short-term, post-secondary institutions may present more openness to a new supplier given their relative flexibility in purchasing and volumes.

Repatriation of in-house food services in Vancouver Coastal Health, Fraser Health and Provincial Health Services Authority facilities, like Island Health, will likely present future opportunities for new local suppliers due to associated changes in menus, purchasing contracts, production systems and distribution. All Feed BC partner health authorities have indicated a strong interest in expanding local foods during this transition. However, specific opportunities are unclear at this time as health authorities develop and implement changes over the next 18 months.

Potential challenges to island companies expanding to Lower Mainland institutions	
s.21	
Feed BC supports public institutions to increase B.C. food purchasing by fostering connections with B.C. food suppliers and supply chain partners through procurement guidance, joint projects, programs, the Value Chain Innovation Service, and the Feed BC Directory. Staff can connect with Islands West to discuss new opportunities and offer support.	
Suggested Response:	
 Thank Islands West for their commitment to local foods and active support for Feed BC through Island Health and other B.C. institutions 	
s.13	
Contact: Kristina Bouris, Senior Manager, Value Chain Innovation, 778- 974 -3488	
ED LD ADM EK DM DD	
ED <u>LB</u> ADM <u>EK</u> DM <u>PP</u>	



MINISTRY OF AGRICULTURE AND FOOD

BULLET POINTS FOR DEPUTY MINISTER

CLIFF#: X-ref 198880 and 198486 Bullets prepared by: Martha Anslow

Main issues: Summary of composite Feed BC Date due: September 28, 2022

Update for DM, plus DM actions required

- Feed BC team has prepared a composite update of two IBNs and related material for the DM
- This memo summarizes each and where DM actions are required

1) DM IBN – Sharing Feed BC Economic Impact Results

 Other doc attached – Economic Impact Results PPT updated further to DM request for more case study slides to use/share as needed, including with MO

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2) DM IBN - Feed BC Strategy for Healthcare

- No additional docs attached
- Identifies current and future work with Ministry of Health and Health Authorities including engagement further to repatriation of contracts/staff

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Special Notes / Instructions:

• Please advise staff if MO briefing materials are needed for any of these items

Ministry of Agriculture, Food and Fisheries INFORMATION BRIEFING NOTE FOR DEPUTY MINISTER

Ref: 198880 Date: September 23, 2022

Title: Sharing the Results of Feed BC's Economic Impact Analysis

Issue: Plan for communicating economic impact results to Feed BC partners in 2022

Background: Feed BC partnerships help increase B.C. food purchasing, which supports new jobs and business growth and diversification for B.C. farmers, processors and communities. All B.C. health authorities and 20 of 25 B.C. public post-secondary institutions are Feed BC partners. Sharing economic impact results strengthens partnerships and grows new ones.

Discussion:

Feed BC's study measured the estimated total economic value to B.C. of shifting to more B.C. foods in healthcare and post-secondary using the BC Input-Output Model (BCIOM) and showed strong results. The BCIOM estimates the value to the economy across a range of food and agriculture commodities and can be used for specific product or regional analyses (work currently underway by the Ministry's Corporate Policy and Priorities Branch).

The Feed BC study found that when B.C.'s public sector institutions increase their spending on B.C. food products, the B.C. economy benefits to a marked degree:

- For every \$1 spent on domestic (B.C.) food products by a health authority or postsecondary institution, there is a greater than two-fold increase (2.2x) in the value of the total output activity across the B.C. economy.
- For every \$1M shifted from imported food to domestic (B.C.) food by a health authority or
 post-secondary institution, there is an increase to B.C. of 13 jobs and up to \$858K GDP
 plus associated increases to wages and provincial taxes.
- The economic impacts of switching to B.C. foods are roughly double those of an equivalent \$1M change in natural resource sector demand.

