

Boelens, Robert GCPE:EX

From: Easton, Joan E AGRI:EX
Sent: Monday, January 29, 2018 8:39 AM
To: Zaharia, Sarah GCPE:EX
Cc: McRae, Meghan GCPE:EX; Patterson, Mat AGRI:EX; McLaren, Solveig AGRI:EX; Wong, Jane T AGRI:EX
Subject: RE: Follow-up: EAT DRINK LOCAL

Hi Sarah

Would Thursday at 10:30 work for you?

Regards

Joan

From: Zaharia, Sarah GCPE:EX
Sent: Sunday, January 28, 2018 11:13 AM
To: Easton, Joan E AGRI:EX
Cc: McRae, Meghan GCPE:EX; Patterson, Mat AGRI:EX; McLaren, Solveig AGRI:EX
Subject: RE: Follow-up: EAT DRINK LOCAL

Thanks so much for this Joan. I do have a few follow up questions – any chance you're free for a quick meeting Thursday morning or Friday afternoon?

From: Easton, Joan E AGRI:EX
Sent: Monday, January 15, 2018 5:44 PM
To: Zaharia, Sarah GCPE:EX
Cc: McRae, Meghan GCPE:EX; Patterson, Mat AGRI:EX; McLaren, Solveig AGRI:EX
Subject: Follow-up: EAT DRINK LOCAL

Hi Sarah

At our meeting last week, you asked for a budget summary of the EAT DRINK LOCAL contract. Apologies for the delay in getting this to you – the hold-up was me.

- Below we have the budget information and a quick paragraph on the media plan that was agreed to.
- We will work with BCRFA this week and next to address the other items mentioned in our discussion (e.g. more women/indigenous participants; clarifying that the list of influencers is not all inclusive and will be added to over time; read rate for e-newsletter) and then will send along a final updated work plan.

s.13,s.17

Let us know if you need any more information or have any questions. It was a good discussion on Wednesday and we are looking forward to more!

Regards

Joan

Joan Easton
Executive Director, Innovation and Adaptation Services Branch
3rd Floor, 808 Douglas Street
Ministry of Agriculture

Phone: (250) 356 7057
Fax: (250) 356 0358

Boelens, Robert GCPE:EX

From: Easton, Joan E AGRI:EX
Sent: Wednesday, February 7, 2018 8:03 PM
To: McRae, Meghan GCPE:EX
Cc: Patterson, Mat AGRI:EX; Boelens, Robert GCPE:EX; McLaren, Solveig AGRI:EX; Wong, Jane T AGRI:EX
Subject: Re: DUE TO GCPE TODAY: Buy BC: Eat Drink Local notes for Meghan

Follow Up Flag: Follow up
Flag Status: Flagged

s.13

touch base tomorrow or you can reach me tonight on the cell if you prefer s.17 Am happy to

Regards
Joan

Sent from my BlackBerry 10 smartphone on the TELUS network.

From: McRae, Meghan GCPE:EX
Sent: Wednesday, February 7, 2018 5:22 PM
To: Easton, Joan E AGRI:EX
Cc: Patterson, Mat AGRI:EX; Boelens, Robert GCPE:EX; McLaren, Solveig AGRI:EX; Wong, Jane T AGRI:EX
Subject: Re: DUE TO GCPE TODAY: Buy BC: Eat Drink Local notes for Meghan

s.13

Thanks,
Meghan

Sent from my iPhone

On Feb 7, 2018, at 5:07 PM, Easton, Joan E AGRI:EX <Joan.Easton@gov.bc.ca> wrote:

Hi Meghan
This is what we have so far – more work to be done. Given the timing not sure how representative the numbers are.
Regards
Joan

From: Patterson, Mat AGRI:EX
Sent: Wednesday, February 7, 2018 4:34 PM
To: Easton, Joan E AGRI:EX
Cc: McLaren, Solveig AGRI:EX; Wong, Jane T AGRI:EX
Subject: DUE TO GCPE TODAY: Buy BC: Eat Drink Local notes for Meghan
Importance: High

Joan – see note below from Solveig for Meghan (due to her by EOD today) to incorporate into her issues note for the Minister. Here are the stats she requested:

s.13

Mat

Mat Patterson

BC Ministry of Agriculture
250-356-2945

From: McLaren, Solveig AGRI:EX
Sent: Wednesday, February 7, 2018 4:05 PM
To: Patterson, Mat AGRI:EX
Subject: Buy BC: Eat Drink Local notes for Meghan

The BCRFA is using a calculated strategy to engage restaurateurs. Restaurants signing up for the project can use their current menu but must create a 'fresh sheet' with local products highlighted, which is a criteria for the program. Creating a 'fresh sheet' is time-consuming and often involves collaboration with the restaurant's local distributor to ensure the products will be available during the promotion period. s.13
s.13

For your reference, I've included BCRFA's strategy below:

- In October, the Buy BC: Eat Drink Local campaign was launched in Kelowna followed by the website launch with stories posted about the campaign and local ingredients.
- In December, the social media pages were launched. December was one of the busiest times of the year for restaurants followed by many with vacations in early January and gearing up for Dine Around events. In mid-January, a reminder of the Buy BC: Eat Drink Local program appeared on the BCRFA homepage.
- February is the time of year that BCRFA chose to push the campaign for restaurants to sign up by initiating the following:
 - 1) BCRFA appearing at shows and events to promote the campaign to members and non-members. For example, with the recently-approved postcard, BCRFA is appearing at the Nanaimo Restaurant Show today to encourage chefs to participate in the campaign. BCRFA will also attend the Chef Table Society meetings and other chef-related events to encourage sign-up.
 - 2) BCRFA will devote their February members' newsletter to Buy BC: Eat Drink Local.

s.13

Thank you,

Solveig

McRae, Meghan GCPE:EX

From: Zaharia, Sarah GCPE:EX
Sent: Tuesday, January 16, 2018 5:50 PM
To: McRae, Meghan GCPE:EX
Subject: RE: Follow Up - Eat Drink Local

I haven't gone over it carefully yet but it looks good. I'll let you and the team know if I have questions next week. If you haven't told Robb already about the research, please do. He was anxious to get his hands on it.

From: McRae, Meghan GCPE:EX
Sent: Tuesday, January 16, 2018 8:58 AM
To: Zaharia, Sarah GCPE:EX
Subject: Re: Follow Up - Eat Drink Local

Hi Sarah,

Was Joan's budget breakdown what you were looking for? Also, Mat has let me know they've asked their contractor to refine the research, as there was some confusion on how they wanted it broken down. They anticipate being able to share that next week.

Thanks,
Meghan

Sent from my iPhone

On Jan 11, 2018, at 4:14 PM, Zaharia, Sarah GCPE:EX <Sarah.Zaharia@gov.bc.ca> wrote:

Hey Meghan,

A few items to follow up on from our briefing yesterday:

- Can you bring a draft of the coms plan we discussed for Buy BC to our one on one meeting?
- We'll be very interested to see the survey results this Friday – can you make sure that Robb and I both get that when program is ready to circulate?
- Can you chase the financials for the contract? I'd like to get that in my hands by next Wednesday so I can review it and give more detailed feedback late next week or early the week following.

Really want to get this as solid as we can before session kicks off.

Sarah Zaharia
Executive Director | Financial Ministries
Government Communications and Public Engagement
Sarah.Zaharia@gov.bc.ca
(778) 584-1258

McRae, Meghan GCPE:EX

From: McLaren, Solveig AGRI:EX
Sent: Friday, January 19, 2018 8:46 AM
To: McRae, Meghan GCPE:EX
Subject: Buy BC: Eat Drink Local postcard

Good morning, Meghan.

Any word on the postcard? I understand MLP is away at the moment, but BCRFA are wondering if they can use it for their promo as well.

Let me know your thoughts.

Thanks and Happy Friday!

Solveig

McRae, Meghan GCPE:EX

From: Zaharia, Sarah GCPE:EX
Sent: Friday, January 12, 2018 9:14 AM
To: McRae, Meghan GCPE:EX
Subject: RE: Follow Up - Eat Drink Local

As close as you can get it would be great – I anticipate Robb and Evan asking for something from the shop soon.

From: McRae, Meghan GCPE:EX
Sent: Thursday, January 11, 2018 4:56 PM
To: Zaharia, Sarah GCPE:EX
Subject: Re: Follow Up - Eat Drink Local

Yes. It will likely be fairly high level by the time you and I meet, as final budget won't be known, and neither will be the breakdown of the Buy BC funding. But I can pull something together that gives you an idea of priority announcements, and approach.

Sent from my iPhone

On Jan 11, 2018, at 4:54 PM, Zaharia, Sarah GCPE:EX <Sarah.Zaharia@gov.bc.ca> wrote:

I would like to see both. We need a plan that comes from the Coms shop for the program overall, like Robb mentioned but the more specific plan for the BCRFSA will hopefully come after I give the last round of feedback.

From: McRae, Meghan GCPE:EX
Sent: Thursday, January 11, 2018 4:17 PM
To: Zaharia, Sarah GCPE:EX
Subject: RE: Follow Up - Eat Drink Local

Sounds good, I'll work with Matt to get you what you need.
For the comms plan, are you looking for a draft of our government comms plan, or, as I would call it the Minister's comms plan, or would you like to see a further fleshed out comms plan from the BCRFSA?

Thanks,
Meghan

From: Zaharia, Sarah GCPE:EX
Sent: Thursday, January 11, 2018 4:14 PM
To: McRae, Meghan GCPE:EX
Subject: Follow Up - Eat Drink Local

Hey Meghan,

A few items to follow up on from our briefing yesterday:

- Can you bring a draft of the coms plan we discussed for Buy BC to our one on one meeting?
- We'll be very interested to see the survey results this Friday – can you make sure that Robb and I both get that when program is ready to circulate?
- Can you chase the financials for the contract? I'd like to get that in my hands by next Wednesday so I can review it and give more detailed feedback late next week or early the week following.

Really want to get this as solid as we can before session kicks off.

Sarah Zaharia

Executive Director | Financial Ministries

Government Communications and Public Engagement

Sarah.Zaharia@gov.bc.ca

(778) 584-1258

McRae, Meghan GCPE:EX

From: Easton, Joan E AGRI:EX
Sent: Thursday, February 8, 2018 8:57 AM
To: Patterson, Mat AGRI:EX; McRae, Meghan GCPE:EX
Cc: Boelens, Robert GCPE:EX; McLaren, Solveig AGRI:EX; Wong, Jane T AGRI:EX
Subject: RE: DUE TO GCPE TODAY: Buy BC: Eat Drink Local notes for Meghan

Hi Mat and Meghan

Mat – Meghan and I connected this morning so all good.

Meghan – Mat was ahead of me we are moving to weekly check-ins with Ian beginning with a call to Ian that Mat is already planning.

s.13

Regards
Joan

From: Patterson, Mat AGRI:EX
Sent: Thursday, February 8, 2018 8:41 AM
To: McRae, Meghan GCPE:EX; Easton, Joan E AGRI:EX
Cc: Boelens, Robert GCPE:EX; McLaren, Solveig AGRI:EX; Wong, Jane T AGRI:EX
Subject: RE: DUE TO GCPE TODAY: Buy BC: Eat Drink Local notes for Meghan

s.13

I am free before 11am today or after 130 to discuss.

Mat Patterson
BC Ministry of Agriculture
250-356-2945

From: McRae, Meghan GCPE:EX
Sent: Wednesday, February 7, 2018 5:22 PM
To: Easton, Joan E AGRI:EX
Cc: Patterson, Mat AGRI:EX; Boelens, Robert GCPE:EX; McLaren, Solveig AGRI:EX; Wong, Jane T AGRI:EX
Subject: Re: DUE TO GCPE TODAY: Buy BC: Eat Drink Local notes for Meghan

s.13

s.13

Thanks,
Meghan

Sent from my iPhone

On Feb 7, 2018, at 5:07 PM, Easton, Joan E AGRI:EX <Joan.Easton@gov.bc.ca> wrote:

Hi Meghan

This is what we have so far – more work to be done. Given the timing not sure how representative the numbers are.

Regards

Joan

From: Patterson, Mat AGRI:EX

Sent: Wednesday, February 7, 2018 4:34 PM

To: Easton, Joan E AGRI:EX

Cc: McLaren, Solveig AGRI:EX; Wong, Jane T AGRI:EX

Subject: DUE TO GCPE TODAY: Buy BC: Eat Drink Local notes for Meghan

Importance: High

Joan – see note below from Solveig for Meghan (due to her by EOD today) to incorporate into her issues note for the Minister. Here are the stats she requested:

s.13

Mat

Mat Patterson

BC Ministry of Agriculture
250-356-2945

From: McLaren, Solveig AGRI:EX

Sent: Wednesday, February 7, 2018 4:05 PM

To: Patterson, Mat AGRI:EX

Subject: Buy BC: Eat Drink Local notes for Meghan

The BCRFA is using a calculated strategy to engage restaurateurs. Restaurants signing up for the project can use their current menu but must create a 'fresh sheet' with local products highlighted, which is a criteria for the program. Creating a 'fresh sheet' is time-consuming and often involves

collaboration with the restaurant's local distributor to ensure the products will be available during the promotion period. s.13
s.13

For your reference, I've included BCRFA's strategy below:

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 - 2) BCRFA will devote their February members' newsletter to Buy BC: Eat Drink Local.

s.13

Thank you,

Solveig

McRae, Meghan GCPE:EX

From: McLaren, Solveig AGRI:EX
Sent: Friday, February 9, 2018 9:30 AM
To: McRae, Meghan GCPE:EX
Subject: Buy BC: EDL Print and Digital Media Plan
Attachments: 3 Buy BC digital and print media plan.docx; Copy of EDL Advertising Budget-Version 2.xlsx

Hi Meghan,

I'm going to brief Joan at 10:30 on the work that I've done so far on the plan. I'm not sure if you're in today or have time for a quick peek. I would like your input.