Sharing the Results

	Results were shared publicly in statements by the Minister of Agriculture and Food and S	.12
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Feed BC Economic Impact Analysis: Materials/Timeline for Sharing Results

Timeline	Partner	Strategy for Sharing Economic Impact Results		
July-Sept 2022	ECC	Key economic impact findings included in joint School Food Program Cabinet submission (CCSI approved on Sept 7 2022)		
Aug-Sept 2022	AG/PSSG	 ADM outreach to PSSG enabled Feed BC advice to Corrections' food services RFP - opportunity to include B.C. food target/ criteria in RFP process for ^{s.17} food spending fir 10 facilities. Feed BC will share economic impact results with Corrections and AG Procurement staff 		
Oct 2022	HLTH	 DM to share results to acknowledge HLTH/health authorities (HAs) contributions to date and to confirm Feed BC actions in healthcare (see DM IBN - Feed BC Strategy for Healthcare) Feed BC will share results with HAs through Food Services Technical Team 		
Oct 2022	AEST	 Joint DMs' letter to Post-Secondary Presidents includes economic impact results (see DM IBN – 2021/22 Feed BC Post- Secondary Progress Report) Feed BC will share results with PSI leads and key stakeholders 		
Oct-Dec 2022	CITZ	s.12		
Oct-Dec 2022	TACS	Feed BC staff to share with After School Sports Initiative program staff further interest/participation with Feed BC		
Oct-Dec 2022	Supply chain partners	Feed BC share via Champions Network (includes key food service and distribution partners Sysco, GFS, Aramark Compass, etc.		
Nov-Dec 2022	External Partners	Post Report, Detailed Tables, and infographics on Feed BC website; share results with other strategic stakeholders		
Jan 2023	Cabinet Committee on Economy	s.12		

Next Steps: Feed BC staff will review all communication materials with GCPE and engage partners to coordinate and execute the communication timelines and strategies above.

Contact:	Elietha Bocs	kei, Senior Project Mana	ger, 778-698-9769	
ED _		ADM	DM	

Ministry of Agriculture, Food and Fisheries INFORMATION BRIEFING NOTE FOR DEPUTY MINISTER

Ref: 198880 Date: September 23, 2022

Title: Feed BC Strategy for Healthcare 2022/23

Issue: Next steps for Feed BC partnership with Ministry of Health and health authorities

Background: Feed BC has been working closely with the Ministry of Health and all six regional health authorities (HAs) since 2018 to help HAs increase their proportion of B.C. food spending. While the pandemic impacted some local food purchasing, HAs remain committed. Feed BC's Strategy for Healthcare 2022/23 focuses on Feed BC programs and services to help healthcare partners grow opportunities for local food.

Discussion:

2022/23 marks the fifth year of Feed BC in healthcare. Feed BC began reporting on HA efforts to shift to more B.C. food purchasing following a HLTH directive to all B.C. HAs in early 2019 to track their purchasing towards an aspirational target of 30% B.C. food purchasing¹.

Feed BC Activities with Healthcare Partners

Feed BC activities in healthcare have shifted from the formal launch of each HA partnership between 2019 and 2021. While local food purchasing momentum was slowed while hospitals and long-term care facilities dealt with pandemic pressures on staff, supply chain impacts, and the need for readily available single serve packaged food, Feed BC was able to step in at the request of HAs. Feed BC worked directly with Sysco, Gordon Food Services and other key food supply companies rather than HAs to help connect more B.C. food to health facilities. Feed BC also worked with Public Health Services Authority to embed Feed BC criteria into the RFP process for a major HA food contract. Since fall 2021, Feed BC has also worked through its new Value Chain Innovation Service to help HAs find B.C. food products and companies.

Feed BC Healthcare Strategy and Workplan for 2022/23

Feed BC will deliver the following work within existing Feed BC, HLTH and HAs capacity. Strategically and collectively, these actions will:

- Sustain partnerships and momentum with HA partners
- Support strategic product sourcing and procurement for HAs
- Expand ways for HAs to be involved in Feed BC
- Build HA senior leadership support for Feed BC

¹ Annual tracking reports are developed starting late fall each year and are ready for review and publishing by spring of the following year. Reports for 2018/19, 2019/20 and 2020/21 are available on the Feed BC website at Feed BC in Healthcare.