The media and budget are attached. My one question is: What do you think of the proposal for a Transit Ad in Vancouver?

Thanks!
Solveig

Solveig McLaren
Ministry of Agriculture
P: 250.356.5077
C: 250.896.9122

Boelens, Robert GCPE:EX

Subject: Follow up: Eat Drink Local - Joan Sarah, Mat, Solveig and Rob
Location: Sarah to call Joan @ 250-356-7057; Joan's Office

Start: Thu 2018-02-01 10:30 AM
End: Thu 2018-02-01 11:00 AM

Recurrence: (none)

Meeting Status: Accepted

Organizer: Easton, Joan E AGRI:EX
Required Attendees: Patterson, Mat AGRI:EX; McLaren, Solveig AGRI:EX; Zaharia, Sarah GCPE:EX; Boelens, Robert GCPE:EX



RE: Follow-up:
EAT DRINK LOC...

Boelens, Robert GCPE:EX

From: McRae, Meghan GCPE:EX
Sent: Friday, February 16, 2018 12:59 PM
To: McLaren, Solveig AGRI:EX
Cc: Boelens, Robert GCPE:EX
Subject: RE: Buy BC: Eat Drink Local Social Media posts for approval and question re: concept for print ads
Attachments: BUY BC EDL tweets GCPE edits.docx

Follow Up Flag: Follow up
Flag Status: Flagged

Approved with suggestions/edits.

From: McLaren, Solveig AGRI:EX
Sent: Friday, February 9, 2018 4:49 PM
To: McRae, Meghan GCPE:EX
Cc: Boelens, Robert GCPE:EX
Subject: Buy BC: Eat Drink Local Social Media posts for approval and question re: concept for print ads

Happy Friday!

I'm attaching a page of social media posts for approval. These are `welcome` posts for restaurants joining the promotion. BCRFA are also working on another set but I thought I'd get things rolling.

Also, I've received some mock ads for discussion regarding the print campaign. I'd love a few minutes of time to get some ideas but I'd like it face to face. It's easier for me to `see` your ideas that way.

Thanks,

Solveig

Solveig McLaren
Ministry of Agriculture
P: 250.356.5077
C: 250.896.9122

Boelens, Robert GCPE:EX

From: McLaren, Solveig AGRI:EX
Sent: Thursday, February 15, 2018 10:27 AM
To: Boelens, Robert GCPE:EX
Subject: RE: Could I share this on Buy BC: Eat Drink Local?

Follow Up Flag: Follow up
Flag Status: Completed

Sounds good – thanks!

From: Boelens, Robert GCPE:EX
Sent: Thursday, February 15, 2018 10:02 AM
To: McLaren, Solveig AGRI:EX
Subject: RE: Could I share this on Buy BC: Eat Drink Local?

I think it works better if there is a link/participant to the EDL campaign

From: McLaren, Solveig AGRI:EX
Sent: Thursday, February 15, 2018 9:37 AM
To: Boelens, Robert GCPE:EX
Subject: RE: Could I share this on Buy BC: Eat Drink Local?

Not yet. We're waiting to hear from Saveur.

From: Boelens, Robert GCPE:EX
Sent: Wednesday, February 14, 2018 4:32 PM
To: McLaren, Solveig AGRI:EX
Subject: RE: Could I share this on Buy BC: Eat Drink Local?

Have any of them registered for the EDL campaign?

From: McLaren, Solveig AGRI:EX
Sent: Wednesday, February 14, 2018 3:46 PM
To: Boelens, Robert GCPE:EX
Subject: Could I share this on Buy BC: Eat Drink Local?

Could I share this on Buy BC: Eat Drink Local? <https://www.vicnews.com/trending-now/b-c-full-of-canadas-100-most-romantic-restaurants/>

Thanks
Solveig

Boelens, Robert GCPE:EX

From: Easton, Joan E AGRI:EX
Sent: Thursday, February 15, 2018 9:47 AM
To: McRae, Meghan GCPE:EX; Shoemaker, Wes AGRI:EX; Mack, James AGRI:EX; Lalani, Arif AGRI:EX
Cc: Beale, William AGRI:EX; Boelens, Robert GCPE:EX
Subject: RE: FOR APPROVAL: MEDIA RESPONSE ON BACKGROUND

Hi Meghan
Minor suggestions (in yellow).
Regards
Joan

- The Ministry of Agriculture is working with the Liquor Distribution Branch and other relevant ministries as well as the B.C. wine industry on a series of activities as part of B.C. Wine Month in April; the scope and scale of the activities has yet to be determined.
- The Buy BC: ~~EAT DRINK LOCAL~~ campaign taking place in May 2018 was announced last Fall <https://news.gov.bc.ca/releases/2017AGRI0055-001719> . At that time, the budget for the campaign was nearly \$225,000.

From: McRae, Meghan GCPE:EX
Sent: Thursday, February 15, 2018 9:37 AM
To: Shoemaker, Wes AGRI:EX; Mack, James AGRI:EX; Lalani, Arif AGRI:EX
Cc: Beale, William AGRI:EX; Boelens, Robert GCPE:EX; Easton, Joan E AGRI:EX
Subject: FOR APPROVAL: MEDIA RESPONSE ON BACKGROUND
Importance: High

This is a follow-up to a question Finance has been handling. This will likely need to get reviewed by DM Lloyd as well, but before I send it up, I want to make sure you're comfortable with this response, on background.

Request

What is the budget for April wine month and May Buy BC?

Response on Background:

- The Ministry of Agriculture is working with the Liquor Distribution Branch and other relevant ministries as well as the B.C. wine industry on a series of activities as part of B.C. Wine Month in April; the scope and scale of the activities has yet to be determined.
- The Buy BC: Eat Drink Local campaign taking place in May 2018 was announced last Fall <https://news.gov.bc.ca/releases/2017AGRI0055-001719> . At that time, the budget for the campaign was nearly \$225,000.

Meghan McRae
Communications Director,
Ministry of Agriculture

Boelens, Robert GCPE:EX

From: McLaren, Solveig AGRI:EX
Sent: Thursday, February 1, 2018 3:32 PM
To: Boelens, Robert GCPE:EX
Cc: McLaren, Solveig AGRI:EX
Subject: Social Media posts for your review/approval
Attachments: February 2018 Content EDIT Buy BC EDL Social MediaCalendar CLEAN.docx; February 2018 Content EDIT Buy BC EDL Social MediaCalendar.docx

Follow Up Flag: Follow up
Flag Status: Flagged

Hi Rob,

Attached are two files, one with tracked changes accepted, and one without. All posts, with the exception of those in the table below, were previously approved in our communication plan. There have been a few edits for clarity and pictures added to the posts. This is the last set of the pre-approved social media.






Below are the Twitter posts for Canadian Ag Day. All of the text is from federal government suggested tweets with the exception of Saturday's. Their tweet surpassed the character limit so I made up one. The Canadian Ag Day info is found here: <https://www.agriculturemorethanever.ca/cdn-ag-day/>







Date	Text	Image	Image Descr.	Platform
Tues, Feb 6	#CdnAgDay is on Feb. 13. Mark your calendars! Visit www.agday.ca for more info.		Save the date.	Twitter
Thurs, Feb 8	Wondering how to celebrate #CdnAgDay on Feb. 13? Get inspired! Click here: www.agday.ca			Twitter
Sat, Feb 10	#CdnAg – celebrate your local farmer!			Twitter





Thanks!





Solveig




Social Media Content Calendar – February 6 – March 3

February 6-12: Theme – Out and About					
Date	Text	Image	Image Descr.	Platform	Hashtags
Tuesday Feb 6	Do you love to #EatDrinkLocal? Share your favourite local restaurants with us by tagging @eatdrinkbuybc		Cite Restaurant	Facebook Instagram Twitter	#BuyBC #EatDrinkLocal #BCTastesBetter
Tues, Feb 6	#CdnAgDay is on Feb. 13. Mark your calendars! Visit www.agday.ca for more info.			Twitter	#CdnAgDay #BuyBC #EatDrinkLocal
Wed, Feb 7	Our Chinook Salmon is a local FAVE! This beauty is from Tofino, BC.			Facebook Instagram	#BuyBC #EatDrinkLocal #BCTastesBetter
Thurs, Feb 8	How about a trip to @EdibleCanada for local offerings this week? They have been serving the best of what is local & seasonal since 2010.		Cite restaurant with photo.	Facebook Instagram Twitter	#BuyBC #EatDrinkLocal #BCTastesBetter
Thurs, Feb 8	Wondering how to celebrate #CdnAgDay on Feb. 13? Get inspired! Click here: www.agday.ca			Twitter	#CdnAgDay #BuyBC #EatDrinkLocal
Fri, Feb 9	BC winter kale is tasty, fresh and nutritious!		Photo of Kale	Facebook Instagram Twitter	#BuyBC #EatDrinkLocal #BCTastesBetter

					
Sat, Feb 10	Help us discover the best places to find AAA BC beef burgers in the province. Post your photos #eatdrinklocal #BCBeef		Photo of beef burger	Facebook Instagram Twitter	#BuyBC #EatDrinkLocal #BCTastesBetter #BCBeef
Sat, Feb 10	#CdnAg – celebrate your local farmer!			Twitter	#CdnAgDay #BuyBC #EatDrinkLocal
February 13 -19: Theme – Come to the Table					
Date	Text	Image	Image Descr.	Platform	Hashtags
Tues, Feb 13	Find out which #BCRestaurants serve BC food. Visit eatdrinklocal.ca		Buy BC: EAT DRINK LOCAL logo plus dish	Facebook Instagram Twitter	#BuyBC #EatDrinkLocal #BCTastesBetter
Tues, Feb 13	#CdnAgDay is today! How are you celebrating? #CdnAg #Food			Twitter	#CdnAgDay #BuyBC #EatDrinkLocal
Wed, Feb 14	SNAP. DINE. WIN. Send us your pictures of the local chef-created meals that made you hungry for more and enter to win a gift certificate. Tag us using @eatdrinkbuybc Photo credit: @leilalikes		Photo of menu offering	Facebook Instagram Twitter	#BuyBC #EatDrinkLocal #BCTastesBetter
Thurs, Feb 15	Everything tastes better with friends, family & fresh #BuyBC ingredients!		Family gathering at table	Instagram Twitter	#BuyBC #EatDrinkLocal #BCTastesBetter


						
Fri, Feb 16	Support your #BuyBC #EatDrinkLocal venues that proudly serve and sell BC food			Photo of Buy BC: EAT DRINK LOCAL decal on restaurant window	Facebook Instagram Twitter	#BuyBC #EatDrinkLocal #BCTastesBetter
Sat, Feb 17	Restaurants - have you signed up with eatdrinklocal.ca ? Join the growing list of participating #BCRestaurants! Photo credit @leilalikes			Buy BC: EAT DRINK LOCAL logo plus dish	Facebook Instagram Twitter	#BuyBC #EatDrinkLocal #BCTastesBetter
February 20-26: Theme – Come to the Table						
Date	Text	Image	Image Descr.	Date	Text	
Tues, Feb 20	Fraser Valley cream – the perfect addition to your hot chocolate or coffee on cold winter days.			Facebook Instagram	#BuyBC #EatDrinkLocal #BCTastesBetter	







Wed, Feb 21	What could be better than farm fresh #BCEggs? Photo Credit @leilalikes			Facebook Instagram Twitter	#BuyBC #EatDrinkLocal #BCTastesBetter #BCEggs
Thurs, Feb 22	Did you know there are many amazing #BCCraft beer producers in the Kootenays? Try the brews from @ferniewbrewingco or visit their tasting room in Fernie, BC #DrinkFernie			Facebook Instagram Twitter	#BuyBC #EatDrinkLocal #BCTastesBetter #DrinkFernie
Fri, Feb 23	Razor Clams are considered some of the best eating clams in the Pacific Northwest. @haida_wild sources Razor Clams, valued for their consistent quality, from a select group of Haida Gwaii community members.		Photo of Razor Clam harvest	Facebook Instagram Twitter	#BuyBC #EatDrinkLocal #BCTastesBetter
Sat, Feb 24	@NorthArmFarm garlic from Pemberton, BC – harvest in the fall and store in a dark, dry location so you can enjoy throughout the winter. Photo credit @leilalikes		Photo of Garlic	Facebook Instagram Twitter	#BuyBC #EatDrinkLocal #BCTastesBetter