Feed BC Healthcare Strategy and Workplan for 2022/23

Activity	Description	Milestone	Timing
Feed BC	DM report back on	Report back to HLTH DM	Fall 2022
Economic Impact	i i		
Results	to HLTH DM		
HLTH	ADM/Feed BC staff	Repatriation discussion – how has purchasing	Apr 2023
Engagement on	engagement with HLTH	changed; how can Feed BC support/assist to	
Repatriation	on repatriation; build	help shift new processes to more local food	
	plan for engaging HAs		
HA Engagement	ADM-CEO meetings and	Repatriation discussion – how has purchasing	May-June
on Repatriation	Feed BC staff-level	changed with each HA and how can we	2023
	meetings (execute	maximize Feed BC within it	
	engagement plan)		
HA B.C. Food	B.C. Food Expenditures	HA data submitted fall 2022; 1:1 check-ins	Feb 2023
Expenditures	in Health Care Report	through Dec 2022	
Tracking	Year 4	Report approved for public posting Feb 2023	
B.C. Food Product	Strategic product	Value Chain Innovation Service response to	Ongoing
Sourcing	sourcing upon HA	individual HA requests	
	request		
	Feed BC Directory in HAs	Targeted outreach to HAs in Feb 2023; expand	Feb-Apr 2023
		health-oriented listings spring 2023	
Feed BC	Health-focused content	Newsletters out: Nov, Feb, May, Aug each year	Ongoing
Champions	and products for HAs		
Network	B.C. food webinars	For HAs Oct 2022 (and beyond)	Ongoing
Procurement	RFP Template and	Prepare RFP template for HAs for new food	TBD (tied to
Support	Procurement language	procurement (collaboration with HLTH, HAs)	repatriation
	support		engagement)
Business to	Pitch and Plate	HAs participate in development and attend	Ongoing
Business Events	expansion to health	events (Aug-Oct 2022; Jan-Feb 2023)	
	From the Ground Up	Expand institutional panel to include HAs;	Ongoing
	Tradeshow – HA tickets	Tradeshow May 2023 – free HA attendance	
	Every Chef Needs a	Invitations to HAs for Nov 2022 (Victoria) and	Ongoing
	Farmer events	Feb 2023 (Kelowna)	
Traditional Foods	Feed BC lists for HAs -	Feed BC to prepare with consultants for HAs	Fall 2022
and Indigenous	Indigenous foods and	and other public institutions	
Recipes	food businesses		
	Feed BC participate in	Status TBC	Ongoing
	HLTH/ BCCDC food		
	safety regulation work to		
	support Indigenous food		
Feed BC – HA On-	Review Feed BC services	Plan in winter 2022 with HLTH and HAs	Apr 2023
Site Promotions	and materials support to		
	HAs (what is needed)	I .	1

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Feed BC – HA On-	Review Feed BC services	Plan in winter 2022 with HLTH and HAs	Apr 2023
Site Promotions	and materials support to		
	HAs (what is needed)		
Contact: Kristina	Bouris, Senior Manage	or 778-974-3488	
Correct. Kristina	Boaris, Scriior Mariago	21, 770 374 3400	
ED	_ ADM	_ DM	

Ministry of Agriculture and Food BRIEFING NOTE FOR MINISTER FOR INFORMATION

Ref: 199222

Date: November 17, 2022

Title: Buy BC Update
Issue: Updates to the Buy BC website/social media, retail, advertising and logo licensing
 Background: Since its re-launch in 2017, Buy BC has enabled over 720 businesses to register for logo use to promote over 3,400 B.C. products.
Discussion:
Contact: Andrea Hoerger, Senior Manager, Food and Beverage Branch, (778) 584-1814
DIR ADM DM
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Appendix C: Ministry Administration of Buy BC Logo Licensing (April 2023 Onwards)

Overview of Proposed Administration	n Process for Year 1	
Current Process with IAF:	Client IAF	
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Appendix D: Planned Program Changes and Rationale		
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6. <u>Program Communications</u>: **Increase Ministry-led communication to support all logo licensees.**

Rationale:

- Many Buy BC licensees seem to consider logo licensing as a mandatory step for accessing cost shared funding and do not understand the broader benefits of being a Buy BC licensed partner, such as getting profiled through retail promotions, advertising campaigns, ECNF events, success stories, etc.
- MDTU is already working on addressing this by developing communication tools to directly communicate with all licensees outside of cost shared funding to showcase broader benefits of Buy BC through delivery of a new Buy BC welcome kit and Buy BC newsletter.