February 27-March 5: Theme - Industry					
Date	Text	Image	Image Descr.	Platform	Hashtags
Tues, Feb 27	Don't forget about the local #BCgreenhouse options like peppers, tomatoes and cucumbers!		Photo of red, green, yellow peppers, hothouse tomatoes and cucumbers	Facebook Instagram Twitter	#BuyBC #EatDrinkLocal #BCTastesBetter
Wed, Feb 28	Add #BCEggs to your burger, sandwich or brunch for extra protein and deliciousness.		Photo plus list 2-3 restaurants	Facebook Instagram Twitter	#BuyBC #EatDrinkLocal #BCTastesBetter
Thurs, Mar 1	Fuji, Ambrosia and Pink Lady are all late harvest #BCApple varieties. What is your favourite type of #BCApple?		Photo of Apple	Facebook Instagram Twitter	#BuyBC #EatDrinkLocal #BCTastesBetter
Fri, Mar 2	Shelley Adams is the author of the bestselling Whitewater Cooks series. Shelley's famous recipes from the Fresh Tracks Café (Nelson, BC) served as the inspiration for the first book:		text + related embedded /links to short 15-second video clips	Facebook Instagram Twitter	#BuyBC #EatDrinkLocal #BCTastesBetter

	Whitewater Cooks, Pure, Simple and Real.				
Sat, Mar 3	Support BC Turkey Farmers and try the locally-grown turkey on menus. Perfect pairing with Cranberries grown in Richmond and Delta and a Rosé from Osoyoos.		Photo of roast turkey and the trimmings	Facebook Instagram	#BuyBC #EatDrinkLocal #BCTastesBetter




Social Media Content Calendar – February 6 – March 3

February 6-12: Theme – Out and About					
Date	Text	Image	Image Descr.	Platform	Hashtags
Tuesday Feb 6	<p>Early dinner set price deal, and local food is healthy food. Get the deals at</p> <hr/> <p>Do you love to #EatDrinkLocal? Share your favourite local restaurants with us by tagging @eatdrinkbuybc</p>		Cite 2 or 3 restaurants <u>Cite Restaurant</u>	Facebook <u>Instagram</u> <u>Twitter</u>	#BuyBC #EatDrinkLocal #BCTastesBetter
Tues, Feb 6	<p>#CdnAgDay is on Feb. 13. Mark your calendars! Visit www.agday.ca for more info.</p>			<u>Twitter</u>	#CdnAgDay #BuyBC #EatDrinkLocal
Wed, Feb 7	<p>Our Steelhead Trout is a local FAVE! Have you tried it yet?</p> <p>Our Chinook Salmon is a local FAVE! This beauty is from Tofino, BC.</p>		Cite 2 or 3 restaurants	Facebook Instagram	#BuyBC #EatDrinkLocal #BCTastesBetter
Thurs, Feb 8	<p>How about a trip to for local offerings this week? We are proud to have been family-owned and operated since!</p> <p>How about a trip to @EdibleCanada for local offerings this week? They have been serving the best of what is local & seasonal since 2010.</p>		Cite restaurant with photo.	Facebook Instagram Twitter	#BuyBC #EatDrinkLocal #BCTastesBetter
Thurs, Feb 8	<p>Wondering how to celebrate #CdnAgDay on Feb. 13? Check out the website for inspiration! Click here: www.agday.ca</p>			<u>Twitter</u>	#CdnAgDay #BuyBC #EatDrinkLocal
Fri, Feb 9	<p>DYK that in BC we grow all these yummy foods so you can eat them fresh and in season?</p>		Photo of dish with local meat	Facebook Instagram Twitter	#BuyBC #EatDrinkLocal #BCTastesBetter

	BC wWinter kKale is tasty, fresh and nutritious!		and-veg. <u>Photo of Kale</u>		
Sat, Feb 10	Help us discover the best places to find AAA BC beef burgers in BCthe province. Post your photos #eatdrinklocal #BCBeef		Photo of beef burger	Facebook Instagram Twitter	#BuyBC #EatDrinkLocal #BCTastesBetter #BCBeef
Sat, Feb 10	#CdnAg – celebrate your local farmer.			Twitter	#CdnAgDay #BuyBC #EatDrinkLocal
February 13 -19: Theme – Come to the Table					
Date	Text	Image	Image Descr.	Platform	Hashtags
Tues, Feb 13	Find out which #BCRestaurants serve BC food. Visit eatdrinklocal.ca		Buy BC: EAT DRINK LOCAL logo plus dish	Facebook Instagram Twitter	#BuyBC #EatDrinkLocal #BCTastesBetter
Tues, Feb 13	#CdnAgDay is today! How are you celebrating? #CdnAg #Food			Twitter	#CdnAgDay #BuyBC #EatDrinkLocal
Wed, Feb 14	SNAP. DINE. WIN. Send us your pictures of the local chef-created meals that made you hungry for more and enter to win a gift certificate. Tag us using @eatdrinkbuybc Use #EatDrinkLocal Photo credit: @leilalikes		Photo of menu offering	Facebook Instagram Twitter	#BuyBC #EatDrinkLocal #BCTastesBetter
Thurs, Feb 15	Everything tastes better with friends, family & fresh #BuyBC ingredients!		Family gathering at table	Instagram Twitter	#BuyBC #EatDrinkLocal #BCTastesBetter

						
Fri, Feb 16	Support your #BuyBC #EatDrinkLocal venues that proudly serve and sell BC food			Photo of Buy BC: EAT DRINK LOCAL decal on restaurant window	Facebook Instagram Twitter	#BuyBC #EatDrinkLocal #BCTastesBetter
	Comfort food with a modern twist? Eat here _____			Photo of meal, cite restaurant, location	Facebook Instagram Twitter	#BuyBC #EatDrinkLocal #BCTastesBetter
Sat, Feb 17	Restaurants - have you signed up with eatdrinklocal.ca ? Join the growing list of participating #BCRestaurants! Photo credit @leilalikes -more than X (insert number) #BCRestaurants listed!"			Buy BC: EAT DRINK LOCAL logo plus dish	Facebook Instagram Twitter	#BuyBC #EatDrinkLocal #BCTastesBetter
February 20-26: Theme – Come to the Table						
Date	Text	Image	Image Descr.	Date	Text	
Tues, Feb 20	Fraser Valley cream—a delicious addition to Okanagan apple pies. Available at local #BCrestaurants now. Fraser Valley cream – the perfect addition to your hot chocolate or coffee on cold winter days.		Photo of pie and whipped cream, cite bakery or restaurant	Facebook Instagram	#BuyBC #EatDrinkLocal #BCTastesBetter	

Wed, Feb 21	<p>Like local cocktails? BC bartenders are whipping up cocktails with #BCEggs</p> <p>What could be better than farm fresh #BCEggs? Photo Credit @leilalikes</p>		Photo of a pisco sour	Facebook Instagram Twitter	#BuyBC #EatDrinkLocal #BCTastesBetter #BCEggs
Thurs, Feb 22	<p>Who doesn't love Ramen? Noodles with seasonal flavours and local Fraser Valley pork</p> <p>Did you know there are many amazing #BCCraft beer producers in the Kootenays? Try the brews from @ferniewbrewingco or visit their tasting room in Fernie, BC #DrinkFernie</p>		Photo of ramen bowl, cite restaurant Photo of Beer	Facebook Instagram Twitter	#BuyBC #EatDrinkLocal #BCTastesBetter #DrinkFernie
Fri, Feb 23	<p>BC mustard grown in the Kootenays. What would make your BC beef burger better? Try them together at _____</p> <p>Razor Clams are considered some of the best eating clams in the Pacific Northwest. @haida_wild sources Razor Clams, valued for their consistent quality, from a select group of Haida Gwaii community members selected due to their consistent quality.</p>		List 2-3 restaurants Photo of Razor Clam harvest	Facebook Instagram Twitter	#BuyBC #EatDrinkLocal #BCTastesBetter
Sat, Feb 24	<p>Seafood and steak, a classic made-in-BC combo. Available at restaurants around the province.</p> <p>@NorthArmFarm garlic from Pemberton, BC – harvest in the fall and store in a dark, dry location so you can enjoy throughout the winter. Photo credit @leilalikes</p>		Photo of surf & turf Photo of Garlic	Facebook Instagram Twitter	#BuyBC #EatDrinkLocal #BCTastesBetter

February 27-March 5: Theme - Industry					
Date	Text	Image	Image Descr.	Platform	Hashtags
Tues, Feb 27	<p>And don't forget about the local #BCgreenhouse options like peppers, tomatoes and cucumbers!</p>		Photo of red, green-, yellow peppers, hothouse tomatoes and cucumbers	Facebook Instagram Twitter	#BuyBC #EatDrinkLocal #BCTastesBetter
Wed, Feb 28	<p>BC Bacon—a reason to dine out. Paired with #BCEggs—it makes every meal better. Try brunch at _____</p> <p>Add #BCEggs to your burger, sandwich or brunch for extra protein and deliciousness.</p>		Photo plus list 2-3 restaurants	Facebook Instagram Twitter	#BuyBC #EatDrinkLocal #BCTastesBetter
Thurs, Mar 1	<p>Do you know what's in season in BC right now? Send us photos of your fall dining out experiences in #BCRestaurants using #EatDrinkLocal</p> <p>Fuji, Ambrosia and Pink Lady are all late harvest #BCApple varieties. What is your favourite type of #BCApple?</p>		<p>Photo of menu offering</p> <p>Photo of Apple</p>	Facebook Instagram Twitter	#BuyBC #EatDrinkLocal #BCTastesBetter
Fri, Mar 2	<p>#2—Introduction to a Regional Chef and his/her seasonal 'local' recipe</p> <p>Shelley Adams is the author of the bestselling Whitewater Cooks series. Shelley's famous recipes from the Fresh Tracks Café</p>		text + related embedded /links to short 15-second video clips	Facebook Instagram Twitter YouTube	#BuyBC #EatDrinkLocal #BCTastesBetter

	(Nelson, BC) served as the inspiration for the first book: Whitewater Cooks, Pure, Simple and Real.				
Sat, Mar 3	Support BC Turkey Farmers and try the locally-grown turkey on menus this fall . Perfect pairing with Cranberries grown in Richmond and Delta and a Rosé from Osoyoos.		Photo of roast turkey and the trimmings	Facebook Instagram	#BuyBC #EatDrinkLocal #BCTastesBetter

Boelens, Robert GCPE:EX

From: McLaren, Solveig AGRI:EX
Sent: Tuesday, January 30, 2018 1:49 PM
To: Boelens, Robert GCPE:EX
Subject: Re: Buy BC: Eat Drink Local postcard - request approval, please

Follow Up Flag: Follow up
Flag Status: Flagged

Thanks!

Sent from my iPhone

On Jan 30, 2018, at 1:48 PM, Boelens, Robert GCPE:EX <Robert.Boelens@gov.bc.ca> wrote:

yup, that's it from here.

From: McLaren, Solveig AGRI:EX
Sent: Tuesday, January 30, 2018 1:48 PM
To: Boelens, Robert GCPE:EX
Subject: Re: Buy BC: Eat Drink Local postcard - request approval, please

Hi Rob,

They can do this. Is it approved with these changes then and I will send over the revised copy? They have to work with a printer to get this changed.

Thanks,
Solveig

Sent from my iPhone

On Jan 30, 2018, at 1:13 PM, Boelens, Robert GCPE:EX <Robert.Boelens@gov.bc.ca> wrote:

Hi Solveig, could they add the word "beverages" to "locally grown and produced foods" in the second to last sentence of the first para, and the last sentence "sustainable food and beverages" nice to link to the drink part of eat drink local too

<image003.jpg>

From: McLaren, Solveig AGRI:EX
Sent: Monday, January 29, 2018 2:50 PM
To: Boelens, Robert GCPE:EX
Subject: FW: Buy BC: Eat Drink Local postcard - request approval, please
Importance: High

Hi Rob,

The BCRFA have two events with members on the horizon, one this weekend and the second early next week, in Nanaimo and one in Victoria respectively. They would like to

get the postcard printed in order to hand out at these meetings. This is the only promotional material that is a take-away for the BuyBC: Eat Drink Local promotion.

In order to have the cards printed on time, they need to take the file to the printer tomorrow morning before 10 am.

May we have approval for this card to be printed, please?

I've attached the second email to Meghan that shows the concept as sent forward.

Thank you!

Solveig McLaren
Ministry of Agriculture
P: 250.356.5077
C: 250.896.9122

From: McRae, Meghan GCPE:EX
Sent: Friday, January 19, 2018 10:06 AM
To: McLaren, Solveig AGRI:EX
Subject: RE: Buy BC: Eat Drink Local postcard

Can you remind me who it came to me from? I can't find it in my inbox. It hasn't gone to the Minister yet, but I can send it to Will for his review/comments.

From: McLaren, Solveig AGRI:EX
Sent: Friday, January 19, 2018 8:46 AM
To: McRae, Meghan GCPE:EX
Subject: Buy BC: Eat Drink Local postcard

Good morning, Meghan.

Any word on the postcard? I understand MLP is away at the moment, but BCRFA are wondering if they can use it for their promo as well.

Let me know your thoughts.

Thanks and Happy Friday!

Solveig

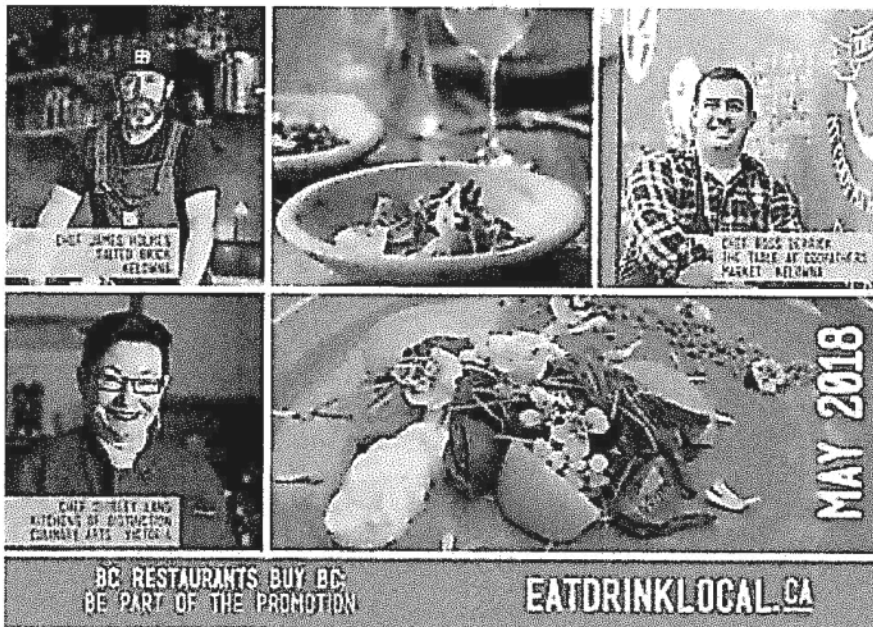
Boelens, Robert GCPE:EX

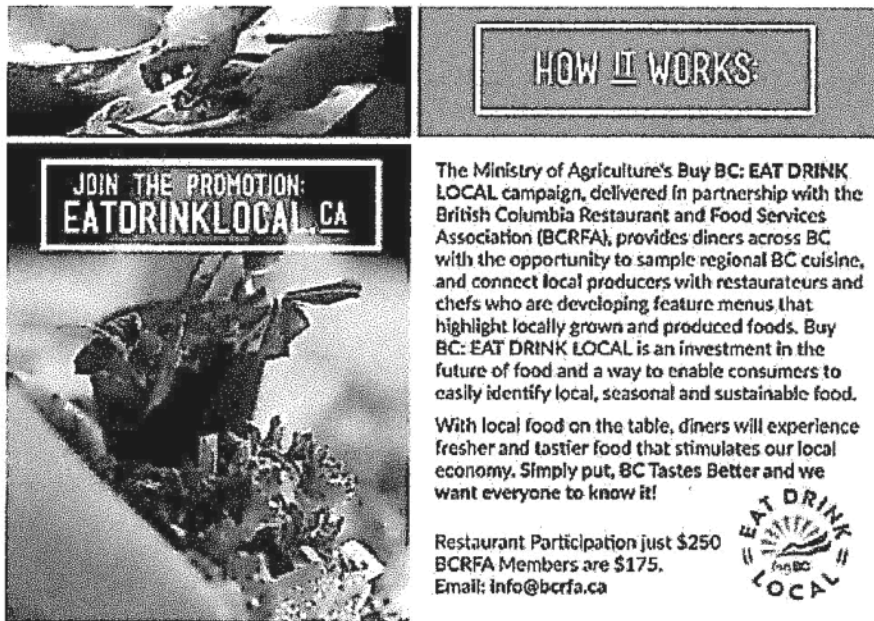
From: Boelens, Robert GCPE:EX
Sent: Monday, January 29, 2018 2:54 PM
To: Beale, William AGRI:EX; Smith, Jessica C AGRI:EX
Subject: FW: Buy BC: Eat Drink Local postcard - request approval, this pm please

Importance: High

Follow Up Flag: Follow up
Flag Status: Flagged

Hi – apologies if you’ve already seen these, but AGRI is requesting approval on these today please, for eat drink local, the BCFRA needs to go to the printers tomorrow to meet their distribution timelines for events this week.





HOW IT WORKS:

The Ministry of Agriculture's Buy BC: EAT DRINK LOCAL campaign, delivered in partnership with the British Columbia Restaurant and Food Services Association (BCRFA), provides diners across BC with the opportunity to sample regional BC cuisine, and connect local producers with restaurateurs and chefs who are developing feature menus that highlight locally grown and produced foods. Buy BC: EAT DRINK LOCAL is an investment in the future of food and a way to enable consumers to easily identify local, seasonal and sustainable food.

With local food on the table, diners will experience fresher and tastier food that stimulates our local economy. Simply put, BC Tastes Better and we want everyone to know it!

Restaurant Participation just \$250
BCRFA Members are \$175.
Email: info@bcdfa.ca

From: McLaren, Solveig AGRI:EX
Sent: Monday, January 29, 2018 2:50 PM
To: Boelens, Robert GCPE:EX
Subject: FW: Buy BC: Eat Drink Local postcard - request approval, please
Importance: High

Hi Rob,

The BCRFA have two events with members on the horizon, one this weekend and the second early next week, in Nanaimo and one in Victoria respectively. They would like to get the postcard printed in order to hand out at these meetings. This is the only promotional material that is a take-away for the BuyBC: Eat Drink Local promotion.

In order to have the cards printed on time, they need to take the file to the printer tomorrow morning before 10 am.

May we have approval for this card to be printed, please?

I've attached the second email to Meghan that shows the concept as sent forward.

Thank you!

Solveig McLaren
 Ministry of Agriculture
 P: 250.356.5077
 C: 250.896.9122

McRae, Meghan GCPE:EX

From: McLaren, Solveig AGRI:EX
Sent: Friday, January 5, 2018 2:24 PM
To: McRae, Meghan GCPE:EX
Cc: Patterson, Mat AGRI:EX; Easton, Joan E AGRI:EX
Subject: Buy BC: Eat Drink Local January posts for review/approval
Attachments: Buy BC EDL Social Media Calendar for Jan 8_15_22_29.docx; Buy BC EDL Social Media Calendar for Jan 8_15_22_29_with Tracked Changes.docx

Hi Meghan,

As per our chat earlier today, I am providing the Buy BC: Eat Drink Local social media posts for the weeks of Jan 8, 15, 22 and 29 for your review approval. The majority of these posts had been pre-approved, but BCRFA have added photos and edited as required.

As per Rob's suggestion, BCRFA will post from Tuesday to Saturday, and then on Monday, review the weekend activity and retweet as necessary.

Due to the holiday activity, the posts are delayed, for which I apologize. The February 6 posts will be delivered to you for approval on or before January 29th as per our social media guidelines.

Kind regards and with thanks,
Solveig

Solveig McLaren
Ministry of Agriculture
P: 250.356.5077
C: 250.896.9122

McRae, Meghan GCPE:EX

From: McLaren, Solveig AGRI:EX
Sent: Friday, January 26, 2018 1:56 PM
To: McRae, Meghan GCPE:EX
Subject: RE: For review/approval

Absolutely. Thanks so much!

From: McRae, Meghan GCPE:EX
Sent: Friday, January 26, 2018 1:45 PM
To: McLaren, Solveig AGRI:EX
Subject: RE: For review/approval

Thanks Solveig,
s.22

so please send the content to Rob for approval.

The only concern I have with that card being used as a JPG on their site is it doesn't have the Buy BC Eat Drink Local logo on the front. No recognition of government. Can you get them to fix that, and we can get it approved?

From: McLaren, Solveig AGRI:EX
Sent: Friday, January 26, 2018 1:35 PM
To: McRae, Meghan GCPE:EX
Subject: For review/approval

Happy Friday, Meghan:

I'll have some Social Media posts coming your way on Monday. I was away two days this week and didn't get my work done on them until now. Am briefing Mat on Monday then I'll send.

The BCRFA have accidentally put the card up on their site, and I said they would have to take down until approved, but for their site, you can approve, right?

Here's the link. <http://www.bcrfa.com/>

Thanks!!

Solveig

Solveig McLaren
Ministry of Agriculture
P: 250.356.5077
C: 250.896.9122

McRae, Meghan GCPE:EX

From: Patterson, Mat AGRI:EX
Sent: Wednesday, February 7, 2018 10:26 AM
To: McRae, Meghan GCPE:EX
Cc: McLaren, Solveig AGRI:EX; Easton, Joan E AGRI:EX
Subject: Re: Stats required for IN-Buy BC Eat Drink Local

Hi Meghan,

Solveig connected with BCRFA yesterday and they are pulling together the info. We will have something to you later this afternoon.

Cheers,
Mat

Mat Patterson
BC Ministry of Agriculture
250-356-2945

On Feb 7, 2018, at 10:24 AM, McRae, Meghan GCPE:EX <Meghan.McRae@gov.bc.ca> wrote:

Hi there,

As per our chat yesterday, if I can get the stats on where we're at for Buy BC: Eat Drink Local, specifically:

s.13

I need to finalize the IN today, so it's ready for the Issues Binder for next week.
Thanks!
Meghan

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

McRae, Meghan GCPE:EX

From: McLaren, Solveig AGRI:EX
Sent: Wednesday, February 14, 2018 4:06 PM
To: Zaharia, Sarah GCPE:EX
Cc: McRae, Meghan GCPE:EX; Patterson, Mat AGRI:EX; Easton, Joan E AGRI:EX
Subject: RE: Buy BC: Eat Drink Local documents as requested last meeting

Yes. If more clarity is needed, please let me know.

Thanks!

Solveig

Solveig McLaren
Marketing Consultant
B.C. Ministry of Agriculture
T: 250.356.5077
C:250.896.9122
Solveig.McLaren@gov.bc.ca

From: Zaharia, Sarah GCPE:EX
Sent: Wednesday, February 14, 2018 4:02 PM
To: McLaren, Solveig AGRI:EX
Cc: McRae, Meghan GCPE:EX; Patterson, Mat AGRI:EX; Easton, Joan E AGRI:EX
Subject: RE: Buy BC: Eat Drink Local documents as requested last meeting

Hey Solveig,

Are all the revised portions in yellow for the project execution doc?

From: McLaren, Solveig AGRI:EX
Sent: Friday, February 9, 2018 4:46 PM
To: Zaharia, Sarah GCPE:EX
Cc: McRae, Meghan GCPE:EX; Patterson, Mat AGRI:EX; Easton, Joan E AGRI:EX
Subject: Buy BC: Eat Drink Local documents as requested last meeting

Hi Sarah,

Attached are a few documents as requested at our last meeting. We've made revisions to the Execution Plan (highlighted in yellow and starting on page 9) as we discussed and I look forward to your comments. Also, we've developed a Print and Digital Plan with budget, which is also attached.

Have a great long weekend, and we will speak with you next week.

Kind regards,
Solveig

Solveig McLaren
Marketing Consultant
B.C. Ministry of Agriculture
T: 250.356.5077
C:250.896.9122
Solveig.McLaren@gov.bc.ca

McRae, Meghan GCPE:EX

From: McLaren, Solveig AGRI:EX
Sent: Friday, February 16, 2018 9:25 AM
To: McRae, Meghan GCPE:EX
Cc: Boelens, Robert GCPE:EX
Subject: RE: Buy BC: Eat Drink Local Social Media posts for approval and question re: concept for print ads
Attachments: Buy BC EDL generic posts to announce restaurants.docx

Hi Meghan and Rob,

Can I get a few minutes perhaps later today (I'm free after 2) to go over BCRFA's mock-ups regarding the campaign for the print and digital campaign?

After this meeting the next steps will be as follows:

- BCRFA to revise as per your comments
- Revised product to you for review, then if okay,
- Product is sent to a designer for mock-up
- Product to AGRI to ensure consistency with direction
- Product goes to print

Thanks!

Also, when you get a minute, I'll need approval on those posts that went with the email below. I've attached for your review. Sorry – my fault for sending late on a Friday!!

Thanks!

Solveig

From: McLaren, Solveig AGRI:EX
Sent: Friday, February 9, 2018 4:49 PM
To: McRae, Meghan GCPE:EX
Cc: Boelens, Robert GCPE:EX
Subject: Buy BC: Eat Drink Local Social Media posts for approval and question re: concept for print ads

Happy Friday!

I'm attaching a page of social media posts for approval. These are 'welcome' posts for restaurants joining the promotion. BCRFA are also working on another set but I thought I'd get things rolling.

Also, I've received some mock ads for discussion regarding the print campaign. I'd love a few minutes of time to get some ideas but I'd like it face to face. It's easier for me to 'see' your ideas that way.

Thanks,

Solveig

Solveig McLaren
Ministry of Agriculture
P: 250.356.5077

C: 250.896.9122